FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q1. Gender

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Male	**487**	487	-	23	54	67	106	99	137	140	117	95	135	257	230
	49%	100%	-	17%	34%	46%	59%	65%	61%	56%	42%	52%	47%	49%	48%
		C		*	D	DE	DEF	DEF	DEF	KMN				K	
Female	**512**	-	512	109	108	80	74	53	87	110	157	90	155	267	245
	51%	-	100%	82%	66%	54%	41%	35%	39%	44%	57%	48%	53%	51%	52%
			B	EFGHI*	FGHI	GHI					JN		J	J	
Other	**1**	-	1	1	-	-	-	-	-	-	1	-	-	1	-
	*****	-	*	1%	-	-	-	-	-	-	*	-	-	*	-
				*											
Prefer not to say	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q1. Gender

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Male	**487**	120	200	85	82	112	375
	49%	55% S	50% S	49%	40%	40%	52% T
Female	**512**	99	202	88	122	168	344
	51%	45%	50%	51%	60% PQ	60% U	48%
Other	**1**	-	1	-	-	-	1
	*****	-	*	-	-	-	*
Prefer not to say	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q1. Gender

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Male	487 49%	108 44%	337 49%	42 67% BC*	287 49%	200 48%	71 44%	142 48%	65 56%	268 43%	199 58% J	20 71% **	137 53% P	85 47% P	188 53% P	67 34%	323 46%	164 54% Q
Female	512 51%	136 56% D	355 51% D	20 33% *	299 51%	213 51%	90 56%	155 52%	51 44%	361 57% K	143 42%	8 29% **	121 47%	94 52%	166 47%	130 66% MNO	373 54% R	139 46%
Other	1 *	1 1%	-	- - *	-	1 *	-	-	-	-	1 *	- - **	-	1 1%	-	-	1 *	-
Prefer not to say	- -	-	-	- - *	-	-	-	-	-	-	-	- - **	-	-	-	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q1. Gender

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Male	**487** **49%**	57 42%	430 50%
Female	**512** **51%**	80 58%	432 50%
Other	**1** *	- -	1 *
Prefer not to say	**-** **-**	- -	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q1. Gender

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Male	**487**	148	329	205	282	44	52	106	238	154	81	70	45
	49%	55%	46%	50%	48%	49%	53%	51%	45%	57%	46%	38%	38%
		C				*	*			I			
Female	**512**	121	382	203	309	46	46	101	287	116	94	116	75
	51%	45%	54%	50%	52%	51%	46%	49%	54%	43%	54%	62%	62%
			B			*	*		J				
Other	**1**	-	1	1	-	-	1	-	1	-	-	-	-
	*	-	*	*	-	-	1%	-	*	-	-	-	-
						*	*						
Prefer not to say	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
						*	*						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q1. Gender

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Male	**487** **49%**	- -	81 51% B	51 47% B	406 48% B
Female	**512** **51%**	232 100% CDE	78 49%	58 53%	433 52%
Other	**1** *	- -	- -	- -	1 *
Prefer not to say	**-** **-**	- -	- -	- -	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q2. Age

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Under 16	**-**	-	-	- *	-	-	-	-	-	-	-	-	-	-	-
	295	77	218	133	163	-	-	-	-	65	101	64	65	166	129
16-34	**30%**	16%	42% B	100% FGHI*	100% FGHI	-	-	-	-	26%	37% JMNO	35% MO	22%	32% JM	27% M
	148	67	80	-	-	148	-	-	-	36	43	20	48	80	68
35-44	**15%**	14%	16%	- *	-	100% DEGHI	-	-	-	15%	16%	11%	17%	15%	14%
	181	106	74	-	-	-	181	-	-	40	50	36	55	90	91
45-54	**18%**	22% C	15%	- *	-	-	100% DEFHI	-	-	16%	18%	20%	19%	17%	19%
	152	99	53	-	-	-	-	152	-	35	30	34	53	65	87
55-64	**15%**	20% C	10%	- *	-	-	-	100% DEFGI	-	14%	11%	18% K	18% KN	12%	18% KN
	184	110	73	-	-	-	-	-	184	58	39	28	58	98	86
65-74	**18%**	23% C	14%	- *	-	-	-	-	82% DEFGH	23% KN	14%	15%	20%	19% K	18%
	41	27	14	-	-	-	-	-	41	16	11	2	12	27	14
75+	**4%**	6% C	3%	- *	-	-	-	-	18% DEFGH	7% LO	4%	1%	4%	5% L	3%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	**-**	-	-	- *	-	-	-	-	-	-	-	-	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q2. Age

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
	-	-	-	-	-	-	-
Under 16	**-**	-	-	-	-	-	-
	295	27	95	73	101	133	162
16-34	**30%**	13%	24% P	42% PQ	49% PQ	48% U	23%
	148	30	42	36	40	69	79
35-44	**15%**	14%	10%	21% Q	19% Q	25% U	11%
	181	43	60	32	45	62	119
45-54	**18%**	20%	15%	18%	22% Q	22%	16%
	152	48	71	18	14	16	136
55-64	**15%**	22% RS	18% RS	11%	7%	6%	19% T
	184	57	109	13	5	-	184
65-74	**18%**	26% RS	27% RS	8% S	2%	-	26% T
	41	14	26	1	-	-	41
75+	**4%**	6% RS	6% RS	1%	-	-	6% T
	-	-	-	-	-	-	-
Refused	**-**	-	-	-	-	-	-

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q2. Age

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Under 16	-	-	-	- *	-	-	-	-	-	-	-	- **	-	-	-	-	-	-
	295	63	219	13	167	128	53	85	26	166	125	4	77	39	107	72	217	79
16-34	30%	26%	32%	21% *	29%	31%	33%	29%	23%	26%	37% J	15% **	30%	22%	30% N	36% N	31%	26%
	148	35	104	9	91	56	17	57	17	106	37	4	29	27	49	42	94	54
35-44	15%	14%	15%	14% *	16%	14%	10%	19% G	15%	17% K	11%	14% **	11%	15%	14%	21% MO	13%	18%
	181	55	119	6	115	66	34	50	28	113	60	7	46	38	55	42	120	60
45-54	18%	22% D	17%	10% *	20%	16%	21%	17%	24%	18%	18%	26% **	18%	21%	16%	21%	17%	20%
	152	42	99	11	84	67	21	46	16	98	51	3	50	24	48	27	106	46
55-64	15%	17%	14%	17% *	14%	16%	13%	15%	14%	16%	15%	12% **	19%	13%	14%	14%	15%	15%
	184	41	125	17	108	75	31	51	23	125	52	6	48	44	76	11	128	55
65-74	18%	17%	18%	28% *	19%	18%	19%	17%	20%	20%	15%	23% **	19% P	24% P	21% P	5%	18%	18%
	41	8	26	7	19	22	6	8	5	21	17	3	9	8	19	5	32	9
75+	4%	3%	4%	11% BC*	3%	5%	4%	3%	4%	3%	5%	10% **	4%	4%	5%	2%	5%	3%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	- *	-	-	-	-	-	-	-	- **	-	-	-	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q2. Age

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
	-	-	-
Under 16	**-**	-	-
	295	57	239
16-34	**30%**	41% T	28%
	148	21	127
35-44	**15%**	15%	15%
	181	24	157
45-54	**18%**	17%	18%
	152	10	142
55-64	**15%**	7%	16% S
	184	19	164
65-74	**18%**	14%	19%
	41	7	34
75+	**4%**	5%	4%
	-	-	-
Refused	**-**	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q2. Age

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	-	-	-	-	-	-	-	-	-	-	-	-	-
Under 16	**-**	-	-	-	-	- *	- *	-	-	-	-	-	-
	295	44	242	143	152	36	44	56	152	71	61	93	64
16-34	**30%**	17%	34% B	35% E	26%	40% H*	44% H*	27%	29%	26%	35%	50% K	54% K
	148	37	110	62	86	16	9	35	59	60	24	50	35
35-44	**15%**	14%	15%	15%	14%	18% *	9% *	17%	11%	22% I	14%	27% K	29% K
	181	45	132	71	110	16	12	43	88	50	39	33	13
45-54	**18%**	17%	18%	17%	19%	17% *	13% *	21%	17%	18%	22% M	18% M	11%
	152	49	101	54	97	10	15	29	86	39	24	9	7
55-64	**15%**	18%	14%	13%	16%	11% *	15% *	14%	16%	14%	14% LM	5%	6%
	184	75	104	70	114	12	13	44	112	42	23	-	-
65-74	**18%**	28% C	15%	17%	19%	13% *	13% *	21%	21%	15%	13% LM	-	-
	41	18	23	9	32	1	7	1	29	9	3	-	-
75+	**4%**	7% C	3%	2%	5% D	1% *	7% H*	*	6%	3%	2%	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	**-**	-	-	-	-	- *	- *	-	-	-	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q2. Age

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
	-	-	-	-	-
Under 16	**-**	-	-	-	-
	295	108	49	37	246
16-34	**30%**	47% CDE	31%	34%	29%
	148	80	24	14	124
35-44	**15%**	35% CDE	15%	13%	15%
	181	43	30	21	151
45-54	**18%**	19%	19%	20%	18%
	152	-	24	18	128
55-64	**15%**	-	15% B	17% B	15% B
	184	-	29	17	155
65-74	**18%**	-	18% B	16% B	18% B
	41	-	4	1	37
75+	**4%**	-	2%	1%	4% B
	-	-	-	-	-
Refused	**-**	-	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	250	140	110	35	29	36	40	35	75	250	-	-	-	250	-
AB	**25%**	29%	21%	27%	18%	25%	22%	23%	33%	100%	-	-	-	48%	-
		C		*					EGH	KLMNO				KLMO	
	275	117	158	50	51	43	50	30	50	-	275	-	-	275	-
C1	**28%**	24%	31%	38%	32%	29%	28%	20%	22%	-	100%	-	-	52%	-
			B	HI*	H						JLMNO			JLMO	
	185	95	90	27	38	20	36	34	30	-	-	185	-	-	185
C2	**19%**	20%	17%	20%	23%	14%	20%	22%	13%	-	-	100%	-	-	39%
				*	FI			I				JKMNO			JKMN
	290	135	155	21	44	48	55	53	70	-	-	-	290	-	290
DE	**29%**	28%	30%	15%	27%	32%	30%	35%	31%	-	-	-	100%	-	61%
				*	D	D	D	D	D				JKLNO		JKLN

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
AB	**250**	39	104	40	67	79	171
	25%	18%	26% P	23%	33% P	28%	24%
C1	**275**	70	114	46	44	68	207
	28%	32% S	28%	26%	22%	24%	29%
C2	**185**	21	79	39	46	63	122
	19%	10%	20% P	23% P	23% P	22%	17%
DE	**290**	89	106	48	47	69	221
	29%	41% QRS	26%	28%	23%	25%	31%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
AB	**250**	53	181	16	138	112	32	65	35	144	94	12	62	49	111	27	174	76
	25%	22%	26%	26% *	24%	27%	20%	22%	31%	23%	27%	44% **	24% P	27% P	31% P	14%	25%	25%
C1	**275**	67	196	12	160	115	37	90	32	165	102	8	65	47	102	59	194	81
	28%	27%	28%	20% *	27%	28%	23%	30%	27%	26%	30%	28% **	25%	26%	29%	30%	28%	27%
C2	**185**	44	127	14	124	61	41	62	19	119	63	4	63	32	58	29	129	56
	19%	18%	18%	22% *	21% F	15%	26%	21%	17%	19%	18%	13% **	24% OP	18%	16%	15%	18%	19%
DE	**290**	81	188	20	164	126	51	80	29	202	84	4	69	52	84	82	200	90
	29%	33%	27%	32% *	28%	30%	32%	27%	25%	32% K	25%	15% **	27%	29%	24%	41% MNO	29%	30%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
AB	**250**	39	211
	25%	29%	24%
C1	**275**	32	243
	28%	23%	28%
C2	**185**	25	160
	19%	18%	19%
DE	**290**	41	249
	29%	30%	29%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	250	64	184	115	135	22	30	61	163	44	34	-	-
AB	**25%**	24%	26%	28%	23%	24% *	30% *	29%	31% J	16%	20% LM	-	-
	275	65	203	120	155	16	31	69	144	85	41	66	-
C1	**28%**	24%	29%	29%	26%	18% *	31% *	33% F	27%	32%	23% M	35% KM	-
	185	38	142	52	133	17	12	20	94	49	40	57	57
C2	**19%**	14%	20% B	13%	23% D	19% H*	12% *	10%	18%	18%	23%	31%	48% KL
	290	102	182	122	168	36	27	57	125	92	60	63	63
DE	**29%**	38% C	26%	30%	28%	40% *	27% *	27%	24%	34% I	34%	34%	52% KL

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
AB	**250** **25%**	41 18%	37 23%	22 20%	213 25% B
C1	**275** **28%**	76 33% C	37 23%	27 25%	238 28%
C2	**185** **19%**	39 17%	41 26% BE	27 25%	144 17%
DE	**290** **29%**	75 32%	44 28%	34 31%	246 29%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade - Combined

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	525	257	268	85	81	80	90	65	125	250	275	-	-	525	-
Net: ABC1	**53%**	53%	52%	64% EGH*	50%	54%	50%	43%	55% H	100% LMO	100% LMO	-	-	100% LMO	-
	475	230	245	47	82	68	91	87	100	-	-	185	290	-	475
Net: C2DE	**48%**	47%	48%	36% *	50% D	46%	50% D	57% DI	45%	-	-	100% JKN	100% JKN	-	100% JKN

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade - Combined

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: ABC1	**525**	109	218	86	111	148	377
	53%	50%	54%	50%	54%	53%	52%
Net: C2DE	**475**	110	184	87	94	132	343
	48%	50%	46%	50%	46%	47%	48%

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade - Combined

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: ABC1	**525**	119	377	29	297	228	69	155	67	309	196	20	127	95	213	87	369	156
	53%	49%	54%	46% *	51%	55%	43%	52%	58% G	49%	57% J	72% **	49%	53%	60% MP	44%	53%	52%
Net: C2DE	**475**	126	315	34	288	187	92	142	49	320	147	8	132	85	142	111	329	146
	48%	51%	46%	54% *	49%	45%	57% I	48%	42%	51% K	43%	28% **	51% O	47%	40%	56% O	47%	48%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade - Combined

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: ABC1	**525**	71	454
	53%	52%	53%
Net: C2DE	**475**	66	409
	48%	48%	47%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade - Combined

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	525	130	387	235	290	37	61	130	307	129	75	66	-
Net: ABC1	**53%**	48%	54%	58% E	49%	42% *	61% F*	63% F	58% J	48%	43% M	35% M	-
	475	140	324	173	302	53	38	77	219	141	100	120	120
Net: C2DE	**48%**	52%	46%	42%	51% D	58% GH*	39% *	37%	42%	52% I	57%	65%	100% KL

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q3. Social Grade - Combined

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: ABC1	**525**	117	74	48	451
	53%	51%	46%	44%	54%
Net: C2DE	**475**	115	85	61	390
	48%	49%	54%	56%	46%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q4. Region

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	**245** **25%**	108 22%	137 27%	31 24% *	31 19%	35 24%	55 31% E	42 28%	50 22%	53 21%	67 24%	44 24%	81 28%	119 23%	126 26%
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	**692** **69%**	337 69%	355 69%	100 75% *	119 73%	104 70%	119 66%	99 65%	151 67%	181 72%	196 71%	127 69%	188 65%	377 72%	315 66%
Southern Scotland (Borders/Dumfries & Galloway)	**63** **6%**	42 9% C	20 4%	1 1% *	12 7% D	9 6%	6 4%	11 7% D	24 11% DG	16 7%	12 5%	14 7%	20 7%	29 5%	34 7%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q4. Region

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	**245** **25%**	58 26%	107 27%	35 20%	45 22%	67 24%	178 25%
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	**692** **69%**	147 67%	276 69%	130 75%	139 68%	192 69%	500 69%
Southern Scotland (Borders/Dumfries & Galloway)	**63** **6%**	15 7%	20 5%	8 5%	20 10% Q	21 7%	42 6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q4. Region

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	**245**	245	-	-	134	111	38	71	22	164	72	9	66	39	81	55	166	79
	25%	100%	-	-	23%	27%	24%	24%	19%	26%	21%	32%	25%	22%	23%	28%	24%	26%
		CD		*								**						
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	**692**	-	692	-	416	276	115	206	87	432	242	18	178	130	250	128	495	197
	69%	-	100%	-	71%	67%	71%	69%	75%	69%	71%	65%	69%	72%	71%	65%	71%	65%
			BD	*								**						
Southern Scotland (Borders/Dumfries & Galloway)	**63**	-	-	63	36	27	8	21	7	33	29	1	14	11	23	14	36	27
	6%	-	-	100%	6%	7%	5%	7%	6%	5%	8%	3%	6%	6%	7%	7%	5%	9%
				BC*								**						Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q4. Region

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	**245** **25%**	38 28%	207 24%
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	**692** **69%**	92 67%	601 70%
Southern Scotland (Borders/Dumfries & Galloway)	**63** **6%**	8 6%	55 6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q4. Region

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	**245**	61	177	90	155	19	17	49	134	70	34	43	31
	25%	23%	25%	22%	26%	22%	18%	24%	26%	26%	19%	23%	26%
						*	*						
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	**692**	189	492	294	398	66	74	146	359	180	132	128	78
	69%	70%	69%	72%	67%	74%	75%	71%	68%	67%	75%	69%	65%
						*	*						
Southern Scotland (Borders/Dumfries & Galloway)	**63**	20	43	24	38	4	7	12	32	20	9	15	12
	6%	7%	6%	6%	6%	5%	7%	6%	6%	8%	5%	8%	10%
						*	*						

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q4. Region

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	**245** **25%**	59 25%	45 28%	27 24%	200 24%
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	**692** **69%**	158 68%	105 66%	76 70%	587 70%
Southern Scotland (Borders/Dumfries & Galloway)	**63** **6%**	15 6%	9 5%	6 5%	54 6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q5. Number of people in household

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
1	**219**	120	99	9	19	30	43	48	71	39	70	21	89	109	110
	22%	25%	19%	7%	12%	20%	24%	31%	32%	16%	26%	11%	31%	21%	23%
				*		D	DE	DEF	DEF		JLN		JLNO	JL	JL
2	**403**	200	203	47	48	42	60	71	135	104	114	79	106	218	184
	40%	41%	40%	35%	30%	28%	33%	47%	60%	42%	42%	43%	36%	42%	39%
				*				EFG	DEFGH						
3	**173**	85	88	29	43	36	32	18	14	40	46	39	48	86	87
	17%	18%	17%	22%	27%	24%	18%	12%	6%	16%	17%	21%	17%	16%	18%
				I*	HI	HI	I								
4	**127**	49	78	25	34	28	29	7	5	43	29	23	32	72	55
	13%	10%	15%	19%	21%	19%	16%	4%	2%	17%	11%	13%	11%	14%	12%
			B	HI*	HI	HI	HI			KN				K	
5	**50**	23	27	15	14	9	6	6	-	16	9	15	9	25	25
	5%	5%	5%	11%	9%	6%	3%	4%	-	7%	3%	8%	3%	5%	5%
				GHI*	I	I	I	I				KM			M
6	**17**	6	11	5	4	4	4	1	-	6	3	3	4	10	7
	2%	1%	2%	4%	2%	2%	2%	1%	-	3%	1%	2%	1%	2%	2%
				I*											
7	**5**	2	3	-	1	-	3	1	-	1	-	4	-	1	4
	1%	*	1%	-	1%	-	2%	1%	-	*	-	2%	-	*	1%
				*								N			M
8+	**5**	2	3	2	-	-	3	-	-	-	3	-	2	3	2
	1%	*	1%	2%	-	-	2%	-	-	-	1%	-	1%	1%	*
				*											

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q5. Number of people in household

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
	219	219	-	-	-	-	219
1	**22%**	100% QRS	-	-	-	-	30% T
	403	-	403	-	-	33	370
2	**40%**	-	100% PRS	-	-	12%	51% T
	173	-	-	173	-	90	84
3	**17%**	-	-	100% PQS	-	32% U	12%
	127	-	-	-	127	97	30
4	**13%**	-	-	-	62% PQR	35% U	4%
	50	-	-	-	50	39	10
5	**5%**	-	-	-	24% PQR	14% U	1%
	17	-	-	-	17	13	4
6	**2%**	-	-	-	8% PQR	5% U	1%
	5	-	-	-	5	3	2
7	**1%**	-	-	-	2% Q	1%	*
	5	-	-	-	5	4	1
8+	**1%**	-	-	-	3% Q	1% U	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q5. Number of people in household

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
1	**219**	58	147	15	116	103	37	52	22	214	2	3	41	47	74	54	154	65
	22%	23%	21%	24% *	20%	25%	23%	17%	19%	34% K	1%	10% **	16%	26% M	21%	27% M	22%	21%
2	**403**	107	276	20	233	170	59	119	52	213	173	16	115	73	144	66	280	123
	40%	44%	40%	31% *	40%	41%	36%	40%	45%	34%	50% J	59% **	45% P	41%	41%	33%	40%	41%
3	**173**	35	130	8	115	59	34	59	21	93	77	4	52	29	56	37	115	58
	17%	14%	19%	13% *	20% F	14%	21%	20%	18%	15%	23% J	13% **	20%	16%	16%	19%	17%	19%
4	**127**	32	84	11	73	55	15	42	15	65	59	3	35	16	50	25	88	39
	13%	13%	12%	18% *	12%	13%	9%	14%	13%	10%	17% J	10% **	13%	9%	14%	12%	13%	13%
5	**50**	9	31	9	35	14	11	20	2	21	26	2	11	9	21	9	36	13
	5%	4%	5%	14% BC*	6%	3%	7%	7%	2%	3%	8% J	9% **	4%	5%	6%	5%	5%	4%
6	**17**	2	15	-	8	9	3	2	3	15	2	-	2	3	6	6	15	2
	2%	1%	2%	- *	1%	2%	2%	1%	3%	2%	*	- **	1%	2%	2%	3%	2%	1%
7	**5**	2	3	-	3	2	1	2	-	5	-	-	1	2	2	-	3	2
	1%	1%	*	- *	1%	*	1%	1%	-	1%	-	- **	*	1%	1%	-	*	1%
8+	**5**	-	5	-	3	2	2	1	-	2	3	-	2	1	1	1	5	-
	1%	-	1%	- *	*	1%	1%	*	-	*	1%	- **	1%	*	*	1%	1%	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q5. Number of people in household

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
1	**219** **22%**	15 11%	204 24% S
2	**403** **40%**	48 35%	355 41%
3	**173** **17%**	31 22%	143 17%
4	**127** **13%**	27 20% T	101 12%
5	**50** **5%**	7 5%	42 5%
6	**17** **2%**	7 5% T	10 1%
7	**5** **1%**	1 1%	4 *
8+	**5** **1%**	1 1%	4 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q5. Number of people in household

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
1	**219**	64	149	92	127	13	32	47	115	55	41	-	-
	22%	24%	21%	23%	21%	14% *	32% F*	23%	22%	20%	24% LM	-	-
2	**403**	121	273	160	243	34	31	87	233	96	67	18	13
	40%	45%	38%	39%	41%	38% *	31% *	42%	44% J	36%	38% LM	10%	11%
3	**173**	38	135	69	105	14	13	40	83	46	34	64	38
	17%	14%	19%	17%	18%	15% *	13% *	19%	16%	17%	20%	34% K	32% K
4	**127**	31	95	50	77	18	13	18	60	41	26	65	41
	13%	12%	13%	12%	13%	20% H*	13% *	9%	11%	15%	15%	35% K	34% K
5	**50**	9	39	20	29	6	5	10	25	23	1	23	18
	5%	3%	6%	5%	5%	7% *	5% *	5%	5%	8%	*	12% K	15% K
6	**17**	3	13	12	5	5	4	3	5	6	5	9	6
	2%	1%	2%	3% E	1%	6% *	4% *	1%	1%	2%	3%	5%	5%
7	**5**	2	3	3	2	1	-	2	3	2	-	2	2
	1%	1%	*	1%	*	1% *	- *	1%	1%	1%	-	1%	2%
8+	**5**	1	5	2	3	-	1	-	2	2	1	4	2
	1%	*	1%	1%	*	- *	1% *	-	*	1%	1%	2%	2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q5. Number of people in household

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
1	**219** **22%**	32 14%	29 18%	20 18%	190 23% B
2	**403** **40%**	73 31%	59 37%	40 37%	344 41% B
3	**173** **17%**	51 22% E	32 20%	24 22%	141 17%
4	**127** **13%**	52 22% DE	23 15%	14 13%	104 12%
5	**50** **5%**	13 6%	9 6%	7 7%	40 5%
6	**17** **2%**	6 3%	3 2%	2 2%	14 2%
7	**5** **1%**	3 1%	1 1%	1 1%	4 *
8+	**5** **1%**	1 *	2 1%	1 1%	3 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q6. Children in HH/pregnant

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any children/pregnant	**280**	112	168	46	87	69	62	16	-	79	68	63	69	148	132
	28%	23%	33%	35%	54%	47%	34%	10%	-	32%	25%	34%	24%	28%	28%
			B	HI*	DGHI	GHI	HI	I				MO			M
Currently pregnant	**9**	2	7	1	5	2	-	-	-	5	2	-	2	7	2
	1%	*	1%	1%	3%	1%	-	-	-	2%	1%	-	1%	1%	*
				*	GI										
Any under 5 years old	**101**	30	71	18	52	21	8	2	-	26	28	23	24	54	47
	10%	6%	14%	13%	32%	14%	5%	1%	-	10%	10%	12%	8%	10%	10%
			B	GHI*	DFGHI	GHI	I								
Any 5 - 11 years old	**135**	60	76	5	49	50	23	7	-	33	32	33	37	65	70
	14%	12%	15%	4%	30%	34%	13%	5%	-	13%	12%	18%	13%	12%	15%
				I*	DGHI	DGHI	DHI	I							
Any 12 - 15 years old	**96**	40	57	15	10	28	35	8	-	30	21	22	24	50	46
	10%	8%	11%	11%	6%	19%	20%	6%	-	12%	7%	12%	8%	10%	10%
				I*	I	EHI	EHI	I							
Any 16 - 17 years old	**56**	29	27	16	4	6	21	9	-	20	10	14	12	30	26
	6%	6%	5%	12%	2%	4%	12%	6%	-	8%	4%	7%	4%	6%	5%
				EFI*		I	EFI	I		K				K	
No - no children under 18 in household/not currently pregnant	**720**	375	345	87	76	79	119	136	225	171	207	122	221	377	343
	72%	77%	67%	65%	46%	53%	66%	90%	100%	68%	75%	66%	76%	72%	72%
		C		E*			EF	DEFG	DEFGH				LO		L

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q6. Children in HH/pregnant

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Any children/pregnant	**280**	-	33	90	157	280	-
	28%	-	8%	52%	77%	100%	-
			P	PQ	PQR	U	
Currently pregnant	**9**	-	4	2	3	9	-
	1%	-	1%	1%	1%	3%	-
						U	
Any under 5 years old	**101**	-	9	34	58	101	-
	10%	-	2%	20%	29%	36%	-
				PQ	PQ	U	
Any 5 - 11 years old	**135**	-	6	36	93	135	-
	14%	-	2%	21%	46%	48%	-
				PQ	PQR	U	
Any 12 - 15 years old	**96**	-	7	20	70	96	-
	10%	-	2%	11%	34%	34%	-
				PQ	PQR	U	
Any 16 - 17 years old	**56**	-	10	9	37	56	-
	6%	-	3%	5%	18%	20%	-
			P	P	PQR	U	
No - no children under 18 in household/not currently pregnant	**720**	219	370	84	47	-	720
	72%	100%	92%	48%	23%	-	100%
		QRS	RS	S			T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q6. Children in HH/pregnant

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Any children/pregnant	**280**	67	192	21	189	91	60	95	30	172	103	5	72	47	99	62	183	97
	28%	27%	28%	33% *	32% F	22%	38%	32%	26%	27%	30%	17% **	28%	26%	28%	31%	26%	32%
Currently pregnant	**9**	3	6	-	5	4	2	3	-	4	5	-	3	2	2	2	6	3
	1%	1%	1%	- *	1%	1%	1%	1%	-	1%	2%	- **	1%	1%	1%	1%	1%	1%
Any under 5 years old	**101**	27	70	4	61	40	23	28	7	75	25	1	24	20	34	23	69	32
	10%	11%	10%	7% *	10%	10%	14% I	10%	6%	12% K	7%	3% **	9%	11%	10%	12%	10%	11%
Any 5 - 11 years old	**135**	29	92	14	96	39	33	50	11	88	46	2	32	27	53	23	84	51
	14%	12%	13%	22% *	16% F	9%	20% I	17%	10%	14%	13%	7% **	12%	15%	15%	11%	12%	17%
Any 12 - 15 years old	**96**	18	68	10	64	32	16	32	15	56	39	2	24	15	32	25	67	30
	10%	7%	10%	17% B*	11%	8%	10%	11%	13%	9%	11%	7% **	9%	8%	9%	13%	10%	10%
Any 16 - 17 years old	**56**	15	37	4	41	15	16	18	6	27	28	1	19	5	21	11	35	21
	6%	6%	5%	7% *	7% F	4%	10%	6%	6%	4%	8% J	4% **	7%	3%	6%	5%	5%	7%
No - no children under 18 in household/not currently pregnant	**720**	178	500	42	397	323	101	202	86	457	240	23	186	133	256	136	514	206
	72%	73%	72%	67% *	68%	78% E	62%	68%	74%	73%	70%	83% **	72%	74%	72%	69%	74%	68%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q6. Children in HH/pregnant

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any children/pregnant	**280**	53	227
	28%	38% T	26%
Currently pregnant	**9**	3	6
	1%	2%	1%
Any under 5 years old	**101**	18	83
	10%	13%	10%
Any 5 - 11 years old	**135**	21	114
	14%	15%	13%
Any 12 - 15 years old	**96**	22	74
	10%	16% T	9%
Any 16 - 17 years old	**56**	10	46
	6%	7%	5%
No - no children under 18 in household/not currently pregnant	**720**	85	636
	72%	62%	74% S

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q6. Children in HH/pregnant

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any children/pregnant	**280**	57	219	118	161	34	26	56	132	92	54	186	120
	28%	21%	31% B	29%	27%	37% *	27% *	27%	25%	34% I	31%	100% K	100% K
Currently pregnant	**9**	1	8	6	3	-	-	4	6	2	1	4	2
	1%	*	1%	1%	1%	- *	- *	2%	1%	1%	1%	2%	2%
Any under 5 years old	**101**	14	85	46	55	13	11	21	46	27	26	75	47
	10%	5%	12% B	11%	9%	15% *	11% *	10%	9%	10%	15%	40% K	39% K
Any 5 - 11 years old	**135**	28	105	59	76	18	15	26	69	46	20	102	70
	14%	10%	15%	14%	13%	20% *	15% *	12%	13%	17%	11%	55% K	58% K
Any 12 - 15 years old	**96**	22	71	37	59	12	7	16	43	35	19	67	46
	10%	8%	10%	9%	10%	13% *	7% *	8%	8%	13% I	11%	36% K	38% K
Any 16 - 17 years old	**56**	14	42	25	31	8	6	11	28	19	9	21	13
	6%	5%	6%	6%	5%	8% *	7% *	5%	5%	7%	5%	11% K	11%
No - no children under 18 in household/not currently pregnant	**720**	212	492	290	430	56	73	151	394	178	121	-	-
	72%	79% C	69%	71%	73%	63% *	73% *	73%	75% J	66%	69% LM	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q6. Children in HH/pregnant

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any children/pregnant	**280**	120	57	38	223
	28%	52% CDE	36% E	35%	26%
Currently pregnant	**9**	6	2	1	7
	1%	2% E	1%	1%	1%
Any under 5 years old	**101**	54	23	17	78
	10%	23% CE	15%	15%	9%
Any 5 - 11 years old	**135**	72	32	21	104
	14%	31% CDE	20% E	20%	12%
Any 12 - 15 years old	**96**	39	15	7	82
	10%	17% CDE	9%	6%	10%
Any 16 - 17 years old	**56**	8	13	8	43
	6%	3%	8%	7%	5%
No - no children under 18 in household/not currently pregnant	**720**	112	102	71	618
	72%	48%	64% B	65% B	74% BC

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	586	287	299	73	95	91	115	84	127	138	160	124	164	297	288
Yes	**59%**	59%	58%	55% *	58%	62%	64%	56%	57%	55%	58%	67% JMN	57%	57%	61%
	414	200	214	60	68	56	66	67	97	112	115	61	126	228	187
No	**41%**	41%	42%	45% *	42%	38%	36%	44%	43%	45% L	42%	33%	43% L	43% L	39%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Yes	**586**	116	233	115	122	189	397
	59%	53%	58%	66% P	60%	67% U	55%
No	**414**	103	170	59	83	91	323
	41%	47% R	42%	34%	40%	33%	45% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
	586	134	416	36	586	-	161	297	116	377	197	11	161	96	209	116	415	171
Yes	**59%**	55%	60%	57% *	100% F	-	100%	100%	100%	60%	58%	38% **	62%	53%	59%	59%	59%	56%
	414	111	276	27	-	414	-	-	-	252	145	17	98	84	146	82	283	132
No	**41%**	45%	40%	43% *	-	100% E	-	-	-	40%	42%	62% **	38%	47%	41%	41%	41%	44%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Yes	**586**	84	501
	59%	61%	58%
No	**414**	53	361
	41%	39%	42%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	586	153	422	242	344	66	58	115	324	148	95	127	81
Yes	**59%**	57%	59%	59%	58%	73% H*	58% *	55%	62%	55%	54%	68% K	67% K
	414	117	290	167	248	24	41	92	202	121	80	59	39
No	**41%**	43%	41%	41%	42%	27% *	42% *	45% F	38%	45%	46% LM	32%	33%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Yes	**586**	138	129	87	456
	59%	59%	81% BE	80% BE	54%
No	**414**	94	30	22	385
	41%	41% CD	19%	20%	46% CD

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	586	299	287	55	98	87	123	92	131	146	177	112	151	323	263
Base	586	287	299	73	95	91	115	84	127	138	160	124	164	297	288
Net: Any food safety	**486** **83%**	237 83%	249 83%	60 83% *	69 73% *	67 73% *	99 86% EF	73 87% EF*	118 93% EF	118 86%	134 84%	103 83%	131 80%	252 85%	234 81%
Ensuring the food you buy is safe to eat	**440** **75%**	216 75%	224 75%	52 72% *	59 62% *	60 66% *	92 80% EF	69 81% EF*	109 86% DEF	106 77%	123 77%	91 73%	121 73%	229 77%	211 73%
Promoting food safety in the home	**328** **56%**	161 56%	167 56%	39 53% *	38 40% *	38 41% *	76 66% EF	55 65% EF*	83 65% EF	84 61%	87 55%	67 54%	90 55%	171 57%	157 54%
Promoting and enabling healthy eating	**288** **49%**	137 48%	150 50%	41 56% E*	31 33% *	46 50% E*	62 54% E	38 45% *	70 55% E	69 50%	84 53%	60 48%	74 45%	154 52%	134 47%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	**229** **39%**	108 38%	122 41%	30 41% *	32 34% *	30 33% *	44 38%	35 42% *	58 45%	46 34%	63 39%	52 42%	69 42%	109 37%	120 42%
Overseeing inspections of restaurants and other food businesses for food hygiene	**352** **60%**	166 58%	185 62%	36 50% *	45 48% *	54 59% *	75 65% E	48 56% *	94 74% DEFH	89 64%	93 59%	75 61%	94 57%	182 61%	169 59%
Net: Any labelling	**439** **75%**	216 76%	223 75%	57 79% F*	69 73% *	54 59% *	89 78% F	66 78% F*	104 82% F	99 72%	127 80%	90 72%	123 75%	227 76%	213 74%
Nutrition labelling information on food packaging	**318** **54%**	161 56%	157 52%	44 60% F*	41 43% *	32 35% *	76 66% EF	51 60% EF*	75 59% EF	80 58%	92 58%	61 49%	85 52%	172 58%	145 50%
Date labels, such as "best before" and "use by" labels	**319** **54%**	162 57%	156 52%	40 55% *	47 49% *	35 38% *	67 59% F	50 60% F*	79 62% F	73 53%	89 56%	68 55%	88 54%	162 54%	156 54%
Country of origin labels, which identify where food comes from	**302** **52%**	146 51%	156 52%	32 44% *	36 38% *	42 45% *	66 57% E	44 53% *	82 64% DEF	70 51%	81 51%	62 50%	89 54%	151 51%	151 52%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Food authenticity – i.e. food is what it says it is on the packaging	**375** **64%**	196 68%	180 60%	42 59% *	45 48% *	49 53% *	84 73% EF	57 67% E*	99 77% DEF	92 67%	97 61%	77 62%	109 66%	189 64%	186 65%
Working with the food industry and business to improve standards	**419** **72%**	212 74%	207 69%	44 60% *	47 50% *	58 63% *	90 78% DEF	68 80% DEF*	113 88% DEFG	103 75%	110 69%	89 72%	118 72%	212 71%	207 72%
Other	**3** **1%**	1 *	2 1%	- - *	- - *	1 1% *	- -	1 1% *	1 1%	- -	1 1%	1 1%	1 1%	1 *	2 1%
Don't know	**28** **5%**	15 5%	14 5%	1 1% *	4 4% *	12 13% DI*	6 5%	4 5% *	2 1%	4 3%	5 3%	3 3%	15 9% N	10 3%	18 6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	586	120	235	111	120	186	400
Base	586	116	233	115	122	189	397
Net: Any food safety	486 83%	98 85%	203 87% R	88 77%	97 80%	145 77%	341 86% T
Ensuring the food you buy is safe to eat	440 75%	88 76%	187 80% R	78 68%	87 71%	126 67%	314 79% T
Promoting food safety in the home	328 56%	73 63%	124 53%	59 51%	72 59%	97 51%	231 58%
Promoting and enabling healthy eating	288 49%	55 47%	112 48%	62 54%	58 48%	94 50%	194 49%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	229 39%	47 40%	87 37%	47 41%	49 40%	71 38%	158 40%
Overseeing inspections of restaurants and other food businesses for food hygiene	352 60%	76 66%	140 60%	62 54%	73 60%	102 54%	249 63%
Net: Any labelling	439 75%	93 80%	174 75%	85 74%	88 73%	132 70%	307 77%
Nutrition labelling information on food packaging	318 54%	69 60%	116 50%	63 55%	69 57%	96 51%	221 56%
Date labels, such as "best before" and "use by" labels	319 54%	66 57%	127 54%	63 55%	63 51%	87 46%	231 58% T
Country of origin labels, which identify where food comes from	302 52%	70 61% R	119 51%	53 46%	59 49%	86 45%	216 55%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Food authenticity – i.e. food is what it says it is on the packaging	**375** **64%**	83 71%	143 61%	73 64%	77 63%	117 62%	259 65%
Working with the food industry and business to improve standards	**419** **72%**	98 85% QRS	171 73% R	70 61%	80 65%	117 62%	302 76% T
Other	**3** **1%**	2 2%	1 *	- -	- -	- -	3 1%
Don't know	**28** **5%**	6 5%	5 2%	7 6%	9 8% Q	13 7%	15 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Any food safety	**486** **83%**	110 82%	347 83%	30 83% *	486 83%	- -	139 86% I	259 87% I	82 70%	319 84%	160 81%	8 72% **	131 82%	81 85% *	179 86%	92 79%	347 84%	139 81%
Ensuring the food you buy is safe to eat	**440** **75%**	100 75%	311 75%	30 83% *	440 75%	- -	122 75%	239 80% I	75 65%	284 75%	148 75%	8 72% **	121 75%	70 73% *	163 78%	84 72%	316 76%	124 73%
Promoting food safety in the home	**328** **56%**	68 51%	239 57%	21 58% *	328 56%	- -	101 63% I	177 60% I	46 40%	215 57%	106 54%	7 64% **	85 53%	61 64% P*	124 59%	56 49%	234 57%	93 55%
Promoting and enabling healthy eating	**288** **49%**	67 50%	199 48%	22 61% *	288 49%	- -	91 57% I	151 51% I	44 38%	195 52%	87 44%	6 55% **	82 51%	48 50% *	106 51%	50 43%	216 52% R	72 42%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	**229** **39%**	41 31%	169 41%	19 54% B*	229 39%	- -	83 51% HI	109 37%	37 32%	150 40%	74 37%	6 55% **	68 43%	35 37% *	85 41%	39 34%	170 41%	59 35%
Overseeing inspections of restaurants and other food businesses for food hygiene	**352** **60%**	77 58%	251 60%	24 67% *	352 60%	- -	109 68% I	177 59%	61 52%	240 64% K	103 52%	8 74% **	99 61%	53 55% *	129 62%	68 59%	259 62%	93 54%
Net: Any labelling	**439** **75%**	98 73%	311 75%	30 84% *	439 75%	- -	128 79% I	232 78% I	76 65%	291 77%	141 71%	8 73% **	116 72%	73 76% *	164 78%	84 72%	316 76%	124 72%
Nutrition labelling information on food packaging	**318** **54%**	71 53%	222 53%	25 70% *	318 54%	- -	96 59%	164 55%	56 48%	211 56%	102 52%	5 46% **	87 54%	50 52% *	122 58%	57 49%	226 55%	91 53%
Date labels, such as "best before" and "use by" labels	**319** **54%**	68 51%	230 55%	21 60% *	319 54%	- -	100 62% I	163 55%	53 46%	211 56%	103 52%	5 43% **	86 53%	52 55% *	115 55%	64 55%	229 55%	90 53%
Country of origin labels, which identify where food comes from	**302** **52%**	67 50%	210 51%	24 68% *	302 52%	- -	91 57% I	159 53% I	49 42%	207 55% K	90 46%	5 46% **	83 52%	52 55% *	109 52%	57 49%	211 51%	91 53%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Food authenticity – i.e. food is what it says it is on the packaging	**375** **64%**	87 65%	261 63%	27 76% *	375 64%	- -	119 74% HI	189 63%	63 55%	253 67%	116 59%	7 64% **	110 69%	65 68% *	132 63%	67 58%	265 64%	110 64%
Working with the food industry and business to improve standards	**419** **72%**	105 78%	288 69%	26 74% *	419 72%	- -	120 74%	219 74%	74 64%	283 75% K	129 66%	7 64% **	109 68%	71 75% *	154 74%	82 70%	299 72%	120 70%
Other	**3** **1%**	1 1%	2 *	- - *	3 1%	- -	- -	1 *	2 2%	2 1%	1 1%	- - **	2 1%	- - *	- -	1 1%	3 1%	- -
Don't know	**28** **5%**	6 5%	22 5%	- - *	28 5%	- -	3 2%	6 2%	16 14% GH	14 4%	13 7%	1 8% **	7 5%	4 4% *	9 4%	7 6%	19 5%	9 5%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Any food safety	**486** **83%**	64 76% *	422 84%
Ensuring the food you buy is safe to eat	**440** **75%**	59 71% *	381 76%
Promoting food safety in the home	**328** **56%**	41 48% *	287 57%
Promoting and enabling healthy eating	**288** **49%**	37 44% *	250 50%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	**229** **39%**	34 41% *	195 39%
Overseeing inspections of restaurants and other food businesses for food hygiene	**352** **60%**	47 57% *	304 61%
Net: Any labelling	**439** **75%**	63 75% *	377 75%
Nutrition labelling information on food packaging	**318** **54%**	43 51% *	275 55%
Date labels, such as "best before" and "use by" labels	**319** **54%**	39 47% *	279 56%
Country of origin labels, which identify where food comes from	**302** **52%**	45 53% *	257 51%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**586**	**84**	**501**
Food authenticity – i.e. food is what it says it is on the packaging	**375** **64%**	52 62% *	323 64%
Working with the food industry and business to improve standards	**419** **72%**	55 65% *	365 73%
Other	**3** **1%**	- - *	3 1%
Don't know	**28** **5%**	5 6% *	23 5%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	586	155	420	241	345	63	59	116	325	149	95	123	71
Base	586	153	422	242	344	66	58	115	324	148	95	127	81
Net: Any food safety	486 83%	125 82%	356 84%	202 84%	284 83%	54 82% *	45 78% *	101 88%	282 87% J	115 78%	79 83% M*	92 73%	55 68% *
Ensuring the food you buy is safe to eat	440 75%	118 77%	317 75%	182 75%	258 75%	46 71% *	41 70% *	94 82%	253 78%	104 70%	72 75% M*	81 64%	46 58% *
Promoting food safety in the home	328 56%	82 54%	243 58%	128 53%	200 58%	36 55% *	27 47% *	62 54%	184 57%	78 53%	57 60% M*	60 47%	35 44% *
Promoting and enabling healthy eating	288 49%	74 48%	209 49%	118 49%	170 49%	32 49% *	20 35% *	64 56% G	164 50%	66 45%	47 49% *	60 47%	35 44% *
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	229 39%	64 42%	162 38%	82 34%	147 43% D	30 45% *	18 30% *	34 29%	123 38%	56 38%	41 44% *	49 39%	30 37% *
Overseeing inspections of restaurants and other food businesses for food hygiene	352 60%	92 60%	255 60%	149 62%	202 59%	38 57% *	34 59% *	77 67%	204 63%	79 53%	59 62% LM*	60 48%	32 40% *
Net: Any labelling	439 75%	115 75%	318 75%	185 77%	254 74%	56 85% *	46 80% *	83 72%	245 76%	109 73%	72 76% *	85 67%	50 62% *
Nutrition labelling information on food packaging	318 54%	82 54%	230 55%	133 55%	185 54%	31 47% *	35 61% *	65 57%	171 53%	78 53%	56 59% LM*	57 45%	34 43% *
Date labels, such as "best before" and "use by" labels	319 54%	79 52%	236 56%	127 52%	192 56%	37 56% *	28 48% *	61 53%	169 52%	84 57%	52 55% M*	53 42%	27 34% *
Country of origin labels, which identify where food comes from	302 52%	71 46%	229 54%	131 54%	171 50%	42 64% G*	25 43% *	63 55%	168 52%	70 47%	54 56% *	56 44%	37 46% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Food authenticity – i.e. food is what it says it is on the packaging	**375** **64%**	96 63%	275 65%	160 66%	215 63%	41 63% *	40 68% *	78 68%	205 63%	86 58%	73 77% LM*	68 54%	44 55% *
Working with the food industry and business to improve standards	**419** **72%**	115 76%	300 71%	175 72%	245 71%	44 66% *	43 74% *	87 76%	236 73%	97 65%	74 78% LM*	73 57%	44 55% *
Other	**3** **1%**	1 1%	2 *	- -	3 1%	- - *	- - *	- -	1 *	2 1%	- - *	- -	- - *
Don't know	**28** **5%**	8 5%	17 4%	6 3%	22 6%	1 2% *	1 1% *	3 3%	10 3%	12 8% I	3 3% *	11 9%	9 11% *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Any food safety	**486** **83%**	105 77%	113 87% B	75 86% *	374 82%
Ensuring the food you buy is safe to eat	**440** **75%**	95 69%	101 79%	69 79% *	339 74%
Promoting food safety in the home	**328** **56%**	69 50%	74 57%	54 62% *	253 56%
Promoting and enabling healthy eating	**288** **49%**	64 47%	72 56%	48 55% *	216 47%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	**229** **39%**	50 36%	52 40%	38 44% *	177 39%
Overseeing inspections of restaurants and other food businesses for food hygiene	**352** **60%**	77 56%	76 59%	49 56% *	276 60%
Net: Any labelling	**439** **75%**	92 67%	100 77% B	68 78% *	339 74% B
Nutrition labelling information on food packaging	**318** **54%**	60 44%	69 53%	47 54% *	249 54% B
Date labels, such as "best before" and "use by" labels	**319** **54%**	63 46%	71 55%	52 60% B*	247 54% B
Country of origin labels, which identify where food comes from	**302** **52%**	61 44%	69 53%	44 50% *	233 51%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**586**	**138**	**129**	**87**	**456**
Food authenticity – i.e. food is what it says it is on the packaging	**375** **64%**	71 52%	88 68% B	57 65% B*	287 63% B
Working with the food industry and business to improve standards	**419** **72%**	88 64%	98 75% B	66 75% *	322 71%
Other	**3** **1%**	1 1%	- -	- - *	3 1%
Don't know	**28** **5%**	12 9% CD	- -	- - *	28 6% CD

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Trust	**458** **78%**	213 74%	245 82% B	61 83% *	78 82% *	73 80% *	84 73%	66 79% *	97 76%	98 71%	127 79%	103 83% J	131 80%	224 75%	234 81% J
I trust it a lot (2)	**161** **28%**	71 25%	90 30%	23 31% *	30 32% *	17 18% *	34 29%	21 25% *	37 29%	32 23%	37 23%	41 33% N	51 31%	69 23%	92 32% N
I trust it (1)	**297** **51%**	142 50%	155 52%	38 52% *	47 50% *	57 62% GI*	50 44%	46 54% *	60 47%	65 48%	90 56%	62 50%	80 49%	155 52%	142 49%
I neither trust it nor distrust it (0)	**116** **20%**	65 23%	51 17%	12 17% *	14 15% *	17 19% *	28 25%	16 19% *	28 22%	35 26% O	32 20%	19 16%	29 18%	67 23%	49 17%
Net: Distrust	**4** **1%**	4 2%	- -	- - *	2 2% *	- - *	1 1%	2 2% *	- -	3 2%	1 1%	- -	1 1%	3 1%	1 *
I distrust it (-1)	**3** *****	3 1%	- -	- - *	1 1% *	- - *	1 1%	1 1% *	- -	2 1%	- -	- -	1 1%	2 1%	1 *
I distrust it a lot (-2)	**2** *****	2 1%	- -	- - *	1 1% *	- - *	- -	1 1% *	- -	1 1%	1 1%	- -	- -	2 1%	- -
Don't know	**7** **1%**	4 1%	3 1%	- - *	1 1% *	1 1% *	2 2%	- - *	3 2%	2 1%	1 1%	1 1%	3 2%	3 1%	4 1%
Mean score	**1.06**	0.99	1.13 B	1.15 *	1.12 *	1 *	1.03	1 *	1.07	0.93	1.02	1.18 JN	1.12 J	0.98	1.15 JN
Standard Deviation	**0.722**	0.758	0.678	0.681	0.768	0.615	0.763	0.758	0.721	0.777	0.692	0.683	0.716	0.732	0.701
Standard Error	**0.03**	0.045	0.039	0.08	0.079	0.065	0.072	0.082	0.065	0.067	0.055	0.062	0.056	0.043	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Trust	**458**	89	178	93	99	156	303
	78%	77%	76%	81%	81%	83%	76%
I trust it a lot (2)	**161**	37	59	34	32	60	101
	28%	32%	25%	29%	26%	32%	25%
I trust it (1)	**297**	52	119	59	67	95	202
	51%	45%	51%	51%	55%	51%	51%
I neither trust it nor distrust it (0)	**116**	22	52	21	20	30	86
	20%	19%	22%	18%	16%	16%	22%
Net: Distrust	**4**	2	2	-	1	1	3
	1%	1%	1%	-	1%	1%	1%
I distrust it (-1)	**3**	1	1	-	1	1	2
	*****	1%	*	-	1%	1%	*
I distrust it a lot (-2)	**2**	1	1	-	-	-	2
	*****	1%	*	-	-	-	*
Don't know	**7**	3	1	1	2	2	5
	1%	2%	*	1%	2%	1%	1%
Mean score	**1.06**	1.09	1.01	1.11	1.08	1.15 U	1.02
Standard Deviation	**0.722**	0.786	0.727	0.688	0.68	0.696	0.73
Standard Error	**0.03**	0.074	0.048	0.065	0.062	0.051	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Trust	**458** **78%**	109 81%	321 77%	29 81% *	458 78%	- -	161 100% I	297 100% I	- -	302 80%	150 76%	7 62% **	129 80%	70 73% *	168 80%	90 78%	331 80%	128 75%
I trust it a lot (2)	**161** **28%**	38 29%	115 28%	8 23% *	161 28%	- -	161 100% HI	- -	- -	129 34% K	31 16%	1 8% **	50 31%	23 24% *	56 27%	31 26%	118 28%	43 25%
I trust it (1)	**297** **51%**	71 53%	206 49%	21 58% *	297 51%	- -	- -	297 100% GI	- -	173 46%	118 60% J	6 54% **	79 49%	46 48% *	112 54%	59 51%	213 51%	85 49%
I neither trust it nor distrust it (0)	**116** **20%**	22 16%	87 21%	7 19% *	116 20%	- -	- -	- -	116 100% GH	68 18%	44 22%	4 38% **	31 19%	21 22% *	37 18%	25 21%	76 18%	40 24%
Net: Distrust	**4** **1%**	1 1%	4 1%	- - *	4 1%	- -	- -	- -	- -	3 1%	1 1%	- - **	1 1%	3 3% *	1 *	- -	4 1%	1 *
I distrust it (-1)	**3** *	- -	3 1%	- - *	3 *	- -	- -	- -	- -	2 *	1 1%	- - **	- -	2 2% *	1 *	- -	2 *	1 *
I distrust it a lot (-2)	**2** *	1 1%	1 *	- - *	2 *	- -	- -	- -	- -	2 *	- -	- - **	1 1%	1 1% *	- -	- -	2 *	- -
Don't know	**7** **1%**	2 2%	5 1%	- - *	7 1%	- -	- -	- -	- -	4 1%	3 2%	- - **	- -	3 3% *	3 1%	1 1%	5 1%	2 1%
Mean score	**1.06**	1.1	1.05	1.03 *	1.06	-	2	1	-	1.14 K	0.93	0.69 **	1.1	0.97 *	1.08	1.05	1.08	1.01
Standard Deviation	**0.722**	0.712	0.731	0.658	0.722	-	-	-	-	0.753	0.635	0.637	0.736	0.796	0.682	0.696	0.722	0.719
Standard Error	**0.03**	0.062	0.036	0.11	0.03	-	-	-	-	0.039	0.046	0.194	0.058	0.082	0.048	0.065	0.036	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Trust	**458** **78%**	65 78% *	393 78%
I trust it a lot (2)	**161** **28%**	26 31% *	135 27%
I trust it (1)	**297** **51%**	39 46% *	258 52%
I neither trust it nor distrust it (0)	**116** **20%**	18 21% *	98 20%
Net: Distrust	**4** **1%**	- - *	4 1%
I distrust it (-1)	**3** *	- - *	3 1%
I distrust it a lot (-2)	**2** *	- - *	2 *
Don't know	**7** **1%**	1 1% *	6 1%
Mean score	**1.06**	1.1 *	1.05
Standard Deviation	**0.722**	0.727	0.721
Standard Error	**0.03**	0.08	0.032

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Net: Trust	**458** **78%**	122 80%	329 78%	195 81%	264 77%	59 89% *	46 80% *	87 76%	266 82%	110 74%	71 74% *	108 85% K	68 84% *
I trust it a lot (2)	**161** **28%**	36 24%	121 29%	63 26%	98 29%	24 37% H*	13 22% *	24 21%	95 29%	38 25%	25 26% *	39 31%	25 31% *
I trust it (1)	**297** **51%**	86 56%	208 49%	132 55%	165 48%	34 52% *	34 58% *	63 55%	171 53%	72 49%	46 48% *	68 54%	43 53% *
I neither trust it nor distrust it (0)	**116** **20%**	29 19%	84 20%	44 18%	72 21%	7 11% *	11 19% *	26 23%	52 16%	36 24% I	24 25% LM*	16 13%	10 12% *
Net: Distrust	**4** **1%**	1 1%	4 1%	- -	4 1%	- - *	- - *	- -	4 1%	- -	- - *	1 1%	1 1% *
I distrust it (-1)	**3** *	- -	3 1%	- -	3 1%	- - *	- - *	- -	3 1%	- -	- - *	1 1%	1 1% *
I distrust it a lot (-2)	**2** *	1 1%	1 *	- -	2 *	- - *	- - *	- -	1 *	- -	- - *	- -	- - *
Don't know	**7** **1%**	1 1%	6 1%	3 1%	4 1%	- - *	1 2% *	2 2%	3 1%	2 1%	1 1% *	2 2%	2 3% *
Mean score	**1.06**	1.03	1.07	1.08	1.05	1.26 H*	1.03 *	0.98	1.11	1.01	1.01 *	1.17	1.16 *
Standard Deviation	**0.722**	0.694	0.729	0.666	0.759	0.644	0.644	0.669	0.709	0.713	0.721	0.671	0.688
Standard Error	**0.03**	0.056	0.036	0.043	0.041	0.079	0.085	0.063	0.04	0.059	0.074	0.06	0.078

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Trust	**458** **78%**	113 82% E	117 91% BE	79 91% E*	341 75%
I trust it a lot (2)	**161** **28%**	34 25%	54 42% BE	35 40% BE*	107 23%
I trust it (1)	**297** **51%**	79 57%	63 49%	45 51% *	234 51%
I neither trust it nor distrust it (0)	**116** **20%**	23 17%	12 9%	8 9% *	104 23% CD
Net: Distrust	**4** **1%**	- -	- -	- - *	4 1%
I distrust it (-1)	**3** *****	- -	- -	- - *	3 1%
I distrust it a lot (-2)	**2** *****	- -	- -	- - *	2 *
Don't know	**7** **1%**	1 1%	- -	- - *	7 2%
Mean score	**1.06**	1.08	1.33 BE	1.31 BE*	0.98
Standard Deviation	**0.722**	0.647	0.638	0.628	0.727
Standard Error	**0.03**	0.055	0.056	0.067	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**486** **83%**	227 79%	259 87% B	62 85% *	81 86% *	77 85% *	91 79%	67 79% *	108 85%	102 74%	139 87% JN	110 89% J	135 82%	241 81% J	245 85% J
Net: Top 2 Box	**311** **53%**	145 51%	166 56%	36 50% *	46 49% *	46 50% *	63 55%	47 56% *	73 57%	67 49%	86 54%	73 59%	86 52%	153 51%	158 55%
Excellent (5)	**117** **20%**	47 17%	69 23%	12 17% *	19 20% *	18 19% *	23 20%	22 26% *	23 18%	22 16%	26 16%	37 30% JKN	32 20%	48 16%	69 24% N
Very good (4)	**195** **33%**	98 34%	97 32%	24 33% *	27 29% *	28 31% *	40 35%	26 31% *	50 39%	45 33%	60 38%	36 29%	54 33%	105 35%	89 31%
Good (3)	**175** **30%**	82 29%	93 31%	26 35% *	35 37% H*	31 34% *	28 24%	19 23% *	36 28%	35 25%	53 33%	37 30%	50 30%	88 30%	87 30%
Fair (2)	**40** **7%**	25 9%	15 5%	4 6% *	7 8% *	4 4% *	8 7%	8 9% *	9 7%	14 10%	9 6%	8 7%	9 6%	23 8%	18 6%
Poor (1)	**12** **2%**	9 3%	3 1%	- - *	2 2% *	3 4% *	3 2%	3 3% *	2 2%	5 4%	3 2%	- -	4 3%	8 3%	4 2%
Don't know	**47** **8%**	26 9%	21 7%	7 9% *	4 5% *	7 7% *	13 11%	7 9% *	8 6%	17 12%	9 6%	6 5%	15 9%	26 9%	21 7%
Mean score	**3.67**	3.57	3.77 B	3.68 *	3.6 *	3.63 *	3.71 *	3.73 *	3.7	3.53	3.65	3.86 JN*	3.67	3.6	3.75
Standard Deviation	**0.97**	1.005	0.927	0.854	0.976	0.999	0.989	1.084	0.923	1.053	0.89	0.947	0.981	0.966	0.969
Standard Error	**0.042**	0.062	0.056	0.105	0.103	0.108	0.098	0.123	0.085	0.096	0.073	0.087	0.08	0.059	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**486** **83%**	97 84%	191 82%	96 84%	101 83%	154 82%	332 84%
Net: Top 2 Box	**311** **53%**	63 54%	124 53%	59 52%	65 53%	110 58%	201 51%
Excellent (5)	**117** **20%**	26 23%	38 16%	26 23%	26 21%	46 25%	70 18%
Very good (4)	**195** **33%**	36 31%	86 37%	34 29%	39 32%	64 34%	131 33%
Good (3)	**175** **30%**	34 29%	67 29%	37 32%	36 30%	44 23%	131 33% T
Fair (2)	**40** **7%**	7 6%	16 7%	7 6%	10 8%	16 8%	24 6%
Poor (1)	**12** **2%**	2 2%	7 3%	1 1%	3 2%	4 2%	9 2%
Don't know	**47** **8%**	10 8%	19 8%	10 9%	8 7%	15 8%	32 8%
Mean score	**3.67**	3.73 *	3.62	3.73 *	3.67	3.77	3.63
Standard Deviation	**0.97**	0.977	0.966	0.943	1	1.013	0.946
Standard Error	**0.042**	0.095	0.066	0.092	0.094	0.077	0.05

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**486** **83%**	115 86%	339 82%	32 91% *	486 83%	- -	156 97% HI	264 89% I	65 56%	320 85%	160 81%	7 64% **	134 84%	75 79% *	175 84%	101 87%	355 86% R	131 77%
Net: Top 2 Box	**311** **53%**	76 57%	213 51%	22 63% *	311 53%	- -	143 89% HI	149 50% I	19 17%	216 57% K	92 46%	4 35% **	91 57%	52 54% *	112 53%	56 48%	223 54%	89 52%
Excellent (5)	**117** **20%**	28 21%	82 20%	7 20% *	117 20%	- -	85 53% HI	30 10% I	1 1%	90 24% K	25 13%	2 16% **	33 21%	18 19% *	39 19%	26 22%	82 20%	35 20%
Very good (4)	**195** **33%**	49 36%	131 31%	15 43% *	195 33%	- -	58 36% I	119 40% I	18 16%	126 33%	67 34%	2 19% **	58 36%	34 35% *	73 35%	30 26%	141 34%	54 31%
Good (3)	**175** **30%**	39 29%	126 30%	10 28% *	175 30%	- -	13 8%	115 39% G	46 39% G	104 27%	68 34%	3 29% **	43 27%	24 25% *	63 30%	45 39%	132 32%	43 25%
Fair (2)	**40** **7%**	7 5%	30 7%	3 9% *	40 7%	- -	2 1%	19 6% G	17 15% GH	24 6%	14 7%	2 19% **	11 7%	12 12% *	12 6%	5 4%	23 6%	17 10%
Poor (1)	**12** **2%**	3 2%	9 2%	- - *	12 2%	- -	2 1%	2 1%	5 4%	10 3%	3 1%	- - **	5 3%	3 3% *	4 2%	- -	10 2%	2 1%
Don't know	**47** **8%**	9 7%	37 9%	- - *	47 8%	- -	1 1%	12 4%	29 25% GH	24 6%	21 11%	2 18% **	11 7%	6 6% *	19 9%	10 9%	26 6%	20 12% Q
Mean score	**3.67**	3.73	3.65	3.74 *	3.67	-	4.39 HI	3.55 I	2.93 *	3.74 K	3.55	3.4 **	3.69	3.59 *	3.69	3.73 *	3.67	3.68
Standard Deviation	**0.97**	0.951	0.984	0.891	0.97	-	0.791	0.801	0.815	1.001	0.887	1.106	0.997	1.043	0.937	0.888	0.96	0.998
Standard Error	**0.042**	0.085	0.051	0.15	0.042	-	0.063	0.047	0.088	0.053	0.067	0.372	0.081	0.11	0.068	0.086	0.049	0.081

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**486** **83%**	65 77% *	422 84%
Net: Top 2 Box	**311** **53%**	33 39% *	279 56% S
Excellent (5)	**117** **20%**	15 17% *	102 20%
Very good (4)	**195** **33%**	18 22% *	177 35% S
Good (3)	**175** **30%**	32 38% *	143 29%
Fair (2)	**40** **7%**	9 11% *	31 6%
Poor (1)	**12** **2%**	2 2% *	10 2%
Don't know	**47** **8%**	9 10% *	38 8%
Mean score	**3.67**	3.46 *	3.71
Standard Deviation	**0.97**	1.016	0.958
Standard Error	**0.042**	0.117	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Net: Top 3 Box	**486** **83%**	134 88%	341 81%	203 84%	284 82%	57 87% *	47 80% *	97 84%	276 85%	124 84%	73 76% *	108 85%	68 84% *
Net: Top 2 Box	**311** **53%**	88 57%	218 52%	126 52%	185 54%	36 55% *	27 47% *	61 54%	171 53%	84 57%	49 51% *	75 59%	48 59% *
Excellent (5)	**117** **20%**	29 19%	86 20%	44 18%	73 21%	16 25% *	8 13% *	19 16%	68 21%	25 17%	22 23% *	33 26%	22 27% *
Very good (4)	**195** **33%**	59 39%	132 31%	83 34%	112 33%	20 31% *	19 34% *	43 37%	103 32%	58 39%	27 28% *	42 33%	26 32% *
Good (3)	**175** **30%**	47 30%	123 29%	76 32%	98 29%	21 32% *	19 33% *	35 31%	105 32%	40 27%	24 25% *	33 26%	20 25% *
Fair (2)	**40** **7%**	8 5%	32 8%	20 8%	20 6%	6 10% *	9 15% H*	5 4%	19 6%	10 7%	10 11% *	9 7%	6 8% *
Poor (1)	**12** **2%**	5 3%	8 2%	3 1%	9 3%	2 3% *	- - *	1 1%	11 3%	1 1%	- - *	3 2%	1 1% *
Don't know	**47** **8%**	6 4%	41 10% B	16 7%	30 9%	- - *	3 5% *	12 11% F	18 6%	13 9%	12 13% *	7 6%	5 7% *
Mean score	**3.67**	3.67	3.67	3.64	3.7	3.64 *	3.48 *	3.72 *	3.64	3.72	3.72 *	3.78	3.82 *
Standard Deviation	**0.97**	0.957	0.981	0.934	0.995	1.056	0.929	0.845	1.009	0.884	0.99	1.006	0.998
Standard Error	**0.042**	0.079	0.05	0.062	0.056	0.13	0.125	0.084	0.058	0.076	0.109	0.092	0.115

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Working in the best interests of Scotland and people who live here

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**486** **83%**	118 86%	119 92% E	81 93% E*	368 81%
Net: Top 2 Box	**311** **53%**	69 50%	80 62% E	57 66% BE*	232 51%
Excellent (5)	**117** **20%**	30 22%	32 25%	21 24% *	85 19%
Very good (4)	**195** **33%**	39 28%	48 37%	36 42% B*	147 32%
Good (3)	**175** **30%**	49 36%	39 30%	24 28% *	136 30%
Fair (2)	**40** **7%**	7 5%	8 6%	4 4% *	32 7%
Poor (1)	**12** **2%**	1 1%	3 2%	2 2% *	9 2%
Don't know	**47** **8%**	11 8% CD	- -	- - *	47 10% CD
Mean score	**3.67**	3.71	3.76	3.81 *	3.65
Standard Deviation	**0.97**	0.926	0.966	0.932	0.97
Standard Error	**0.042**	0.082	0.085	0.1	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**452** **77%**	203 71%	249 83% B	63 87% *	75 79% *	73 79% *	83 73%	64 76% *	94 74%	95 69%	126 79% N	102 82% J	129 78%	221 74%	230 80% J
Net: Top 2 Box	**277** **47%**	117 41%	160 54% B	36 50% *	45 48% *	40 43% *	60 52%	40 47% *	56 44%	51 37%	80 50% JN	66 53% J	81 49% J	130 44% J	147 51% J
Excellent (5)	**94** **16%**	35 12%	59 20% B	15 21% *	17 18% *	12 13% *	21 18%	16 19% *	13 10%	22 16%	18 11%	28 22% KN	26 16%	40 13%	53 19%
Very good (4)	**183** **31%**	82 29%	102 34%	21 29% *	28 30% *	28 31% *	39 34%	24 29% *	43 34%	28 21%	62 39% JN	38 31%	55 33% J	90 30% J	93 32% J
Good (3)	**175** **30%**	86 30%	89 30%	27 37% G*	30 31% *	33 36% G*	23 20%	24 28% *	38 30%	44 32%	47 29%	36 29%	48 29%	91 31%	84 29%
Fair (2)	**59** **10%**	42 15% C	18 6%	- - *	12 12% D*	10 11% D*	11 9% D	9 10% D*	18 14% D	20 14%	14 9%	14 11%	12 7%	34 11%	26 9%
Poor (1)	**12** **2%**	8 3%	4 1%	2 2% *	2 2% *	1 1% *	3 2%	4 4% *	2 1%	3 3%	4 3%	2 2%	3 2%	8 3%	5 2%
Don't know	**62** **11%**	34 12%	28 9%	8 11% *	7 7% *	8 8% *	18 16%	8 10% *	13 10%	20 14% L	15 10%	6 5%	21 13% L	35 12% L	27 9% L
Mean score	**3.55**	3.37	3.71 B	3.75 I*	3.54 *	3.46 *	3.68 *	3.52 *	3.41	3.39	3.52	3.64 *	3.63	3.46	3.63 J
Standard Deviation	**0.988**	1.019	0.93	0.897	1.013	0.926	1.022	1.093	0.946	1.067	0.932	1.024	0.935	0.995	0.975
Standard Error	**0.043**	0.064	0.056	0.112	0.108	0.101	0.104	0.125	0.088	0.098	0.078	0.094	0.078	0.061	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**452**	85	173	89	105	154	298
	77%	73%	74%	78%	86% PQ	82%	75%
Net: Top 2 Box	**277**	49	110	55	64	103	174
	47%	42%	47%	48%	52%	55% U	44%
Excellent (5)	**94**	18	29	25	22	43	51
	16%	15%	13%	22% Q	18%	23% U	13%
Very good (4)	**183**	31	81	30	42	60	123
	31%	27%	35%	26%	34%	32%	31%
Good (3)	**175**	36	63	34	41	51	124
	30%	31%	27%	30%	34%	27%	31%
Fair (2)	**59**	12	28	16	3	14	45
	10%	10% S	12% S	14% S	3%	8%	11%
Poor (1)	**12**	3	9	-	1	1	12
	2%	2%	4%	-	1%	*	3%
Don't know	**62**	17	23	10	13	19	43
	11%	14%	10%	9%	10%	10%	11%
Mean score	**3.55**	3.49 *	3.44	3.61 *	3.74 Q*	3.77 U	3.44
Standard Deviation	**0.988**	1.008	1.026	1.009	0.843	0.944	0.992
Standard Error	**0.043**	0.101	0.071	0.099	0.081	0.073	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**452**	107	312	33	452	-	151	245	54	298	147	7	128	73	158	92	325	127
	77%	80%	75%	92% C*	77%	-	94% HI	83% I	46%	79%	74%	64% **	80%	76% *	75%	80%	78%	74%
Net: Top 2 Box	**277**	73	191	14	277	-	131	129	16	196	77	4	90	43	95	49	199	78
	47%	54%	46%	38% *	47%	-	81% HI	43% I	14%	52% K	39%	35% **	56% P	45% *	45%	42%	48%	45%
Excellent (5)	**94**	19	66	8	94	-	71	19	3	74	18	1	28	12	37	17	67	26
	16%	14%	16%	22% *	16%	-	44% HI	6%	3%	20% K	9%	8% **	17%	13% *	18%	14%	16%	15%
Very good (4)	**183**	54	124	6	183	-	60	110	13	122	58	3	62	31	57	32	132	52
	31%	40% CD	30%	16% *	31%	-	37% I	37% I	11%	32%	30%	27% **	38% O	32% *	27%	28%	32%	30%
Good (3)	**175**	35	121	19	175	-	20	116	38	102	70	3	38	30	63	44	126	49
	30%	26%	29%	53% BC*	30%	-	13%	39% G	33% G	27%	35% J	29% **	24%	31% *	30%	38% M	30%	29%
Fair (2)	**59**	9	49	2	59	-	6	28	23	36	22	2	16	13	21	7	42	18
	10%	7%	12%	5% *	10%	-	4%	9% G	20% GH	9%	11%	19% **	10%	13% *	10%	6%	10%	10%
Poor (1)	**12**	3	10	-	12	-	1	3	6	11	2	-	3	5	5	-	12	-
	2%	2%	2%	- *	2%	-	1%	1%	5% GH	3%	1%	- **	2%	5% *	2%	-	3%	-
Don't know	**62**	15	46	1	62	-	3	21	33	33	27	2	14	6	25	16	36	27
	11%	11%	11%	3% *	11%	-	2%	7% G	29% GH	9%	14%	18% **	9%	6% *	12%	14%	9%	16% Q
Mean score	**3.55**	3.66	3.51	3.57 *	3.55	-	4.23 HI	3.42 I	2.8 *	3.62 K	3.41	3.29 **	3.65	3.37 *	3.55	3.58 *	3.53	3.6
Standard Deviation	**0.988**	0.915	1.016	0.916	0.988	-	0.855	0.802	0.926	1.03	0.885	0.978	0.971	1.048	1.029	0.853	1.011	0.925
Standard Error	**0.043**	0.084	0.053	0.156	0.043	-	0.068	0.048	0.102	0.056	0.068	0.329	0.08	0.111	0.076	0.085	0.052	0.077

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**452** **77%**	61 73% *	391 78%
Net: Top 2 Box	**277** **47%**	37 44% *	240 48%
Excellent (5)	**94** **16%**	13 16% *	81 16%
Very good (4)	**183** **31%**	24 29% *	159 32%
Good (3)	**175** **30%**	24 28% *	151 30%
Fair (2)	**59** **10%**	12 15% *	47 9%
Poor (1)	**12** **2%**	2 2% *	11 2%
Don't know	**62** **11%**	9 11% *	53 11%
Mean score	**3.55**	3.46 *	3.56
Standard Deviation	**0.988**	1.036	0.98
Standard Error	**0.043**	0.12	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Net: Top 3 Box	**452** **77%**	126 82%	316 75%	184 76%	267 78%	54 83% *	44 76% *	82 72%	255 79%	119 80%	66 69% *	107 84% K	68 85% K*
Net: Top 2 Box	**277** **47%**	73 48%	199 47%	108 45%	169 49%	36 54% *	21 36% *	50 44%	157 48%	74 50%	41 43% *	74 59% K	48 60% K*
Excellent (5)	**94** **16%**	19 12%	75 18%	32 13%	61 18%	12 18% *	8 14% *	11 10%	54 17%	19 13%	19 20% *	29 23%	23 28% *
Very good (4)	**183** **31%**	54 36%	124 29%	75 31%	108 31%	24 36% *	12 21% *	39 34%	102 32%	54 37%	22 23% *	45 35% K	26 32% *
Good (3)	**175** **30%**	53 34%	117 28%	76 32%	98 29%	19 28% *	24 41% *	32 28%	98 30%	46 31%	25 26% *	33 26%	20 25% *
Fair (2)	**59** **10%**	10 6%	50 12%	24 10%	35 10%	5 8% *	6 10% *	13 12%	32 10%	13 9%	13 14% *	9 7%	5 6% *
Poor (1)	**12** **2%**	6 4%	7 2%	6 3%	6 2%	4 7% *	1 2% *	1 1%	11 3%	1 1%	- - *	1 1%	- - *
Don't know	**62** **11%**	12 8%	50 12%	27 11%	35 10%	2 3% *	7 12% *	18 16% F	27 8%	15 10%	16 17% L*	10 8%	7 9% *
Mean score	**3.55**	3.5	3.57	3.48	3.59	3.53 *	3.42 *	3.48 *	3.53	3.58	3.59 *	3.8	3.9 *
Standard Deviation	**0.988**	0.947	1.013	0.976	0.995	1.098	0.957	0.907	1.022	0.883	1.035	0.931	0.918
Standard Error	**0.043**	0.08	0.053	0.067	0.057	0.137	0.134	0.092	0.059	0.076	0.116	0.086	0.107

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing the right advice about food and nutrition related issues which affect you

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**452** **77%**	115 83% E	111 86% E	76 87% E*	341 75%
Net: Top 2 Box	**277** **47%**	69 50%	70 54%	51 59% E*	207 45%
Excellent (5)	**94** **16%**	24 18%	24 19%	16 19% *	69 15%
Very good (4)	**183** **31%**	45 33%	46 35%	35 40% *	138 30%
Good (3)	**175** **30%**	45 33%	41 32%	25 28% *	134 29%
Fair (2)	**59** **10%**	11 8%	9 7%	3 3% *	51 11% D
Poor (1)	**12** **2%**	- -	5 4% B	4 5% B*	7 2%
Don't know	**62** **11%**	12 9%	5 4%	4 4% *	58 13% CD
Mean score	**3.55**	3.66	3.6	3.67 *	3.53
Standard Deviation	**0.988**	0.888	1.017	1.007	0.979
Standard Error	**0.043**	0.079	0.091	0.11	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**437** **75%**	206 72%	231 77%	61 84% I*	73 77% *	66 72% *	87 76%	65 77% *	85 67%	89 65%	118 74%	103 84% JN	127 77% J	207 70%	230 80% JN
Net: Top 2 Box	**272** **47%**	130 46%	142 47%	31 43% *	39 42% *	33 37% *	64 56% F	46 54% F*	59 46%	47 34%	73 46%	67 54% JN	85 52% JN	120 40%	152 53% JN
Excellent (5)	**105** **18%**	43 15%	62 21%	14 19% *	14 15% *	14 16% *	25 22%	19 23% *	18 14%	21 15%	20 13%	32 26% KN	30 18%	42 14%	63 22% KN
Very good (4)	**168** **29%**	88 31%	80 27%	17 24% *	25 27% *	19 21% *	39 34%	26 31% *	41 32%	26 19%	52 33% JN	34 28%	55 33% J	78 26% J	89 31% J
Good (3)	**165** **28%**	76 26%	89 30%	29 41% GHI*	34 36% GI*	32 35% GI*	23 20%	19 23% *	27 21%	42 31%	45 28%	37 30%	42 25%	87 29%	78 27%
Fair (2)	**55** **9%**	32 11%	23 8%	1 2% *	9 9% *	8 9% *	8 7%	7 8% *	22 18% DG	17 12%	16 10%	9 7%	14 8%	32 11%	23 8%
Poor (1)	**10** **2%**	7 3%	2 1%	1 2% *	1 1% *	1 1% *	2 1%	3 4% *	1 1%	4 3%	2 1%	1 1%	2 1%	6 2%	3 1%
Don't know	**84** **14%**	41 14%	43 14%	9 13% *	11 12% *	16 18% *	19 16%	9 11% *	19 15%	27 20% LO	24 15%	10 8%	22 13%	52 17% LO	32 11%
Mean score	**3.6**	3.51	3.69	3.66 *	3.51 *	3.5 *	3.81 EI*	3.68 *	3.48 *	3.39 *	3.54	3.78 JN*	3.68 J	3.48	3.73 JN
Standard Deviation	**0.996**	1.022	0.964	0.918	0.938	0.978	0.972	1.101	1.022	1.081	0.939	0.983	0.964	1.006	0.972
Standard Error	**0.044**	0.065	0.06	0.116	0.103	0.113	0.099	0.127	0.098	0.103	0.081	0.092	0.081	0.064	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**437**	84	165	90	98	148	289
	75%	73%	71%	78%	81%	78%	73%
Net: Top 2 Box	**272**	52	107	51	62	98	175
	47%	45%	46%	44%	51%	52%	44%
Excellent (5)	**105**	20	36	21	27	41	64
	18%	18%	16%	18%	22%	22%	16%
Very good (4)	**168**	32	71	29	35	57	111
	29%	27%	31%	26%	29%	30%	28%
Good (3)	**165**	32	58	39	36	50	115
	28%	28%	25%	34%	30%	27%	29%
Fair (2)	**55**	12	31	5	7	9	46
	9%	11%	13% RS	5%	5%	5%	12% T
Poor (1)	**10**	1	6	2	1	2	8
	2%	1%	3%	2%	1%	1%	2%
Don't know	**84**	18	31	18	16	30	54
	14%	16%	13%	16%	13%	16%	14%
Mean score	**3.6**	3.6 *	3.5	3.65 *	3.76 Q*	3.79 U	3.52
Standard Deviation	**0.996**	0.987	1.046	0.952	0.931	0.93	1.014
Standard Error	**0.044**	0.1	0.074	0.097	0.091	0.074	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**437** **75%**	105 78%	304 73%	28 79% *	437 75%	- -	148 92% HI	238 80% I	50 43%	289 76%	144 73%	5 45% **	125 78%	70 73% *	153 73%	89 77%	320 77% R	117 68%
Net: Top 2 Box	**272** **47%**	74 55% C	184 44%	15 41% *	272 47%	- -	129 80% HI	131 44% I	11 10%	190 50% K	79 40%	4 35% **	82 51%	43 45% *	95 46%	51 44%	201 48%	72 42%
Excellent (5)	**105** **18%**	24 18%	73 18%	8 22% *	105 18%	- -	75 46% HI	29 10% I	- -	76 20%	26 13%	2 16% **	35 22%	16 16% *	33 16%	21 18%	79 19%	26 15%
Very good (4)	**168** **29%**	50 38% C	111 27%	7 19% *	168 29%	- -	54 34% I	103 34% I	11 10%	113 30%	53 27%	2 19% **	46 29%	28 29% *	62 30%	30 26%	122 29%	46 27%
Good (3)	**165** **28%**	31 23%	120 29%	13 38% *	165 28%	- -	19 12%	107 36% G	38 33% G	99 26%	65 33%	1 10% **	43 27%	27 28% *	58 28%	38 33%	120 29%	45 26%
Fair (2)	**55** **9%**	12 9%	40 10%	4 11% *	55 9%	- -	2 1%	26 9% G	26 22% GH	34 9%	20 10%	1 9% **	17 10%	11 12% *	17 8%	9 8%	37 9%	18 11%
Poor (1)	**10** **2%**	3 2%	6 2%	- - *	10 2%	- -	1 1%	3 1%	3 2%	7 2%	3 1%	- - **	2 1%	3 3% *	2 1%	2 2%	8 2%	2 1%
Don't know	**84** **14%**	14 11%	66 16%	4 10% *	84 14%	- -	10 6%	30 10%	38 33% GH	48 13%	31 16%	5 46% **	18 11%	12 12% *	37 18%	16 14%	50 12%	34 20% Q
Mean score	**3.6**	3.67	3.58	3.59 **	3.6	-	4.32 HI	3.48 I	2.75 *	3.66	3.48	3.78 **	3.68	3.5 *	3.62	3.58 *	3.62	3.55
Standard Deviation	**0.996**	0.986	1	1.003	0.996	-	0.806	0.855	0.743	1.01	0.955	1.158	1.01	1.048	0.946	0.99	0.999	0.989
Standard Error	**0.044**	0.09	0.053	0.178	0.044	-	0.065	0.052	0.084	0.056	0.074	0.483	0.085	0.114	0.072	0.099	0.052	0.085

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**437** **75%**	63 75% *	374 75%
Net: Top 2 Box	**272** **47%**	36 42% *	237 47%
Excellent (5)	**105** **18%**	13 16% *	91 18%
Very good (4)	**168** **29%**	22 26% *	146 29%
Good (3)	**165** **28%**	27 32% *	138 27%
Fair (2)	**55** **9%**	9 11% *	46 9%
Poor (1)	**10** **2%**	- - *	10 2%
Don't know	**84** **14%**	12 14% *	72 14%
Mean score	**3.6**	3.55 *	3.61
Standard Deviation	**0.996**	0.944	1.005
Standard Error	**0.044**	0.111	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	586	155	420	241	345	63	59	116	325	149	95	123	71
Base	586	153	422	242	344	66	58	115	324	148	95	127	81
Net: Top 3 Box	437 75%	112 73%	316 75%	174 72%	263 76%	53 80% *	40 69% *	78 68%	246 76%	114 77%	66 70% *	102 81%	67 83% *
Net: Top 2 Box	272 47%	72 47%	195 46%	108 45%	164 48%	34 52% *	26 45% *	45 39%	149 46%	74 50%	45 48% *	70 55%	46 58% *
Excellent (5)	105 18%	27 18%	77 18%	35 14%	70 20%	14 21% *	7 12% *	12 10%	60 18%	24 16%	17 18% *	26 21%	19 24% *
Very good (4)	168 29%	45 29%	118 28%	73 30%	94 27%	21 32% *	19 33% *	34 29%	89 27%	50 34%	28 30% *	44 34%	27 34% *
Good (3)	165 28%	40 26%	121 29%	66 27%	99 29%	18 28% *	14 24% *	33 29%	98 30%	40 27%	21 22% *	33 26%	20 25% *
Fair (2)	55 9%	17 11%	38 9%	29 12%	26 8%	5 7% *	10 17% *	14 12%	31 10%	13 9%	10 11% L*	4 3%	3 3% *
Poor (1)	10 2%	4 2%	5 1%	2 1%	7 2%	1 2% *	- - *	1 1%	6 2%	2 2%	1 1% *	2 1%	1 1% *
Don't know	84 14%	21 14%	63 15%	36 15%	48 14%	7 11% *	8 14% *	21 18%	41 13%	19 13%	18 18% *	18 14%	10 13% *
Mean score	3.6	3.57	3.62	3.53	3.65	3.69 *	3.48 *	3.43 *	3.58	3.62	3.65 *	3.81 *	3.87 *
Standard Deviation	0.996	1.041	0.977	0.97	1.011	0.988	0.975	0.941	1.011	0.955	1.012	0.909	0.914
Standard Error	0.044	0.091	0.052	0.068	0.059	0.129	0.138	0.097	0.06	0.084	0.115	0.087	0.109

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being an organisation which responds quickly to problems related to food

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**437** **75%**	104 76%	106 82%	71 81% *	332 73%
Net: Top 2 Box	**272** **47%**	56 41%	64 50%	45 51% *	208 46%
Excellent (5)	**105** **18%**	23 16%	25 19%	18 20% *	80 17%
Very good (4)	**168** **29%**	34 24%	39 30%	27 31% *	129 28%
Good (3)	**165** **28%**	48 35% E	41 32%	26 30% *	124 27%
Fair (2)	**55** **9%**	11 8%	13 10%	9 10% *	42 9%
Poor (1)	**10** **2%**	- -	1 1%	1 1% *	8 2%
Don't know	**84** **14%**	22 16% C	9 7%	6 7% *	74 16% C
Mean score	**3.6**	3.58 *	3.62	3.64 *	3.6
Standard Deviation	**0.996**	0.915	0.969	0.991	1.005
Standard Error	**0.044**	0.085	0.088	0.11	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**464** **79%**	211 74%	253 85% B	61 84% *	78 82% *	74 81% *	88 77%	64 76% *	98 77%	91 66%	131 82% JN	107 87% JN	134 82% J	222 75% J	241 84% JN
Net: Top 2 Box	**272** **46%**	119 41%	153 51% B	34 47% *	51 54% *	36 39% *	58 50%	35 42% *	58 45%	54 39%	73 46%	66 53% J	79 48%	127 43%	145 50% J
Excellent (5)	**94** **16%**	35 12%	59 20% B	16 22% *	15 16% *	11 12% *	21 19%	15 18% *	15 12%	19 14%	24 15%	27 22%	23 14%	44 15%	50 17%
Very good (4)	**178** **30%**	84 29%	95 32%	18 25% *	36 38% *	25 27% *	36 32%	20 24% *	43 33%	35 25%	49 30%	39 31%	56 34%	84 28%	95 33%
Good (3)	**192** **33%**	92 32%	99 33%	27 37% *	26 28% *	38 42% G*	30 26%	29 34% *	41 32%	37 27%	58 36%	42 34%	55 33%	95 32%	96 33%
Fair (2)	**65** **11%**	40 14% C	24 8%	6 8% *	10 10% *	7 8% *	13 11%	11 13% *	17 13%	29 21% KLMNO	12 8%	12 10%	11 7%	42 14% KMO	23 8%
Poor (1)	**11** **2%**	8 3%	4 1%	- - *	1 1% *	2 2% *	1 1%	3 3% *	5 4%	2 1%	5 3%	1 1%	3 2%	7 2%	4 1%
Don't know	**46** **8%**	28 10%	18 6%	5 7% *	7 7% *	8 8% *	13 11%	6 8% *	7 6%	16 11% L	11 7%	3 3%	16 10% L	27 9% L	19 7% L
Mean score	**3.52**	3.38	3.64 B	3.65 *	3.62 *	3.42 *	3.63 *	3.43 *	3.38	3.33	3.5	3.65 J	3.57	3.42	3.61 JN
Standard Deviation	**0.982**	0.999	0.95	0.947	0.936	0.919	0.983	1.065	1.01	1.053	0.982	0.964	0.92	1.016	0.939
Standard Error	**0.042**	0.062	0.057	0.115	0.1	0.1	0.097	0.121	0.092	0.095	0.08	0.088	0.076	0.062	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**464** **79%**	91 79%	175 75%	96 84%	101 83%	155 82%	309 78%
Net: Top 2 Box	**272** **46%**	55 48%	102 44%	53 46%	62 51%	97 51%	175 44%
Excellent (5)	**94** **16%**	17 14%	32 14%	19 17%	25 21%	40 21% U	53 13%
Very good (4)	**178** **30%**	39 33%	70 30%	34 30%	36 30%	57 30%	122 31%
Good (3)	**192** **33%**	36 31%	73 31%	43 37%	40 33%	58 30%	134 34%
Fair (2)	**65** **11%**	11 10%	35 15% S	10 9%	9 7%	17 9%	48 12%
Poor (1)	**11** **2%**	1 1%	9 4%	1 1%	1 1%	2 1%	10 2%
Don't know	**46** **8%**	13 11%	14 6%	8 7%	11 9%	15 8%	31 8%
Mean score	**3.52**	3.57 *	3.37	3.57 *	3.69 Q*	3.68 U	3.44
Standard Deviation	**0.982**	0.913	1.048	0.921	0.938	0.973	0.978
Standard Error	**0.042**	0.09	0.071	0.089	0.089	0.074	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**464** **79%**	109 81%	323 78%	32 89% *	464 79%	- -	155 96% HI	251 84% I	55 47%	306 81%	151 76%	7 64% **	132 82%	76 80% *	158 76%	96 83%	338 81%	126 74%
Net: Top 2 Box	**272** **46%**	75 56% C	179 43%	18 50% *	272 46%	- -	134 83% HI	124 42% I	14 12%	197 52% K	73 37%	2 16% **	80 50%	39 40% *	97 46%	56 48%	200 48%	72 42%
Excellent (5)	**94** **16%**	25 19%	63 15%	6 18% *	94 16%	- -	64 40% HI	27 9% I	3 2%	70 18%	23 12%	1 8% **	25 16%	12 13% *	35 17%	21 18%	74 18%	20 12%
Very good (4)	**178** **30%**	50 38% C	117 28%	11 32% *	178 30%	- -	69 43% HI	97 33% I	11 10%	128 34% K	50 25%	1 8% **	55 34%	26 27% *	62 30%	35 30%	126 30%	52 31%
Good (3)	**192** **33%**	34 25%	144 35%	14 39% *	192 33%	- -	21 13%	127 43% G	41 35% G	109 29%	78 39% J	5 47% **	52 32%	38 39% *	61 29%	40 35%	138 33%	54 31%
Fair (2)	**65** **11%**	12 9%	50 12%	3 8% *	65 11%	- -	3 2%	27 9% G	30 26% GH	43 11%	21 11%	1 10% **	15 9%	12 13% *	25 12%	10 9%	44 11%	21 12%
Poor (1)	**11** **2%**	3 2%	8 2%	1 2% *	11 2%	- -	1 1%	6 2%	4 3%	6 1%	5 2%	1 9% **	5 3%	2 2% *	3 1%	1 1%	10 2%	1 1%
Don't know	**46** **8%**	10 8%	36 9%	- - *	46 8%	- -	2 1%	13 4%	27 23% GH	23 6%	21 11%	2 18% **	9 5%	5 6% *	23 11%	9 8%	23 6%	23 13% Q
Mean score	**3.52**	3.67 C	3.46	3.55 *	3.52	-	4.21 HI	3.39 I	2.75 *	3.6 K	3.37	2.96 **	3.53	3.39 *	3.54	3.6 *	3.53	3.47
Standard Deviation	**0.982**	0.972	0.983	0.97	0.982	-	0.792	0.862	0.837	0.986	0.947	1.092	1	0.955	1.001	0.937	1.004	0.922
Standard Error	**0.042**	0.087	0.05	0.163	0.042	-	0.063	0.051	0.089	0.052	0.071	0.368	0.081	0.1	0.073	0.091	0.051	0.076

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**464** **79%**	64 76% *	399 80%
Net: Top 2 Box	**272** **46%**	33 39% *	239 48%
Excellent (5)	**94** **16%**	12 15% *	81 16%
Very good (4)	**178** **30%**	21 25% *	158 31%
Good (3)	**192** **33%**	31 37% *	160 32%
Fair (2)	**65** **11%**	11 13% *	54 11%
Poor (1)	**11** **2%**	1 1% *	10 2%
Don't know	**46** **8%**	8 9% *	38 8%
Mean score	**3.52**	3.43 *	3.53
Standard Deviation	**0.982**	0.975	0.983
Standard Error	**0.042**	0.112	0.046

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Net: Top 3 Box	**464** **79%**	127 83%	327 77%	191 79%	272 79%	56 86% *	44 76% *	88 76%	257 79%	123 83%	70 74% *	109 86% K	69 86% *
Net: Top 2 Box	**272** **46%**	69 45%	200 47%	109 45%	163 48%	33 50% *	24 41% *	49 43%	149 46%	76 51%	40 42% *	65 51%	43 54% *
Excellent (5)	**94** **16%**	20 13%	73 17%	30 12%	64 19%	13 20% *	4 7% *	11 10%	56 17%	20 14%	16 16% *	26 20%	17 21% *
Very good (4)	**178** **30%**	49 32%	127 30%	79 33%	100 29%	20 30% *	20 34% *	38 33%	93 29%	55 37%	24 26% *	39 31%	26 33% *
Good (3)	**192** **33%**	57 38%	127 30%	83 34%	109 32%	23 35% *	20 35% *	38 33%	109 33%	47 32%	30 31% *	44 35%	26 32% *
Fair (2)	**65** **11%**	12 8%	52 12%	26 11%	38 11%	5 7% *	6 10% *	16 14%	41 13%	10 6%	14 15% M*	8 7%	4 5% *
Poor (1)	**11** **2%**	7 4% C	5 1%	6 2%	6 2%	3 4% *	3 5% *	- -	7 2%	2 1%	3 3% *	1 1%	- - *
Don't know	**46** **8%**	8 5%	38 9%	18 8%	28 8%	2 3% *	5 9% *	11 10%	19 6%	14 9%	8 9% *	8 7%	7 9% *
Mean score	**3.52**	3.44	3.55	3.45	3.56	3.56 *	3.32 *	3.43 *	3.49	3.61	3.42 *	3.68	3.77 K*
Standard Deviation	**0.982**	0.985	0.988	0.952	1.001	1.047	0.965	0.882	1.008	0.883	1.062	0.916	0.866
Standard Error	**0.042**	0.082	0.05	0.064	0.056	0.131	0.133	0.087	0.058	0.076	0.114	0.084	0.101

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Helping people to understand food labels and what's in their food

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**464** **79%**	117 85% E	112 86% E	76 87% *	352 77%
Net: Top 2 Box	**272** **46%**	63 46%	69 53%	52 59% E*	203 45%
Excellent (5)	**94** **16%**	24 18%	25 19%	17 19% *	69 15%
Very good (4)	**178** **30%**	39 29%	44 34%	35 40% *	135 29%
Good (3)	**192** **33%**	54 39%	43 33%	25 28% *	148 33%
Fair (2)	**65** **11%**	8 6%	10 8%	6 7% *	55 12% B
Poor (1)	**11** **2%**	2 1%	5 4%	4 4% *	7 1%
Don't know	**46** **8%**	11 8% D	3 2%	1 1% *	43 9% CD
Mean score	**3.52**	3.6	3.58	3.63 *	3.5
Standard Deviation	**0.982**	0.918	1.013	1.023	0.972
Standard Error	**0.042**	0.081	0.09	0.11	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**504** **86%**	239 83%	265 89%	66 91% *	82 87% *	82 89% *	99 86%	69 82% *	106 83%	108 78%	142 89% JN	111 90% J	143 87%	250 84% J	254 88% J
Net: Top 2 Box	**342** **58%**	154 54%	189 63% B	46 64% *	51 53% *	53 58% *	74 64%	44 53% *	74 58%	68 49%	98 62% JN	74 60%	102 62% J	166 56% J	176 61% J
Excellent (5)	**120** **20%**	48 17%	72 24% B	20 28% *	15 16% *	15 17% *	25 21%	20 23% *	25 20%	27 20%	25 15%	30 24%	39 23%	51 17%	68 24% K
Very good (4)	**222** **38%**	106 37%	117 39%	26 36% *	35 37% *	38 42% *	49 43%	25 29% *	49 39%	41 30%	74 46% JN	45 36%	63 39%	115 39% J	108 37%
Good (3)	**161** **28%**	85 30%	77 26%	19 27% *	32 33% *	29 31% *	25 22%	25 30% *	32 25%	40 29%	44 27%	37 30%	41 25%	84 28%	78 27%
Fair (2)	**42** **7%**	24 8%	17 6%	- - *	9 9% D*	3 3% *	7 6%	9 10% D*	15 12% D	17 12% KO	8 5%	8 6%	9 6%	25 8% K	17 6%
Poor (1)	**3** *	3 1%	- -	- - *	- - *	- - *	2 1%	1 1% *	- -	1 1%	2 1%	- -	- -	3 1%	- -
Don't know	**37** **6%**	21 7%	16 5%	7 9% *	4 4% *	7 7% *	8 7%	5 6% *	6 5%	12 9%	8 5%	5 4%	12 7%	21 7%	17 6%
Mean score	**3.76**	3.65	3.86 B	4.02 EHI*	3.63 *	3.77 *	3.83	3.68 *	3.7	3.61	3.74	3.81	3.86 J	3.68	3.84 JN
Standard Deviation	**0.896**	0.912	0.869	0.784	0.879	0.783	0.909	1.006	0.934	0.993	0.831	0.89	0.869	0.909	0.877
Standard Error	**0.038**	0.056	0.052	0.097	0.092	0.085	0.088	0.113	0.085	0.089	0.068	0.082	0.07	0.055	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**504** **86%**	99 85%	197 85%	101 88%	107 88%	164 87%	340 86%
Net: Top 2 Box	**342** **58%**	67 58%	140 60%	65 57%	71 58%	120 63%	223 56%
Excellent (5)	**120** **20%**	22 19%	46 20%	25 22%	27 22%	45 24%	75 19%
Very good (4)	**222** **38%**	45 39%	93 40%	40 35%	44 36%	75 40%	148 37%
Good (3)	**161** **28%**	32 28%	57 25%	36 31%	36 30%	45 24%	117 29%
Fair (2)	**42** **7%**	9 8%	22 9% S	7 6%	4 3%	10 5%	32 8%
Poor (1)	**3** *****	- -	1 *	- -	2 1%	2 1%	1 *
Don't know	**37** **6%**	8 7%	13 6%	7 6%	9 8%	13 7%	24 6%
Mean score	**3.76**	3.73	3.74	3.77 *	3.81 *	3.86	3.71
Standard Deviation	**0.896**	0.881	0.917	0.88	0.893	0.897	0.892
Standard Error	**0.038**	0.085	0.062	0.085	0.084	0.068	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**504** **86%**	116 87%	354 85%	34 94% *	504 86%	- -	158 98% I	280 94% I	64 56%	332 88%	164 83%	8 73% **	140 87%	79 83% *	182 87%	101 87%	367 88% R	137 80%
Net: Top 2 Box	**342** **58%**	85 63%	235 57%	23 63% *	342 58%	- -	144 90% HI	174 59% I	24 21%	235 62% K	104 53%	4 35% **	98 61%	53 55% *	122 59%	68 59%	248 60%	94 55%
Excellent (5)	**120** **20%**	29 22%	82 20%	9 25% *	120 20%	- -	87 54% HI	30 10% I	3 3%	92 24% K	28 14%	- - **	36 22%	20 21% *	42 20%	21 18%	91 22%	29 17%
Very good (4)	**222** **38%**	55 41%	154 37%	14 39% *	222 38%	- -	58 36% I	144 48% GI	21 18%	143 38%	76 38%	4 35% **	62 39%	33 34% *	81 39%	47 40%	157 38%	65 38%
Good (3)	**161** **28%**	31 23%	119 29%	11 31% *	161 28%	- -	13 8%	106 36% G	40 35% G	97 26%	60 31%	4 38% **	42 26%	27 28% *	59 28%	33 28%	118 29%	43 25%
Fair (2)	**42** **7%**	10 7%	30 7%	2 6% *	42 7%	- -	1 1%	10 3%	26 23% GH	24 6%	17 8%	1 9% **	10 6%	12 12% *	11 5%	7 6%	24 6%	18 11%
Poor (1)	**3** *	1 1%	2 *	- - *	3 *	- -	- -	- -	2 1%	2 *	1 *	- - **	3 2%	- - *	- -	- -	3 1%	- -
Don't know	**37** **6%**	8 6%	30 7%	- - *	37 6%	- -	2 1%	8 3%	24 20% GH	20 5%	16 8%	2 18% **	8 5%	4 5% *	16 8%	8 7%	22 5%	16 9%
Mean score	**3.76**	3.81	3.73	3.82 *	3.76	-	4.45 HI	3.67 I	2.98 *	3.84 K	3.63	3.31 **	3.78	3.66 *	3.79	3.77 *	3.79	3.68
Standard Deviation	**0.896**	0.903	0.896	0.877	0.896	-	0.675	0.708	0.854	0.904	0.87	0.701	0.935	0.965	0.849	0.84	0.888	0.912
Standard Error	**0.038**	0.08	0.046	0.147	0.038	-	0.054	0.042	0.089	0.048	0.065	0.236	0.076	0.101	0.061	0.081	0.045	0.073

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**504** **86%**	70 83% *	434 87%
Net: Top 2 Box	**342** **58%**	47 56% *	295 59%
Excellent (5)	**120** **20%**	16 19% *	104 21%
Very good (4)	**222** **38%**	31 37% *	191 38%
Good (3)	**161** **28%**	23 27% *	138 28%
Fair (2)	**42** **7%**	7 8% *	35 7%
Poor (1)	**3** *****	1 1% *	2 *
Don't know	**37** **6%**	7 8% *	31 6%
Mean score	**3.76**	3.71 *	3.77
Standard Deviation	**0.896**	0.931	0.891
Standard Error	**0.038**	0.106	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Net: Top 3 Box	**504** **86%**	141 92% C	353 84%	209 87%	295 86%	62 94% *	47 81% *	99 86%	284 88%	128 86%	77 81% *	115 90% K	72 89% *
Net: Top 2 Box	**342** **58%**	97 63%	239 57%	141 58%	202 59%	45 69% G*	28 49% *	66 57%	189 58%	91 62%	54 57% *	84 66%	57 70% *
Excellent (5)	**120** **20%**	29 19%	89 21%	43 18%	77 22%	14 21% *	9 16% *	19 16%	68 21%	24 16%	22 23% *	26 21%	19 24% *
Very good (4)	**222** **38%**	67 44%	150 36%	97 40%	125 36%	31 47% *	19 33% *	47 41%	121 37%	67 45%	32 34% *	57 45%	37 46% *
Good (3)	**161** **28%**	44 29%	114 27%	69 28%	93 27%	16 25% *	18 32% *	33 29%	95 29%	37 25%	23 24% *	31 24%	15 19% *
Fair (2)	**42** **7%**	7 4%	34 8%	16 7%	26 7%	4 6% *	8 13% *	5 4%	21 6%	9 6%	11 12% L*	4 3%	4 4% *
Poor (1)	**3** *	2 1%	1 *	1 *	2 *	- - *	- - *	1 1%	3 1%	- -	- - *	2 1%	- - *
Don't know	**37** **6%**	4 2%	34 8% B	15 6%	22 6%	- - *	4 6% *	10 9% F	17 5%	11 7%	7 8% *	6 5%	5 7% *
Mean score	**3.76**	3.78	3.75	3.73	3.78	3.84 *	3.55 *	3.75 *	3.75	3.78	3.74 *	3.85	3.96 *
Standard Deviation	**0.896**	0.851	0.914	0.863	0.919	0.835	0.937	0.83	0.904	0.815	0.98	0.854	0.808
Standard Error	**0.038**	0.07	0.046	0.057	0.051	0.103	0.127	0.081	0.052	0.07	0.105	0.078	0.093

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Ensuring that food in Scotland is safe to eat

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**504** **86%**	121 88%	122 94% E	82 94% E*	382 84%
Net: Top 2 Box	**342** **58%**	79 57%	84 65%	58 67% *	259 57%
Excellent (5)	**120** **20%**	27 20%	37 28% E	25 28% E*	83 18%
Very good (4)	**222** **38%**	52 38%	47 36%	33 38% *	175 38%
Good (3)	**161** **28%**	43 31%	38 29%	24 27% *	123 27%
Fair (2)	**42** **7%**	8 6%	6 5%	4 4% *	36 8%
Poor (1)	**3** *	- -	1 1%	1 1% *	2 *
Don't know	**37** **6%**	8 6% C	1 1%	1 1% *	36 8% CD
Mean score	**3.76**	3.75	3.88	3.9 *	3.72
Standard Deviation	**0.896**	0.856	0.902	0.906	0.892
Standard Error	**0.038**	0.075	0.08	0.098	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**480** **82%**	221 77%	259 87% B	63 86% *	82 86% *	77 84% *	93 81%	63 75% *	102 81%	100 73%	137 86% JN	103 84%	139 84% J	238 80% J	242 84% J
Net: Top 2 Box	**334** **57%**	158 55%	175 59%	40 55% *	52 55% *	46 50% *	71 62%	46 55% *	79 62%	66 48%	93 58%	72 58%	102 62% J	160 54%	174 60% J
Excellent (5)	**121** **21%**	51 18%	69 23%	15 21% *	22 23% *	17 19% *	22 19%	20 24% *	24 19%	25 18%	31 20%	29 23%	36 22%	56 19%	64 22%
Very good (4)	**213** **36%**	107 37%	106 35%	24 33% *	30 32% *	28 31% *	49 43%	26 31% *	55 43%	42 30%	62 39%	43 35%	67 41%	104 35%	109 38%
Good (3)	**146** **25%**	63 22%	83 28%	23 32% *	30 31% GI*	31 34% GI*	21 19%	17 20% *	24 19%	34 25%	44 27%	32 26%	36 22%	78 26%	68 24%
Fair (2)	**51** **9%**	36 13% C	15 5%	2 2% *	7 8% *	4 4% *	9 8%	13 15% DF*	16 12%	19 14% MO	12 7%	12 10%	8 5%	31 10%	20 7%
Poor (1)	**5** **1%**	3 1%	3 1%	2 2% *	- - *	- - *	2 2%	2 2% *	- -	1 1%	1 1%	3 2%	1 1%	2 1%	4 1%
Don't know	**50** **9%**	27 9%	23 8%	7 9% *	6 6% *	11 11% *	11 10%	6 8% *	9 7%	18 13% L	10 6%	6 5%	16 10%	28 9%	22 8%
Mean score	**3.73**	3.65	3.82	3.77 *	3.75 *	3.73 *	3.77 *	3.64 *	3.74	3.59	3.74	3.71 *	3.86 J	3.67	3.79
Standard Deviation	**0.946**	0.983	0.905	0.918	0.922	0.858	0.944	1.114	0.935	1.009	0.898	1.017	0.874	0.95	0.941
Standard Error	**0.041**	0.061	0.054	0.113	0.098	0.095	0.093	0.126	0.086	0.092	0.073	0.094	0.072	0.058	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**480** **82%**	93 80%	183 78%	99 87%	104 86%	163 86%	317 80%
Net: Top 2 Box	**334** **57%**	67 57%	132 57%	70 61%	64 53%	116 62%	217 55%
Excellent (5)	**121** **21%**	25 22%	43 19%	27 24%	25 20%	44 23%	76 19%
Very good (4)	**213** **36%**	41 36%	89 38%	43 38%	40 32%	72 38%	141 36%
Good (3)	**146** **25%**	26 23%	51 22%	29 25%	40 33% Q	46 25%	100 25%
Fair (2)	**51** **9%**	12 10%	28 12% S	6 5%	5 4%	7 4%	44 11% T
Poor (1)	**5** **1%**	1 1%	2 1%	- -	2 2%	2 1%	3 1%
Don't know	**50** **9%**	10 9%	20 9%	10 8%	10 8%	17 9%	33 8%
Mean score	**3.73**	3.74 *	3.67	3.88 *	3.71 *	3.87 U	3.67
Standard Deviation	**0.946**	0.981	0.974	0.862	0.933	0.885	0.969
Standard Error	**0.041**	0.095	0.067	0.084	0.088	0.067	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**480** **82%**	112 84%	337 81%	31 86% *	480 82%	- -	158 98% HI	261 88% I	58 50%	316 84%	157 80%	7 64% **	133 83%	75 78% *	172 82%	99 86%	348 84%	131 77%
Net: Top 2 Box	**334** **57%**	88 66% C	222 53%	23 66% *	334 57%	- -	145 90% HI	164 55% I	22 19%	227 60%	103 52%	3 25% **	99 62%	57 59% *	114 55%	62 53%	241 58%	92 54%
Excellent (5)	**121** **21%**	28 21%	84 20%	9 26% *	121 21%	- -	84 52% HI	33 11% I	3 3%	87 23%	32 16%	2 16% **	36 23%	17 17% *	45 22%	22 19%	95 23% R	25 15%
Very good (4)	**213** **36%**	61 45% C	138 33%	14 40% *	213 36%	- -	61 38% I	130 44% I	19 17%	141 37%	71 36%	1 9% **	63 39%	40 42% *	69 33%	40 35%	146 35%	67 39%
Good (3)	**146** **25%**	24 18%	115 28% B	7 20% *	146 25%	- -	13 8%	97 33% G	36 31% G	88 23%	54 27%	4 39% **	33 21%	18 19% *	57 27%	37 32% N	107 26%	39 23%
Fair (2)	**51** **9%**	8 6%	39 9%	3 9% *	51 9%	- -	2 1%	21 7% G	24 21% GH	30 8%	19 10%	2 19% **	15 9%	12 12% *	18 9%	5 4%	32 8%	19 11%
Poor (1)	**5** **1%**	1 1%	4 1%	- - *	5 1%	- -	- -	2 1%	3 2%	5 1%	- -	- - **	2 1%	2 2% *	- -	2 1%	4 1%	1 1%
Don't know	**50** **9%**	12 9%	36 9%	2 5% *	50 9%	- -	1 1%	13 4%	30 26% GH	27 7%	21 11%	2 18% **	12 7%	7 8% *	19 9%	10 9%	30 7%	19 11%
Mean score	**3.73**	3.87	3.68	3.88 *	3.73	-	4.42 HI	3.61 I	2.95 *	3.78	3.66	3.27 **	3.79	3.65 *	3.75	3.72 *	3.77	3.64
Standard Deviation	**0.946**	0.869	0.968	0.927	0.946	-	0.69	0.812	0.894	0.962	0.901	1.085	0.96	1.006	0.926	0.893	0.951	0.931
Standard Error	**0.041**	0.079	0.05	0.16	0.041	-	0.055	0.048	0.097	0.051	0.068	0.365	0.079	0.107	0.067	0.087	0.049	0.076

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**480** **82%**	67 80% *	413 82%
Net: Top 2 Box	**334** **57%**	47 55% *	287 57%
Excellent (5)	**121** **21%**	22 27% *	98 20%
Very good (4)	**213** **36%**	24 29% *	189 38%
Good (3)	**146** **25%**	21 25% *	125 25%
Fair (2)	**51** **9%**	7 9% *	44 9%
Poor (1)	**5** **1%**	- - *	5 1%
Don't know	**50** **9%**	10 12% *	40 8%
Mean score	**3.73**	3.83 *	3.72
Standard Deviation	**0.946**	0.975	0.942
Standard Error	**0.041**	0.113	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	586	155	420	241	345	63	59	116	325	149	95	123	71
Base	586	153	422	242	344	66	58	115	324	148	95	127	81
Net: Top 3 Box	480 82%	130 85%	339 80%	203 84%	277 81%	61 93% G*	43 74% *	96 83%	268 83%	123 83%	75 79% *	114 90% K	73 90% K*
Net: Top 2 Box	334 57%	90 59%	239 57%	144 60%	190 55%	46 69% G*	29 49% *	67 59%	182 56%	85 57%	60 63% *	78 62%	52 65% *
Excellent (5)	121 21%	28 18%	91 22%	51 21%	70 20%	21 32% G*	7 12% *	22 19%	68 21%	28 19%	20 21% *	30 23%	20 25% *
Very good (4)	213 36%	62 41%	148 35%	93 38%	120 35%	25 38% *	21 37% *	45 40%	114 35%	57 38%	40 42% *	49 38%	32 40% *
Good (3)	146 25%	39 26%	100 24%	59 24%	87 25%	15 23% *	14 25% *	28 25%	86 27%	38 26%	15 16% *	36 28% K	21 26% *
Fair (2)	51 9%	14 9%	37 9%	26 11%	25 7%	5 7% *	12 21% H*	8 7%	28 9%	12 8%	10 10% LM*	4 3%	1 1% *
Poor (1)	5 1%	3 2%	3 1%	- -	5 2%	- - *	- - *	- -	4 1%	1 1%	- - *	1 1%	- - *
Don't know	50 9%	7 4%	43 10% B	13 6%	36 11% D	- - *	3 5% *	11 9% F	24 7%	12 8%	10 11% *	8 7%	6 8% *
Mean score	3.73	3.68	3.76	3.74	3.73	3.94 G*	3.43 *	3.78 G*	3.71	3.73	3.82 *	3.87	3.96 *
Standard Deviation	0.946	0.954	0.95	0.931	0.959	0.925	0.985	0.873	0.966	0.915	0.928	0.854	0.787
Standard Error	0.041	0.079	0.049	0.062	0.055	0.114	0.133	0.086	0.056	0.078	0.101	0.078	0.091

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being the experts when it comes to food safety

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**480** **82%**	118 86%	117 91% E	80 92% E*	363 79%
Net: Top 2 Box	**334** **57%**	74 54%	84 65% E	59 67% E*	249 55%
Excellent (5)	**121** **21%**	29 21%	34 26%	22 25% *	86 19%
Very good (4)	**213** **36%**	45 33%	50 39%	37 42% *	163 36%
Good (3)	**146** **25%**	44 32%	33 25%	22 25% *	113 25%
Fair (2)	**51** **9%**	6 4%	8 6%	6 6% *	42 9% B
Poor (1)	**5** **1%**	- -	2 2%	1 1% *	3 1%
Don't know	**50** **9%**	14 10% CD	2 1%	- - *	48 11% CD
Mean score	**3.73**	3.79	3.83	3.84 *	3.7
Standard Deviation	**0.946**	0.858	0.954	0.922	0.943
Standard Error	**0.041**	0.077	0.085	0.099	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**423** **72%**	196 68%	226 76%	52 72% *	74 78% *	68 74% *	83 72%	58 69% *	88 69%	88 64%	118 74%	95 77% J	122 74%	206 69%	217 75% J
Net: Top 2 Box	**247** **42%**	113 39%	134 45%	27 37% *	42 44% *	32 35% *	51 44%	40 47% *	56 44%	51 37%	69 43%	57 46%	70 42%	120 41%	127 44%
Excellent (5)	**89** **15%**	35 12%	54 18%	11 15% *	12 12% *	14 16% *	23 20%	16 19% *	14 11%	19 14%	23 15%	23 19%	24 15%	42 14%	47 16%
Very good (4)	**158** **27%**	78 27%	80 27%	16 22% *	30 31% *	18 19% *	28 24%	24 28% *	43 33% F	32 24%	46 29%	34 28%	45 28%	78 26%	79 28%
Good (3)	**175** **30%**	83 29%	92 31%	25 35% *	32 34% *	36 39% HI*	32 28%	19 22% *	31 24%	36 26%	49 31%	38 30%	52 32%	85 29%	90 31%
Fair (2)	**67** **12%**	45 16% C	23 8%	6 9% *	12 13% *	5 6% *	10 9%	11 13% *	22 17% F	28 21% KLMNO	14 9%	12 9%	13 8%	43 14% KO	24 8%
Poor (1)	**9** **2%**	5 2%	5 2%	2 2% *	2 2% *	1 1% *	1 1%	2 2% *	2 2%	2 1%	2 1%	4 3%	2 1%	4 1%	6 2%
Don't know	**86** **15%**	41 14%	45 15%	12 17% *	6 7% *	18 19% E*	21 18% E	13 15% *	16 12%	20 14%	25 16%	14 11%	27 17%	45 15%	41 14%
Mean score	**3.5**	3.38	3.62 B	3.47 *	3.42 *	3.53 *	3.65 *	3.57 *	3.4 *	3.32	3.56	3.56 *	3.56	3.45	3.56
Standard Deviation	**0.996**	1.004	0.976	0.996	0.968	0.939	0.996	1.084	0.999	1.059	0.945	1.039	0.945	1.005	0.985
Standard Error	**0.045**	0.064	0.061	0.128	0.103	0.109	0.103	0.128	0.095	0.098	0.082	0.099	0.081	0.063	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**423** **72%**	87 75%	157 67%	87 76%	92 75%	146 77%	277 70%
Net: Top 2 Box	**247** **42%**	52 45%	90 39%	46 40%	60 49%	94 50% U	153 39%
Excellent (5)	**89** **15%**	19 17%	29 13%	20 17%	21 17%	38 20% U	51 13%
Very good (4)	**158** **27%**	33 28%	61 26%	26 22%	39 32%	56 30%	102 26%
Good (3)	**175** **30%**	35 30%	67 29%	41 36%	32 26%	52 27%	124 31%
Fair (2)	**67** **12%**	11 9%	34 14%	12 10%	11 9%	14 7%	54 14% T
Poor (1)	**9** **2%**	- -	5 2%	2 2%	2 2%	3 2%	6 2%
Don't know	**86** **15%**	18 16%	37 16%	14 12%	17 14%	26 14%	60 15%
Mean score	**3.5**	3.62 *	3.39	3.49 *	3.62 *	3.7 U	3.41
Standard Deviation	**0.996**	0.929	1.019	1.007	0.993	0.98	0.991
Standard Error	**0.045**	0.094	0.073	0.1	0.097	0.077	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**423** **72%**	98 73%	294 71%	31 87% *	423 72%	- -	142 88% HI	229 77% I	50 43%	274 73%	142 72%	7 64% **	121 75%	67 70% *	151 72%	82 71%	309 75%	113 66%
Net: Top 2 Box	**247** **42%**	66 49%	164 39%	17 48% *	247 42%	- -	126 78% HI	109 37% I	12 10%	175 46% K	68 35%	4 35% **	79 49% N	33 34% *	91 44%	44 38%	181 44%	66 39%
Excellent (5)	**89** **15%**	23 17%	60 14%	6 18% *	89 15%	- -	67 42% HI	20 7%	2 1%	69 18% K	20 10%	1 8% **	26 16%	15 15% *	31 15%	18 15%	67 16%	22 13%
Very good (4)	**158** **27%**	43 32%	105 25%	11 30% *	158 27%	- -	59 36% I	89 30% I	10 9%	107 28%	48 24%	3 27% **	54 33% N	18 19% *	60 29%	26 22%	114 27%	44 26%
Good (3)	**175** **30%**	32 24%	130 31%	14 39% *	175 30%	- -	16 10%	120 40% G	38 33% G	99 26%	73 37% J	3 29% **	42 26%	34 36% *	60 29%	38 33%	128 31%	47 28%
Fair (2)	**67** **12%**	15 11%	51 12%	2 5% *	67 12%	- -	8 5%	29 10%	27 23% GH	42 11%	24 12%	2 19% **	19 12%	15 15% *	24 11%	8 7%	43 10%	25 14%
Poor (1)	**9** **2%**	3 2%	7 2%	- - *	9 2%	- -	1 1%	4 1%	4 3%	8 2%	1 1%	- - **	3 2%	1 1% *	3 2%	3 2%	8 2%	1 1%
Don't know	**86** **15%**	18 14%	65 16%	3 8% *	86 15%	- -	11 7%	35 12%	35 30% GH	53 14%	31 16%	2 18% **	18 11%	13 14% *	31 15%	23 20%	54 13%	32 19%
Mean score	**3.5**	3.6 *	3.46	3.65 *	3.5	-	4.22 HI	3.35 I	2.74 *	3.57	3.38	3.29 **	3.57	3.38 *	3.52	3.52 *	3.52	3.44
Standard Deviation	**0.996**	1.028	0.996	0.868	0.996	-	0.878	0.833	0.819	1.04	0.895	0.978	0.992	1.014	0.99	0.993	1	0.986
Standard Error	**0.045**	0.096	0.053	0.152	0.045	-	0.072	0.051	0.091	0.058	0.069	0.329	0.083	0.112	0.074	0.103	0.053	0.084

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**423** **72%**	57 68% *	365 73%
Net: Top 2 Box	**247** **42%**	32 38% *	215 43%
Excellent (5)	**89** **15%**	16 19% *	73 15%
Very good (4)	**158** **27%**	16 19% *	142 28%
Good (3)	**175** **30%**	25 30% *	150 30%
Fair (2)	**67** **12%**	10 12% *	57 11%
Poor (1)	**9** **2%**	1 1% *	8 2%
Don't know	**86** **15%**	16 19% *	70 14%
Mean score	**3.5**	3.53 *	3.5
Standard Deviation	**0.996**	1.057	0.987
Standard Error	**0.045**	0.128	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Net: Top 3 Box	**423** **72%**	117 76%	296 70%	180 75%	243 71%	52 80% *	42 72% *	83 72%	242 75%	107 72%	64 67% *	104 82% K	67 83% K*
Net: Top 2 Box	**247** **42%**	68 45%	177 42%	95 39%	152 44%	35 53% GH*	19 33% *	39 34%	136 42%	65 44%	41 43% *	64 50%	41 50% *
Excellent (5)	**89** **15%**	18 12%	70 17%	31 13%	58 17%	15 22% H*	7 12% *	8 7%	53 16%	20 13%	15 16% *	24 19%	16 20% *
Very good (4)	**158** **27%**	50 33%	107 25%	64 26%	94 27%	20 31% *	12 21% *	30 26%	83 26%	46 31%	26 27% *	39 31%	24 30% *
Good (3)	**175** **30%**	49 32%	119 28%	85 35% E	91 26%	17 26% *	22 39% *	44 39%	106 33%	42 28%	23 24% *	40 32%	27 33% *
Fair (2)	**67** **12%**	13 8%	53 13%	26 11%	41 12%	5 7% *	7 12% *	15 13%	38 12%	15 10%	12 13% L*	5 4%	3 4% *
Poor (1)	**9** **2%**	4 3%	6 1%	4 2%	5 2%	3 5% *	1 2% *	- -	8 3%	1 1%	- - *	2 1%	1 1% *
Don't know	**86** **15%**	19 13%	67 16%	31 13%	55 16%	6 8% *	9 15% *	17 15%	36 11%	25 17%	19 20% *	16 13%	9 11% *
Mean score	**3.5**	3.49	3.52	3.44	3.55	3.64 *	3.36 *	3.33 *	3.47	3.55	3.57 *	3.72 *	3.73 *
Standard Deviation	**0.996**	0.945	1.021	0.955	1.024	1.1	0.962	0.838	1.027	0.931	0.985	0.918	0.919
Standard Error	**0.045**	0.082	0.054	0.066	0.06	0.142	0.137	0.085	0.061	0.084	0.113	0.087	0.109

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Speaking to people in a way that's friendly and understandable

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**423** **72%**	107 78% E	105 82% E	78 90% BCE*	317 70%
Net: Top 2 Box	**247** **42%**	53 38%	67 52% BE	53 61% BCE*	181 40%
Excellent (5)	**89** **15%**	21 15%	24 19%	18 21% *	65 14%
Very good (4)	**158** **27%**	31 23%	43 33%	35 40% BE*	115 25%
Good (3)	**175** **30%**	55 40% E	39 30%	25 29% *	137 30%
Fair (2)	**67** **12%**	8 5%	12 9% D	4 4% *	56 12% B
Poor (1)	**9** **2%**	1 1%	2 2%	1 1% *	7 2%
Don't know	**86** **15%**	22 16% CD	10 8%	4 5% *	76 17% CD
Mean score	**3.5**	3.56 *	3.63	3.79 CE*	3.46
Standard Deviation	**0.996**	0.897	0.975	0.89	1
Standard Error	**0.045**	0.083	0.089	0.098	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**424** **72%**	191 67%	233 78% B	61 84% I*	73 77% *	65 71% *	83 73%	58 69% *	84 66%	81 59%	115 72% JN	103 84% JKN	125 76% JN	196 66% J	228 79% JN
Net: Top 2 Box	**255** **44%**	113 39%	142 48%	36 50% *	40 42% *	31 34% *	53 46%	42 49% *	53 42%	45 33%	72 45% JN	68 55% JN	69 42%	117 39% J	138 48% JN
Excellent (5)	**80** **14%**	30 11%	50 17% B	13 17% *	11 12% *	10 11% *	17 15%	13 16% *	16 12%	13 10%	16 10%	25 20% JKN	26 16%	30 10%	51 18% JKN
Very good (4)	**175** **30%**	82 29%	92 31%	24 33% *	29 30% *	21 23% *	35 31%	29 34% *	37 29%	32 23%	56 35% JN	44 36% J	43 26%	87 29% J	87 30%
Good (3)	**169** **29%**	78 27%	91 30%	24 33% *	33 35% H*	33 37% H*	31 27%	17 20% *	31 24%	36 26%	43 27%	35 28%	55 34%	79 27%	90 31%
Fair (2)	**59** **10%**	41 14% C	17 6%	4 5% *	10 11% *	8 9% *	11 9%	11 13% *	15 12%	21 15% MO	16 10%	11 9%	11 6%	37 12%	22 8%
Poor (1)	**10** **2%**	8 3%	2 1%	- - *	- - *	- - *	3 2%	3 4% *	4 3%	4 3%	3 2%	2 2%	1 1%	7 2%	3 1%
Don't know	**93** **16%**	46 16%	47 16%	8 11% *	11 12% *	19 21% *	19 16%	12 14% *	24 19%	32 23% LO	26 16% L	7 6%	28 17% LO	58 19% LO	35 12% L
Mean score	**3.52**	3.35	3.68 B	3.7 *	3.49 *	3.46 *	3.56 *	3.51 *	3.44 *	3.27 *	3.5	3.67 JN*	3.61 J	3.4	3.63 JN
Standard Deviation	**0.968**	1.016	0.892	0.853	0.884	0.87	0.996	1.102	1.041	1.047	0.924	0.974	0.911	0.985	0.939
Standard Error	**0.044**	0.065	0.056	0.106	0.097	0.102	0.101	0.129	0.102	0.102	0.08	0.09	0.078	0.064	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**424** **72%**	74 64%	163 70%	89 78% P	98 80% P	148 79% U	276 70%
Net: Top 2 Box	**255** **44%**	45 39%	96 41%	55 48%	59 48%	93 49%	162 41%
Excellent (5)	**80** **14%**	15 13%	25 11%	16 14%	23 19% Q	34 18%	46 12%
Very good (4)	**175** **30%**	30 26%	71 30%	39 34%	35 29%	59 31%	116 29%
Good (3)	**169** **29%**	29 25%	67 29%	34 29%	39 32%	56 30%	114 29%
Fair (2)	**59** **10%**	15 13% S	28 12% S	9 8%	6 5%	12 6%	46 12%
Poor (1)	**10** **2%**	1 1%	7 3%	- -	2 1%	2 1%	8 2%
Don't know	**93** **16%**	26 22%	34 15%	16 14%	16 13%	26 14%	66 17%
Mean score	**3.52**	3.48 *	3.39	3.64 *	3.69 Q*	3.68 U	3.44
Standard Deviation	**0.968**	0.998	1.002	0.871	0.934	0.923	0.98
Standard Error	**0.044**	0.105	0.071	0.088	0.091	0.072	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**424** **72%**	100 75%	295 71%	30 83% *	424 72%	- -	152 94% HI	228 77% I	44 38%	272 72%	145 74%	7 64% **	124 77%	66 69% *	145 70%	87 75%	311 75% R	113 66%
Net: Top 2 Box	**255** **44%**	66 49%	173 42%	15 43% *	255 44%	- -	133 83% HI	110 37% I	11 10%	183 49% K	70 35%	2 18% **	82 51%	37 38% *	88 42%	48 41%	185 45%	70 41%
Excellent (5)	**80** **14%**	16 12%	59 14%	5 15% *	80 14%	- -	68 42% HI	11 4%	1 1%	63 17% K	17 9%	- - **	22 14%	13 13% *	28 14%	16 14%	58 14%	22 13%
Very good (4)	**175** **30%**	50 38% C	114 27%	10 28% *	175 30%	- -	65 40% I	99 33% I	10 9%	120 32%	53 27%	2 18% **	60 37%	24 25% *	59 28%	32 27%	128 31%	47 28%
Good (3)	**169** **29%**	34 25%	121 29%	14 40% *	169 29%	- -	19 12%	118 40% GI	33 28% G	89 24%	75 38% J	5 46% **	43 26%	30 31% *	58 28%	39 34%	126 30%	43 25%
Fair (2)	**59** **10%**	13 10%	44 10%	2 6% *	59 10%	- -	5 3%	28 9% G	24 20% GH	40 11%	16 8%	2 19% **	11 7%	12 13% *	25 12%	10 8%	40 10%	18 11%
Poor (1)	**10** **2%**	2 1%	8 2%	- - *	10 2%	- -	- -	2 1%	5 5% GH	5 1%	5 2%	- - **	5 3%	4 4% *	1 1%	- -	8 2%	2 1%
Don't know	**93** **16%**	19 14%	70 17%	4 11% *	93 16%	- -	4 2%	40 13% G	43 37% GH	60 16%	31 16%	2 18% **	21 13%	14 14% *	38 18%	19 17%	55 13%	38 22% Q
Mean score	**3.52**	3.57 *	3.5	3.59 **	3.52	-	4.25 HI	3.34 I	2.7 *	3.62 K	3.37	2.99 **	3.59	3.37 *	3.52	3.56 *	3.52	3.52
Standard Deviation	**0.968**	0.92	0.994	0.854	0.968	-	0.795	0.761	0.856	0.995	0.9	0.705	0.956	1.056	0.955	0.886	0.966	0.977
Standard Error	**0.044**	0.086	0.053	0.152	0.044	-	0.063	0.047	0.101	0.056	0.07	0.237	0.081	0.117	0.073	0.09	0.051	0.085

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**424** **72%**	60 71% *	365 73%
Net: Top 2 Box	**255** **44%**	31 37% *	224 45%
Excellent (5)	**80** **14%**	10 11% *	71 14%
Very good (4)	**175** **30%**	21 25% *	153 31%
Good (3)	**169** **29%**	29 34% *	141 28%
Fair (2)	**59** **10%**	9 11% *	49 10%
Poor (1)	**10** **2%**	1 1% *	9 2%
Don't know	**93** **16%**	14 17% *	78 16%
Mean score	**3.52**	3.42 *	3.54
Standard Deviation	**0.968**	0.932	0.974
Standard Error	**0.044**	0.112	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	586	155	420	241	345	63	59	116	325	149	95	123	71
Base	586	153	422	242	344	66	58	115	324	148	95	127	81
Net: Top 3 Box	424 72%	111 72%	304 72%	170 70%	254 74%	52 79% *	37 64% *	78 68%	239 74%	106 72%	69 73% *	106 83%	71 88% K*
Net: Top 2 Box	255 44%	58 38%	192 45%	97 40%	158 46%	27 42% *	21 36% *	46 40%	139 43%	66 44%	44 46% *	67 53%	43 53% *
Excellent (5)	80 14%	15 10%	64 15%	27 11%	53 16%	9 14% *	4 8% *	12 10%	45 14%	17 12%	15 15% *	24 19%	18 22% *
Very good (4)	175 30%	43 28%	128 30%	70 29%	105 30%	18 28% *	16 28% *	34 30%	93 29%	48 33%	30 31% *	43 34%	25 32% *
Good (3)	169 29%	52 34%	112 27%	74 30%	96 28%	24 37% *	16 27% *	32 28%	101 31%	40 27%	25 26% *	39 31%	28 35% *
Fair (2)	59 10%	15 10%	42 10%	24 10%	35 10%	5 7% *	7 12% *	13 11%	34 10%	18 12%	7 8% *	6 5%	2 3% *
Poor (1)	10 2%	4 2%	6 1%	4 2%	6 2%	- - *	2 3% *	2 2%	9 3%	1 1%	- - *	2 1%	- - *
Don't know	93 16%	23 15%	69 16%	43 18%	49 14%	9 14% *	12 21% *	22 19%	42 13%	24 16%	19 20% *	13 10%	8 9% *
Mean score	3.52	3.4	3.57	3.46	3.56	3.56 *	3.32 *	3.45 *	3.47	3.51	3.67 *	3.71 *	3.8 *
Standard Deviation	0.968	0.939	0.979	0.94	0.986	0.865	0.996	0.955	1.002	0.93	0.895	0.91	0.84
Standard Error	0.044	0.083	0.052	0.067	0.057	0.115	0.148	0.099	0.06	0.083	0.102	0.085	0.098

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Being a dynamic and forward-looking organisation

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**424** **72%**	108 79% E	105 81% E	73 84% E*	319 70%
Net: Top 2 Box	**255** **44%**	58 42%	60 47%	44 51% *	195 43%
Excellent (5)	**80** **14%**	20 15%	21 16%	16 18% *	60 13%
Very good (4)	**175** **30%**	38 27%	40 31%	28 33% *	135 30%
Good (3)	**169** **29%**	51 37% E	45 34%	29 33% *	125 27%
Fair (2)	**59** **10%**	7 5%	12 9%	6 7% *	47 10% B
Poor (1)	**10** **2%**	- -	2 1%	2 2% *	8 2%
Don't know	**93** **16%**	22 16%	11 8%	7 8% *	82 18% CD
Mean score	**3.52**	3.62 *	3.55	3.63 *	3.51
Standard Deviation	**0.968**	0.843	0.948	0.959	0.975
Standard Error	**0.044**	0.079	0.087	0.107	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**468** **80%**	220 77%	248 83%	57 78% *	81 86% *	78 85% *	92 80%	66 78% *	95 74%	93 68%	132 82% JN	108 87% JN	135 82% J	225 76% J	243 84% JN
Net: Top 2 Box	**300** **51%**	136 47%	164 55%	37 51% *	48 51% *	39 43% *	66 57%	45 53% *	65 51%	58 42%	85 53%	67 54%	90 55% J	144 48%	157 54% J
Excellent (5)	**112** **19%**	47 16%	65 22%	15 21% *	13 13% *	15 16% *	28 25%	19 23% *	21 17%	23 17%	27 17%	29 23%	33 20%	50 17%	62 22%
Very good (4)	**189** **32%**	89 31%	100 33%	22 30% *	36 38% *	24 27% *	37 32%	25 30% *	44 35%	35 26%	59 37% J	38 31%	57 35%	94 32%	95 33%
Good (3)	**168** **29%**	84 29%	84 28%	20 27% *	33 35% *	39 42% GHI*	26 23%	21 25% *	29 23%	35 26%	46 29%	41 33%	45 27%	82 27%	86 30%
Fair (2)	**51** **9%**	33 11% C	19 6%	6 9% *	6 7% *	4 4% *	6 5%	7 8% *	22 18% EFG	20 14% O	13 8%	8 6%	11 7%	33 11%	19 7%
Poor (1)	**8** **1%**	6 2%	2 1%	- - *	- - *	- - *	3 2%	4 5% *	1 1%	5 4%	1 1%	1 1%	1 1%	6 2%	2 1%
Don't know	**58** **10%**	28 10%	30 10%	9 13% *	7 8% *	10 11% *	15 13%	7 9% *	9 7%	19 14% L	14 9%	7 6%	17 10%	34 11%	24 8%
Mean score	**3.65**	3.53	3.77 B	3.73 *	3.63 *	3.61 *	3.83 I*	3.63 *	3.53	3.43	3.67 N	3.73 J*	3.75 J	3.56	3.74 JN
Standard Deviation	**0.968**	1.005	0.919	0.951	0.821	0.837	0.997	1.125	1.021	1.112	0.897	0.939	0.915	1.004	0.924
Standard Error	**0.042**	0.062	0.056	0.12	0.088	0.093	0.1	0.128	0.094	0.102	0.074	0.087	0.075	0.062	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**468** **80%**	91 79%	182 78%	94 82%	101 83%	158 84%	310 78%
Net: Top 2 Box	**300** **51%**	56 48%	123 53%	61 53%	61 50%	104 55%	197 50%
Excellent (5)	**112** **19%**	22 19%	42 18%	21 18%	27 22%	42 22%	69 17%
Very good (4)	**189** **32%**	34 30%	81 35%	40 35%	34 28%	61 32%	128 32%
Good (3)	**168** **29%**	35 30%	59 25%	33 29%	41 34%	55 29%	113 29%
Fair (2)	**51** **9%**	10 8%	26 11%	8 7%	7 6%	9 5%	42 11% T
Poor (1)	**8** **1%**	2 2%	5 2%	1 1%	1 1%	2 1%	6 2%
Don't know	**58** **10%**	13 12%	20 9%	12 10%	12 10%	20 10%	38 10%
Mean score	**3.65**	3.63 *	3.61	3.7 *	3.72 *	3.79 U	3.59
Standard Deviation	**0.968**	0.979	1.007	0.912	0.939	0.919	0.985
Standard Error	**0.042**	0.097	0.069	0.09	0.09	0.071	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**468** **80%**	107 80%	328 79%	33 92% *	468 80%	- -	153 95% HI	252 85% I	62 54%	310 82%	150 76%	8 74% **	131 81%	74 77% *	166 79%	97 83%	336 81%	133 78%
Net: Top 2 Box	**300** **51%**	78 58%	204 49%	19 53% *	300 51%	- -	137 85% HI	146 49% I	17 15%	209 55% K	88 44%	4 35% **	93 58%	52 54% *	102 49%	53 46%	221 53%	80 47%
Excellent (5)	**112** **19%**	31 23%	73 17%	8 23% *	112 19%	- -	82 51% HI	25 8%	5 4%	79 21%	31 16%	1 8% **	30 19%	20 21% *	37 18%	24 21%	83 20%	29 17%
Very good (4)	**189** **32%**	47 35%	131 31%	11 30% *	189 32%	- -	56 34% I	121 41% I	12 10%	130 34%	56 29%	3 27% **	62 39% P	32 34% *	65 31%	29 25%	138 33%	51 30%
Good (3)	**168** **29%**	30 22%	125 30%	14 38% *	168 29%	- -	16 10%	105 35% G	45 39% G	101 27%	62 32%	4 39% **	38 24%	22 22% *	64 31%	43 37% MN	115 28%	53 31%
Fair (2)	**51** **9%**	11 8%	38 9%	2 5% *	51 9%	- -	3 2%	29 10% G	18 15% G	30 8%	22 11%	- - **	17 11%	10 11% *	16 8%	6 5%	36 9%	15 9%
Poor (1)	**8** **1%**	1 1%	7 2%	- - *	8 1%	- -	- -	1 *	5 4% GH	7 2%	1 *	- - **	2 1%	5 5% O*	1 *	- -	6 1%	2 1%
Don't know	**58** **10%**	14 11%	42 10%	1 3% *	58 10%	- -	5 3%	16 5%	31 27% GH	30 8%	25 13%	3 26% **	11 7%	7 7% *	26 12%	13 11%	37 9%	21 12%
Mean score	**3.65**	3.8	3.6	3.73 *	3.65	-	4.38 HI	3.5 I	2.94 *	3.7	3.56	3.57 **	3.68	3.59 *	3.66	3.7 *	3.68	3.6
Standard Deviation	**0.968**	0.954	0.976	0.898	0.968	-	0.752	0.807	0.902	0.982	0.946	0.72	0.96	1.12	0.916	0.904	0.973	0.957
Standard Error	**0.042**	0.087	0.05	0.153	0.042	-	0.06	0.048	0.098	0.053	0.072	0.255	0.078	0.119	0.068	0.089	0.05	0.078

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**468** **80%**	70 83% *	398 79%
Net: Top 2 Box	**300** **51%**	41 49% *	259 52%
Excellent (5)	**112** **19%**	15 18% *	96 19%
Very good (4)	**189** **32%**	26 31% *	163 32%
Good (3)	**168** **29%**	29 34% *	139 28%
Fair (2)	**51** **9%**	3 4% *	48 10%
Poor (1)	**8** **1%**	- - *	8 2%
Don't know	**58** **10%**	11 13% *	47 9%
Mean score	**3.65**	3.73 *	3.64
Standard Deviation	**0.968**	0.849	0.986
Standard Error	**0.042**	0.099	0.046

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	586	155	420	241	345	63	59	116	325	149	95	123	71
Base	586	153	422	242	344	66	58	115	324	148	95	127	81
Net: Top 3 Box	468 80%	127 83%	332 79%	190 79%	278 81%	57 86% *	46 80% *	84 73%	260 80%	121 82%	76 80% *	110 87%	72 89% *
Net: Top 2 Box	300 51%	83 54%	213 50%	121 50%	179 52%	42 64% H*	27 46% *	50 44%	175 54%	72 49%	47 49% *	71 56%	45 56% *
Excellent (5)	112 19%	26 17%	85 20%	42 17%	69 20%	16 25% *	9 15% *	15 13%	64 20%	24 16%	20 21% *	26 20%	19 23% *
Very good (4)	189 32%	56 37%	127 30%	79 33%	110 32%	26 39% *	18 31% *	35 31%	111 34%	48 32%	27 28% *	45 36%	27 33% *
Good (3)	168 29%	44 29%	119 28%	69 29%	99 29%	14 22% *	19 33% *	34 30%	85 26%	49 33%	29 30% *	39 31%	26 33% *
Fair (2)	51 9%	12 8%	38 9%	28 12%	23 7%	7 10% *	7 13% *	14 12%	31 9%	12 8%	7 7% *	7 6%	4 4% *
Poor (1)	8 1%	4 2%	4 1%	- -	8 2% D	- - *	- - *	- -	6 2%	2 1%	- - *	1 1%	- - *
Don't know	58 10%	10 6%	48 11%	24 10%	34 10%	2 3% *	4 8% *	17 15% F	28 9%	14 9%	12 13% *	9 7%	5 7% *
Mean score	3.65	3.62	3.67	3.62	3.68	3.82 *	3.52 *	3.52 *	3.66	3.6	3.73 *	3.74	3.8 *
Standard Deviation	0.968	0.965	0.976	0.939	0.988	0.949	0.93	0.917	0.995	0.927	0.932	0.891	0.871
Standard Error	0.042	0.081	0.05	0.064	0.056	0.119	0.127	0.093	0.058	0.08	0.102	0.082	0.1

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Taking action when needed to protect consumers

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**468** **80%**	115 83%	109 84%	75 86% *	360 79%
Net: Top 2 Box	**300** **51%**	66 48%	73 57%	52 60% *	227 50%
Excellent (5)	**112** **19%**	25 18%	29 23%	19 22% *	82 18%
Very good (4)	**189** **32%**	41 29%	44 34%	33 38% *	145 32%
Good (3)	**168** **29%**	49 35%	35 27%	22 26% *	133 29%
Fair (2)	**51** **9%**	7 5%	15 11%	9 10% *	37 8%
Poor (1)	**8** **1%**	- -	2 2%	1 1% *	6 1%
Don't know	**58** **10%**	16 12% CD	4 3%	2 3% *	54 12% CD
Mean score	**3.65**	3.69	3.67	3.72 *	3.65
Standard Deviation	**0.968**	0.869	1.013	0.976	0.955
Standard Error	**0.042**	0.079	0.091	0.106	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**464** **79%**	216 75%	248 83% B	59 81% *	77 81% *	75 82% *	87 76%	66 78% *	101 79%	97 70%	130 81% JN	104 84% J	133 81% J	227 76% J	237 82% J
Net: Top 2 Box	**297** **51%**	133 46%	164 55% B	41 56% *	41 43% *	44 48% *	63 54%	45 53% *	63 50%	59 43%	90 56% JN	61 49%	87 53%	149 50% J	148 51%
Excellent (5)	**106** **18%**	42 15%	64 21%	15 21% *	20 21% *	15 16% *	20 18%	20 23% *	17 13%	23 17%	30 19%	30 24%	24 14%	53 18%	53 18%
Very good (4)	**191** **33%**	91 32%	100 34%	26 36% *	21 23% *	29 32% *	42 37% E	26 30% *	47 37% E	37 27%	59 37%	31 25%	64 39% JLO	96 32%	95 33% L
Good (3)	**167** **28%**	83 29%	84 28%	18 25% *	36 38% G*	30 33% *	25 21%	21 24% *	37 29%	37 27%	40 25%	43 35%	46 28%	78 26%	89 31%
Fair (2)	**53** **9%**	32 11%	22 7%	7 9% *	11 12% *	5 6% *	10 9%	8 9% *	12 10%	20 14% MO	15 10%	8 7%	10 6%	35 12% O	18 6%
Poor (1)	**13** **2%**	7 2%	6 2%	- - *	2 2% *	2 2% *	4 3%	1 1% *	4 3%	4 3%	4 2%	1 1%	4 3%	7 2%	5 2%
Don't know	**56** **10%**	33 11%	23 8%	7 9% *	5 5% *	10 11% *	14 12%	10 12% *	10 8%	18 13%	11 7%	10 8%	17 11%	28 10%	27 9%
Mean score	**3.61**	3.51	3.7 B	3.75 *	3.51 *	3.61 *	3.64 *	3.75 *	3.51	3.46	3.66	3.71 *	3.63	3.57	3.66
Standard Deviation	**0.992**	0.996	0.981	0.932	1.04	0.946	1.033	1.003	0.974	1.073	0.994	0.967	0.934	1.033	0.947
Standard Error	**0.043**	0.062	0.059	0.115	0.11	0.105	0.103	0.116	0.09	0.098	0.081	0.091	0.077	0.063	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**464** **79%**	94 81%	179 77%	90 79%	101 83%	155 82%	309 78%
Net: Top 2 Box	**297** **51%**	59 50%	119 51%	53 46%	67 55%	105 56%	192 48%
Excellent (5)	**106** **18%**	18 15%	38 17%	23 20%	27 22%	45 24% U	61 15%
Very good (4)	**191** **33%**	41 35%	80 34%	30 26%	40 33%	60 32%	131 33%
Good (3)	**167** **28%**	35 31%	60 26%	37 33%	34 28%	50 27%	117 29%
Fair (2)	**53** **9%**	9 8%	24 10%	11 10%	9 7%	11 6%	43 11%
Poor (1)	**13** **2%**	- -	10 4%	2 2%	1 1%	4 2%	8 2%
Don't know	**56** **10%**	13 11%	21 9%	11 9%	11 9%	19 10%	37 9%
Mean score	**3.61**	3.65 *	3.54	3.58 *	3.75 *	3.77 U	3.54
Standard Deviation	**0.992**	0.871	1.055	1.018	0.944	0.99	0.986
Standard Error	**0.043**	0.086	0.072	0.1	0.09	0.076	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**464** **79%**	108 80%	328 79%	29 81% *	464 79%	- -	155 96% HI	252 85% I	54 47%	310 82% K	147 75%	7 64% **	128 79%	78 81% *	161 77%	97 83%	329 79%	134 79%
Net: Top 2 Box	**297** **51%**	76 57%	202 49%	19 52% *	297 51%	- -	136 84% HI	144 48% I	16 14%	209 55% K	84 43%	4 35% **	90 56%	45 47% *	100 48%	62 53%	214 52%	83 49%
Excellent (5)	**106** **18%**	28 21%	71 17%	7 20% *	106 18%	- -	75 47% HI	31 10% I	- -	81 21% K	24 12%	2 16% **	28 17%	15 15% *	38 18%	26 23%	79 19%	27 16%
Very good (4)	**191** **33%**	48 36%	131 32%	11 32% *	191 33%	- -	61 38% I	113 38% I	16 14%	128 34%	61 31%	2 19% **	62 39%	30 31% *	62 30%	36 31%	135 33%	56 33%
Good (3)	**167** **28%**	31 23%	125 30%	10 28% *	167 28%	- -	19 12%	108 36% G	38 33% G	101 27%	63 32%	3 29% **	38 23%	33 34% *	61 29%	35 30%	116 28%	51 30%
Fair (2)	**53** **9%**	11 8%	38 9%	4 11% *	53 9%	- -	2 2%	26 9% G	22 19% GH	32 9%	21 11%	- - **	14 9%	7 7% *	25 12%	6 5%	41 10%	12 7%
Poor (1)	**13** **2%**	3 2%	8 2%	2 6% *	13 2%	- -	- -	5 2%	6 5% G	8 2%	3 1%	2 19% **	4 2%	4 4% *	2 1%	3 3%	7 2%	5 3%
Don't know	**56** **10%**	12 9%	43 10%	1 3% *	56 10%	- -	3 2%	14 5%	33 29% GH	27 7%	26 13% J	2 18% **	16 10%	7 8% *	21 10%	10 9%	36 9%	19 11%
Mean score	**3.61**	3.72	3.59	3.51 *	3.61	-	4.32 HI	3.49 I	2.78 *	3.69 K	3.48	3.17 **	3.66	3.51 *	3.58	3.72 *	3.63	3.58
Standard Deviation	**0.992**	1.001	0.976	1.13	0.992	-	0.749	0.873	0.842	0.998	0.935	1.46	0.978	1.006	0.989	0.994	0.995	0.986
Standard Error	**0.043**	0.091	0.05	0.192	0.043	-	0.06	0.052	0.093	0.053	0.072	0.491	0.081	0.107	0.072	0.097	0.051	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**464** **79%**	67 80% *	397 79%
Net: Top 2 Box	**297** **51%**	37 44% *	260 52%
Excellent (5)	**106** **18%**	19 22% *	88 17%
Very good (4)	**191** **33%**	19 22% *	172 34% S
Good (3)	**167** **28%**	30 36% *	137 27%
Fair (2)	**53** **9%**	5 6% *	48 10%
Poor (1)	**13** **2%**	3 4% *	10 2%
Don't know	**56** **10%**	9 10% *	47 9%
Mean score	**3.61**	3.59 *	3.62
Standard Deviation	**0.992**	1.062	0.981
Standard Error	**0.043**	0.122	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Net: Top 3 Box	**464** **79%**	126 82%	327 78%	190 79%	274 80%	53 80% *	44 77% *	91 79%	256 79%	124 84%	75 79% *	108 85%	69 86% *
Net: Top 2 Box	**297** **51%**	78 51%	212 50%	120 50%	178 52%	36 54% *	24 41% *	59 52%	166 51%	83 56%	45 48% *	73 58%	45 56% *
Excellent (5)	**106** **18%**	20 13%	84 20%	42 17%	64 19%	13 20% *	7 12% *	21 19%	66 20%	23 15%	16 17% *	32 25%	21 26% *
Very good (4)	**191** **33%**	58 38%	128 30%	78 32%	113 33%	23 35% *	17 29% *	38 33%	100 31%	60 41% I	29 31% *	41 33%	25 31% *
Good (3)	**167** **28%**	48 31%	115 27%	71 29%	96 28%	17 26% *	21 36% *	32 27%	90 28%	41 28%	30 31% *	35 28%	24 30% *
Fair (2)	**53** **9%**	15 10%	38 9%	28 12%	25 7%	11 16% *	6 11% *	11 10%	36 11%	8 5%	6 7% *	7 5%	3 3% *
Poor (1)	**13** **2%**	4 2%	9 2%	3 1%	10 3%	2 3% *	- - *	1 1%	8 3%	2 1%	2 2% *	2 2%	1 1% *
Don't know	**56** **10%**	8 5%	48 11% B	20 8%	36 10%	- - *	7 12% F*	11 10% F	24 7%	14 10%	12 12% *	10 8%	8 9% *
Mean score	**3.61**	3.52	3.64	3.57	3.64	3.51 *	3.48 *	3.65 *	3.59	3.69	3.61 *	3.8	3.84 *
Standard Deviation	**0.992**	0.949	1.013	0.983	0.999	1.087	0.887	0.958	1.045	0.877	0.963	0.963	0.938
Standard Error	**0.043**	0.079	0.052	0.066	0.057	0.134	0.125	0.094	0.06	0.076	0.105	0.089	0.11

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Having the necessary expertise to help people in Scotland eat healthily

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**464** **79%**	116 84%	111 86%	77 88% E*	353 77%
Net: Top 2 Box	**297** **51%**	67 49%	74 57%	57 66% BCE*	224 49%
Excellent (5)	**106** **18%**	26 19%	30 23%	22 25% *	76 17%
Very good (4)	**191** **33%**	41 30%	43 33%	36 41% C*	148 32%
Good (3)	**167** **28%**	48 35% D	37 29%	20 22% *	129 28%
Fair (2)	**53** **9%**	7 5%	11 8%	5 6% *	43 9%
Poor (1)	**13** **2%**	2 1%	3 2%	2 2% *	10 2%
Don't know	**56** **10%**	13 9%	5 4%	3 3% *	51 11% CD
Mean score	**3.61**	3.66	3.7	3.83 CE*	3.59
Standard Deviation	**0.992**	0.929	1.012	0.967	0.985
Standard Error	**0.043**	0.083	0.091	0.105	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Net: Top 3 Box	**473**	218	255	55	85	77	90	68	99	98	132	108	135	230	243
	81%	76%	85%	75%	89%	84%	78%	80%	78%	71%	82%	87%	82%	77%	84%
			B	*	I*	*		*			JN	JN	J	J	JN
Net: Top 2 Box	**289**	125	165	35	43	42	63	41	67	58	84	64	84	141	148
	49%	44%	55%	48%	45%	46%	55%	48%	52%	42%	52%	52%	51%	48%	51%
			B	*	*	*		*							
Excellent (5)	**96**	36	60	17	15	12	20	16	16	20	27	25	23	48	48
	16%	12%	20%	24%	16%	14%	17%	18%	12%	15%	17%	20%	14%	16%	17%
			B	*	*	*		*							
Very good (4)	**194**	89	104	17	28	29	43	25	51	37	56	39	61	94	100
	33%	31%	35%	24%	29%	32%	38%	30%	40%	27%	35%	31%	37%	32%	35%
				*	*	*		*							
Good (3)	**183**	93	90	20	42	35	27	27	32	40	48	44	51	88	95
	31%	33%	30%	28%	44%	39%	24%	32%	25%	29%	30%	36%	31%	30%	33%
				*	GI*	G*		*							
Fair (2)	**59**	39	20	8	5	6	9	11	19	24	12	8	15	36	23
	10%	13%	7%	11%	6%	7%	8%	13%	15%	17%	7%	7%	9%	12%	8%
		C		*	*	*		*	E	KLNO				K	
Poor (1)	**5**	5	-	-	-	-	3	2	1	2	3	1	-	4	1
	1%	2%	-	-	-	-	2%	2%	1%	1%	2%	1%	-	1%	*
				*	*	*		*							
Don't know	**48**	25	24	10	5	8	13	4	8	14	14	6	14	28	20
	8%	9%	8%	13%	5%	9%	11%	5%	7%	11%	9%	5%	9%	9%	7%
				*	*	*		*							
Mean score	**3.59**	3.42	3.74	3.7	3.58	3.58	3.67	3.53	3.52	3.41	3.64	3.67	3.61	3.54	3.64
			B	*	*	*	*	*			N	*			J
Standard Deviation	**0.937**	0.967	0.882	1.02	0.838	0.836	0.976	1.027	0.943	1.023	0.937	0.92	0.866	0.982	0.889
Standard Error	**0.04**	0.06	0.053	0.129	0.088	0.092	0.097	0.115	0.086	0.092	0.078	0.085	0.071	0.06	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**586**	**120**	**235**	**111**	**120**	**186**	**400**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Net: Top 3 Box	**473** **81%**	94 81%	181 78%	97 85%	101 83%	163 87% U	310 78%
Net: Top 2 Box	**289** **49%**	58 50%	119 51%	54 47%	59 49%	104 55%	186 47%
Excellent (5)	**96** **16%**	20 17%	31 13%	20 18%	25 20%	41 22% U	55 14%
Very good (4)	**194** **33%**	38 32%	88 38%	34 29%	35 28%	63 33%	131 33%
Good (3)	**183** **31%**	36 31%	62 27%	44 38% Q	42 34%	60 32%	124 31%
Fair (2)	**59** **10%**	13 11%	30 13%	9 8%	7 6%	9 5%	50 13% T
Poor (1)	**5** **1%**	- -	4 2%	- -	2 1%	2 1%	4 1%
Don't know	**48** **8%**	9 8%	19 8%	8 7%	12 10%	15 8%	34 9%
Mean score	**3.59**	3.61	3.53	3.61 *	3.67 *	3.76 U	3.51
Standard Deviation	**0.937**	0.931	0.959	0.895	0.947	0.905	0.943
Standard Error	**0.04**	0.09	0.066	0.087	0.091	0.069	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**586**	**135**	**415**	**36**	**586**	**-**	**158**	**298**	**118**	**376**	**199**	**11**	**162**	**98**	**212**	**110**	**415**	**171**
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Net: Top 3 Box	**473** **81%**	112 84%	327 79%	34 95% C*	473 81%	- -	152 95% HI	259 87% I	60 52%	314 83%	152 77%	7 64% **	135 84%	73 76% *	167 80%	97 83%	341 82%	132 77%
Net: Top 2 Box	**289** **49%**	79 59% C	194 47%	16 46% *	289 49%	- -	134 83% HI	140 47% I	15 13%	207 55% K	81 41%	2 16% **	82 51%	41 43% *	106 51%	59 51%	209 50%	81 47%
Excellent (5)	**96** **16%**	26 19%	62 15%	9 25% *	96 16%	- -	65 40% HI	29 10% I	2 2%	74 20% K	22 11%	- - **	25 15%	13 13% *	38 18%	20 18%	71 17%	25 15%
Very good (4)	**194** **33%**	54 40%	132 32%	8 22% *	194 33%	- -	69 43% I	111 37% I	13 11%	133 35%	59 30%	2 16% **	57 36%	29 30% *	68 33%	38 33%	138 33%	56 32%
Good (3)	**183** **31%**	33 24%	134 32%	17 48% B*	183 31%	- -	18 11%	120 40% G	45 39% G	107 28%	71 36%	5 47% **	53 33%	32 33% *	61 29%	38 33%	132 32%	52 30%
Fair (2)	**59** **10%**	13 9%	45 11%	1 3% *	59 10%	- -	6 3%	23 8%	28 24% GH	36 9%	21 11%	2 19% **	12 7%	15 15% *	18 9%	12 10%	40 10%	18 11%
Poor (1)	**5** **1%**	1 1%	4 1%	1 2% *	5 1%	- -	- -	1 *	3 2%	3 1%	3 1%	- - **	4 3%	1 1% *	- -	- -	5 1%	- -
Don't know	**48** **8%**	9 6%	40 10%	- - *	48 8%	- -	3 2%	14 5%	25 22% GH	25 7%	22 11%	2 18% **	9 6%	7 8% *	24 11%	8 7%	28 7%	20 12%
Mean score	**3.59**	3.73	3.54	3.63 *	3.59	-	4.23 HI	3.51 I	2.83 *	3.68 K	3.44	2.97 **	3.57	3.42 *	3.68 N	3.62 *	3.59	3.58
Standard Deviation	**0.937**	0.925	0.936	0.979	0.937	-	0.788	0.797	0.8	0.941	0.914	0.69	0.953	0.965	0.912	0.915	0.949	0.909
Standard Error	**0.04**	0.083	0.048	0.164	0.04	-	0.063	0.047	0.084	0.05	0.069	0.232	0.077	0.102	0.067	0.088	0.048	0.074

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Net: Top 3 Box	**473** **81%**	63 75% *	410 82%
Net: Top 2 Box	**289** **49%**	35 42% *	254 51%
Excellent (5)	**96** **16%**	20 24% *	76 15%
Very good (4)	**194** **33%**	15 18% *	178 36% S
Good (3)	**183** **31%**	27 33% *	156 31%
Fair (2)	**59** **10%**	13 15% *	46 9%
Poor (1)	**5** **1%**	1 1% *	4 1%
Don't know	**48** **8%**	8 9% *	41 8%
Mean score	**3.59**	3.54 *	3.6
Standard Deviation	**0.937**	1.088	0.911
Standard Error	**0.04**	0.125	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Net: Top 3 Box	**473** **81%**	128 84%	335 79%	193 80%	280 81%	57 87% *	43 74% *	89 77%	261 81%	124 84%	75 79% *	115 90% K	74 92% K*
Net: Top 2 Box	**289** **49%**	69 45%	214 51%	111 46%	178 52%	31 48% *	23 39% *	55 48%	161 50%	78 53%	45 47% *	73 57%	46 57% *
Excellent (5)	**96** **16%**	18 12%	77 18%	29 12%	67 20% D	11 17% *	5 9% *	12 10%	56 17%	20 14%	17 18% *	30 23%	20 25% *
Very good (4)	**194** **33%**	52 34%	137 32%	83 34%	111 32%	21 31% *	17 30% *	43 38%	104 32%	58 39%	28 29% *	43 34%	26 32% *
Good (3)	**183** **31%**	59 38% C	122 29%	81 34%	102 30%	26 39% *	20 35% *	34 30%	101 31%	46 31%	30 32% *	42 33%	28 35% *
Fair (2)	**59** **10%**	13 9%	44 11%	28 12%	31 9%	4 7% *	10 18% *	13 12%	35 11%	9 6%	12 13% LM*	3 2%	1 1% *
Poor (1)	**5** **1%**	3 2%	3 1%	1 *	4 1%	- - *	- - *	1 1%	4 1%	1 1%	- - *	2 1%	- - *
Don't know	**48** **8%**	9 6%	40 9%	20 8%	29 8%	4 6% *	4 7% *	12 10%	24 7%	14 9%	8 9% *	8 6%	5 7% *
Mean score	**3.59**	3.48	3.63	3.5	3.65	3.62 *	3.32 *	3.5 *	3.58	3.65	3.57 *	3.81	3.87 K*
Standard Deviation	**0.937**	0.889	0.954	0.889	0.966	0.861	0.904	0.889	0.968	0.844	0.958	0.887	0.831
Standard Error	**0.04**	0.074	0.049	0.06	0.054	0.11	0.124	0.088	0.056	0.073	0.103	0.081	0.096

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. How do you rate FFS in terms of - Providing useful food safety advice

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Net: Top 3 Box	**473** **81%**	120 87% E	113 88% E	76 87% *	360 79%
Net: Top 2 Box	**289** **49%**	68 49%	74 57%	51 59% *	215 47%
Excellent (5)	**96** **16%**	23 16%	29 22%	20 22% *	67 15%
Very good (4)	**194** **33%**	45 33%	45 35%	31 36% *	148 32%
Good (3)	**183** **31%**	52 38%	39 30%	25 28% *	145 32%
Fair (2)	**59** **10%**	7 5%	14 11%	9 11% *	45 10% B
Poor (1)	**5** **1%**	- -	1 1%	1 1% *	4 1%
Don't know	**48** **8%**	11 8% C	1 1%	1 1% *	47 10% CD
Mean score	**3.59**	3.66	3.68	3.69 *	3.56
Standard Deviation	**0.937**	0.833	0.965	0.977	0.928
Standard Error	**0.04**	0.074	0.085	0.105	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Summary table: Rating of Food Standards Scotland performance

Base: All aware of FSS

	Working in the best interests of Scotland and people who live here	Providing the right advice about food and nutrition related issues which affect you	Being an organisation which responds quickly to problems related to food	Helping people to understand food labels and what's in their food	Ensuring that food in Scotland is safe to eat	Being the experts when it comes to food safety	Speaking to people in a way that's friendly and understandable	Being a dynamic and forward-looking organisation	Taking action when needed to protect consumers
Unweighted Base	**586**	**586**	**586**	**586**	**586**	**586**	**586**	**586**	**586**
Base	**586**	**586**	**586**	**586**	**586**	**586**	**586**	**586**	**586**
Net: Top 3 Box	486	452	437	464	504	480	423	424	468
	83%	77%	75%	79%	86%	82%	72%	72%	80%
Net: Top 2 Box	311	277	272	272	342	334	247	255	300
	53%	47%	47%	46%	58%	57%	42%	44%	51%
Excellent (5)	117	94	105	94	120	121	89	80	112
	20%	16%	18%	16%	20%	21%	15%	14%	19%
Very good (4)	195	183	168	178	222	213	158	175	189
	33%	31%	29%	30%	38%	36%	27%	30%	32%
Good (3)	175	175	165	192	161	146	175	169	168
	30%	30%	28%	33%	28%	25%	30%	29%	29%
Fair (2)	40	59	55	65	42	51	67	59	51
	7%	10%	9%	11%	7%	9%	12%	10%	9%
Poor (1)	12	12	10	11	3	5	9	10	8
	2%	2%	2%	2%	*	1%	2%	2%	1%
Don't know	47	62	84	46	37	50	86	93	58
	8%	11%	14%	8%	6%	9%	15%	16%	10%
Mean score	3.67	3.55	3.6	3.52	3.76	3.73	3.5	3.52	3.65
Standard Deviation	0.97	0.988	0.996	0.982	0.896	0.946	0.996	0.968	0.968
Standard Error	0.042	0.043	0.044	0.042	0.038	0.041	0.045	0.044	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Summary table: Rating of Food Standards Scotland performance

Base: All aware of FSS

	Having the necessary expertise to help people in Scotland eat healthily	Providing useful food safety advice
Unweighted Base	**586**	**586**
Base	**586**	**586**
Net: Top 3 Box	464 79%	473 81%
Net: Top 2 Box	297 51%	289 49%
Excellent (5)	106 18%	96 16%
Very good (4)	191 33%	194 33%
Good (3)	167 28%	183 31%
Fair (2)	53 9%	59 10%
Poor (1)	13 2%	5 1%
Don't know	56 10%	48 8%
Mean score	3.61	3.59
Standard Deviation	0.992	0.937
Standard Error	0.043	0.04

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**586**	**299**	**287**	**55**	**98**	**87**	**123**	**92**	**131**	**146**	**177**	**112**	**151**	**323**	**263**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Working in the best interests of Scotland and people who live here	**3.67**	3.57	3.77 B	3.68 *	3.6 *	3.63 *	3.71 *	3.73 *	3.7	3.53	3.65	3.86 JN*	3.67	3.6	3.75
Providing the right advice about food and nutrition related issues which affect you	**3.55**	3.37	3.71 B	3.75 I*	3.54 *	3.46 *	3.68 *	3.52 *	3.41	3.39	3.52	3.64 *	3.63	3.46	3.63 J
Being an organisation which responds quickly to problems related to food	**3.6**	3.51	3.69	3.66 *	3.51 *	3.5 *	3.81 EI*	3.68 *	3.48 *	3.39 *	3.54	3.78 JN*	3.68 J	3.48	3.73 JN
Helping people to understand food labels and what's in their food	**3.52**	3.38	3.64 B	3.65 *	3.62 *	3.42 *	3.63 *	3.43 *	3.38	3.33	3.5	3.65 J	3.57	3.42	3.61 JN
Ensuring that food in Scotland is safe to eat	**3.76**	3.65	3.86 B	4.02 EHI*	3.63 *	3.77 *	3.83	3.68 *	3.7	3.61	3.74	3.81	3.86 J	3.68	3.84 JN
Being the experts when it comes to food safety	**3.73**	3.65	3.82	3.77 *	3.75 *	3.73 *	3.77 *	3.64 *	3.74	3.59	3.74	3.71 *	3.86 J	3.67	3.79
Speaking to people in a way that's friendly and understandable	**3.5**	3.38	3.62 B	3.47 *	3.42 *	3.53 *	3.65 *	3.57 *	3.4 *	3.32	3.56	3.56 *	3.56	3.45	3.56
Being a dynamic and forward-looking organisation	**3.52**	3.35	3.68 B	3.7 *	3.49 *	3.46 *	3.56 *	3.51 *	3.44 *	3.27 *	3.5	3.67 JN*	3.61 J	3.4	3.63 JN
Taking action when needed to protect consumers	**3.65**	3.53	3.77 B	3.73 *	3.63 *	3.61 *	3.83 I*	3.63 *	3.53	3.43	3.67 N	3.73 J*	3.75 J	3.56	3.74 JN
Having the necessary expertise to help people in Scotland eat healthily	**3.61**	3.51	3.7 B	3.75 *	3.51 *	3.61 *	3.64 *	3.75 *	3.51	3.46	3.66	3.71 *	3.63	3.57	3.66

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**586**	**287**	**299**	**73**	**95**	**91**	**115**	**84**	**127**	**138**	**160**	**124**	**164**	**297**	**288**
Providing useful food safety advice	**3.59**	3.42	3.74 B	3.7 *	3.58 *	3.58 *	3.67 *	3.53 *	3.52	3.41	3.64 N	3.67 *	3.61	3.54	3.64 J

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	586	120	235	111	120	186	400
Base	586	116	233	115	122	189	397
Working in the best interests of Scotland and people who live here	**3.67**	3.73 *	3.62	3.73 *	3.67	3.77	3.63
Providing the right advice about food and nutrition related issues which affect you	**3.55**	3.49 *	3.44	3.61 *	3.74 Q*	3.77 U	3.44
Being an organisation which responds quickly to problems related to food	**3.6**	3.6 *	3.5	3.65 *	3.76 Q*	3.79 U	3.52
Helping people to understand food labels and what's in their food	**3.52**	3.57 *	3.37	3.57 *	3.69 Q*	3.68 U	3.44
Ensuring that food in Scotland is safe to eat	**3.76**	3.73	3.74	3.77 *	3.81 *	3.86	3.71
Being the experts when it comes to food safety	**3.73**	3.74 *	3.67	3.88 *	3.71 *	3.87 U	3.67
Speaking to people in a way that's friendly and understandable	**3.5**	3.62 *	3.39	3.49 *	3.62 *	3.7 U	3.41
Being a dynamic and forward-looking organisation	**3.52**	3.48 *	3.39	3.64 *	3.69 Q*	3.68 U	3.44
Taking action when needed to protect consumers	**3.65**	3.63 *	3.61	3.7 *	3.72 *	3.79 U	3.59
Having the necessary expertise to help people in Scotland eat healthily	**3.61**	3.65 *	3.54	3.58 *	3.75 *	3.77 U	3.54

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**586**	**116**	**233**	**115**	**122**	**189**	**397**
Providing useful food safety advice	**3.59**	3.61	3.53	3.61 *	3.67 *	3.76 U	3.51

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	586	135	415	36	586	-	158	298	118	376	199	11	162	98	212	110	415	171
Base	586	134	416	36	586	-	161	297	116	377	197	11	161	96	209	116	415	171
Working in the best interests of Scotland and people who live here	**3.67**	3.73	3.65	3.74 *	3.67	-	4.39 HI	3.55 I	2.93 *	3.74 K	3.55	3.4 **	3.69	3.59 *	3.69	3.73 *	3.67	3.68
Providing the right advice about food and nutrition related issues which affect you	**3.55**	3.66	3.51	3.57 *	3.55	-	4.23 HI	3.42 I	2.8 *	3.62 K	3.41	3.29 **	3.65	3.37 *	3.55	3.58 *	3.53	3.6
Being an organisation which responds quickly to problems related to food	**3.6**	3.67	3.58	3.59 **	3.6	-	4.32 HI	3.48 I	2.75 *	3.66	3.48	3.78 **	3.68	3.5 *	3.62	3.58 *	3.62	3.55
Helping people to understand food labels and what's in their food	**3.52**	3.67 C	3.46	3.55 *	3.52	-	4.21 HI	3.39 I	2.75 *	3.6 K	3.37	2.96 **	3.53	3.39 *	3.54	3.6 *	3.53	3.47
Ensuring that food in Scotland is safe to eat	**3.76**	3.81	3.73	3.82 *	3.76	-	4.45 HI	3.67 I	2.98 *	3.84 K	3.63	3.31 **	3.78	3.66 *	3.79	3.77 *	3.79	3.68
Being the experts when it comes to food safety	**3.73**	3.87	3.68	3.88 *	3.73	-	4.42 HI	3.61 I	2.95 *	3.78	3.66	3.27 **	3.79	3.65 *	3.75	3.72 *	3.77	3.64
Speaking to people in a way that's friendly and understandable	**3.5**	3.6 *	3.46	3.65 *	3.5	-	4.22 HI	3.35 I	2.74 *	3.57	3.38	3.29 **	3.57	3.38 *	3.52	3.52 *	3.52	3.44
Being a dynamic and forward-looking organisation	**3.52**	3.57 *	3.5	3.59 **	3.52	-	4.25 HI	3.34 I	2.7 *	3.62 K	3.37	2.99 **	3.59	3.37 *	3.52	3.56 *	3.52	3.52
Taking action when needed to protect consumers	**3.65**	3.8	3.6	3.73 *	3.65	-	4.38 HI	3.5 I	2.94 *	3.7	3.56	3.57 **	3.68	3.59 *	3.66	3.7 *	3.68	3.6
Having the necessary expertise to help people in Scotland eat healthily	**3.61**	3.72	3.59	3.51 *	3.61	-	4.32 HI	3.49 I	2.78 *	3.69 K	3.48	3.17 **	3.66	3.51 *	3.58	3.72 *	3.63	3.58

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**586**	**134**	**416**	**36**	**586**	**-**	**161**	**297**	**116**	**377**	**197**	**11**	**161**	**96**	**209**	**116**	**415**	**171**
Providing useful food safety advice	**3.59**	3.73	3.54	3.63 *	3.59	-	4.23 HI	3.51 I	2.83 *	3.68 K	3.44	2.97 **	3.57	3.42 *	3.68 N	3.62 *	3.59	3.58

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**586**	**81**	**505**
Base	**586**	**84**	**501**
Working in the best interests of Scotland and people who live here	**3.67**	3.46 *	3.71
Providing the right advice about food and nutrition related issues which affect you	**3.55**	3.46 *	3.56
Being an organisation which responds quickly to problems related to food	**3.6**	3.55 *	3.61
Helping people to understand food labels and what's in their food	**3.52**	3.43 *	3.53
Ensuring that food in Scotland is safe to eat	**3.76**	3.71 *	3.77
Being the experts when it comes to food safety	**3.73**	3.83 *	3.72
Speaking to people in a way that's friendly and understandable	**3.5**	3.53 *	3.5
Being a dynamic and forward-looking organisation	**3.52**	3.42 *	3.54
Taking action when needed to protect consumers	**3.65**	3.73 *	3.64
Having the necessary expertise to help people in Scotland eat healthily	**3.61**	3.59 *	3.62

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**586**	**84**	**501**
Providing useful food safety advice	**3.59**	3.54 *	3.6

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**586**	**155**	**420**	**241**	**345**	**63**	**59**	**116**	**325**	**149**	**95**	**123**	**71**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Working in the best interests of Scotland and people who live here	**3.67**	3.67	3.67	3.64	3.7	3.64 *	3.48 *	3.72 *	3.64	3.72	3.72 *	3.78	3.82 *
Providing the right advice about food and nutrition related issues which affect you	**3.55**	3.5	3.57	3.48	3.59	3.53 *	3.42 *	3.48 *	3.53	3.58	3.59 *	3.8	3.9 *
Being an organisation which responds quickly to problems related to food	**3.6**	3.57	3.62	3.53	3.65	3.69 *	3.48 *	3.43 *	3.58	3.62	3.65 *	3.81 *	3.87 *
Helping people to understand food labels and what's in their food	**3.52**	3.44	3.55	3.45	3.56	3.56 *	3.32 *	3.43 *	3.49	3.61	3.42 *	3.68	3.77 K*
Ensuring that food in Scotland is safe to eat	**3.76**	3.78	3.75	3.73	3.78	3.84 *	3.55 *	3.75 *	3.75	3.78	3.74 *	3.85	3.96 *
Being the experts when it comes to food safety	**3.73**	3.68	3.76	3.74	3.73	3.94 G*	3.43 *	3.78 G*	3.71	3.73	3.82 *	3.87	3.96 *
Speaking to people in a way that's friendly and understandable	**3.5**	3.49	3.52	3.44	3.55	3.64 *	3.36 *	3.33 *	3.47	3.55	3.57 *	3.72 *	3.73 *
Being a dynamic and forward-looking organisation	**3.52**	3.4	3.57	3.46	3.56	3.56 *	3.32 *	3.45 *	3.47	3.51	3.67 *	3.71 *	3.8 *
Taking action when needed to protect consumers	**3.65**	3.62	3.67	3.62	3.68	3.82 *	3.52 *	3.52 *	3.66	3.6	3.73 *	3.74	3.8 *
Having the necessary expertise to help people in Scotland eat healthily	**3.61**	3.52	3.64	3.57	3.64	3.51 *	3.48 *	3.65 *	3.59	3.69	3.61 *	3.8	3.84 *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**586**	**153**	**422**	**242**	**344**	**66**	**58**	**115**	**324**	**148**	**95**	**127**	**81**
Providing useful food safety advice	**3.59**	3.48	3.63	3.5	3.65	3.62 *	3.32 *	3.5 *	3.58	3.65	3.57 *	3.81	3.87 K*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**586**	**137**	**128**	**85**	**458**
Base	**586**	**138**	**129**	**87**	**456**
Working in the best interests of Scotland and people who live here	**3.67**	3.71	3.76	3.81 *	3.65
Providing the right advice about food and nutrition related issues which affect you	**3.55**	3.66	3.6	3.67 *	3.53
Being an organisation which responds quickly to problems related to food	**3.6**	3.58 *	3.62	3.64 *	3.6
Helping people to understand food labels and what's in their food	**3.52**	3.6	3.58	3.63 *	3.5
Ensuring that food in Scotland is safe to eat	**3.76**	3.75	3.88	3.9 *	3.72
Being the experts when it comes to food safety	**3.73**	3.79	3.83	3.84 *	3.7
Speaking to people in a way that's friendly and understandable	**3.5**	3.56 *	3.63	3.79 CE*	3.46
Being a dynamic and forward-looking organisation	**3.52**	3.62 *	3.55	3.63 *	3.51
Taking action when needed to protect consumers	**3.65**	3.69	3.67	3.72 *	3.65
Having the necessary expertise to help people in Scotland eat healthily	**3.61**	3.66	3.7	3.83 CE*	3.59

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q10. Mean score summary tables: Rating of Food Standards Scotland performance

Base: All aware of FSS

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**586**	**138**	**129**	**87**	**456**
Providing useful food safety advice	**3.59**	3.66	3.68	3.69 *	3.56

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**201** **20%**	98 20%	103 20%	35 26% H*	45 28% GHI	27 18%	32 18%	21 14%	41 18%	46 18%	68 25%	36 19%	52 18%	113 22%	88 18%
I definitely agree (2)	**70** **7%**	38 8%	32 6%	13 10% *	13 8%	7 5%	14 8%	6 4%	16 7%	16 7%	26 10% M	14 7%	14 5%	43 8%	27 6%
I tend to agree (1)	**131** **13%**	60 12%	71 14%	22 17% *	32 20% GHI	20 13%	18 10%	15 10%	24 11%	29 12%	41 15%	22 12%	38 13%	71 13%	61 13%
I neither agree nor disagree (0)	**159** **16%**	77 16%	83 16%	21 16% *	17 11%	25 17%	36 20% E	24 16%	35 16%	31 12%	38 14%	28 15%	62 21% JKN	69 13%	90 19% JN
Net: Disagree	**624** **62%**	306 63%	318 62%	77 58% *	97 60%	92 62%	110 61%	102 67%	146 65%	171 68% M	166 60%	116 63%	172 59%	336 64%	288 61%
I tend to disagree (-1)	**281** **28%**	157 32% C	125 24%	27 20% *	46 28%	40 27%	52 29%	44 29%	73 32% D	71 28%	82 30%	45 24%	83 29%	153 29%	128 27%
I definitely disagree (-2)	**343** **34%**	149 31%	194 38% B	50 38% *	51 32%	52 35%	58 32%	58 38%	73 33%	100 40% KMN	83 30%	71 38%	89 31%	183 35% K	159 34%
Don't know	**5** **1%**	- -	5 1%	- - *	2 1%	2 1%	1 1%	- -	- -	- -	2 1%	- -	3 1%	2 *	3 1%
Not applicable to me	**11** **1%**	7 1%	4 1%	- - *	1 1%	1 1%	1 1%	5 3%	3 1%	3 1%	2 1%	5 3%	1 *	4 1%	6 1%
Mean score	**-0.71**	-0.66	-0.75	-0.59 *	-0.56 H	-0.77	-0.68	-0.91	-0.73	-0.84	-0.57 JN	-0.76	-0.68	-0.7 J	-0.71
Standard Deviation	**1.264**	1.254	1.274	1.389	1.343	1.213	1.246	1.157	1.235	1.256	1.324	1.293	1.184	1.298	1.226

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.04**	0.057	0.057	0.121	0.106	0.101	0.093	0.095	0.083	0.08	0.08	0.096	0.07	0.057	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**201** **20%**	47 22%	80 20%	35 20%	39 19%	57 20%	144 20%
I definitely agree (2)	**70** **7%**	17 8%	30 7%	11 7%	13 6%	19 7%	51 7%
I tend to agree (1)	**131** **13%**	31 14%	50 12%	24 14%	26 13%	38 14%	93 13%
I neither agree nor disagree (0)	**159** **16%**	31 14%	54 14%	30 17%	44 21% Q	45 16%	114 16%
Net: Disagree	**624** **62%**	135 62%	262 65%	108 62%	119 58%	174 62%	450 62%
I tend to disagree (-1)	**281** **28%**	66 30%	113 28%	54 31%	48 24%	76 27%	206 29%
I definitely disagree (-2)	**343** **34%**	69 31%	149 37%	54 31%	71 35%	99 35%	244 34%
Don't know	**5** **1%**	1 1%	2 1%	- -	2 1%	2 1%	3 *
Not applicable to me	**11** **1%**	4 2%	4 1%	1 1%	1 1%	1 *	9 1%
Mean score	**-0.71**	-0.66	-0.76	-0.67	-0.69	-0.71	-0.71
Standard Deviation	**1.264**	1.277	1.281	1.234	1.248	1.27	1.263

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Standard Error	**0.04**	0.087	0.064	0.094	0.088	0.076	0.047

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**201**	49	144	7	124	77	40	65	17	113	74	14	64	24	66	45	137	64
	20%	20%	21%	12% *	21%	19%	25%	22%	15%	18%	22%	50% **	25% N	13%	19%	23% N	20%	21%
I definitely agree (2)	**70**	18	48	5	42	28	21	14	7	39	21	10	22	6	20	21	46	24
	7%	7%	7%	7% *	7%	7%	13% H	5%	6%	6%	6%	35% **	9%	4%	6%	10% N	7%	8%
I tend to agree (1)	**131**	32	96	3	82	49	19	51	10	74	53	4	42	18	47	24	91	40
	13%	13%	14%	5% *	14%	12%	12%	17% I	8%	12%	16%	15% **	16%	10%	13%	12%	13%	13%
I neither agree nor disagree (0)	**159**	32	117	10	92	68	22	41	28	87	63	9	36	34	54	33	112	47
	16%	13%	17%	16% *	16%	16%	13%	14%	24% GH	14%	18%	31% **	14%	19%	15%	17%	16%	16%
Net: Disagree	**624**	159	421	44	359	265	95	185	71	420	202	3	155	119	228	116	436	188
	62%	65%	61%	71% *	61%	64%	59%	62%	61%	67% K	59%	9% **	60%	66%	64%	59%	63%	62%
I tend to disagree (-1)	**281**	70	189	23	148	133	30	86	30	167	113	2	73	60	88	58	183	98
	28%	28%	27%	36% *	25%	32% E	18%	29% G	26%	27%	33% J	6% **	28%	33%	25%	29%	26%	32%
I definitely disagree (-2)	**343**	89	232	22	211	132	66	99	41	253	89	1	82	59	139	58	253	90
	34%	36%	34%	35% *	36%	32%	41%	33%	35%	40% K	26%	3% **	32%	33%	39% P	29%	36%	30%
Don't know	**5**	2	3	-	4	1	2	1	-	2	3	-	3	1	1	-	3	2
	1%	1%	*	- *	1%	*	1%	*	-	*	1%	- **	1%	*	*	-	*	1%
Not applicable to me	**11**	3	7	1	7	3	2	5	-	7	1	3	-	2	6	3	9	2
	1%	1%	1%	2% *	1%	1%	1%	2%	-	1%	*	9% **	-	1%	2%	1%	1%	1%
Mean score	**-0.71**	-0.75	-0.68	-0.88 *	-0.7	-0.71	-0.63	-0.71	-0.76	-0.84	-0.58 J	0.8 **	-0.59 NO	-0.83	-0.81	-0.56 NO	-0.74	-0.63
Standard Deviation	**1.264**	1.279	1.267	1.17	1.293	1.225	1.461	1.236	1.197	1.252	1.207	1.161	1.321	1.11	1.252	1.32	1.265	1.261

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Standard Error	**0.04**	0.082	0.049	0.149	0.054	0.06	0.117	0.072	0.111	0.05	0.066	0.229	0.083	0.083	0.067	0.095	0.048	0.073

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**201** **20%**	25 18%	176 20%
I definitely agree (2)	**70** **7%**	10 7%	60 7%
I tend to agree (1)	**131** **13%**	15 11%	116 13%
I neither agree nor disagree (0)	**159** **16%**	19 14%	140 16%
Net: Disagree	**624** **62%**	94 68%	530 61%
I tend to disagree (-1)	**281** **28%**	44 32%	238 28%
I definitely disagree (-2)	**343** **34%**	50 36%	293 34%
Don't know	**5** **1%**	- -	5 1%
Not applicable to me	**11** **1%**	- -	11 1%
Mean score	**-0.71**	-0.8	-0.69
Standard Deviation	**1.264**	1.245	1.267

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.04**	0.106	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**201**	49	145	85	116	30	14	37	87	60	44	40	20
	20%	18%	20%	21%	20%	33% GH*	14% *	18%	17%	22%	25%	21%	17%
I definitely agree (2)	**70**	24	45	27	43	12	6	9	31	24	11	11	6
	7%	9%	6%	7%	7%	14% H*	6% *	4%	6%	9%	7%	6%	5%
I tend to agree (1)	**131**	25	100	58	73	18	8	28	56	36	32	29	15
	13%	9%	14%	14%	12%	20% G*	8% *	14%	11%	13%	18%	15%	12%
I neither agree nor disagree (0)	**159**	48	105	51	108	9	17	22	66	61	28	31	21
	16%	18%	15%	13%	18% D	10% *	17% *	11%	13%	23% I	16%	17%	18%
Net: Disagree	**624**	169	449	268	356	50	68	146	364	145	100	112	76
	62%	63%	63%	66%	60%	56% *	68% *	71% F	69% J	54%	57%	60%	64%
I tend to disagree (-1)	**281**	82	196	111	170	20	28	63	141	84	51	53	33
	28%	31%	28%	27%	29%	22% *	28% *	30%	27%	31%	29%	29%	28%
I definitely disagree (-2)	**343**	87	253	158	185	30	40	83	224	61	49	58	43
	34%	32%	36%	39% E	31%	33% *	40% *	40%	43% J	22%	28%	31%	36%
Don't know	**5**	1	4	2	3	1	-	1	2	1	1	2	1
	1%	*	1%	*	1%	1% *	- *	*	*	*	*	1%	1%
Not applicable to me	**11**	2	9	2	8	-	1	1	6	3	2	1	1
	1%	1%	1%	1%	1%	- *	1% *	1%	1%	1%	1%	1%	1%
Mean score	**-0.71**	-0.69	-0.73	-0.78	-0.66	-0.43 GH*	-0.89 *	-0.9	-0.91	-0.46 I	-0.54	-0.65	-0.8
Standard Deviation	**1.264**	1.265	1.262	1.281	1.251	1.473	1.196	1.202	1.237	1.234	1.266	1.245	1.202

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Standard Error	0.04	0.078	0.048	0.064	0.052	0.156	0.121	0.084	0.054	0.076	0.097	0.092	0.111

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**201** **20%**	47 20%	33 21%	29 27% C	168 20%
I definitely agree (2)	**70** **7%**	10 4%	10 6%	8 7%	60 7%
I tend to agree (1)	**131** **13%**	37 16%	23 14%	21 19%	108 13%
I neither agree nor disagree (0)	**159** **16%**	37 16%	18 11%	11 10%	141 17%
Net: Disagree	**624** **62%**	140 61%	106 67%	67 62%	518 62%
I tend to disagree (-1)	**281** **28%**	61 26%	29 18%	20 18%	252 30% CD
I definitely disagree (-2)	**343** **34%**	79 34%	77 48% BE	48 44% E	266 32%
Don't know	**5** **1%**	5 2% E	1 1%	1 1%	4 *
Not applicable to me	**11** **1%**	2 1%	1 1%	1 1%	10 1%
Mean score	**-0.71**	-0.72	-0.89	-0.73 C*	-0.67
Standard Deviation	**1.264**	1.231	1.333	1.398	1.248

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I'm not generally interested in food and cooking

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.04**	0.082	0.106	0.135	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**183** **18%**	81 17%	102 20%	37 28% HI*	50 31% FGHI	29 20% I	33 18% I	20 13% I	15 6%	39 16%	69 25% JLMNO	28 15%	47 16%	108 21% J	74 16%
I definitely agree (2)	**47** **5%**	21 4%	26 5%	8 6% I*	14 9% I	8 6% I	10 6% I	5 3%	2 1%	13 5%	19 7% MO	8 4%	7 2%	32 6% MO	15 3%
I tend to agree (1)	**136** **14%**	60 12%	76 15%	29 22% HI*	36 22% GHI	21 14% I	23 13% I	15 10%	13 6%	26 10%	50 18% JLNO	20 11%	40 14%	76 14% J	60 13%
I neither agree nor disagree (0)	**193** **19%**	96 20%	96 19%	40 30% HI*	31 19%	28 19%	39 21%	21 14%	33 15%	41 16%	46 17%	38 20%	68 23% N	87 17%	105 22% N
Net: Disagree	**603** **60%**	300 62%	303 59%	54 40% *	76 47%	87 59% DE	107 59% DE	110 72% DEFG	171 76% DEFG	164 66% KN	156 57%	115 62%	168 58%	320 61% K	283 60%
I tend to disagree (-1)	**324** **32%**	162 33%	162 32%	30 23% *	46 29%	55 37% D	66 36% D	49 32%	78 35% D	87 35%	95 34%	59 32%	84 29%	181 35%	143 30%
I definitely disagree (-2)	**279** **28%**	139 28%	140 27%	23 18% *	29 18%	32 22%	41 23%	60 40% DEFG	93 41% DEFG	77 31% KN	61 22%	56 30%	85 29%	139 26% K	140 29% K
Don't know	**5** *	- -	5 1%	- - *	3 2%	2 1%	- -	- -	- -	- -	2 1%	- -	3 1%	2 *	3 1%
Not applicable to me	**17** **2%**	9 2%	8 2%	2 2% *	3 2%	2 1%	2 1%	2 1%	6 3%	6 2%	2 1%	5 3%	4 1%	8 1%	9 2%
Mean score	**-0.67**	-0.71	-0.63	-0.25 FGHI*	-0.26 FGHI	-0.57 HI	-0.59 HI	-0.97	-1.13	-0.78	-0.48 JLMNO	-0.75	-0.71	-0.62 J	-0.72
Standard Deviation	**1.165**	1.142	1.187	1.164	1.256	1.153	1.142	1.107	0.934	1.161	1.224	1.139	1.112	1.202	1.121

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.037**	0.052	0.053	0.102	0.1	0.096	0.085	0.09	0.063	0.074	0.074	0.085	0.066	0.053	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**183** **18%**	35 16%	71 18%	35 20%	41 20%	62 22%	120 17%
I definitely agree (2)	**47** **5%**	9 4%	19 5%	10 6%	9 5%	18 6%	29 4%
I tend to agree (1)	**136** **14%**	26 12%	52 13%	26 15%	32 16%	44 16%	92 13%
I neither agree nor disagree (0)	**193** **19%**	41 19%	66 16%	35 20%	51 25% Q	60 21%	132 18%
Net: Disagree	**603** **60%**	139 64% S	256 64% S	102 59%	106 52%	150 54%	453 63% T
I tend to disagree (-1)	**324** **32%**	77 35%	118 29%	69 40% Q	61 30%	97 35%	227 32%
I definitely disagree (-2)	**279** **28%**	63 29% R	138 34% RS	33 19%	45 22%	53 19%	225 31% T
Don't know	**5** *	1 1%	1 *	- -	3 1%	2 1%	3 *
Not applicable to me	**17** **2%**	3 1%	9 2%	1 1%	4 2%	5 2%	12 2%
Mean score	**-0.67**	-0.74	-0.77	-0.52 Q	-0.5 PQ	-0.45 U	-0.75
Standard Deviation	**1.165**	1.129	1.198	1.13	1.147	1.168	1.155

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Standard Error	**0.037**	0.077	0.06	0.086	0.082	0.071	0.043

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**183**	39	137	7	118	64	38	62	17	97	75	11	57	29	55	42	125	58
	18%	16%	20%	10% *	20%	16%	23%	21%	15%	15%	22% J	38% **	22% O	16%	15%	21%	18%	19%
I definitely agree (2)	**47**	11	35	1	32	15	17	10	5	28	12	6	10	9	10	18	33	14
	5%	4%	5%	2% *	5%	4%	11% H	3%	4%	4%	4%	22% **	4%	5%	3%	9% MO	5%	5%
I tend to agree (1)	**136**	29	102	6	86	50	21	52	12	68	63	5	47	20	44	24	92	44
	14%	12%	15%	9% *	15%	12%	13%	18%	11%	11%	18% J	16% **	18%	11%	12%	12%	13%	15%
I neither agree nor disagree (0)	**193**	41	140	11	111	81	23	58	26	110	75	7	57	33	52	49	139	53
	19%	17%	20%	18% *	19%	20%	14%	20%	22%	18%	22%	26% **	22% O	18%	15%	25% O	20%	18%
Net: Disagree	**603**	158	402	43	342	261	95	172	70	411	187	5	140	117	237	102	415	188
	60%	64%	58%	69% *	58%	63%	59%	58%	60%	65% K	55%	16% **	54%	65% MP	67% MP	52%	60%	62%
I tend to disagree (-1)	**324**	87	217	20	184	141	44	100	37	204	118	3	83	64	115	61	221	104
	32%	36%	31%	31% *	31%	34%	27%	34%	32%	32%	34%	10% **	32%	36%	32%	31%	32%	34%
I definitely disagree (-2)	**279**	70	185	24	158	121	51	72	33	208	70	2	58	53	122	42	195	84
	28%	29%	27%	38% *	27%	29%	32%	24%	28%	33% K	20%	6% **	22%	30%	34% MP	21%	28%	28%
Don't know	**5**	3	1	1	4	1	1	1	1	1	4	-	1	1	2	1	4	1
	*	1%	*	2% *	1%	*	1%	*	1%	*	1%	- **	*	*	1%	1%	1%	*
Not applicable to me	**17**	4	12	1	10	7	4	4	2	10	2	5	3	-	10	3	14	3
	2%	1%	2%	1% *	2%	2%	3%	1%	2%	2%	1%	19% **	1%	-	3%	2%	2%	1%
Mean score	**-0.67**	-0.75	-0.61 D	-0.97 *	-0.61	-0.74	-0.59	-0.59	-0.71	-0.8	-0.5 J	0.47 **	-0.52 NO	-0.74	-0.86	-0.44 NO	-0.67	-0.67
Standard Deviation	**1.165**	1.137	1.181	1.049	1.196	1.117	1.354	1.143	1.127	1.152	1.122	1.251	1.147	1.145	1.129	1.219	1.165	1.168

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Standard Error	**0.037**	0.074	0.045	0.135	0.05	0.055	0.109	0.067	0.106	0.046	0.061	0.262	0.072	0.086	0.061	0.088	0.045	0.068

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**183** **18%**	28 20%	155 18%
I definitely agree (2)	**47** **5%**	8 6%	38 4%
I tend to agree (1)	**136** **14%**	20 14%	116 13%
I neither agree nor disagree (0)	**193** **19%**	25 18%	167 19%
Net: Disagree	**603** **60%**	80 58%	523 61%
I tend to disagree (-1)	**324** **32%**	48 35%	276 32%
I definitely disagree (-2)	**279** **28%**	32 23%	247 29%
Don't know	**5** *	- -	5 1%
Not applicable to me	**17** **2%**	4 3%	13 1%
Mean score	**-0.67**	-0.57	-0.68
Standard Deviation	**1.165**	1.188	1.162

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.037**	0.103	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**183** **18%**	45 17%	136 19%	81 20%	102 17%	22 24% *	17 17% *	37 18%	79 15%	57 21% I	44 25%	45 24%	23 19%
I definitely agree (2)	**47** **5%**	10 4%	36 5%	22 6%	24 4%	7 8% *	4 4% *	12 6%	18 3%	15 6%	13 8%	11 6%	4 4%
I tend to agree (1)	**136** **14%**	35 13%	100 14%	58 14%	78 13%	15 17% *	13 13% *	26 12%	60 11%	42 15%	31 17%	33 18%	19 16%
I neither agree nor disagree (0)	**193** **19%**	49 18%	137 19%	89 22%	103 17%	26 29% H*	27 27% H*	33 16%	81 15%	67 25% I	36 21%	42 23%	28 24%
Net: Disagree	**603** **60%**	172 64%	423 59%	234 57%	369 62%	42 47% *	54 54% *	134 65% F	352 67% J	142 53%	92 52%	94 51%	65 54%
I tend to disagree (-1)	**324** **32%**	91 34%	227 32%	124 30%	200 34%	20 23% *	24 25% *	77 37% FG	174 33%	87 32%	56 32%	66 35%	43 36%
I definitely disagree (-2)	**279** **28%**	81 30%	196 27%	110 27%	169 29%	22 24% *	29 30% *	57 27%	179 34% J	55 20%	36 21%	29 15%	22 18%
Don't know	**5** *	- -	5 1%	1 *	4 1%	- - *	- - *	1 1%	2 *	1 *	1 *	2 1%	1 1%
Not applicable to me	**17** **2%**	4 1%	11 2%	3 1%	14 2%	- - *	1 1% *	2 1%	12 2%	3 1%	2 1%	3 1%	3 2%
Mean score	**-0.67**	-0.75	-0.64	-0.6	-0.72	-0.39 H*	-0.63 *	-0.7	-0.85	-0.47 I	-0.41	-0.37	-0.51 *
Standard Deviation	**1.165**	1.135	1.179	1.188	1.148	1.237	1.168	1.17	1.13	1.153	1.22	1.139	1.087

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Standard Error	**0.037**	0.07	0.045	0.059	0.048	0.13	0.118	0.082	0.05	0.071	0.093	0.085	0.101

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**183** **18%**	53 23% E	30 19%	22 21%	152 18%
I definitely agree (2)	**47** **5%**	16 7%	8 5%	6 6%	38 5%
I tend to agree (1)	**136** **14%**	37 16%	22 14%	16 15%	114 14%
I neither agree nor disagree (0)	**193** **19%**	40 17%	29 18%	18 16%	163 19%
Net: Disagree	**603** **60%**	130 56%	98 62%	67 62%	505 60%
I tend to disagree (-1)	**324** **32%**	81 35%	49 31%	36 33%	275 33%
I definitely disagree (-2)	**279** **28%**	49 21%	49 31% B	31 28%	230 27% B
Don't know	**5** *	5 2% E	- -	- -	5 1%
Not applicable to me	**17** **2%**	4 2%	1 1%	1 1%	16 2%
Mean score	**-0.67**	-0.49 E	-0.69	-0.65	-0.66
Standard Deviation	**1.165**	1.213	1.2	1.211	1.159

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I don't have time to spend preparing and cooking food

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.037**	0.081	0.095	0.117	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**473**	190	283	76	88	85	89	70	66	71	145	90	167	217	257
	47%	39%	55%	57%	54%	57%	49%	46%	29%	29%	53%	48%	58%	41%	54%
			B	I*	I	I	I	I			JN	J	JN	J	JN
I definitely agree (2)	**154**	68	85	25	28	33	32	22	13	22	41	27	63	63	91
	15%	14%	17%	19%	17%	23%	17%	14%	6%	9%	15%	15%	22%	12%	19%
				I*	I	I	I	I			J		JKN	J	JN
I tend to agree (1)	**320**	122	198	50	60	51	57	48	53	49	105	62	104	154	166
	32%	25%	39%	38%	37%	35%	32%	32%	24%	20%	38%	34%	36%	29%	35%
			B	I*	I	I					JN	J	J	J	J
I neither agree nor disagree (0)	**196**	108	88	24	45	26	28	27	46	54	45	37	59	100	96
	20%	22%	17%	18%	27%	18%	15%	18%	20%	22%	16%	20%	20%	19%	20%
				*	G										
Net: Disagree	**314**	182	132	30	24	37	60	53	109	118	80	55	61	198	116
	31%	37%	26%	23%	15%	25%	33%	35%	49%	47%	29%	29%	21%	38%	24%
		C		*		E	E	E	DEFGH	KLMNO	M			KMO	
I tend to disagree (-1)	**219**	130	89	20	17	29	46	34	73	72	64	35	48	136	83
	22%	27%	17%	15%	11%	19%	26%	22%	32%	29%	23%	19%	17%	26%	17%
		C		*		E	DE	E	DEFH	LMO				MO	
I definitely disagree (-2)	**95**	52	43	11	7	8	14	19	36	46	17	19	13	62	33
	10%	11%	8%	8%	4%	5%	8%	13%	16%	18%	6%	11%	4%	12%	7%
				*				E	EFG	KLMNO		MO		KMO	M
Don't know	**4**	1	3	1	3	-	-	-	-	-	1	1	3	1	4
	*	*	1%	1%	2%	-	-	-	-	-	*	1%	1%	*	1%
				*											
Not applicable to me	**13**	5	7	1	3	-	4	2	4	6	3	3	-	10	3
	1%	1%	1%	1%	2%	-	2%	1%	2%	2%	1%	2%	-	2%	1%
				*						M					
Mean score	**0.22**	0.05	0.39	0.46	0.55	0.5	0.26	0.13	-0.3	-0.29	0.33	0.24	0.54	0.04	0.42
			B	HI*	GHI	HI	I	I			JN	J	JKLNO	J	JLN
Standard Deviation	**1.23**	1.237	1.201	1.205	1.047	1.195	1.247	1.276	1.175	1.241	1.168	1.235	1.14	1.241	1.186

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.039**	0.056	0.054	0.105	0.084	0.098	0.094	0.104	0.079	0.079	0.071	0.092	0.067	0.055	0.055

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**473** **47%**	111 50% Q	166 41%	90 52% Q	107 52% Q	157 56% U	317 44%
I definitely agree (2)	**154** **15%**	33 15%	57 14%	37 21% Q	27 13%	55 20% U	98 14%
I tend to agree (1)	**320** **32%**	77 35% Q	109 27%	53 31%	80 39% Q	101 36%	218 30%
I neither agree nor disagree (0)	**196** **20%**	44 20%	79 20%	31 18%	41 20%	54 19%	142 20%
Net: Disagree	**314** **31%**	61 28%	150 37% PS	49 29%	53 26%	63 23%	250 35% T
I tend to disagree (-1)	**219** **22%**	46 21%	104 26% S	34 19%	35 17%	44 16%	174 24% T
I definitely disagree (-2)	**95** **10%**	15 7%	46 12%	16 9%	18 9%	19 7%	76 11%
Don't know	**4** *	- -	- -	1 1%	3 1%	3 1%	1 *
Not applicable to me	**13** **1%**	3 1%	7 2%	1 *	2 1%	3 1%	10 1%
Mean score	**0.22**	0.31 Q	0.07	0.36 Q	0.32 Q	0.47 U	0.12
Standard Deviation	**1.23**	1.172	1.258	1.272	1.171	1.182	1.235

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Standard Error	**0.039**	0.08	0.063	0.097	0.083	0.071	0.046

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**473**	124	325	25	282	191	95	141	41	320	143	11	115	66	142	148	326	147
	47%	50%	47%	40% *	48%	46%	59% HI	47% I	36%	51% K	42%	38% **	44%	37%	40%	75% MNO	47%	49%
I definitely agree (2)	**154**	42	104	7	101	52	45	40	14	109	43	2	30	15	48	60	105	49
	15%	17%	15%	11% *	17%	13%	28% HI	14%	12%	17%	13%	7% **	12%	8%	13%	30% MNO	15%	16%
I tend to agree (1)	**320**	81	221	18	181	138	51	101	27	211	100	9	84	52	95	88	222	98
	32%	33%	32%	29% *	31%	33%	32%	34% I	23%	34%	29%	31% **	33%	29%	27%	45% MNO	32%	32%
I neither agree nor disagree (0)	**196**	41	142	12	113	82	21	65	26	124	67	4	56	33	76	29	139	56
	20%	17%	21%	20% *	19%	20%	13%	22% G	23%	20%	20%	15% **	21%	18%	21%	15%	20%	19%
Net: Disagree	**314**	75	214	24	182	132	44	88	47	178	125	10	87	77	128	17	221	93
	31%	31%	31%	39% *	31%	32%	27%	30%	40% GH	28%	37% J	35% **	34% P	43% P	36% P	8%	32%	31%
I tend to disagree (-1)	**219**	53	150	16	127	91	29	67	27	123	88	8	60	52	92	12	153	66
	22%	22%	22%	25% *	22%	22%	18%	23%	24%	19%	26% J	29% **	23% P	29% P	26% P	6%	22%	22%
I definitely disagree (-2)	**95**	22	64	9	55	40	15	20	19	56	37	2	27	25	37	5	68	27
	10%	9%	9%	14% *	9%	10%	9%	7%	17% H	9%	11%	6% **	10% P	14% P	10% P	2%	10%	9%
Don't know	**4**	1	4	-	2	2	-	1	-	1	3	-	-	2	1	1	3	2
	*	*	1%	- *	*	1%	-	*	-	*	1%	- **	-	1%	*	1%	*	1%
Not applicable to me	**13**	5	7	1	5	7	1	3	2	6	4	3	1	2	7	3	8	5
	1%	2%	1%	1% *	1%	2%	1%	1%	1%	1%	1%	12% **	*	1%	2%	1%	1%	2%
Mean score	**0.22**	0.29	0.22	-0.01 *	0.25	0.18	0.51 HI	0.25 I	-0.09	0.31 K	0.07	0.03 **	0.12 N	-0.12	0.07	0.96 MNO	0.21	0.26
Standard Deviation	**1.23**	1.251	1.218	1.262	1.245	1.207	1.319	1.159	1.288	1.224	1.231	1.156	1.202	1.219	1.23	0.964	1.229	1.233

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Standard Error	0.039	0.081	0.047	0.161	0.052	0.06	0.104	0.068	0.121	0.049	0.067	0.233	0.075	0.092	0.066	0.069	0.047	0.072

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**473**	69	405
	47%	50%	47%
I definitely agree (2)	**154**	30	123
	15%	22% T	14%
I tend to agree (1)	**320**	38	282
	32%	28%	33%
I neither agree nor disagree (0)	**196**	16	180
	20%	11%	21% S
Net: Disagree	**314**	52	262
	31%	38%	30%
I tend to disagree (-1)	**219**	36	183
	22%	26%	21%
I definitely disagree (-2)	**95**	16	79
	10%	11%	9%
Don't know	**4**	1	3
	*	1%	*
Not applicable to me	**13**	-	13
	1%	-	1%
Mean score	**0.22**	0.23	0.22
Standard Deviation	**1.23**	1.365	1.207

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.039**	0.117	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	473 47%	135 50%	327 46%	193 47%	281 47%	42 46% *	43 43% *	100 48%	227 43%	134 50%	101 58%	124 67%	76 63%
I definitely agree (2)	154 15%	45 17%	102 14%	68 17%	86 14%	13 15% *	15 15% *	39 19%	63 12%	44 16%	37 21%	42 23%	28 23%
I tend to agree (1)	320 32%	89 33%	225 32%	125 31%	195 33%	28 31% *	28 28% *	61 29%	163 31%	90 33%	63 36%	82 44%	48 40%
I neither agree nor disagree (0)	196 20%	56 21%	136 19%	96 23% E	100 17%	17 19% *	23 24% *	51 25%	92 18%	65 24% I	31 17%	32 17%	28 23% L
Net: Disagree	314 31%	75 28%	236 33%	117 29%	197 33%	31 34% *	32 32% *	54 26%	197 37% J	67 25%	43 24% LM	26 14%	14 12%
I tend to disagree (-1)	219 22%	48 18%	169 24%	87 21%	132 22%	24 26% *	22 22% *	41 20%	135 26% J	50 19%	28 16%	21 12%	12 10%
I definitely disagree (-2)	95 10%	27 10%	67 9%	30 7%	65 11%	7 8% *	10 11% *	12 6%	62 12% J	17 6%	14 8% LM	5 3%	2 2%
Don't know	4 *	1 1%	3 *	3 1%	2 *	- - *	- - *	3 1%	- -	1 *	1 *	3 2%	2 2%
Not applicable to me	13 1%	2 1%	10 1%	1 *	12 2% D	- - *	1 1% *	- -	10 2%	3 1%	- -	- -	- -
Mean score	0.22	0.29	0.18	0.28	0.18	0.19 *	0.15 *	0.35	0.06	0.35 I	0.47	0.74 K	0.74 K
Standard Deviation	1.23	1.237	1.224	1.189	1.257	1.213	1.234	1.175	1.245	1.149	1.227	1.028	0.993

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Standard Error	**0.039**	0.076	0.046	0.059	0.052	0.128	0.124	0.082	0.055	0.07	0.093	0.076	0.091

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**473**	140	85	62	388
	47%	60% E	53%	57%	46%
I definitely agree (2)	**154**	52	28	21	125
	15%	22% E	18%	19%	15%
I tend to agree (1)	**320**	88	57	41	263
	32%	38% E	36%	38%	31%
I neither agree nor disagree (0)	**196**	42	20	14	176
	20%	18%	12%	12%	21% C
Net: Disagree	**314**	44	54	33	260
	31%	19%	34% B	31% B	31% B
I tend to disagree (-1)	**219**	32	42	26	177
	22%	14%	26% B	24% B	21% B
I definitely disagree (-2)	**95**	12	13	7	82
	10%	5%	8%	7%	10% B
Don't know	**4**	3	-	-	4
	*****	1%	-	-	1%
Not applicable to me	**13**	4	-	-	13
	1%	2%	-	-	2%
Mean score	**0.22**	0.6 CE	0.29	0.39	0.21
Standard Deviation	**1.23**	1.138	1.256	1.23	1.225

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - The price of food means I often don't buy the food I would like to

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.039**	0.076	0.1	0.118	0.043

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**390** **39%**	205 42%	185 36%	40 30% *	64 40%	60 41%	68 38%	61 40%	97 43% D	94 37%	115 42%	72 39%	109 38%	209 40%	181 38%
I definitely agree (2)	**85** **8%**	49 10%	36 7%	8 6% *	16 10%	15 10%	15 8%	15 10%	17 7%	13 5%	27 10%	16 8%	30 10% J	39 8%	45 10%
I tend to agree (1)	**305** **30%**	156 32%	149 29%	32 24% *	49 30%	45 30%	54 30%	46 30%	80 36% D	81 32%	89 32%	56 31%	79 27%	169 32%	136 29%
I neither agree nor disagree (0)	**311** **31%**	164 34%	147 29%	40 30% *	48 29%	50 34%	53 29%	53 35%	67 30%	80 32%	73 26%	56 30%	102 35% K	153 29%	158 33%
Net: Disagree	**288** **29%**	114 23%	174 34% B	53 40% FHI*	46 28%	36 24%	58 32%	37 25%	58 26%	73 29%	83 30%	56 30%	76 26%	156 30%	132 28%
I tend to disagree (-1)	**213** **21%**	83 17%	131 25% B	46 35% EFGHI*	30 19%	28 19%	33 18%	34 22%	42 19%	53 21%	67 24%	34 19%	59 21%	119 23%	94 20%
I definitely disagree (-2)	**75** **7%**	31 6%	44 8%	7 5% *	16 10% H	7 5%	25 14% DFHI	4 2%	16 7%	21 8%	16 6%	22 12% KM	16 6%	37 7%	38 8% M
Don't know	**3** *	- -	3 1%	- - *	2 1%	1 1%	- -	- -	- -	1 *	- -	- -	2 1%	1 *	2 *
Not applicable to me	**8** **1%**	5 1%	3 1%	- - *	3 2%	1 1%	2 1%	1 1%	2 1%	2 1%	4 2%	1 1%	1 *	6 1%	2 *
Mean score	**0.11**	0.22 C	0.01	-0.09 *	0.11	0.23 D	*	0.23 D	0.18 D	0.05	0.16	0.05	0.16	0.11	0.12
Standard Deviation	**1.077**	1.054	1.088	1.016	1.136	1.038	1.175	0.984	1.057	1.041	1.088	1.146	1.05	1.066	1.089

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.034**	0.048	0.048	0.088	0.09	0.086	0.088	0.08	0.071	0.066	0.066	0.085	0.062	0.047	0.05

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	390 39%	90 41%	170 42% S	61 35%	68 33%	107 38%	283 39%
I definitely agree (2)	85 8%	16 7%	46 11%	10 6%	13 6%	26 9%	59 8%
I tend to agree (1)	305 30%	74 34%	124 31%	51 30%	55 27%	81 29%	224 31%
I neither agree nor disagree (0)	311 31%	68 31%	109 27%	59 34%	74 36% Q	86 31%	225 31%
Net: Disagree	288 29%	59 27%	118 29%	52 30%	59 29%	83 30%	205 29%
I tend to disagree (-1)	213 21%	47 21%	89 22%	37 21%	41 20%	58 21%	155 22%
I definitely disagree (-2)	75 7%	12 6%	29 7%	15 9%	18 9%	25 9%	50 7%
Don't know	3 *	1 1%	1 *	- -	1 1%	2 1%	1 *
Not applicable to me	8 1%	1 *	4 1%	1 *	2 1%	3 1%	5 1%
Mean score	0.11	0.16	0.17	0.02	0.02	0.09	0.12
Standard Deviation	1.077	1.026	1.125	1.047	1.052	1.111	1.064

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	1000	219	403	173	205	280	720
Standard Error	0.034	0.07	0.056	0.08	0.074	0.067	0.04

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**390**	104	259	27	199	191	47	95	51	237	144	9	107	74	129	76	256	134
	39%	42%	37%	43% *	34%	46% E	29%	32%	44% GH	38%	42%	32% **	41%	41%	36%	38%	37%	44% Q
I definitely agree (2)	**85**	23	59	3	44	41	18	13	10	51	30	4	16	21	28	17	55	30
	8%	9%	8%	5% *	7%	10%	11% H	5%	9%	8%	9%	13% **	6%	12%	8%	9%	8%	10%
I tend to agree (1)	**305**	81	200	24	155	150	29	81	41	186	114	5	90	53	101	59	201	104
	30%	33%	29%	38% *	26%	36% E	18%	27% G	35% G	30%	33%	20% **	35%	29%	28%	30%	29%	34%
I neither agree nor disagree (0)	**311**	72	216	22	186	125	39	108	36	184	116	10	75	53	119	61	210	101
	31%	30%	31%	35% *	32%	30%	24%	36% G	31%	29%	34%	36% **	29%	29%	34%	31%	30%	33%
Net: Disagree	**288**	66	210	12	195	93	76	92	25	204	80	4	76	53	99	57	227	61
	29%	27%	30%	19% *	33% F	22%	47% HI	31%	22%	32% K	23%	16% **	30%	29%	28%	29%	33% R	20%
I tend to disagree (-1)	**213**	51	157	5	138	76	49	67	20	149	60	4	57	38	71	44	166	47
	21%	21% D	23% D	8% *	24%	18%	30% I	23%	17%	24% K	18%	16% **	22%	21%	20%	22%	24% R	15%
I definitely disagree (-2)	**75**	16	53	7	57	18	27	25	6	55	20	-	19	15	28	13	60	15
	7%	6%	8%	10% *	10% F	4%	17% HI	8%	5%	9%	6%	- **	7%	8%	8%	7%	9% R	5%
Don't know	**3**	-	2	1	2	1	-	1	-	2	1	-	-	-	2	1	1	2
	*	-	*	2% *	*	*	-	*	-	*	*	- **	-	-	1%	1%	*	1%
Not applicable to me	**8**	3	5	1	4	4	-	1	3	2	2	4	-	1	6	2	4	4
	1%	1%	1%	1% *	1%	1%	-	*	2%	*	*	16% **	-	*	2%	1%	1%	1%
Mean score	**0.11**	0.18	0.08	0.19 *	-0.02	0.3 E	-0.23	-0.03	0.27 GH	0.05	0.22 J	0.35 **	0.11	0.15	0.09	0.12	0.03	0.3 Q
Standard Deviation	**1.077**	1.073	1.08	1.047	1.097	1.02	1.244	1.013	1.018	1.102	1.027	0.97	1.056	1.138	1.066	1.067	1.094	1.013

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Standard Error	0.034	0.069	0.041	0.134	0.046	0.05	0.098	0.059	0.096	0.044	0.056	0.199	0.066	0.085	0.057	0.076	0.042	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**390**	52	338
	39%	38%	39%
I definitely agree (2)	**85**	10	75
	8%	7%	9%
I tend to agree (1)	**305**	41	263
	30%	30%	31%
I neither agree nor disagree (0)	**311**	44	267
	31%	32%	31%
Net: Disagree	**288**	41	247
	29%	30%	29%
I tend to disagree (-1)	**213**	30	183
	21%	22%	21%
I definitely disagree (-2)	**75**	11	64
	7%	8%	7%
Don't know	**3**	-	3
	*	-	*
Not applicable to me	**8**	1	7
	1%	1%	1%
Mean score	**0.11**	0.07	0.12
Standard Deviation	**1.077**	1.066	1.079

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.034**	0.091	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**390** **39%**	104 39%	274 39%	157 38%	233 39%	33 37% *	37 37% *	84 40%	187 36%	114 42%	79 45%	75 40%	47 39%
I definitely agree (2)	**85** **8%**	25 9%	58 8%	35 9%	50 8%	11 13% *	7 7% *	17 8%	39 7%	26 10%	19 11%	16 9%	7 6%
I tend to agree (1)	**305** **30%**	80 30%	216 30%	121 30%	184 31%	22 24% *	30 30% *	67 32%	148 28%	88 33%	60 34%	58 31%	39 33%
I neither agree nor disagree (0)	**311** **31%**	88 33%	218 31%	131 32%	180 30%	31 35% *	31 31% *	64 31%	145 28%	105 39% I	48 28%	53 29%	38 31%
Net: Disagree	**288** **29%**	76 28%	209 29%	118 29%	170 29%	25 28% *	30 30% *	59 28%	190 36% J	46 17%	45 26%	55 30%	34 28%
I tend to disagree (-1)	**213** **21%**	55 20%	156 22%	86 21%	127 21%	18 21% *	26 26% *	39 19%	139 26% J	36 13%	35 20%	38 21%	21 18%
I definitely disagree (-2)	**75** **7%**	21 8%	53 7%	32 8%	43 7%	7 7% *	4 4% *	20 10%	51 10% J	10 4%	11 6%	17 9%	13 10%
Don't know	**3** *	- -	3 *	- -	3 1%	- - *	- - *	- -	1 *	1 *	- -	1 1%	1 1%
Not applicable to me	**8** **1%**	1 *	7 1%	3 1%	5 1%	- - *	2 2% *	1 1%	3 1%	4 1%	2 1%	2 1%	1 1%
Mean score	**0.11**	0.12	0.1	0.1	0.12	0.15 *	0.1 *	0.11	-0.03	0.31 I	0.25	0.1	0.06
Standard Deviation	**1.077**	1.084	1.076	1.08	1.075	1.114	1.013	1.106	1.114	0.957	1.09	1.118	1.092

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Standard Error	0.034	0.066	0.041	0.054	0.045	0.117	0.103	0.077	0.049	0.059	0.083	0.083	0.101

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**390** **39%**	85 36%	52 33%	40 37%	338 40%
I definitely agree (2)	**85** **8%**	18 8%	13 8%	9 8%	72 9%
I tend to agree (1)	**305** **30%**	66 29%	40 25%	31 28%	265 32%
I neither agree nor disagree (0)	**311** **31%**	67 29%	37 23%	25 23%	274 33% C
Net: Disagree	**288** **29%**	74 32% E	70 44% BE	44 41% E	218 26%
I tend to disagree (-1)	**213** **21%**	50 22%	51 32% BE	32 29% E	163 19%
I definitely disagree (-2)	**75** **7%**	23 10% E	19 12% E	13 12%	56 7%
Don't know	**3** *	3 1%	- -	- -	3 *
Not applicable to me	**8** **1%**	3 1%	- -	- -	8 1%
Mean score	**0.11**	0.03	-0.15	-0.08	0.16 BCD
Standard Deviation	**1.077**	1.125	1.165	1.172	1.052

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - There's so much advice about food I tend to ignore it now

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.034**	0.075	0.092	0.112	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**552** **55%**	269 55%	284 55%	73 55% *	96 59%	79 53%	95 53%	81 53%	129 58%	124 50%	152 55%	111 60%	165 57%	276 53%	276 58% J
I definitely agree (2)	**145** **15%**	66 14%	79 15%	21 16% *	25 15%	22 15%	23 13%	21 14%	33 15%	25 10%	42 15%	35 19% J	43 15%	67 13%	78 16% J
I tend to agree (1)	**407** **41%**	202 41%	205 40%	51 39% *	71 44%	57 38%	72 40%	60 40%	96 43%	99 40%	110 40%	76 41%	122 42%	209 40%	198 42%
I neither agree nor disagree (0)	**209** **21%**	107 22%	103 20%	30 22% *	30 18%	32 22%	37 20%	38 25%	43 19%	53 21%	46 17%	41 22%	70 24% K	99 19%	110 23% K
Net: Disagree	**223** **22%**	102 21%	122 24%	30 23% *	34 21%	34 23%	49 27%	30 20%	46 21%	68 27% LMO	72 26% MO	33 18%	50 17%	140 27% LMO	83 18%
I tend to disagree (-1)	**171** **17%**	77 16%	94 18%	22 17% *	29 18%	27 18%	35 19%	24 16%	34 15%	52 21% MO	52 19%	30 16%	37 13%	104 20% MO	67 14%
I definitely disagree (-2)	**52** **5%**	24 5%	28 5%	8 6% *	4 3%	8 5%	15 8%	5 4%	12 5%	16 7% L	20 7% LO	4 2%	12 4%	36 7% LO	16 3%
Don't know	**4** *	1 *	3 1%	- - *	3 2%	1 1%	- -	- -	- -	- -	3 1%	- -	1 *	3 1%	1 *
Not applicable to me	**11** **1%**	9 2%	2 *	- - *	1 1%	1 1%	- -	3 2%	6 3%	4 2%	3 1%	- -	4 1%	7 1%	4 1%
Mean score	**0.43**	0.44	0.42	0.42 *	0.52	0.41	0.3	0.45	0.48	0.27	0.38	0.59 JN	0.51 JN	0.32	0.54 JKN
Standard Deviation	**1.099**	1.076	1.12	1.131	1.049	1.113	1.158	1.039	1.095	1.108	1.176	1.031	1.04	1.144	1.036

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.035**	0.049	0.05	0.098	0.083	0.092	0.086	0.085	0.074	0.071	0.072	0.076	0.062	0.05	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**552**	118	205	105	125	165	387
	55%	54%	51%	60% Q	61% Q	59%	54%
I definitely agree (2)	**145**	29	57	29	30	44	101
	15%	13%	14%	17%	15%	16%	14%
I tend to agree (1)	**407**	89	148	75	94	121	286
	41%	41%	37%	43%	46% Q	43%	40%
I neither agree nor disagree (0)	**209**	54	84	31	41	53	156
	21%	24%	21%	18%	20%	19%	22%
Net: Disagree	**223**	43	105	38	36	60	164
	22%	20%	26% S	22%	18%	21%	23%
I tend to disagree (-1)	**171**	30	80	35	27	50	121
	17%	13%	20%	20%	13%	18%	17%
I definitely disagree (-2)	**52**	14	26	3	9	10	43
	5%	6%	6% R	2%	5%	3%	6%
Don't know	**4**	-	2	-	2	2	2
	*****	-	*	-	1%	1%	*
Not applicable to me	**11**	4	7	-	-	-	11
	1%	2%	2%	-	-	-	2%
Mean score	**0.43**	0.42	0.33	0.53	0.54 Q	0.5	0.4
Standard Deviation	**1.099**	1.085	1.145	1.052	1.047	1.068	1.11

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	1000	219	403	173	205	280	720
Standard Error	0.035	0.074	0.058	0.08	0.074	0.064	0.042

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**552** **55%**	130 53%	387 56%	36 57% *	343 59% F	209 51%	100 62% I	188 63% I	51 44%	362 58%	181 53%	9 31% **	160 62% O	98 54%	177 50%	115 58%	382 55%	171 56%
I definitely agree (2)	**145** **15%**	38 16%	101 15%	6 10% *	95 16%	51 12%	41 25% HI	39 13%	14 12%	97 15%	46 14%	2 7% **	43 17%	27 15%	44 12%	31 16%	103 15%	42 14%
I tend to agree (1)	**407** **41%**	91 37%	286 41%	30 47% *	248 42%	159 38%	60 37%	149 50% GI	37 32%	265 42%	135 39%	7 25% **	117 45%	71 39%	133 37%	84 42%	279 40%	128 42%
I neither agree nor disagree (0)	**209** **21%**	51 21%	138 20%	20 32% C*	123 21%	87 21%	27 17%	64 21%	30 26%	123 20%	79 23%	8 27% **	43 17%	39 21%	79 22%	46 23%	134 19%	75 25%
Net: Disagree	**223** **22%**	59 24% D	158 23% D	7 11% *	114 19%	109 26% E	31 19%	44 15%	34 29% H	140 22%	81 24%	3 10% **	52 20%	41 23%	92 26% P	35 18%	172 25% R	51 17%
I tend to disagree (-1)	**171** **17%**	45 18% D	122 18% D	4 6% *	89 15%	82 20%	20 13%	37 12%	29 25% GH	101 16%	70 20%	1 4% **	41 16%	30 17%	72 20% P	25 13%	130 19%	42 14%
I definitely disagree (-2)	**52** **5%**	14 6%	36 5%	3 5% *	25 4%	27 7%	11 7%	8 3%	5 4%	39 6%	12 3%	2 6% **	12 4%	11 6%	20 6%	10 5%	42 6%	10 3%
Don't know	**4** *	1 *	3 *	- - *	3 *	1 *	1 1%	1 *	- -	1 *	2 1%	1 3% **	- -	1 *	2 1%	1 *	2 *	2 1%
Not applicable to me	**11** **1%**	5 2%	7 1%	- - *	3 1%	8 2%	2 1%	- -	1 1%	3 1%	- -	8 28% **	4 1%	2 1%	5 1%	1 *	8 1%	4 1%
Mean score	**0.43**	0.4	0.43	0.51 *	0.51 F	0.31	0.62 I	0.59 I	0.22	0.45	0.4	0.32 **	0.54 O	0.41	0.31	0.52 O	0.39	0.51
Standard Deviation	**1.099**	1.136	1.101	0.923	1.07	1.128	1.193	0.954	1.097	1.121	1.061	1.065	1.086	1.123	1.109	1.066	1.135	1.007

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Standard Error	0.035	0.073	0.042	0.117	0.044	0.056	0.095	0.055	0.102	0.045	0.057	0.243	0.068	0.084	0.059	0.076	0.043	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**552** **55%**	68 49%	485 56%
I definitely agree (2)	**145** **15%**	17 13%	128 15%
I tend to agree (1)	**407** **41%**	51 37%	356 41%
I neither agree nor disagree (0)	**209** **21%**	27 19%	183 21%
Net: Disagree	**223** **22%**	39 28%	185 21%
I tend to disagree (-1)	**171** **17%**	31 23%	140 16%
I definitely disagree (-2)	**52** **5%**	7 5%	45 5%
Don't know	**4** *	1 1%	3 *
Not applicable to me	**11** **1%**	3 2%	8 1%
Mean score	**0.43**	0.29	0.45
Standard Deviation	**1.099**	1.131	1.093

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.035**	0.098	0.037

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**552** **55%**	158 59%	384 54%	215 53%	337 57%	57 64% GH*	46 46% *	104 50%	292 56%	146 54%	101 58%	110 59%	72 60%
I definitely agree (2)	**145** **15%**	44 17%	98 14%	60 15%	85 14%	19 21% *	10 10% *	28 13%	66 13%	47 17%	29 16%	29 16%	16 14%
I tend to agree (1)	**407** **41%**	114 42%	286 40%	155 38%	252 43%	39 43% *	35 36% *	76 37%	226 43%	99 37%	72 41%	81 44%	55 46%
I neither agree nor disagree (0)	**209** **21%**	47 18%	156 22%	83 20%	126 21%	10 11% *	27 27% F*	42 21%	93 18%	73 27% I	33 19%	36 19%	24 20%
Net: Disagree	**223** **22%**	56 21%	164 23%	107 26% E	116 20%	22 24% *	26 26% *	60 29%	133 25% J	47 17%	38 22%	38 20%	23 20%
I tend to disagree (-1)	**171** **17%**	39 14%	132 19%	79 19%	92 16%	14 15% *	20 20% *	45 22%	103 20%	37 14%	28 16%	34 18%	22 19%
I definitely disagree (-2)	**52** **5%**	18 7%	32 5%	28 7%	24 4%	8 9% *	6 6% *	15 7%	30 6%	10 4%	10 6%	4 2%	1 1%
Don't know	**4** *	1 *	3 *	1 *	3 *	1 1% *	- - *	- -	1 *	- -	2 1%	2 1%	1 1%
Not applicable to me	**11** **1%**	6 2%	5 1%	2 *	10 2%	- - *	1 1% *	1 *	7 1%	4 1%	1 *	- -	- -
Mean score	**0.43**	0.49	0.41	0.34	0.49 D	0.52 *	0.24 *	0.27	0.38	0.51	0.47	0.53	0.53
Standard Deviation	**1.099**	1.138	1.083	1.155	1.054	1.234	1.076	1.16	1.114	1.05	1.125	1.029	0.98

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Standard Error	**0.035**	0.07	0.041	0.057	0.044	0.131	0.109	0.081	0.049	0.064	0.086	0.076	0.09

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**552** **55%**	123 53%	93 59%	69 63%	459 55%
I definitely agree (2)	**145** **15%**	35 15%	35 22% E	28 25% BE	110 13%
I tend to agree (1)	**407** **41%**	88 38%	58 37%	41 38%	349 41%
I neither agree nor disagree (0)	**209** **21%**	44 19%	26 16%	19 17%	183 22%
Net: Disagree	**223** **22%**	60 26%	39 25%	21 19%	184 22%
I tend to disagree (-1)	**171** **17%**	48 21%	29 18% D	13 12%	142 17%
I definitely disagree (-2)	**52** **5%**	12 5%	10 6%	8 7%	42 5%
Don't know	**4** *	3 1%	1 1%	- -	3 *
Not applicable to me	**11** **1%**	2 1%	- -	- -	11 1%
Mean score	**0.43**	0.38	0.5	0.62	0.41
Standard Deviation	**1.099**	1.137	1.201	1.198	1.078

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When it comes to preparing and cooking food, I tend to do what I learned when I was younger

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.035**	0.075	0.096	0.115	0.037

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**393** **39%**	183 38%	210 41%	64 48% HI*	74 45% HI	65 44% I	70 39%	50 33%	70 31%	84 34%	132 48% JLMNO	69 37%	109 37%	216 41% J	177 37%
I definitely agree (2)	**75** **7%**	36 7%	38 7%	16 12% I*	19 12% HI	16 11% I	12 7% I	7 5%	5 2%	13 5%	25 9%	14 7%	23 8%	38 7%	37 8%
I tend to agree (1)	**319** **32%**	147 30%	172 34%	48 36% *	55 34%	49 33%	58 32%	43 29%	65 29%	71 29%	107 39% JMNO	55 30%	86 29%	178 34% J	141 30%
I neither agree nor disagree (0)	**216** **22%**	115 24%	101 20%	28 21% *	33 20%	25 17%	42 23%	31 20%	56 25%	55 22%	44 16%	42 22%	75 26% KN	99 19%	117 25% KN
Net: Disagree	**372** **37%**	177 36%	195 38%	37 28% *	51 31%	54 37%	66 37%	70 46% DE	94 42% DE	106 42%	97 35%	69 37%	100 34%	203 39%	168 35%
I tend to disagree (-1)	**279** **28%**	140 29%	139 27%	28 21% *	39 24%	41 28%	45 25%	50 33% D	76 34% DE	82 33%	72 26%	49 27%	76 26%	154 29%	125 26%
I definitely disagree (-2)	**93** **9%**	37 8%	56 11%	10 7% *	12 7%	13 9%	22 12%	20 13%	17 8%	24 10%	25 9%	20 11%	24 8%	50 9%	43 9%
Don't know	**9** **1%**	3 1%	7 1%	3 2% *	4 2%	2 2%	- -	- -	- -	- -	1 *	4 2% N	5 2% N	1 *	8 2% N
Not applicable to me	**10** **1%**	9 2% C	1 *	- - *	1 1%	1 1%	2 1%	1 1%	5 2%	4 2%	1 *	2 1%	2 1%	5 1%	4 1%
Mean score	*	0.01	*	0.26 HI*	0.19 HI	0.09 HI	-0.03	-0.21	-0.16	-0.14	0.13 JN	-0.03	0.03	* J	*
Standard Deviation	**1.137**	1.107	1.166	1.147	1.158	1.196	1.156	1.134	1.012	1.101	1.176	1.153	1.11	1.148	1.126

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.036**	0.051	0.052	0.101	0.092	0.1	0.086	0.092	0.068	0.07	0.071	0.086	0.066	0.05	0.052

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**393** **39%**	84 38%	152 38%	78 45%	79 39%	123 44%	270 38%
I definitely agree (2)	**75** **7%**	13 6%	31 8%	16 9%	14 7%	26 9%	49 7%
I tend to agree (1)	**319** **32%**	72 33%	120 30%	62 36%	65 32%	97 35%	222 31%
I neither agree nor disagree (0)	**216** **22%**	53 24%	82 20%	33 19%	47 23%	54 19%	162 23%
Net: Disagree	**372** **37%**	77 35%	162 40%	60 35%	72 35%	97 35%	275 38%
I tend to disagree (-1)	**279** **28%**	59 27%	119 30%	47 27%	53 26%	73 26%	206 29%
I definitely disagree (-2)	**93** **9%**	18 8%	43 11%	13 7%	19 9%	24 8%	69 10%
Don't know	**9** **1%**	3 2%	- -	1 1%	4 2% Q	4 2%	5 1%
Not applicable to me	**10** **1%**	1 *	7 2%	- -	2 1%	2 1%	8 1%
Mean score	*	0.01	-0.05	0.12	0.01	0.1	-0.04
Standard Deviation	**1.137**	1.087	1.164	1.144	1.128	1.159	1.127

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Standard Error	**0.036**	0.074	0.058	0.087	0.08	0.07	0.042

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**393**	99	283	12	234	160	72	122	37	231	151	12	116	66	120	88	266	127
	39%	40% D	41% D	19% *	40%	39%	45% I	41%	32%	37%	44% J	43% **	45% O	37%	34%	44% O	38%	42%
I definitely agree (2)	**75**	17	55	3	48	26	26	17	5	42	29	4	29	10	20	15	51	23
	7%	7%	8%	5% *	8%	6%	16% HI	6%	4%	7%	8%	13% **	11% NO	5%	6%	8%	7%	8%
I tend to agree (1)	**319**	82	228	9	185	134	47	105	32	189	122	8	87	56	100	73	215	104
	32%	33% D	33% D	14% *	32%	32%	29%	35%	28%	30%	36%	30% **	34%	31%	28%	37%	31%	34%
I neither agree nor disagree (0)	**216**	47	145	24	122	94	34	59	26	129	79	8	55	41	77	42	141	75
	22%	19%	21%	39% BC*	21%	23%	21%	20%	23%	21%	23%	28% **	21%	23%	22%	21%	20%	25%
Net: Disagree	**372**	94	252	26	223	149	53	114	50	263	105	3	83	68	150	65	277	95
	37%	38%	36%	41% *	38%	36%	33%	38%	44%	42% K	31%	12% **	32%	38%	42% MP	33%	40% R	31%
I tend to disagree (-1)	**279**	70	190	19	161	118	32	92	33	196	80	3	63	48	115	50	202	77
	28%	28%	28%	30% *	28%	28%	20%	31% G	29%	31% K	23%	12% **	25%	27%	32% M	25%	29%	25%
I definitely disagree (-2)	**93**	24	62	7	62	31	21	22	17	68	25	-	20	20	35	15	75	18
	9%	10%	9%	11% *	11%	7%	13%	7%	15% H	11%	7%	- **	8%	11%	10%	8%	11% R	6%
Don't know	**9**	4	5	-	4	5	2	1	-	4	5	-	1	3	4	1	6	3
	1%	2%	1%	- *	1%	1%	1%	*	-	1%	1%	- **	*	2%	1%	1%	1%	1%
Not applicable to me	**10**	2	7	1	3	7	-	1	2	1	4	5	3	2	4	1	7	3
	1%	1%	1%	1% *	1%	2%	-	*	2%	*	1%	16% **	1%	1%	1%	*	1%	1%
Mean score	*	-0.01	0.03 D	-0.28 *	-0.01	0.02	0.15 I	0.01	-0.23	-0.09	0.15 J	0.52 **	0.17 NO	-0.07	-0.13	0.11 O	-0.05	0.13 Q
Standard Deviation	**1.137**	1.151	1.141	1.011	1.167	1.093	1.286	1.094	1.143	1.146	1.11	0.944	1.157	1.129	1.116	1.118	1.16	1.074

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Standard Error	0.036	0.074	0.044	0.128	0.049	0.054	0.102	0.064	0.107	0.046	0.061	0.194	0.073	0.085	0.06	0.08	0.044	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**393**	58	335
	39%	42%	39%
I definitely agree (2)	**75**	10	64
	7%	8%	7%
I tend to agree (1)	**319**	48	271
	32%	35%	31%
I neither agree nor disagree (0)	**216**	20	195
	22%	15%	23%
Net: Disagree	**372**	55	317
	37%	40%	37%
I tend to disagree (-1)	**279**	36	243
	28%	26%	28%
I definitely disagree (-2)	**93**	19	74
	9%	14%	9%
Don't know	**9**	3	7
	1%	2%	1%
Not applicable to me	**10**	1	9
	1%	1%	1%
Mean score	*	-0.04	0.01
Standard Deviation	**1.137**	1.231	1.122

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.036**	0.106	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**393**	106	278	154	239	42	31	76	179	113	93	86	51
	39%	39%	39%	38%	40%	46% *	31% *	37%	34%	42% I	53%	46%	43%
I definitely agree (2)	**75**	17	53	30	44	9	5	14	28	27	16	21	13
	7%	6%	7%	7%	7%	10% *	5% *	7%	5%	10% I	9%	11%	11%
I tend to agree (1)	**319**	89	225	124	195	33	26	62	151	86	77	65	38
	32%	33%	32%	30%	33%	37% *	26% *	30%	29%	32%	44% M	35%	32%
I neither agree nor disagree (0)	**216**	53	157	88	128	15	26	44	93	80	31	35	28
	22%	20%	22%	22%	22%	16% *	26% *	21%	18%	30% I	17%	19%	23%
Net: Disagree	**372**	103	266	160	211	33	41	83	245	72	48	60	36
	37%	38%	37%	39%	36%	36% *	42% *	40%	47% J	27%	28%	32%	30%
I tend to disagree (-1)	**279**	80	197	119	160	20	35	61	182	54	36	46	27
	28%	30%	28%	29%	27%	22% *	35% *	30%	35% J	20%	21%	25%	22%
I definitely disagree (-2)	**93**	23	69	41	52	13	7	22	63	17	12	14	10
	9%	8%	10%	10%	9%	14% *	7% *	10%	12% J	6%	7%	8%	8%
Don't know	**9**	3	6	4	6	1	-	3	2	3	2	4	4
	1%	1%	1%	1%	1%	1% *	- *	1%	*	1%	1%	2%	3%
Not applicable to me	**10**	5	5	2	8	-	1	1	6	2	1	1	1
	1%	2%	1%	1%	1%	- *	1% *	1%	1%	1%	1%	1%	1%
Mean score	*	-0.01	-0.01	-0.04	0.04	0.06 *	-0.13 *	-0.07	-0.2	0.19 I	0.29	0.18	0.16 *
Standard Deviation	**1.137**	1.125	1.141	1.146	1.13	1.26	1.037	1.146	1.145	1.079	1.116	1.168	1.157

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Standard Error	**0.036**	0.07	0.043	0.057	0.047	0.134	0.105	0.08	0.05	0.066	0.085	0.087	0.108

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**393** **39%**	100 43%	59 37%	41 38%	335 40%
I definitely agree (2)	**75** **7%**	20 8%	21 13% E	16 15% E	54 6%
I tend to agree (1)	**319** **32%**	81 35% CD	38 24%	25 23%	281 33% CD
I neither agree nor disagree (0)	**216** **22%**	46 20% C	17 11%	15 14%	199 24% CD
Net: Disagree	**372** **37%**	80 34%	82 51% BE	52 48% BE	290 34%
I tend to disagree (-1)	**279** **28%**	56 24%	61 38% BE	39 36% BE	218 26%
I definitely disagree (-2)	**93** **9%**	24 10%	21 13%	13 12%	72 9%
Don't know	**9** **1%**	5 2%	1 1%	1 1%	8 1%
Not applicable to me	**10** **1%**	1 *	- -	- -	10 1%
Mean score	*	0.07	-0.15	-0.06	0.03
Standard Deviation	**1.137**	1.172	1.295	1.294	1.103

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - When I shop I just tend to buy food for the same type of meals rather than thinking about anything new

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.036**	0.078	0.103	0.125	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**482**	200	282	80	94	78	79	65	86	124	142	92	124	266	216
	48%	41%	55% B	60% GHI*	58% GHI	53% I	44%	43%	38%	50%	52% M	50%	43%	51% M	45%
I definitely agree (2)	**131**	55	76	32	34	21	17	11	16	39	36	35	21	75	56
	13%	11%	15%	24% GHI*	21% GHI	14% I	9%	7%	7%	16% M	13% M	19% MO	7%	14% M	12% M
I tend to agree (1)	**351**	145	206	48	60	56	62	54	70	85	106	57	103	191	160
	35%	30%	40% B	36% *	37%	38%	34%	36%	31%	34%	38%	31%	36%	36%	34%
I neither agree nor disagree (0)	**289**	161	128	30	40	35	58	40	85	76	65	55	93	141	148
	29%	33% C	25%	23% *	25%	24%	32%	26%	38% DEFH	30%	24%	30%	32% K	27%	31% K
Net: Disagree	**209**	114	94	22	23	29	41	43	49	46	62	35	66	108	100
	21%	23%	18%	17% *	14%	20%	23%	29% DE	22%	19%	22%	19%	23%	21%	21%
I tend to disagree (-1)	**161**	80	80	20	19	25	35	27	34	38	46	25	51	84	76
	16%	16%	16%	15% *	12%	17%	19%	18%	15%	15%	17%	14%	18%	16%	16%
I definitely disagree (-2)	**48**	34	14	3	4	4	6	17	15	9	15	10	14	24	24
	5%	7% C	3%	2% *	2%	3%	3%	11% DEFG	7%	4%	6%	5%	5%	5%	5%
Don't know	**7**	2	4	-	3	1	1	1	1	2	2	1	1	4	2
	1%	1%	1%	- *	2%	1%	*	1%	*	1%	1%	1%	*	1%	*
Not applicable to me	**14**	9	5	-	2	4	2	2	4	2	4	2	6	6	8
	1%	2%	1%	- *	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%	2%
Mean score	**0.36**	0.22	0.5 B	0.66 GHI*	0.64 GHI	0.46 HI	0.27	0.11	0.17	0.44 M	0.38	0.46 MO	0.23	0.41 M	0.32 M
Standard Deviation	**1.06**	1.085	1.019	1.066	1.027	1.044	0.997	1.132	1.002	1.043	1.094	1.111	0.997	1.069	1.048

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.034**	0.05	0.045	0.093	0.082	0.088	0.075	0.093	0.068	0.066	0.067	0.082	0.059	0.047	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**482**	93	184	95	110	156	326
	48%	43%	46%	55% P	54% P	56% U	45%
I definitely agree (2)	**131**	17	52	27	36	49	82
	13%	8%	13%	15% P	17% P	17% U	11%
I tend to agree (1)	**351**	76	132	68	75	107	244
	35%	35%	33%	39%	36%	38%	34%
I neither agree nor disagree (0)	**289**	71	113	44	60	78	211
	29%	33%	28%	26%	29%	28%	29%
Net: Disagree	**209**	49	97	32	30	40	169
	21%	23%	24% S	18%	15%	14%	23% T
I tend to disagree (-1)	**161**	36	74	24	27	34	126
	16%	16%	18%	14%	13%	12%	18%
I definitely disagree (-2)	**48**	13	24	8	4	5	43
	5%	6% S	6% S	4%	2%	2%	6% T
Don't know	**7**	1	2	1	3	4	3
	1%	*	*	*	2%	1%	*
Not applicable to me	**14**	4	7	2	1	3	11
	1%	2%	2%	1%	*	1%	2%
Mean score	**0.36**	0.22	0.29	0.48 P	0.56 PQ	0.59 U	0.28
Standard Deviation	**1.06**	1.024	1.097	1.058	0.989	0.982	1.076

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	1000	219	403	173	205	280	720
Standard Error	0.034	0.07	0.055	0.081	0.07	0.059	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	482 48%	128 52%	323 47%	31 50% *	298 51%	184 44%	98 61% I	153 52% I	44 38%	322 51% K	150 44%	10 35% **	127 49% N	69 38%	180 51% N	104 52% N	368 53% R	114 38%
I definitely agree (2)	131 13%	33 13%	91 13%	8 12% *	87 15%	44 11%	46 28% HI	33 11%	7 6%	95 15% K	35 10%	1 3% **	42 16% N	16 9%	51 14%	22 11%	105 15% R	26 9%
I tend to agree (1)	351 35%	96 39%	232 34%	23 37% *	211 36%	140 34%	52 33%	120 40%	37 32%	227 36%	115 33%	9 32% **	85 33%	54 30%	129 36%	81 41% N	262 38% R	89 29%
I neither agree nor disagree (0)	289 29%	69 28%	198 29%	21 33% *	166 28%	123 30%	39 24%	84 28%	38 33%	174 28%	109 32%	6 20% **	65 25%	58 32%	102 29%	57 29%	190 27%	99 33%
Net: Disagree	209 21%	41 17%	159 23%	9 14% *	110 19%	99 24%	21 13%	57 19%	29 25% G	125 20%	76 22%	8 29% **	63 24% P	49 27% OP	65 18%	31 16%	125 18%	83 27% Q
I tend to disagree (-1)	161 16%	29 12%	125 18% B	7 11% *	89 15%	71 17%	15 9%	48 16%	24 20% G	97 15%	62 18%	2 7% **	50 19%	36 20%	49 14%	25 13%	103 15%	58 19%
I definitely disagree (-2)	48 5%	12 5%	34 5%	2 3% *	21 4%	27 7% E	6 4%	9 3%	5 5%	28 4%	14 4%	6 22% **	13 5%	13 7%	16 5%	5 3%	23 3%	25 8% Q
Don't know	7 1%	1 *	6 1%	- - *	6 1%	1 *	1 1%	1 *	2 2%	3 *	3 1%	1 3% **	- -	2 1%	2 1%	2 1%	5 1%	2 1%
Not applicable to me	14 1%	5 2%	7 1%	2 3% *	6 1%	8 2%	2 1%	2 1%	2 2%	5 1%	5 1%	4 13% **	3 1%	1 1%	6 2%	4 2%	9 1%	5 2%
Mean score	0.36	0.45	0.33	0.46 *	0.44 F	0.25	0.74 HI	0.41 I	0.15	0.43	0.28	-0.14 **	0.37 N	0.13	0.43 N	0.47 N	0.48 R	0.11
Standard Deviation	1.06	1.038	1.074	0.971	1.038	1.08	1.093	0.991	0.99	1.065	1.019	1.311	1.125	1.067	1.05	0.96	1.029	1.085

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Standard Error	0.034	0.067	0.041	0.124	0.043	0.054	0.087	0.058	0.094	0.043	0.056	0.27	0.07	0.08	0.056	0.069	0.039	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**482**	63	420
	48%	46%	49%
I definitely agree (2)	**131**	21	110
	13%	15%	13%
I tend to agree (1)	**351**	42	309
	35%	31%	36%
I neither agree nor disagree (0)	**289**	39	250
	29%	29%	29%
Net: Disagree	**209**	32	176
	21%	24%	20%
I tend to disagree (-1)	**161**	29	132
	16%	21%	15%
I definitely disagree (-2)	**48**	4	44
	5%	3%	5%
Don't know	**7**	2	5
	1%	1%	1%
Not applicable to me	**14**	1	13
	1%	1%	1%
Mean score	**0.36**	0.35	0.37
Standard Deviation	**1.06**	1.069	1.059

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.034**	0.092	0.036

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**482**	123	352	228	254	50	58	112	289	110	71	101	64
	48%	46%	49%	56% E	43%	55% *	58% *	54%	55% J	41%	41%	55% K	53% K
I definitely agree (2)	**131**	33	96	70	61	19	19	31	83	27	18	29	20
	13%	12%	14%	17% E	10%	21% *	19% *	15%	16% J	10%	10%	16%	16%
I tend to agree (1)	**351**	91	256	158	193	31	39	81	207	82	53	72	44
	35%	34%	36%	39%	33%	34% *	39% *	39%	39% J	31%	30%	39%	37%
I neither agree nor disagree (0)	**289**	76	202	103	186	21	27	52	143	98	37	54	35
	29%	28%	28%	25%	31% D	23% *	27% *	25%	27%	36% I	21%	29%	30%
Net: Disagree	**209**	66	141	71	137	18	13	41	85	57	61	25	17
	21%	25%	20%	17%	23% D	20% *	13% *	20%	16%	21%	35% LM	14%	14%
I tend to disagree (-1)	**161**	47	112	60	100	12	11	37	70	39	48	21	14
	16%	18%	16%	15%	17%	13% *	11% *	18%	13%	15%	28% LM	11%	12%
I definitely disagree (-2)	**48**	19	29	11	37	6	2	4	15	18	13	4	3
	5%	7%	4%	3%	6% D	7% *	2% *	2%	3%	7% I	7% L	2%	3%
Don't know	**7**	-	7	3	3	1	2	1	2	1	3	3	2
	1%	-	1%	1%	1%	1% *	2% *	*	*	*	1%	2%	2%
Not applicable to me	**14**	4	10	3	11	1	-	2	7	4	3	2	1
	1%	1%	1%	1%	2%	1% *	- *	1%	1%	1%	2%	1%	1%
Mean score	**0.36**	0.27	0.4	0.54	0.24	0.51	0.64	0.48	0.53	0.23	0.09	0.56	0.54
				E		*	*		J			K	K*
Standard Deviation	**1.06**	1.108	1.043	1.034	1.062	1.167	0.983	1.016	1.009	1.045	1.147	0.971	0.999

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Standard Error	0.034	0.068	0.04	0.052	0.044	0.124	0.1	0.071	0.044	0.064	0.088	0.072	0.092

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**482** **48%**	133 57% E	111 70% BE	76 70% BE	371 44%
I definitely agree (2)	**131** **13%**	35 15%	37 23% BE	25 23% E	94 11%
I tend to agree (1)	**351** **35%**	98 42% E	74 46% E	51 47% E	277 33%
I neither agree nor disagree (0)	**289** **29%**	57 24%	26 17%	18 17%	263 31% BCD
Net: Disagree	**209** **21%**	34 15%	18 12%	12 11%	190 23% BCD
I tend to disagree (-1)	**161** **16%**	31 13%	15 9%	11 10%	146 17% C
I definitely disagree (-2)	**48** **5%**	3 1%	4 2%	1 1%	44 5% B
Don't know	**7** **1%**	3 1%	2 1%	2 2%	5 1%
Not applicable to me	**14** **1%**	5 2%	2 1%	1 1%	12 1%
Mean score	**0.36**	0.59 E	0.81 BE	0.83 BE*	0.28
Standard Deviation	**1.06**	0.954	0.985	0.931	1.053

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I like to talk to people about things that interest or concern me about food and food issues

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.034**	0.064	0.079	0.09	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**651**	294	357	78	99	113	111	109	141	179	164	118	189	344	307
	65%	60%	70%	59%	61%	76%	62%	72%	63%	72%	60%	64%	65%	65%	65%
			B	*		DEGI				KN				K	
I definitely agree (2)	**447**	195	252	49	55	86	79	82	97	123	113	85	126	236	211
	45%	40%	49%	37%	34%	59%	44%	54%	43%	49%	41%	46%	44%	45%	44%
			B	*		DEGI		DEI							
I tend to agree (1)	**203**	98	105	29	45	26	33	27	44	56	51	34	63	107	96
	20%	20%	21%	22%	27%	18%	18%	18%	20%	23%	19%	18%	22%	20%	20%
				*	GH										
I neither agree nor disagree (0)	**97**	55	42	18	19	11	22	14	13	15	23	22	37	38	60
	10%	11%	8%	14%	12%	8%	12%	9%	6%	6%	8%	12%	13%	7%	13%
				I*	I		I					J	JN		JN
Net: Disagree	**221**	124	97	32	35	22	42	26	65	47	81	38	56	127	93
	22%	26%	19%	24%	21%	15%	23%	17%	29%	19%	29%	20%	19%	24%	20%
		C		*					FH		JLMNO			J	
I tend to disagree (-1)	**133**	70	64	20	21	12	26	16	39	28	49	26	31	77	56
	13%	14%	12%	15%	13%	8%	14%	11%	17%	11%	18%	14%	11%	15%	12%
				*					F		JMO			J	
I definitely disagree (-2)	**87**	55	33	12	14	10	16	10	26	18	32	12	25	50	37
	9%	11%	6%	9%	8%	7%	9%	7%	11%	7%	12%	7%	9%	10%	8%
		C		*											
Don't know	**10**	6	4	2	5	-	1	-	2	2	3	2	4	4	6
	1%	1%	1%	1%	3%	-	1%	-	1%	1%	1%	1%	1%	1%	1%
				*											
Not applicable to me	**21**	8	13	3	4	2	5	3	5	7	4	5	4	12	9
	2%	2%	2%	2%	2%	1%	3%	2%	2%	3%	2%	3%	1%	2%	2%
				*											
Mean score	**0.82**	0.66	0.97	0.65	0.69	1.15	0.76	1.03	0.67	0.99	0.62	0.86	0.83	0.79	0.84
			B	*		DEGI		DEI		KN				K	K
Standard Deviation	**1.375**	1.429	1.305	1.374	1.324	1.259	1.391	1.303	1.476	1.318	1.471	1.334	1.339	1.412	1.335

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.044**	0.066	0.059	0.121	0.107	0.104	0.105	0.107	0.1	0.085	0.09	0.1	0.08	0.063	0.062

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	651 65%	145 66%	253 63%	115 66%	139 68%	198 71% U	453 63%
I definitely agree (2)	447 45%	106 48%	181 45%	70 40%	91 45%	126 45%	322 45%
I tend to agree (1)	203 20%	39 18%	72 18%	45 26% Q	47 23%	72 26% U	132 18%
I neither agree nor disagree (0)	97 10%	24 11%	33 8%	16 9%	24 12%	33 12%	64 9%
Net: Disagree	221 22%	42 19%	105 26% S	39 23%	34 17%	46 16%	175 24% T
I tend to disagree (-1)	133 13%	24 11%	65 16% S	25 14%	20 10%	31 11%	102 14%
I definitely disagree (-2)	87 9%	18 8%	40 10%	15 8%	14 7%	14 5%	73 10% T
Don't know	10 1%	3 1%	2 *	2 1%	3 1%	3 1%	7 1%
Not applicable to me	21 2%	5 2%	10 3%	1 1%	5 2%	1 *	20 3% T
Mean score	0.82	0.9	0.74	0.77	0.92	0.95	0.76
Standard Deviation	1.375	1.36	1.44	1.347	1.279	1.224	1.429

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	1000	219	403	173	205	280	720
Standard Error	0.044	0.094	0.073	0.103	0.091	0.074	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**651** **65%**	163 66%	451 65%	37 59% *	401 68% F	250 60%	116 72%	205 69%	71 61%	459 73% K	189 55%	3 11% **	149 58%	112 62%	246 69% M	140 71% M	462 66%	189 62%
I definitely agree (2)	**447** **45%**	115 47%	308 45%	24 38% *	270 46%	178 43%	82 51%	134 45%	47 41%	333 53% K	113 33%	1 3% **	98 38%	74 41%	182 51% MN	90 45%	311 45%	137 45%
I tend to agree (1)	**203** **20%**	48 20%	142 21%	13 21% *	131 22%	72 17%	34 21%	72 24%	23 20%	126 20%	75 22%	2 7% **	51 20%	38 21%	64 18%	50 25%	151 22%	52 17%
I neither agree nor disagree (0)	**97** **10%**	18 7%	73 11%	6 10% *	60 10%	37 9%	15 9%	32 11%	13 12%	52 8%	43 13% J	2 7% **	30 11%	19 11%	35 10%	13 7%	65 9%	33 11%
Net: Disagree	**221** **22%**	56 23%	147 21%	18 28% *	107 18%	114 27% E	23 15%	53 18%	29 25% G	105 17%	100 29% J	16 58% **	73 28% O	42 24%	64 18%	40 20%	150 21%	71 24%
I tend to disagree (-1)	**133** **13%**	38 16%	84 12%	12 19% *	64 11%	70 17% E	12 8%	32 11%	19 16% G	66 10%	60 18% J	7 26% **	45 17% O	22 12%	38 11%	27 14%	93 13%	41 13%
I definitely disagree (-2)	**87** **9%**	18 7%	63 9%	6 9% *	43 7%	44 11%	11 7%	21 7%	10 9%	39 6%	39 11% J	9 32% **	28 11%	20 11%	26 7%	12 6%	57 8%	31 10%
Don't know	**10** **1%**	2 1%	6 1%	2 3% *	6 1%	4 1%	4 2%	2 1%	- -	5 1%	5 1%	- - **	2 1%	2 1%	4 1%	1 1%	6 1%	4 1%
Not applicable to me	**21** **2%**	6 2%	15 2%	- - *	11 2%	10 2%	3 2%	5 2%	3 2%	7 1%	7 2%	7 24% **	5 2%	5 3%	6 2%	4 2%	16 2%	5 2%
Mean score	**0.82**	0.86	0.82	0.62 *	0.92 F	0.67	1.06 I	0.91	0.7	1.05 K	0.49	-1 **	0.58	0.7	0.98 MN	0.92 M	0.84	0.76
Standard Deviation	**1.375**	1.371	1.373	1.423	1.308	1.456	1.263	1.288	1.392	1.274	1.42	1.172	1.432	1.425	1.323	1.298	1.355	1.423

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Standard Error	**0.044**	0.089	0.053	0.182	0.055	0.073	0.102	0.076	0.131	0.051	0.078	0.254	0.09	0.108	0.071	0.093	0.052	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**651** **65%**	99 72%	552 64%
I definitely agree (2)	**447** **45%**	69 50%	378 44%
I tend to agree (1)	**203** **20%**	30 22%	174 20%
I neither agree nor disagree (0)	**97** **10%**	10 8%	87 10%
Net: Disagree	**221** **22%**	24 18%	197 23%
I tend to disagree (-1)	**133** **13%**	9 7%	124 14% S
I definitely disagree (-2)	**87** **9%**	15 11%	72 8%
Don't know	**10** **1%**	1 1%	9 1%
Not applicable to me	**21** **2%**	3 2%	18 2%
Mean score	**0.82**	0.96	0.79
Standard Deviation	**1.375**	1.378	1.374

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.044**	0.119	0.048

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**651**	165	477	270	381	58	65	141	370	167	95	124	83
	65%	61%	67%	66%	64%	64% *	66% *	68%	70% J	62%	54%	67% K	69% K
I definitely agree (2)	**447**	119	324	191	257	38	43	105	268	101	64	75	49
	45%	44%	45%	47%	43%	42% *	43% *	51%	51% J	37%	37%	40%	41%
I tend to agree (1)	**203**	46	153	80	124	20	22	35	102	67	31	49	34
	20%	17%	22%	20%	21%	23% *	23% *	17%	19%	25%	18%	26% K	28% K
I neither agree nor disagree (0)	**97**	22	71	44	54	11	10	20	49	30	17	25	18
	10%	8%	10%	11%	9%	12% *	10% *	10%	9%	11%	10%	14%	15%
Net: Disagree	**221**	74	144	83	138	17	20	43	96	63	55	34	18
	22%	27% C	20%	20%	23%	19% *	21% *	21%	18%	23%	32% LM	18%	15%
I tend to disagree (-1)	**133**	46	85	51	83	11	10	27	63	34	31	23	13
	13%	17%	12%	12%	14%	12% *	10% *	13%	12%	13%	18%	12%	11%
I definitely disagree (-2)	**87**	28	59	32	55	6	10	16	33	28	24	11	6
	9%	10%	8%	8%	9%	7% *	10% *	8%	6%	10% I	14% LM	6%	5%
Don't know	**10**	1	8	2	8	1	1	-	3	2	4	3	1
	1%	*	1%	*	1%	1% *	1% *	-	1%	1%	2%	1%	1%
Not applicable to me	**21**	8	11	9	12	4	3	3	8	8	4	-	-
	2%	3%	2%	2%	2%	4% *	3% *	1%	2%	3%	2%	-	-
Mean score	**0.82**	0.7	0.86	0.87	0.78	0.84 *	0.81 *	0.92	0.99 J	0.68	0.48	0.84 K	0.9 K
Standard Deviation	**1.375**	1.461	1.347	1.349	1.393	1.315	1.391	1.358	1.297	1.385	1.508	1.258	1.19

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Standard Error	**0.044**	0.091	0.051	0.068	0.058	0.142	0.142	0.095	0.057	0.086	0.117	0.093	0.109

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**651** **65%**	159 69%	117 74% E	81 75% E	534 63%
I definitely agree (2)	**447** **45%**	108 46%	82 52%	52 48%	365 43%
I tend to agree (1)	**203** **20%**	52 22%	35 22%	29 27%	169 20%
I neither agree nor disagree (0)	**97** **10%**	19 8%	13 8%	10 10%	84 10%
Net: Disagree	**221** **22%**	44 19%	26 16%	15 14%	195 23% D
I tend to disagree (-1)	**133** **13%**	28 12%	18 11%	11 10%	115 14%
I definitely disagree (-2)	**87** **9%**	16 7%	8 5%	4 4%	79 9%
Don't know	**10** **1%**	3 1%	2 1%	2 1%	8 1%
Not applicable to me	**21** **2%**	7 3%	1 1%	1 1%	20 2%
Mean score	**0.82**	0.93	1.05 E	1.08 E*	0.77
Standard Deviation	**1.375**	1.31	1.243	1.16	1.396

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.044**	0.088	0.099	0.113	0.049

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**880** **88%**	421 86%	459 89%	103 78% *	137 84%	127 86%	163 90% D	142 94% DE	208 92% DE	219 87%	247 90%	154 83%	260 90%	466 89%	414 87%
I definitely agree (2)	**688** **69%**	323 66%	365 71%	77 58% *	93 57%	101 68%	125 69% E	121 79% DEFG	172 77% DE	178 71%	186 68%	119 64%	205 71%	364 69%	324 68%
I tend to agree (1)	**191** **19%**	97 20%	94 18%	26 20% *	44 27% HI	27 18%	38 21%	22 14%	35 16%	41 16%	61 22%	35 19%	55 19%	102 19%	89 19%
I neither agree nor disagree (0)	**48** **5%**	29 6%	19 4%	14 11% GHI*	11 7%	7 5%	5 3%	4 2%	7 3%	10 4%	7 3%	13 7% K	17 6%	17 3%	30 6% KN
Net: Disagree	**59** **6%**	33 7%	26 5%	14 10% HI*	9 6%	11 7%	12 7%	4 3%	9 4%	18 7%	15 5%	15 8%	11 4%	33 6%	26 5%
I tend to disagree (-1)	**30** **3%**	17 3%	13 3%	8 6% *	7 5%	2 1%	5 3%	3 2%	4 2%	8 3%	8 3%	9 5%	5 2%	16 3%	14 3%
I definitely disagree (-2)	**29** **3%**	16 3%	13 2%	6 4% *	2 1%	9 6% EH	7 4%	1 1%	5 2%	10 4%	7 3%	6 3%	6 2%	17 3%	12 2%
Don't know	**6** **1%**	1 *	5 1%	2 1% *	3 2%	2 1%	- -	- -	- -	- -	3 1%	3 1%	1 *	3 1%	4 1%
Not applicable to me	**7** **1%**	3 1%	4 1%	- - *	3 2%	- -	1 *	2 1%	2 1%	3 1%	3 1%	- -	1 *	6 1%	1 *
Mean score	**1.5**	1.44	1.56	1.22 *	1.39	1.43	1.5 D	1.72 DEFG	1.64 DEF	1.5	1.52	1.39	1.56	1.51	1.49
Standard Deviation	**0.938**	0.989	0.884	1.135	0.9	1.082	0.964	0.678	0.809	1.001	0.9	1.035	0.849	0.949	0.928

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Standard Error	**0.03**	0.045	0.039	0.099	0.072	0.09	0.072	0.055	0.054	0.064	0.055	0.077	0.05	0.042	0.043

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**880**	197	358	152	173	245	634
	88%	90%	89%	87%	85%	88%	88%
I definitely agree (2)	**688**	163	281	112	131	187	501
	69%	75% RS	70%	65%	64%	67%	70%
I tend to agree (1)	**191**	34	76	39	42	58	133
	19%	15%	19%	23%	20%	21%	18%
I neither agree nor disagree (0)	**48**	12	17	8	11	14	34
	5%	6%	4%	5%	5%	5%	5%
Net: Disagree	**59**	7	23	12	16	17	42
	6%	3%	6%	7%	8%	6%	6%
I tend to disagree (-1)	**30**	3	13	5	9	9	21
	3%	1%	3%	3%	4%	3%	3%
I definitely disagree (-2)	**29**	4	10	7	8	8	21
	3%	2%	3%	4%	4%	3%	3%
Don't know	**6**	1	1	2	3	4	2
	1%	*	*	1%	1%	1%	*
Not applicable to me	**7**	2	3	-	2	-	7
	1%	1%	1%	-	1%	-	1%
Mean score	**1.5**	1.62 RS	1.52	1.42	1.4	1.48	1.51
Standard Deviation	**0.938**	0.808	0.918	1.006	1.036	0.938	0.939

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Standard Error	**0.03**	0.055	0.046	0.077	0.073	0.056	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**880** **88%**	219 90%	602 87%	58 93% *	509 87%	370 89%	141 88%	262 88%	96 83%	575 91% K	287 84%	17 61% **	219 85%	156 87%	314 89%	181 92% M	605 87%	274 91%
I definitely agree (2)	**688** **69%**	171 70%	472 68%	45 72% *	402 69%	287 69%	121 75%	196 66%	74 64%	469 75% K	208 61%	12 41% **	163 63%	117 65%	253 71% M	148 75% M	468 67%	221 73%
I tend to agree (1)	**191** **19%**	49 20%	130 19%	13 20% *	108 18%	83 20%	20 13%	65 22% G	22 19%	106 17%	80 23% J	6 20% **	56 22%	39 22%	61 17%	34 17%	138 20%	54 18%
I neither agree nor disagree (0)	**48** **5%**	8 3%	38 5%	2 3% *	32 6%	16 4%	7 4%	18 6%	8 7%	23 4%	21 6%	4 14% **	10 4%	10 5%	20 6%	8 4%	37 5%	11 4%
Net: Disagree	**59** **6%**	14 6%	42 6%	3 4% *	34 6%	25 6%	12 7%	14 5%	9 7%	25 4%	30 9% J	4 12% **	26 10% OP	12 6%	15 4%	6 3%	44 6%	15 5%
I tend to disagree (-1)	**30** **3%**	6 2%	24 3%	1 1% *	16 3%	14 3%	6 4%	4 1%	6 5%	12 2%	16 5% J	3 9% **	16 6% OP	6 3%	7 2%	2 1%	23 3%	7 2%
I definitely disagree (-2)	**29** **3%**	9 4%	18 3%	2 3% *	17 3%	11 3%	5 3%	9 3%	3 2%	13 2%	15 4%	1 3% **	10 4%	6 3%	8 2%	4 2%	21 3%	7 2%
Don't know	**6** **1%**	1 *	6 1%	- - *	6 1%	1 *	1 1%	2 1%	1 1%	4 1%	3 1%	- - **	2 1%	2 1%	1 *	1 1%	5 1%	2 1%
Not applicable to me	**7** **1%**	3 1%	5 1%	- - *	4 1%	3 1%	1 1%	2 1%	2 1%	3 *	1 *	3 12% **	1 *	1 1%	4 1%	1 *	6 1%	1 *
Mean score	**1.5**	1.52	1.49	1.58 *	1.49	1.51	1.54	1.49	1.41	1.62 K	1.33	1 **	1.36	1.44	1.56 M	1.63 MN	1.47	1.58
Standard Deviation	**0.938**	0.944	0.945	0.853	0.947	0.927	0.988	0.918	0.996	0.823	1.071	1.197	1.08	0.975	0.874	0.801	0.964	0.874

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Standard Error	**0.03**	0.061	0.036	0.108	0.039	0.046	0.078	0.054	0.094	0.033	0.058	0.241	0.068	0.073	0.047	0.057	0.037	0.05

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**880** **88%**	116 85%	763 88%
I definitely agree (2)	**688** **69%**	89 65%	599 69%
I tend to agree (1)	**191** **19%**	27 20%	164 19%
I neither agree nor disagree (0)	**48** **5%**	4 3%	44 5%
Net: Disagree	**59** **6%**	15 11% T	44 5%
I tend to disagree (-1)	**30** **3%**	7 5%	23 3%
I definitely disagree (-2)	**29** **3%**	8 6%	21 2%
Don't know	**6** **1%**	- -	6 1%
Not applicable to me	**7** **1%**	2 1%	5 1%
Mean score	**1.5**	1.35	1.52
Standard Deviation	**0.938**	1.15	0.899

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Standard Error	**0.03**	0.099	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**880** **88%**	238 89%	630 88%	348 85%	532 90% D	70 77% *	86 87% *	182 88% F	473 90%	234 87%	148 84%	158 85%	98 82%
I definitely agree (2)	**688** **69%**	177 66%	502 71%	270 66%	419 71%	49 54% *	66 67% *	149 72% F	385 73% J	170 63%	114 65%	122 66%	75 62%
I tend to agree (1)	**191** **19%**	62 23%	128 18%	78 19%	113 19%	21 23% *	20 21% *	33 16%	87 17%	64 24% I	34 19%	36 20%	24 20%
I neither agree nor disagree (0)	**48** **5%**	10 4%	33 5%	27 7% E	21 3%	8 8% *	8 8% *	11 5%	25 5%	13 5%	7 4%	12 6%	11 9%
Net: Disagree	**59** **6%**	17 6%	40 6%	28 7%	31 5%	12 13% G*	3 3% *	12 6%	24 4%	16 6%	19 11%	12 6%	8 7%
I tend to disagree (-1)	**30** **3%**	8 3%	22 3%	16 4%	14 2%	6 7% *	3 3% *	5 3%	11 2%	7 3%	12 7%	7 4%	6 5%
I definitely disagree (-2)	**29** **3%**	9 3%	18 3%	12 3%	16 3%	6 6% G*	- - *	7 3%	13 2%	9 3%	7 4%	5 2%	3 2%
Don't know	**6** **1%**	- -	6 1%	2 *	5 1%	1 1% *	1 1% *	- -	2 *	2 1%	1 *	4 2%	2 2%
Not applicable to me	**7** **1%**	4 1%	3 *	3 1%	4 1%	- - *	1 1% *	2 1%	3 *	4 2%	- -	- -	- -
Mean score	**1.5**	1.46	1.53	1.43	1.55	1.13 *	1.53 F*	1.52 F	1.58	1.44	1.35	1.45	1.38
Standard Deviation	**0.938**	0.965	0.917	0.994	0.896	1.216	0.778	0.954	0.872	0.961	1.1	0.96	0.995

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Standard Error	**0.03**	0.059	0.035	0.049	0.037	0.129	0.079	0.067	0.038	0.059	0.083	0.071	0.092

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**880** **88%**	205 89%	133 84%	90 83%	746 89%
I definitely agree (2)	**688** **69%**	156 67%	101 63%	67 61%	588 70%
I tend to agree (1)	**191** **19%**	49 21%	33 21%	23 21%	158 19%
I neither agree nor disagree (0)	**48** **5%**	8 4%	6 4%	5 4%	42 5%
Net: Disagree	**59** **6%**	11 5%	18 11% BE	12 11% BE	41 5%
I tend to disagree (-1)	**30** **3%**	6 3%	7 4%	6 5%	23 3%
I definitely disagree (-2)	**29** **3%**	5 2%	11 7% BE	6 6% E	17 2%
Don't know	**6** **1%**	4 2%	2 1%	2 1%	5 1%
Not applicable to me	**7** **1%**	3 1%	- -	- -	7 1%
Mean score	**1.5**	1.53 CD	1.3	1.29 *	1.54 CD
Standard Deviation	**0.938**	0.873	1.189	1.166	0.878

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. How much do you agree or disagree that - I know how to make scrambled eggs

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Standard Error	**0.03**	0.058	0.095	0.113	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. Summary table: Agreement with statements about food and cooking

Base: All respondents

	I'm not generally interested in food and cooking	I don't have time to spend preparing and cooking food	The price of food means I often don't buy the food I would like to	There's so much advice about food I tend to ignore it now	When it comes to preparing and cooking food, I tend to do what I learned when I was younger	When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	I like to talk to people about things that interest or concern me about food and food issues	I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce
Unweighted Base	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**
Base	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**
Net: Agree	201	183	473	390	552	393	482	651
	20%	18%	47%	39%	55%	39%	48%	65%
I definitely agree (2)	70	47	154	85	145	75	131	447
	7%	5%	15%	8%	15%	7%	13%	45%
I tend to agree (1)	131	136	320	305	407	319	351	203
	13%	14%	32%	30%	41%	32%	35%	20%
I neither agree nor disagree (0)	159	193	196	311	209	216	289	97
	16%	19%	20%	31%	21%	22%	29%	10%
Net: Disagree	624	603	314	288	223	372	209	221
	62%	60%	31%	29%	22%	37%	21%	22%
I tend to disagree (-1)	281	324	219	213	171	279	161	133
	28%	32%	22%	21%	17%	28%	16%	13%
I definitely disagree (-2)	343	279	95	75	52	93	48	87
	34%	28%	10%	7%	5%	9%	5%	9%
Don't know	5	5	4	3	4	9	7	10
	1%	*	*	*	*	1%	1%	1%
Not applicable to me	11	17	13	8	11	10	14	21
	1%	2%	1%	1%	1%	1%	1%	2%
Mean score	-0.71	-0.67	0.22	0.11	0.43	*	0.36	0.82
Standard Deviation	1.264	1.165	1.23	1.077	1.099	1.137	1.06	1.375
Standard Error	0.04	0.037	0.039	0.034	0.035	0.036	0.034	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. Summary table: Agreement with statements about food and cooking

Base: All respondents

	I know how to make scrambled eggs
Unweighted Base	**1000**
Base	**1000**
Net: Agree	880 88%
I definitely agree (2)	688 69%
I tend to agree (1)	191 19%
I neither agree nor disagree (0)	48 5%
Net: Disagree	59 6%
I tend to disagree (-1)	30 3%
I definitely disagree (-2)	29 3%
Don't know	6 1%
Not applicable to me	7 1%
Mean score	1.5
Standard Deviation	0.938
Standard Error	0.03

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
I'm not generally interested in food and cooking	**-0.71**	-0.66	-0.75	-0.59 *	-0.56 H	-0.77	-0.68	-0.91	-0.73	-0.84	-0.57 JN	-0.76	-0.68	-0.7 J	-0.71
I don't have time to spend preparing and cooking food	**-0.67**	-0.71	-0.63	-0.25 FGHI*	-0.26 FGHI	-0.57 HI	-0.59 HI	-0.97	-1.13	-0.78	-0.48 JLMNO	-0.75	-0.71	-0.62 J	-0.72
The price of food means I often don't buy the food I would like to	**0.22**	0.05	0.39 B	0.46 HI*	0.55 GHI	0.5 HI	0.26 I	0.13 I	-0.3	-0.29	0.33 JN	0.24 J	0.54 JKLNO	0.04 J	0.42 JLN
There's so much advice about food I tend to ignore it now	**0.11**	0.22 C	0.01	-0.09 *	0.11	0.23 D	* 	0.23 D	0.18 D	0.05	0.16	0.05	0.16	0.11	0.12
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	**0.43**	0.44	0.42	0.42 *	0.52	0.41	0.3	0.45	0.48	0.27	0.38	0.59 JN	0.51 JN	0.32	0.54 JKN
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	*****	0.01	*	0.26 HI*	0.19 HI	0.09 HI	-0.03	-0.21	-0.16	-0.14	0.13 JN	-0.03	0.03	* J	*
I like to talk to people about things that interest or concern me about food and food issues	**0.36**	0.22	0.5 B	0.66 GHI*	0.64 GHI	0.46 HI	0.27	0.11	0.17	0.44 M	0.38	0.46 MO	0.23	0.41 M	0.32 M
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	**0.82**	0.66	0.97 B	0.65 *	0.69	1.15 DEGI	0.76	1.03 DEI	0.67	0.99 KN	0.62	0.86	0.83	0.79 K	0.84 K
I know how to make scrambled eggs	**1.5**	1.44	1.56	1.22 *	1.39	1.43	1.5 D	1.72 DEFG	1.64 DEF	1.5	1.52	1.39	1.56	1.51	1.49

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
I'm not generally interested in food and cooking	**-0.71**	-0.66	-0.76	-0.67	-0.69	-0.71	-0.71
I don't have time to spend preparing and cooking food	**-0.67**	-0.74	-0.77	-0.52 Q	-0.5 PQ	-0.45 U	-0.75
The price of food means I often don't buy the food I would like to	**0.22**	0.31 Q	0.07	0.36 Q	0.32 Q	0.47 U	0.12
There's so much advice about food I tend to ignore it now	**0.11**	0.16	0.17	0.02	0.02	0.09	0.12
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	**0.43**	0.42	0.33	0.53	0.54 Q	0.5	0.4
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	*****	0.01	-0.05	0.12	0.01	0.1	-0.04
I like to talk to people about things that interest or concern me about food and food issues	**0.36**	0.22	0.29	0.48 P	0.56 PQ	0.59 U	0.28
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	**0.82**	0.9	0.74	0.77	0.92	0.95	0.76
I know how to make scrambled eggs	**1.5**	1.62 RS	1.52	1.42	1.4	1.48	1.51

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
I'm not generally interested in food and cooking	**-0.71**	-0.75	-0.68	-0.88 *	-0.7	-0.71	-0.63	-0.71	-0.76	-0.84	-0.58 J	0.8 **	-0.59 NO	-0.83	-0.81	-0.56 NO	-0.74	-0.63
I don't have time to spend preparing and cooking food	**-0.67**	-0.75	-0.61 D	-0.97 *	-0.61	-0.74	-0.59	-0.59	-0.71	-0.8	-0.5 J	0.47 **	-0.52 NO	-0.74	-0.86	-0.44 NO	-0.67	-0.67
The price of food means I often don't buy the food I would like to	**0.22**	0.29	0.22	-0.01 *	0.25	0.18	0.51 HI	0.25 I	-0.09	0.31 K	0.07	0.03 **	0.12 N	-0.12	0.07	0.96 MNO	0.21	0.26
There's so much advice about food I tend to ignore it now	**0.11**	0.18	0.08	0.19 *	-0.02	0.3 E	-0.23	-0.03	0.27 GH	0.05	0.22 J	0.35 **	0.11	0.15	0.09	0.12	0.03	0.3 Q
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	**0.43**	0.4	0.43	0.51 *	0.51 F	0.31	0.62 I	0.59 I	0.22	0.45	0.4	0.32 **	0.54 O	0.41	0.31	0.52 O	0.39	0.51
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	*	-0.01	0.03 D	-0.28 *	-0.01	0.02	0.15 I	0.01	-0.23	-0.09	0.15 J	0.52 **	0.17 NO	-0.07	-0.13	0.11 O	-0.05	0.13 Q
I like to talk to people about things that interest or concern me about food and food issues	**0.36**	0.45	0.33	0.46 *	0.44 F	0.25	0.74 HI	0.41 I	0.15	0.43	0.28	-0.14 **	0.37 N	0.13	0.43 N	0.47 N	0.48 R	0.11
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	**0.82**	0.86	0.82	0.62 *	0.92 F	0.67	1.06 I	0.91	0.7	1.05 K	0.49	-1 **	0.58	0.7	0.98 MN	0.92 M	0.84	0.76
I know how to make scrambled eggs	**1.5**	1.52	1.49	1.58 *	1.49	1.51	1.54	1.49	1.41	1.62 K	1.33	1 **	1.36	1.44	1.56 M	1.63 MN	1.47	1.58

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
I'm not generally interested in food and cooking	**-0.71**	-0.8	-0.69
I don't have time to spend preparing and cooking food	**-0.67**	-0.57	-0.68
The price of food means I often don't buy the food I would like to	**0.22**	0.23	0.22
There's so much advice about food I tend to ignore it now	**0.11**	0.07	0.12
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	**0.43**	0.29	0.45
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	*****	-0.04	0.01
I like to talk to people about things that interest or concern me about food and food issues	**0.36**	0.35	0.37
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	**0.82**	0.96	0.79
I know how to make scrambled eggs	**1.5**	1.35	1.52

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
I'm not generally interested in food and cooking	**-0.71**	-0.69	-0.73	-0.78	-0.66	-0.43 GH*	-0.89 *	-0.9	-0.91	-0.46 I	-0.54	-0.65	-0.8
I don't have time to spend preparing and cooking food	**-0.67**	-0.75	-0.64	-0.6	-0.72	-0.39 H*	-0.63 *	-0.7	-0.85	-0.47 I	-0.41	-0.37	-0.51 *
The price of food means I often don't buy the food I would like to	**0.22**	0.29	0.18	0.28	0.18	0.19 *	0.15 *	0.35	0.06	0.35 I	0.47	0.74 K	0.74 K
There's so much advice about food I tend to ignore it now	**0.11**	0.12	0.1	0.1	0.12	0.15 *	0.1 *	0.11	-0.03	0.31 I	0.25	0.1	0.06
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	**0.43**	0.49	0.41	0.34	0.49 D	0.52 *	0.24 *	0.27	0.38	0.51	0.47	0.53	0.53
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	*****	-0.01	-0.01	-0.04	0.04	0.06 *	-0.13 *	-0.07	-0.2	0.19 I	0.29	0.18	0.16 *
I like to talk to people about things that interest or concern me about food and food issues	**0.36**	0.27	0.4	0.54 E	0.24	0.51 *	0.64 *	0.48	0.53 J	0.23	0.09	0.56 K	0.54 K*
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	**0.82**	0.7	0.86	0.87	0.78	0.84 *	0.81 *	0.92	0.99 J	0.68	0.48	0.84 K	0.9 K
I know how to make scrambled eggs	**1.5**	1.46	1.53	1.43	1.55	1.13 *	1.53 F*	1.52 F	1.58	1.44	1.35	1.45	1.38

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q11. Mean scores summary tables: Agreement with statements about food and cooking

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
I'm not generally interested in food and cooking	**-0.71**	-0.72	-0.89	-0.73 C*	-0.67
I don't have time to spend preparing and cooking food	**-0.67**	-0.49 E	-0.69	-0.65	-0.66
The price of food means I often don't buy the food I would like to	**0.22**	0.6 CE	0.29	0.39	0.21
There's so much advice about food I tend to ignore it now	**0.11**	0.03	-0.15	-0.08	0.16 BCD
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	**0.43**	0.38	0.5	0.62	0.41
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	*	0.07	-0.15	-0.06	0.03
I like to talk to people about things that interest or concern me about food and food issues	**0.36**	0.59 E	0.81 BE	0.83 BE*	0.28
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	**0.82**	0.93	1.05 E	1.08 E*	0.77
I know how to make scrambled eggs	**1.5**	1.53 CD	1.3	1.29 *	1.54 CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any	**964** **96%**	459 94%	505 99% B	132 99% *	157 97%	142 96%	170 94%	146 96%	217 97%	239 96%	270 98%	176 95%	279 96%	509 97%	455 96%
Animal welfare	**805** **81%**	367 75%	438 85% B	109 82% *	125 77%	116 79%	149 82%	121 80%	185 82%	196 79%	226 82%	150 81%	234 81%	422 80%	383 81%
The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food	**803** **80%**	370 76%	434 85% B	98 74% *	123 76%	116 79%	149 82%	127 84%	190 85% DE	201 81%	228 83%	142 77%	232 80%	430 82%	374 79%
Food prices	**776** **78%**	351 72%	425 83% B	116 87% I*	129 80% I	118 80% I	140 78%	117 77%	156 69%	164 65%	225 82% JN	136 74%	251 87% JLNO	388 74% J	388 82% JLN
Food poisoning such as Salmonella, E. coli and Campylobacter	**754** **75%**	362 74%	392 76%	100 75% *	130 80% G	105 71%	119 66%	120 79% G	180 80% G	188 75%	192 70%	145 78%	229 79% K	381 73%	373 79% KN
Food not being what the label says it is	**733** **73%**	348 71%	385 75%	94 71% *	119 73%	103 70%	131 73%	114 75%	173 77%	181 72%	196 71%	136 73%	221 76%	376 72%	357 75%
The use of additives (such as preservatives and colouring) in food products	**701** **70%**	313 64%	388 76% B	86 65% *	105 65%	97 66%	129 72%	113 75%	169 75% E	179 71%	197 72%	130 70%	195 67%	376 72%	325 68%
Net: Any labelling	**530** **53%**	225 46%	305 60% B	87 66% GHI*	102 63% GHI	77 52%	92 51%	76 50%	97 43%	120 48%	146 53%	100 54%	165 57%	266 51%	264 56%
Date labels, such as "best before" and "use by" labels	**435** **44%**	187 38%	249 48% B	71 53% HI*	92 56% FGHI	62 42%	75 42%	58 38%	78 35%	97 39%	118 43%	84 45%	136 47%	215 41%	220 46%
Other information on food labels	**376** **38%**	158 32%	218 43% B	64 48% GHI*	72 44% I	57 38%	62 34%	52 34%	69 31%	85 34%	104 38%	68 37%	119 41%	189 36%	187 39%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any food hygiene	**759** **76%**	341 70%	418 81% B	110 83% *	133 82% FG	105 71%	130 72%	116 76%	165 74%	179 71%	209 76%	143 77%	228 79%	388 74%	371 78%
Food hygiene when eating out	**721** **72%**	323 66%	398 78% B	101 76% *	125 77% F	97 66%	123 68%	111 73%	163 73%	173 69%	196 71%	135 73%	216 75%	369 70%	352 74%
Food hygiene at home	**435** **43%**	193 40%	241 47% B	79 60% FGHI*	93 57% FGHI	53 36%	73 41%	61 40%	75 33%	96 39%	134 49% JN	80 43%	125 43%	230 44% J	205 43%
People having an unhealthy diet	**642** **64%**	288 59%	354 69% B	90 68% *	106 65%	95 64%	112 62%	98 64%	142 63%	168 67%	181 66%	112 61%	180 62%	350 67%	292 62%
Impact of environment on food production (e.g. carbon emissions, water scarcity)	**630** **63%**	288 59%	342 67% B	93 70% I*	105 64%	90 61%	109 60%	103 68%	130 58%	152 61%	180 66%	118 64%	179 62%	333 63%	297 63%
The feed given to livestock	**615** **61%**	274 56%	341 66% B	73 55% *	96 59%	86 58%	116 64%	102 67%	142 63%	163 65%	160 58%	112 61%	181 62%	322 61%	293 62%
Genetically Modified (GM) foods	**541** **54%**	235 48%	306 60% B	68 51% *	96 59% F	69 47%	103 57%	93 61% FI	111 50%	132 53%	136 49%	106 58%	167 58%	268 51%	273 58% KN
Allergens – things in food that cause allergic reactions	**479** **48%**	211 43%	268 52% B	70 53% *	85 52%	67 46%	81 45%	70 46%	106 47%	117 47%	118 43%	107 58% JKMNO	137 47%	235 45%	244 51% KMN
Possibility of food supply shortages	**450** **45%**	203 42%	248 48% B	80 60% FGHI*	82 51% I	63 43%	72 40%	69 45%	84 38%	97 39%	115 42%	94 51% JN	144 50% JN	213 40%	238 50% JKN
Not concerned about any	**36** **4%**	28 6% C	8 1%	1 1% *	6 3%	5 4%	10 6%	6 4%	8 3%	11 4%	5 2%	9 5%	11 4%	16 3%	20 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Any	964 96%	214 98%	386 96%	165 95%	199 97%	269 96%	695 97%
Animal welfare	805 81%	178 81%	322 80%	134 77%	171 84%	219 78%	586 81%
The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food	803 80%	188 86% Q	312 77%	135 78%	168 82%	218 78%	586 81%
Food prices	776 78%	172 78%	299 74%	140 81%	165 81%	228 82%	548 76%
Food poisoning such as Salmonella, E. coli and Campylobacter	754 75%	157 72%	303 75%	135 78%	159 78%	214 77%	540 75%
Food not being what the label says it is	733 73%	158 72%	289 72%	135 78%	153 75%	208 74%	525 73%
The use of additives (such as preservatives and colouring) in food products	701 70%	160 73%	282 70%	115 67%	143 70%	185 66%	516 72%
Net: Any labelling	530 53%	101 46%	203 50%	106 61% PQ	121 59% PQ	171 61% U	359 50%
Date labels, such as "best before" and "use by" labels	435 44%	83 38%	168 42%	82 47%	103 50% P	144 51% U	292 40%
Other information on food labels	376 38%	75 34%	139 34%	77 44% Q	86 42%	119 43%	257 36%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Any food hygiene	**759** **76%**	168 76%	296 73%	134 77%	161 79%	215 77%	544 76%
Food hygiene when eating out	**721** **72%**	159 73%	283 70%	125 72%	154 75%	201 72%	520 72%
Food hygiene at home	**435** **43%**	83 38%	163 40%	90 52% PQ	99 48% P	130 47%	304 42%
People having an unhealthy diet	**642** **64%**	140 64%	254 63%	108 62%	140 69%	183 65%	459 64%
Impact of environment on food production (e.g. carbon emissions, water scarcity)	**630** **63%**	139 64%	239 59%	113 65%	139 68%	179 64%	451 63%
The feed given to livestock	**615** **61%**	143 65%	242 60%	102 59%	128 62%	169 60%	446 62%
Genetically Modified (GM) foods	**541** **54%**	112 51%	215 53%	94 54%	121 59%	161 57%	381 53%
Allergens – things in food that cause allergic reactions	**479** **48%**	91 41%	195 48%	91 52% P	103 50%	142 51%	337 47%
Possibility of food supply shortages	**450** **45%**	91 41%	172 43%	88 51%	99 48%	136 49%	314 44%
Not concerned about any	**36** **4%**	5 2%	17 4%	8 5%	6 3%	11 4%	25 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Any	**964** **96%**	238 97%	668 96%	58 93% *	569 97%	395 95%	160 99% I	288 97%	110 95%	614 98%	328 96%	22 78% **	250 97%	177 98%	335 94%	194 98%	689 99% R	275 91%
Animal welfare	**805** **81%**	206 84%	546 79%	53 85% *	483 83%	322 78%	141 87%	239 80%	94 81%	513 82%	274 80%	18 64% **	201 78%	150 83%	284 80%	163 82%	583 84% R	223 74%
The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food	**803** **80%**	204 83%	548 79%	51 82% *	482 82%	321 77%	138 86%	244 82%	90 78%	518 82%	267 78%	18 65% **	207 80%	152 84%	284 80%	154 78%	583 84% R	221 73%
Food prices	**776** **78%**	192 78%	539 78%	45 71% *	463 79%	312 75%	134 83% I	240 81% I	80 69%	505 80% K	255 74%	16 55% **	193 75%	143 79% O	244 69%	189 96% MNO	557 80% R	219 72%
Food poisoning such as Salmonella, E. coli and Campylobacter	**754** **75%**	177 72%	525 76%	53 84% *	464 79% F	290 70%	136 84% I	243 82% I	76 65%	473 75%	262 76%	19 68% **	217 84% NOP	134 74%	255 72%	144 73%	555 80% R	199 66%
Food not being what the label says it is	**733** **73%**	191 78%	502 73%	41 65% *	432 74%	301 73%	119 74%	227 76% I	77 66%	455 72%	261 76%	17 62% **	199 77% O	151 84% OP	242 68%	136 69%	547 78% R	187 62%
The use of additives (such as preservatives and colouring) in food products	**701** **70%**	177 72%	484 70%	40 64% *	430 73% F	271 65%	123 76%	219 74%	79 68%	444 71%	240 70%	17 59% **	175 68%	123 68%	266 75%	133 67%	518 74% R	183 60%
Net: Any labelling	**530** **53%**	135 55% D	371 54% D	25 39% *	324 55%	207 50%	105 65% I	166 56% I	47 41%	331 53%	186 54%	13 45% **	141 55%	96 53%	177 50%	114 58%	404 58% R	126 42%
Date labels, such as "best before" and "use by" labels	**435** **44%**	108 44%	306 44%	21 34% *	265 45%	171 41%	89 55% I	136 46% I	36 31%	257 41%	166 49% J	12 41% **	119 46%	78 43%	149 42%	89 45%	328 47% R	108 36%
Other information on food labels	**376** **38%**	96 39% D	265 38% D	14 23% *	249 43% F	127 31%	86 53% HI	123 42% I	35 30%	242 38%	126 37%	8 29% **	94 36%	66 36%	136 38%	79 40%	296 42% R	80 26%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Any food hygiene	**759** **76%**	186 76%	527 76%	46 73% *	471 81% F	287 69%	142 88% I	240 81% I	81 70%	485 77%	257 75%	16 58% **	212 82% O	137 76%	250 70%	155 78%	571 82% R	188 62%
Food hygiene when eating out	**721** **72%**	178 73%	501 72%	42 66% *	448 77% F	272 66%	135 84% I	227 76%	78 68%	459 73%	245 71%	16 58% **	201 78% O	132 73%	237 67%	145 74%	544 78% R	176 58%
Food hygiene at home	**435** **43%**	99 41%	313 45%	22 35% *	272 47% F	162 39%	85 52% I	144 48% I	41 35%	263 42%	163 48%	9 32% **	125 49%	78 43%	143 40%	87 44%	328 47% R	107 35%
People having an unhealthy diet	**642** **64%**	158 64%	447 65%	37 59% *	400 68% F	242 58%	130 81% HI	200 67%	65 57%	418 66%	210 61%	14 50% **	154 60%	103 57%	253 71% MN	128 65%	494 71% R	148 49%
Impact of environment on food production (e.g. carbon emissions, water scarcity)	**630** **63%**	161 66% D	437 63%	32 51% *	401 68% F	229 55%	125 78% HI	202 68% I	66 57%	402 64%	214 62%	14 50% **	155 60%	117 65%	218 61%	132 67%	476 68% R	154 51%
The feed given to livestock	**615** **61%**	156 64%	424 61%	35 55% *	391 67% F	224 54%	114 71% I	199 67%	68 59%	404 64%	200 58%	11 39% **	150 58%	125 69% M	217 61%	117 59%	466 67% R	148 49%
Genetically Modified (GM) foods	**541** **54%**	138 56%	376 54%	27 44% *	336 57% F	205 50%	110 68% HI	162 55%	56 49%	340 54%	192 56%	9 34% **	142 55%	101 56%	187 53%	107 54%	411 59% R	130 43%
Allergens – things in food that cause allergic reactions	**479** **48%**	119 49%	330 48%	30 48% *	315 54% F	164 40%	96 59% I	167 56% I	45 39%	292 46%	174 51%	13 45% **	136 53%	85 47%	166 47%	91 46%	381 55% R	99 33%
Possibility of food supply shortages	**450** **45%**	115 47% D	317 46% D	18 29% *	280 48%	171 41%	88 54% I	146 49% I	42 36%	266 42%	172 50% J	12 42% **	125 48% N	68 38%	144 40%	110 56% NO	351 50% R	99 33%
Not concerned about any	**36** **4%**	7 3%	24 4%	5 7% *	17 3%	19 5%	1 1%	9 3%	6 5% G	15 2%	15 4%	6 22% **	9 3%	3 2%	20 6%	4 2%	8 1%	28 9% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any	**964** **96%**	137 100% T	827 96%
Animal welfare	**805** **81%**	113 82%	692 80%
The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food	**803** **80%**	115 84%	688 80%
Food prices	**776** **78%**	118 86% T	657 76%
Food poisoning such as Salmonella, E. coli and Campylobacter	**754** **75%**	116 84% T	638 74%
Food not being what the label says it is	**733** **73%**	109 80%	624 72%
The use of additives (such as preservatives and colouring) in food products	**701** **70%**	109 79% T	592 69%
Net: Any labelling	**530** **53%**	88 64% T	442 51%
Date labels, such as "best before" and "use by" labels	**435** **44%**	71 52%	365 42%
Other information on food labels	**376** **38%**	70 51% T	306 35%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Net: Any food hygiene	**759** **76%**	115 84% T	643 75%
Food hygiene when eating out	**721** **72%**	109 80% T	611 71%
Food hygiene at home	**435** **43%**	69 51%	365 42%
People having an unhealthy diet	**642** **64%**	96 70%	546 63%
Impact of environment on food production (e.g. carbon emissions, water scarcity)	**630** **63%**	102 75% T	528 61%
The feed given to livestock	**615** **61%**	91 66%	524 61%
Genetically Modified (GM) foods	**541** **54%**	81 59%	460 53%
Allergens – things in food that cause allergic reactions	**479** **48%**	105 76% T	374 43%
Possibility of food supply shortages	**450** **45%**	71 52%	379 44%
Not concerned about any	**36** **4%**	- -	36 4% S

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Any	964 96%	263 98%	683 96%	399 98%	565 96%	87 96% *	95 96% *	204 99%	515 98%	258 95%	167 95%	178 96%	113 94%
Animal welfare	805 81%	227 84%	563 79%	328 80%	477 81%	65 72% *	83 84% *	170 82%	450 86% J	202 75%	135 77%	141 76%	92 77%
The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food	803 80%	232 86% C	556 78%	333 82%	470 79%	64 72% *	84 85% F*	175 84% F	444 84% J	206 77%	131 75%	143 77%	94 78%
Food prices	776 78%	224 83% C	539 76%	325 80%	451 76%	65 72% *	79 80% *	170 82%	401 76%	212 79%	142 81%	159 86%	99 83%
Food poisoning such as Salmonella, E. coli and Campylobacter	754 75%	214 79%	525 74%	328 80% E	426 72%	74 82% *	72 73% *	170 82%	404 77%	200 74%	131 75%	146 79%	98 82%
Food not being what the label says it is	733 73%	209 78%	510 72%	303 74%	431 73%	61 68% *	76 77% *	158 76%	392 74%	198 73%	124 71%	139 75%	86 72%
The use of additives (such as preservatives and colouring) in food products	701 70%	193 72%	494 69%	293 72%	408 69%	66 74% *	71 71% *	149 72%	408 78% J	164 61%	112 64%	120 64%	74 61%
Net: Any labelling	530 53%	141 52%	378 53%	230 56%	300 51%	62 69% H*	54 54% *	108 52%	277 53%	134 50%	104 59%	120 64%	81 67%
Date labels, such as "best before" and "use by" labels	435 44%	116 43%	312 44%	189 46%	246 42%	56 63% GH*	43 43% *	83 40%	213 40%	119 44%	89 51%	101 54%	69 58%
Other information on food labels	376 38%	103 38%	264 37%	170 42% E	206 35%	46 51% H*	42 43% *	76 37%	211 40%	90 33%	67 38%	80 43%	55 46%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any food hygiene	**759** **76%**	214 79%	531 75%	331 81% E	428 72%	79 88% G*	71 72% *	170 82%	412 78% J	193 71%	133 76%	143 77%	88 74%
Food hygiene when eating out	**721** **72%**	206 76%	504 71%	313 77% E	408 69%	73 81% *	67 68% *	163 79%	395 75% J	181 67%	126 72%	133 72%	84 70%
Food hygiene at home	**435** **43%**	111 41%	315 44%	202 50% E	232 39%	49 54% *	46 47% *	99 48%	224 43%	114 42%	85 48%	89 48%	52 44%
People having an unhealthy diet	**642** **64%**	172 64%	456 64%	274 67%	368 62%	56 62% *	67 68% *	141 68%	364 69% J	159 59%	101 58%	120 65%	76 63%
Impact of environment on food production (e.g. carbon emissions, water scarcity)	**630** **63%**	172 64%	443 62%	259 63%	371 63%	54 60% *	65 66% *	129 63%	346 66%	166 61%	100 57%	115 62%	73 61%
The feed given to livestock	**615** **61%**	180 67% C	420 59%	251 61%	364 62%	56 62% *	62 63% *	126 61%	356 68% J	145 54%	99 57%	105 56%	69 57%
Genetically Modified (GM) foods	**541** **54%**	162 60% C	367 52%	225 55%	316 53%	54 60% *	54 55% *	109 53%	305 58% J	132 49%	88 50%	112 60%	78 65% K
Allergens – things in food that cause allergic reactions	**479** **48%**	134 50%	332 47%	206 50%	273 46%	56 63% H*	48 48% *	95 46%	281 53% J	117 43%	70 40%	93 50%	64 53% K
Possibility of food supply shortages	**450** **45%**	124 46%	317 45%	183 45%	267 45%	48 53% *	42 43% *	86 41%	242 46%	117 43%	78 45%	91 49%	58 48%
Not concerned about any	**36** **4%**	6 2%	29 4%	10 2%	26 4%	3 4% *	4 4% *	3 1%	11 2%	12 5%	8 5%	8 4%	7 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any	**964** **96%**	226 98%	157 99%	109 100%	807 96%
Animal welfare	**805** **81%**	187 81%	139 87% E	98 90% BE	666 79%
The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food	**803** **80%**	194 84%	137 86%	96 88% E	667 79%
Food prices	**776** **78%**	198 85% E	126 79%	87 80%	650 77%
Food poisoning such as Salmonella, E. coli and Campylobacter	**754** **75%**	176 76%	140 88% BE	100 91% BE	614 73%
Food not being what the label says it is	**733** **73%**	176 76%	130 82% E	92 85% E	603 72%
The use of additives (such as preservatives and colouring) in food products	**701** **70%**	166 71%	127 80% E	90 83% BE	574 68%
Net: Any labelling	**530** **53%**	138 59% E	107 68% E	77 70% E	423 50%
Date labels, such as "best before" and "use by" labels	**435** **44%**	115 50% E	83 52% E	61 56% E	352 42%
Other information on food labels	**376** **38%**	97 42% E	87 55% BE	63 58% BE	289 34%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q13. Proportion concerned by each of the following food issues.

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any food hygiene	**759** **76%**	188 81% E	139 88% E	98 90% E	619 74%
Food hygiene when eating out	**721** **72%**	181 78% E	131 83% E	92 84% E	589 70%
Food hygiene at home	**435** **43%**	108 46% E	95 60% BE	63 58% BE	340 40%
People having an unhealthy diet	**642** **64%**	156 67%	111 70%	77 71%	531 63%
Impact of environment on food production (e.g. carbon emissions, water scarcity)	**630** **63%**	148 64%	118 74% BE	81 74% E	512 61%
The feed given to livestock	**615** **61%**	151 65%	110 69% E	77 71% E	505 60%
Genetically Modified (GM) foods	**541** **54%**	135 58%	101 64% E	71 65% E	440 52%
Allergens – things in food that cause allergic reactions	**479** **48%**	111 48%	100 63% BE	66 61% BE	379 45%
Possibility of food supply shortages	**450** **45%**	106 46%	89 56% BE	67 62% BE	361 43%
Not concerned about any	**36** **4%**	6 2%	2 1%	- -	34 4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q14. Which one of the following are you most concerned about?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
My family or myself becoming ill through eating unsafe food	**259**	137	121	36	41	29	46	50	57	62	65	63	69	127	132
	26%	28%	24%	27%	25%	19%	25%	33%	25%	25%	24%	34%	24%	24%	28%
				*				F				KMNO			M
Eating food that isn't what it says it is without knowing	**180**	85	95	13	26	27	38	24	52	49	47	32	52	95	85
	18%	18%	19%	10%	16%	18%	21%	16%	23%	19%	17%	18%	18%	18%	18%
				*			D		D						
Making sure I / myself and my family eat a healthy, balanced diet	**355**	188	166	40	67	49	55	48	95	111	102	58	84	213	142
	35%	39%	32%	30%	41%	33%	31%	32%	42%	44%	37%	31%	29%	40%	30%
		C		*	G				DGH	LMO				LMO	
Not being able to afford a healthy, balanced diet	**198**	67	130	44	28	42	42	27	16	27	59	29	82	87	111
	20%	14%	25%	33%	17%	28%	23%	18%	7%	11%	22%	16%	28%	17%	23%
			B	EHI*	I	EHI	I	I			JN		JLNO	J	JLN
Other	**5**	5	-	-	-	1	-	2	2	2	1	-	2	3	2
	*****	1%	-	-	-	1%	-	1%	1%	1%	*	-	1%	*	*
				*											
None	**4**	4	-	-	-	-	-	1	3	-	1	2	1	1	3
	*****	1%	-	-	-	-	-	1%	1%	-	*	1%	*	*	1%
				*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q14. Which one of the following are you most concerned about?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
My family or myself becoming ill through eating unsafe food	**259**	41	115	52	51	72	186
	26%	19%	29% P	30% P	25%	26%	26%
Eating food that isn't what it says it is without knowing	**180**	47	73	29	31	47	133
	18%	21%	18%	17%	15%	17%	18%
Making sure I / myself and my family eat a healthy, balanced diet	**355**	74	144	56	81	99	256
	35%	34%	36%	32%	39%	35%	36%
Not being able to afford a healthy, balanced diet	**198**	54	66	37	41	62	136
	20%	25% Q	16%	21%	20%	22%	19%
Other	**5**	2	2	-	1	-	5
	*****	1%	*	-	1%	-	1%
None	**4**	1	3	-	-	-	4
	*****	*	1%	-	-	-	1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q14. Which one of the following are you most concerned about?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
My family or myself becoming ill through eating unsafe food	**259**	66	178	14	161	98	50	79	31	147	102	9	259	-	-	-	175	83
	26%	27%	26%	23%	27%	24%	31%	27%	27%	23%	30%	32%	100%	-	-	-	25%	28%
				*							J	**	NOP					
Eating food that isn't what it says it is without knowing	**180**	39	130	11	96	84	23	46	21	127	50	3	-	180	-	-	121	59
	18%	16%	19%	17%	16%	20%	15%	16%	18%	20%	15%	10%	-	100%	-	-	17%	19%
				*						K		**		MOP				
Making sure I / myself and my family eat a healthy, balanced diet	**355**	81	250	23	209	146	56	112	37	210	134	11	-	-	355	-	259	96
	35%	33%	36%	37%	36%	35%	35%	38%	32%	33%	39%	38%	-	-	100%	-	37%	32%
				*								**			MNP			
Not being able to afford a healthy, balanced diet	**198**	55	128	14	116	82	31	59	25	138	54	6	-	-	-	198	137	61
	20%	23%	18%	23%	20%	20%	19%	20%	21%	22%	16%	20%	-	-	-	100%	20%	20%
				*						K		**				MNO		
Other	**5**	-	5	-	2	3	1	-	1	3	2	-	-	-	-	-	5	-
	*****	-	1%	-	*	1%	1%	-	1%	*	1%	-	-	-	-	-	1%	-
				*								**						
None	**4**	3	1	-	2	2	-	-	2	3	1	-	-	-	-	-	-	4
	*****	1%	*	-	*	*	-	-	2%	*	*	-	-	-	-	-	-	1%
				*								**						Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q14. Which one of the following are you most concerned about?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
My family or myself becoming ill through eating unsafe food	**259**	38	220
	26%	28%	26%
Eating food that isn't what it says it is without knowing	**180**	24	157
	18%	17%	18%
Making sure I / myself and my family eat a healthy, balanced diet	**355**	49	306
	35%	35%	36%
Not being able to afford a healthy, balanced diet	**198**	27	171
	20%	20%	20%
Other	**5**	-	5
	*****	-	1%
None	**4**	-	4
	*****	-	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q14. Which one of the following are you most concerned about?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
My family or myself becoming ill through eating unsafe food	**259**	77	177	114	144	37	25	51	123	77	55	44	32
	26%	29%	25%	28%	24%	41% GH*	25% *	24%	23%	28%	31%	24%	27%
Eating food that isn't what it says it is without knowing	**180**	53	125	66	114	12	19	33	96	40	41	30	18
	18%	20%	18%	16%	19%	13% *	20% *	16%	18%	15%	23%	16%	15%
Making sure I / myself and my family eat a healthy, balanced diet	**355**	81	267	147	208	31	36	79	216	87	37	64	38
	35%	30%	37% B	36%	35%	34% *	37% *	38%	41% J	32%	21%	35% K	32% K
Not being able to afford a healthy, balanced diet	**198**	52	141	79	119	11	19	43	87	64	42	47	31
	20%	19%	20%	19%	20%	12% *	19% *	21%	16%	24% I	24%	25%	26%
Other	**5**	2	2	2	3	-	-	2	2	1	-	-	-
	*****	1%	*	*	*	- *	- *	1%	*	*	-	-	-
None	**4**	4	-	-	4	-	-	-	3	1	-	-	-
	*****	1% C	-	-	1%	- *	- *	-	1%	*	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q14. Which one of the following are you most concerned about?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
My family or myself becoming ill through eating unsafe food	**259** **26%**	46 20%	52 32% B	38 35% BE	207 25%
Eating food that isn't what it says it is without knowing	**180** **18%**	47 20%	30 19%	24 22%	151 18%
Making sure I / myself and my family eat a healthy, balanced diet	**355** **35%**	75 33%	54 34%	31 28%	301 36%
Not being able to afford a healthy, balanced diet	**198** **20%**	63 27% CDE	24 15%	16 15%	174 21%
Other	**5** *	- -	- -	- -	5 1%
None	**4** *	- -	- -	- -	4 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Price of food

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
It will improve	**93**	46	47	11	13	10	21	20	17	25	20	21	28	45	48
	9%	10%	9%	9%	8%	6%	12%	13%	8%	10%	7%	11%	10%	9%	10%
				*											
There will be no change	**211**	114	97	27	40	33	30	26	55	49	59	43	60	108	102
	21%	23%	19%	21%	25%	22%	16%	17%	24%	20%	21%	23%	21%	21%	22%
				*											
It will get worse	**639**	304	335	84	101	95	120	101	138	159	180	120	180	339	300
	64%	62%	65%	63%	62%	64%	66%	67%	61%	64%	65%	65%	62%	65%	63%
				*											
Don't know	**57**	22	34	10	8	10	9	4	14	16	16	2	22	32	24
	6%	5%	7%	8%	5%	7%	5%	3%	6%	7%	6%	1%	8%	6%	5%
				*						L	L		LO	L	L

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Price of food

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
It will improve	93	17	42	12	22	31	62
	9%	8%	10%	7%	11%	11%	9%
There will be no change	211	42	89	36	44	61	150
	21%	19%	22%	21%	21%	22%	21%
It will get worse	639	142	251	114	131	174	465
	64%	65%	62%	66%	64%	62%	65%
Don't know	57	18	21	11	8	14	43
	6%	8%	5%	6%	4%	5%	6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Price of food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
It will improve	**93**	28	61	4	63	30	28	26	10	56	34	4	36	19	27	12	70	23
	9%	12%	9%	6% *	11%	7%	17% H	9%	9%	9%	10%	12% **	14% OP	10%	7%	6%	10%	8%
There will be no change	**211**	44	154	14	126	85	31	63	29	119	86	5	53	44	84	27	136	75
	21%	18%	22%	22% *	21%	21%	19%	21%	25%	19%	25% J	19% **	20%	24% P	24% P	14%	19%	25%
It will get worse	**639**	155	442	43	375	264	99	196	73	418	203	18	164	108	219	142	462	177
	64%	63%	64%	68% *	64%	64%	62%	66%	63%	66% K	59%	63% **	63%	60%	62%	72% NO	66% R	59%
Don't know	**57**	19	36	3	21	36	3	13	4	36	19	2	6	10	25	16	30	27
	6%	8%	5%	4% *	4%	9% E	2%	4%	4%	6%	6%	6% **	2%	5%	7% M	8% M	4%	9% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Price of food

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
It will improve	**93**	10	83
	9%	7%	10%
There will be no change	**211**	23	187
	21%	17%	22%
It will get worse	**639**	98	541
	64%	71%	63%
Don't know	**57**	7	50
	6%	5%	6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Price of food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
It will improve	**93**	29	64	42	51	18	8	14	49	32	12	18	13
	9%	11%	9%	10%	9%	20% GH*	8% *	7%	9%	12%	7%	9%	11%
There will be no change	**211**	53	151	76	135	24	23	26	110	57	38	46	32
	21%	20%	21%	18%	23%	27% H*	24% H*	12%	21%	21%	22%	25%	27%
It will get worse	**639**	171	456	273	366	48	63	154	333	170	118	113	66
	64%	64%	64%	67%	62%	53% *	64% *	74% F	63%	63%	67% M	61%	55%
Don't know	**57**	16	41	17	40	-	4	13	35	11	7	10	8
	6%	6%	6%	4%	7%	- *	4% *	6% F	7%	4%	4%	5%	7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Price of food

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
It will improve	**93**	17	24	17	69
	9%	7%	15% BE	16% BE	8%
There will be no change	**211**	42	33	24	178
	21%	18%	21%	22%	21%
It will get worse	**639**	156	97	65	542
	64%	67%	61%	60%	64%
Don't know	**57**	16	5	3	52
	6%	7%	3%	3%	6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food safety

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
It will improve	**156**	72	84	18	29	18	30	29	32	30	39	35	51	69	87
	16%	15%	16%	13%	18%	12%	16%	19%	14%	12%	14%	19%	18%	13%	18%
				*											JN
There will be no change	**548**	289	259	76	87	86	97	73	129	145	153	106	144	298	249
	55%	59%	50%	57%	53%	58%	53%	48%	58%	58%	56%	57%	49%	57%	52%
		C		*											
It will get worse	**227**	104	123	29	34	31	45	39	50	60	61	32	74	121	106
	23%	21%	24%	22%	21%	21%	25%	25%	22%	24%	22%	17%	26%	23%	22%
				*											
Don't know	**69**	22	47	10	13	12	9	11	13	14	22	12	21	36	33
	7%	5%	9%	8%	8%	8%	5%	7%	6%	6%	8%	7%	7%	7%	7%
			B	*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food safety

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
It will improve	156	40	60	19	37	52	104
	16%	18%	15%	11%	18%	18%	14%
There will be no change	548	113	218	95	121	155	393
	55%	52%	54%	55%	59%	55%	55%
It will get worse	227	53	92	45	37	55	172
	23%	24%	23%	26%	18%	20%	24%
Don't know	69	13	33	14	9	18	51
	7%	6%	8%	8%	4%	6%	7%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food safety

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
It will improve	**156**	44	105	7	103	53	45	45	13	107	45	4	43	36	51	25	114	42
	16%	18%	15%	11% *	18%	13%	28% HI	15%	11%	17%	13%	14% **	17%	20%	14%	13%	16%	14%
There will be no change	**548**	134	372	41	326	221	74	177	69	321	210	17	149	91	214	91	378	169
	55%	55%	54%	66% *	56%	53%	46%	59% G	60% G	51%	61% J	60% **	57% P	50%	60% NP	46%	54%	56%
It will get worse	**227**	49	166	12	128	100	37	60	26	158	63	6	53	39	70	61	172	55
	23%	20%	24%	19% *	22%	24%	23%	20%	23%	25% K	18%	20% **	21%	22%	20%	31% MO	25% R	18%
Don't know	**69**	18	49	3	29	41	5	15	8	43	25	2	14	14	21	20	33	36
	7%	7%	7%	4% *	5%	10% E	3%	5%	7%	7%	7%	6% **	5%	8%	6%	10%	5%	12% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food safety

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
It will improve	**156**	25	131
	16%	18%	15%
There will be no change	**548**	71	477
	55%	52%	55%
It will get worse	**227**	36	192
	23%	26%	22%
Don't know	**69**	6	63
	7%	4%	7%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food safety

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
It will improve	**156**	43	108	68	88	21	16	28	89	40	25	34	21
	16%	16%	15%	17%	15%	23% *	17% *	13%	17%	15%	14%	18%	18%
There will be no change	**548**	132	406	207	341	47	54	102	275	157	98	106	72
	55%	49%	57% B	51%	58% D	52% *	55% *	49%	52%	58%	56%	57%	60%
It will get worse	**227**	78	146	112	115	21	25	63	126	51	44	32	17
	23%	29% C	20%	28% E	19%	23% *	26% *	30%	24%	19%	25% M	17%	14%
Don't know	**69**	17	52	22	48	2	3	15	36	21	8	14	9
	7%	6%	7%	5%	8%	2% *	3% *	7%	7%	8%	4%	8%	8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food safety

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
It will improve	**156** **16%**	37 16%	39 24% BE	27 25% E	117 14%
There will be no change	**548** **55%**	115 50%	79 49%	52 48%	469 56% B
It will get worse	**227** **23%**	56 24%	40 25%	29 27%	188 22%
Don't know	**69** **7%**	23 10% CD	2 1%	1 1%	67 8% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food availability

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
It will improve	**99**	54	45	13	20	7	23	18	18	22	25	25	28	46	53
	10%	11%	9%	10%	12%	5%	13%	12%	8%	9%	9%	14%	10%	9%	11%
				*	F		F								
There will be no change	**488**	247	241	54	72	77	85	69	131	120	133	97	138	252	235
	49%	51%	47%	41%	44%	52%	47%	45%	58%	48%	48%	52%	48%	48%	50%
				*					DEGH						
It will get worse	**353**	167	186	56	60	54	62	55	65	96	99	57	101	195	158
	35%	34%	36%	43%	37%	37%	34%	36%	29%	38%	36%	31%	35%	37%	33%
				I*											
Don't know	**60**	18	42	9	10	9	11	11	10	13	19	6	23	32	28
	6%	4%	8%	7%	6%	6%	6%	7%	4%	5%	7%	3%	8%	6%	6%
			B	*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food availability

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
It will improve	99	21	42	12	24	32	67
	10%	10%	10%	7%	12%	12%	9%
There will be no change	488	99	196	87	105	135	352
	49%	45%	49%	50%	51%	48%	49%
It will get worse	353	80	141	64	69	100	253
	35%	36%	35%	37%	34%	36%	35%
Don't know	60	19	24	10	7	12	48
	6%	9% S	6%	6%	3%	4%	7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food availability

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
It will improve	99 10%	29 12%	66 10%	4 7% *	70 12% F	29 7%	34 21% HI	28 10%	8 6%	61 10%	35 10%	4 12% **	33 13% P	24 13% P	29 8%	12 6%	78 11%	22 7%
There will be no change	488 49%	111 45%	337 49%	39 62% B*	292 50%	195 47%	73 45%	155 52%	61 52%	299 48%	175 51%	14 48% **	122 47%	96 53% P	188 53% P	77 39%	326 47%	161 53%
It will get worse	353 35%	89 36%	248 36%	16 25% *	197 34%	156 38%	49 31%	105 35%	38 32%	230 37%	113 33%	10 36% **	94 36% N	45 25%	116 33%	95 48% MNO	265 38% R	88 29%
Don't know	60 6%	16 7%	40 6%	4 6% *	25 4%	35 8% E	4 3%	9 3%	10 9% GH	39 6%	21 6%	1 3% **	10 4%	15 8%	22 6%	13 7%	28 4%	32 11% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food availability

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
It will improve	**99**	16	83
	10%	12%	10%
There will be no change	**488**	57	431
	49%	41%	50%
It will get worse	**353**	59	294
	35%	43%	34%
Don't know	**60**	6	55
	6%	4%	6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food availability

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
It will improve	**99**	31	67	48	51	20	11	13	64	24	10	18	12
	10%	12%	9%	12%	9%	23% H*	11% *	6%	12%	9%	6%	10%	10%
There will be no change	**488**	124	353	188	299	47	42	97	248	142	86	94	63
	49%	46%	50%	46%	51%	52% *	43% *	47%	47%	53%	49%	50%	53%
It will get worse	**353**	100	247	156	197	21	44	86	186	87	69	65	38
	35%	37%	35%	38%	33%	23% *	44% F*	42% F	35%	32%	39%	35%	32%
Don't know	**60**	15	45	16	45	2	2	11	28	17	10	10	6
	6%	5%	6%	4%	8% D	2% *	2% *	5%	5%	6%	6%	5%	5%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food availability

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
It will improve	**99**	23	30	22	70
	10%	10%	19% BE	20% BE	8%
There will be no change	**488**	101	78	52	409
	49%	43%	49%	48%	49%
It will get worse	**353**	89	50	34	303
	35%	38%	32%	31%	36%
Don't know	**60**	20	1	1	59
	6%	8% CD	1%	1%	7% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
It will improve	**138**	62	76	16	26	16	32	20	28	34	34	38	32	68	70
	14%	13%	15%	12%	16%	11%	18%	13%	13%	13%	13%	20%	11%	13%	15%
				*								KMNO			M
There will be no change	**502**	272	230	52	69	75	87	81	137	133	133	84	152	266	236
	50%	56%	45%	39%	43%	51%	48%	54%	61%	53%	48%	45%	52%	51%	50%
		C		*				D	DEG						
It will get worse	**277**	129	147	50	52	40	50	39	45	70	78	50	79	148	129
	28%	27%	29%	38%	32%	27%	28%	26%	20%	28%	28%	27%	27%	28%	27%
				I*	I										
Don't know	**84**	24	60	15	15	16	11	11	15	13	29	14	27	43	41
	8%	5%	12%	11%	9%	11%	6%	7%	7%	5%	11%	7%	9%	8%	9%
			B	*							JN			J	

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
It will improve	138	22	63	28	25	53	85
	14%	10%	16%	16%	12%	19% U	12%
There will be no change	502	122	198	79	104	133	369
	50%	56%	49%	45%	51%	48%	51%
It will get worse	277	58	108	49	62	76	200
	28%	27%	27%	28%	30%	27%	28%
Don't know	84	17	34	18	15	17	66
	8%	8%	8%	10%	7%	6%	9%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
It will improve	**138**	31	99	8	100	38	46	36	17	94	41	3	39	34	44	21	104	34
	14%	13%	14%	12% *	17% F	9%	29% HI	12%	15%	15%	12%	10% **	15%	19% P	12%	10%	15%	11%
There will be no change	**502**	127	339	36	291	211	71	156	59	306	179	17	136	96	190	76	340	162
	50%	52%	49%	57% *	50%	51%	44%	52%	51%	49%	52%	60% **	53% P	53% P	53% P	39%	49%	54%
It will get worse	**277**	65	197	15	153	124	37	84	27	179	92	6	60	39	94	80	208	69
	28%	27%	28%	24% *	26%	30%	23%	28%	24%	29%	27%	20% **	23%	22%	27%	41% MNO	30% R	23%
Don't know	**84**	22	57	4	42	41	7	22	13	50	31	3	24	12	27	21	46	38
	8%	9%	8%	7% *	7%	10%	4%	7%	11%	8%	9%	10% **	9%	6%	8%	10%	7%	12% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
It will improve	**138**	22	116
	14%	16%	13%
There will be no change	**502**	56	446
	50%	41%	52% S
It will get worse	**277**	48	229
	28%	35%	26%
Don't know	**84**	11	73
	8%	8%	8%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
It will improve	**138**	39	97	64	74	23	16	23	88	29	18	32	20
	14%	14%	14%	16%	13%	25% H*	16% *	11%	17% J	11%	10%	17%	17%
There will be no change	**502**	135	355	184	318	41	42	96	239	153	94	96	65
	50%	50%	50%	45%	54% D	46% *	42% *	46%	45%	57% I	54%	51%	54%
It will get worse	**277**	75	197	133	144	21	37	72	155	68	46	45	27
	28%	28%	28%	33% E	24%	23% *	37% *	35%	29%	25%	26%	24%	22%
Don't know	**84**	21	62	28	56	5	5	17	44	20	16	14	8
	8%	8%	9%	7%	9%	5% *	5% *	8%	8%	8%	9%	7%	7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food being sustainable / environmentally friendly

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
It will improve	**138**	32	35	25	102
	14%	14%	22% BE	23% E	12%
There will be no change	**502**	101	70	50	432
	50%	43%	44%	46%	51% B
It will get worse	**277**	72	47	31	230
	28%	31%	29%	28%	27%
Don't know	**84**	28	7	3	77
	8%	12% CD	4%	3%	9%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
It will improve	**150**	77	73	16	22	21	32	29	30	35	42	31	42	77	73
	15%	16%	14%	12%	13%	14%	18%	19%	14%	14%	15%	17%	14%	15%	15%
				*											
There will be no change	**434**	217	217	65	76	63	77	61	92	114	135	73	112	249	185
	43%	45%	42%	49%	47%	43%	43%	40%	41%	46%	49%	39%	39%	47%	39%
				*							MO			MO	
It will get worse	**313**	157	156	36	48	45	58	47	79	78	67	65	103	145	168
	31%	32%	30%	27%	30%	30%	32%	31%	35%	31%	24%	35%	35%	28%	35%
				*								K	KN		KN
Don't know	**103**	36	67	16	17	19	14	14	23	23	30	16	33	54	49
	10%	7%	13%	12%	10%	13%	8%	9%	10%	9%	11%	9%	11%	10%	10%
			B	*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
It will improve	150	35	60	21	33	48	102
	15%	16%	15%	12%	16%	17%	14%
There will be no change	434	87	180	72	95	125	309
	43%	40%	45%	42%	46%	45%	43%
It will get worse	313	73	114	63	62	87	225
	31%	34%	28%	37%	30%	31%	31%
Don't know	103	23	49	16	15	19	84
	10%	10%	12%	9%	7%	7%	12%
							T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit -the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
It will improve	**150**	44	96	10	100	50	39	42	19	98	45	7	46	34	36	32	111	39
	15%	18%	14%	17% *	17% F	12%	24% H	14%	17%	16%	13%	24% **	18% O	19% O	10%	16%	16%	13%
There will be no change	**434**	99	309	26	260	174	63	142	52	250	173	11	108	62	181	79	286	148
	43%	40%	45%	41% *	44%	42%	39%	48%	45%	40%	50% J	39% **	42%	34%	51% MNP	40%	41%	49% Q
It will get worse	**313**	75	215	23	186	127	55	92	34	217	90	6	81	67	96	66	239	74
	31%	31%	31%	36% *	32%	31%	34%	31%	29%	35% K	26%	20% **	31%	37% O	27%	33%	34% R	24%
Don't know	**103**	27	72	4	39	63	4	22	11	63	34	5	23	18	41	21	60	42
	10%	11%	10%	6% *	7%	15% E	2%	7%	10% G	10%	10%	17% **	9%	10%	12%	10%	9%	14% Q

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
It will improve	**150**	21	129
	15%	15%	15%
There will be no change	**434**	47	388
	43%	34%	45% S
It will get worse	**313**	57	255
	31%	42% T	30%
Don't know	**103**	12	90
	10%	9%	10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
It will improve	**150**	41	107	66	84	21	17	26	85	37	27	29	18
	15%	15%	15%	16%	14%	23% H*	17% *	13%	16%	14%	16%	15%	15%
There will be no change	**434**	106	321	165	269	35	42	85	223	125	73	89	58
	43%	39%	45%	40%	46%	38% *	42% *	41%	42%	46%	42%	48%	48%
It will get worse	**313**	94	210	145	168	30	36	74	163	78	62	54	36
	31%	35%	30%	35% E	28%	34% *	37% *	36%	31%	29%	35%	29%	30%
Don't know	**103**	28	74	33	70	5	4	22	55	30	12	14	8
	10%	10%	10%	8%	12%	5% *	4% *	11%	10%	11%	7%	8%	7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Food fraud (food being what it says it is on the label)

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
It will improve	150 15%	29 13%	37 23% BE	26 24% BE	113 13%
There will be no change	434 43%	99 43%	65 41%	44 40%	369 44%
It will get worse	313 31%	73 31%	53 33%	36 33%	260 31%
Don't know	103 10%	31 13% CD	5 3%	4 3%	98 12% CD

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q159 Summary. What impact, if any, do you think there might be on the following food issues as a result of Brexit - the UK voting to leave the EU? - Summary Table

Base: All respondents

	Price of food	Food safety	Food availability	Food being sustainable / environmentally friendly	Food fraud (food being what it says it is on the label)
Unweighted Base	**1000**	**1000**	**1000**	**1000**	**1000**
Base	**1000**	**1000**	**1000**	**1000**	**1000**
It will improve	93	156	99	138	150
	9%	16%	10%	14%	15%
There will be no change	211	548	488	502	434
	21%	55%	49%	50%	43%
It will get worse	639	227	353	277	313
	64%	23%	35%	28%	31%
Don't know	57	69	60	84	103
	6%	7%	6%	8%	10%

Weighted by: WEIGHT

Prepared by Kantar TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	891	426	465	118	148	132	156	133	204	233	248	160	251	481	410
Yes	**89%**	88%	91%	89%	91%	90%	86%	88%	91%	93%	90%	86%	86%	92%	86%
				*						LMO				MO	
	109	61	48	15	15	15	25	18	21	17	27	25	39	44	65
No	**11%**	12%	9%	11%	9%	10%	14%	12%	9%	7%	10%	14%	14%	8%	14%
				*								J	JN		JN

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Yes	**891**	194	358	154	186	257	635
	89%	88%	89%	89%	91%	92%	88%
No	**109**	25	45	19	19	23	85
	11%	12%	11%	11%	9%	8%	12%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
	891	219	616	57	538	353	149	275	103	567	301	23	216	159	333	178	627	264
Yes	**89%**	89%	89%	91% *	92% F	85%	92%	92%	89%	90%	88%	82% **	84%	88%	94% MN	90%	90%	87%
	109	26	76	6	47	61	13	22	12	62	42	5	42	21	22	20	70	39
No	**11%**	11%	11%	9% *	8%	15% E	8%	8%	11%	10%	12%	18% **	16% O	12% O	6%	10%	10%	13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Yes	**891**	125	766
	89%	91%	89%
No	**109**	12	97
	11%	9%	11%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	891	237	637	367	525	80	91	189	494	233	139	169	110
Yes	**89%**	88%	89%	90%	89%	89% *	92% *	91%	94% J	86%	79%	91% K	92% K
	109	32	75	42	67	10	8	18	32	37	36	16	10
No	**11%**	12%	11%	10%	11%	11% *	8% *	9%	6%	14% I	21% LM	9%	8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - Eating a healthy balanced diet

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Yes	**891**	209	143	97	748
	89%	90%	90%	89%	89%
No	**109**	23	16	12	93
	11%	10%	10%	11%	11%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Yes	**924**	445	479	118	140	134	174	143	215	237	248	170	269	485	439
	92%	91%	93%	89%	86%	91%	96%	94%	96%	95%	90%	92%	93%	92%	92%
				*			DE	E	DE						
No	**76**	42	34	15	22	13	7	9	10	13	27	15	21	40	36
	8%	9%	7%	11%	14%	9%	4%	6%	4%	5%	10%	8%	7%	8%	8%
				GI*	GHI										

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Yes	**924**	208	366	164	187	259	665
	92%	95%	91%	94%	91%	93%	92%
No	**76**	11	37	10	18	21	55
	8%	5%	9%	6%	9%	7%	8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Yes	**924**	231	634	59	541	383	150	277	103	593	313	18	236	164	333	183	647	277
	92%	94%	92%	94% *	92%	92%	93%	93%	89%	94%	91%	63% **	91%	91%	94%	92%	93%	92%
No	**76**	14	58	4	45	32	12	21	13	36	29	10	22	17	22	15	51	25
	8%	6%	8%	6% *	8%	8%	7%	7%	11%	6%	9%	37% **	9%	9%	6%	8%	7%	8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Yes	**924**	132	792
	92%	96%	92%
No	**76**	5	71
	8%	4%	8%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	924	247	660	379	544	75	97	196	495	246	155	172	113
Yes	**92%**	92%	93%	93%	92%	84% *	98% F*	95% F	94%	91%	89%	93%	94%
	76	22	52	29	47	14	2	11	31	24	20	13	7
No	**8%**	8%	7%	7%	8%	16% GH*	2% *	5%	6%	9%	11%	7%	6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Yes	**924**	210	154	105	770
	92%	91%	97% BE	96%	92%
No	**76**	21	5	4	71
	8%	9% C	3%	4%	8% C

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	385	177	208	74	68	64	70	50	60	88	104	92	100	193	192
Yes	**38%**	36%	40%	55%	42%	43%	39%	33%	27%	35%	38%	50%	35%	37%	40%
				EGHI*	I	I	I					JKMNO			M
	615	310	305	59	94	84	111	102	165	162	171	93	190	332	283
No	**62%**	64%	60%	45%	58%	57%	61%	67%	73%	65%	62%	50%	65%	63%	60%
				*	D		D	D	DEFG	L	L		LO	L	L

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Yes	**385**	70	145	75	95	131	254
	38%	32%	36%	43%	46%	47%	35%
				P	PQ	U	
No	**615**	149	258	98	110	148	467
	62%	68%	64%	57%	54%	53%	65%
		RS	S				T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Yes	**385**	85	273	26	270	115	84	142	41	243	135	7	97	61	148	77	278	107
	38%	35%	40%	42% *	46% F	28%	52% I	48% I	35%	39%	39%	24% **	37%	34%	42%	39%	40%	35%
No	**615**	160	419	36	316	299	77	155	75	386	208	22	162	119	207	120	419	196
	62%	65%	60%	58% *	54%	72% E	48%	52%	65% GH	61%	61%	76% **	63%	66%	58%	61%	60%	65%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
	385	61	324
Yes	**38%**	45%	38%
	615	76	539
No	**62%**	55%	62%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	385	100	275	173	212	45	39	85	226	103	49	90	66
Yes	**38%**	37%	39%	42% E	36%	50% *	40% *	41%	43%	38%	28%	49% K	55% K
	615	170	436	235	380	45	60	122	300	167	126	96	54
No	**62%**	63%	61%	58%	64% D	50% *	60% *	59%	57%	62%	72% LM	51%	45%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - How to check whether the food I am eating when in a bar/café/restaurant is safe

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
	385	96	89	65	296
Yes	**38%**	41%	56%	60%	35%
		E	BE	BE	
	615	136	70	44	545
No	**62%**	59%	44%	40%	65%
		CD			BCD

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	767	365	402	95	129	118	142	116	167	200	208	141	218	408	359
Yes	**77%**	75%	78%	71% *	79%	80%	79%	77%	75%	80%	76%	76%	75%	78%	76%
	233	122	111	38	34	30	39	35	57	50	67	44	72	117	116
No	**23%**	25%	22%	29% *	21%	20%	21%	23%	25%	20%	24%	24%	25%	22%	24%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
	767	162	307	137	160	227	539
Yes	**77%**	74%	76%	79%	78%	81% U	75%
	233	57	96	36	44	52	181
No	**23%**	26%	24%	21%	22%	19%	25% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
	767	194	521	52	477	290	142	245	82	489	257	21	184	140	286	153	546	221
Yes	**77%**	79%	75%	82% *	81% F	70%	88% I	82% I	71%	78%	75%	74% **	71%	78%	80% M	77%	78%	73%
	233	51	171	11	109	124	20	52	34	140	86	7	75	41	69	45	151	82
No	**23%**	21%	25%	18% *	19%	30% E	12%	18%	29% GH	22%	25%	26% **	29% O	22%	20%	23%	22%	27%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
	767	111	656
Yes	**77%**	81%	76%
	233	26	207
No	**23%**	19%	24%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	767	199	554	324	443	73	79	162	428	194	129	156	101
Yes	**77%**	74%	78%	79%	75%	82% *	80% *	78%	81% J	72%	74%	84% K	84% K
	233	70	157	85	148	17	20	45	98	76	46	30	19
No	**23%**	26%	22%	21%	25%	18% *	20% *	22%	19%	28% I	26% LM	16%	16%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Do you have clear information on - What the labels on the food that I buy mean

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Yes	**767**	182	139	98	628
	77%	79%	87% BE	90% BE	75%
No	**233**	50	20	11	213
	23%	21% CD	13%	10%	25% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q15. Summary table: Whether have clear information on...

Base: All respondents

	Eating a healthy balanced diet	How to prepare and cook food safely and hygienically	How to check whether the food I am eating when in a bar/café/restaurant is safe	What the labels on the food that I buy mean
Unweighted Base	**1000**	**1000**	**1000**	**1000**
Base	**1000**	**1000**	**1000**	**1000**
Yes	891	924	385	767
	89%	92%	38%	77%
No	109	76	615	233
	11%	8%	62%	23%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any	**657** **66%**	304 62%	353 69% B	93 70% *	112 69%	87 59%	111 62%	97 64%	156 70%	167 67%	184 67%	122 66%	184 63%	351 67%	306 64%
Net: Food safety	**497** **50%**	230 47%	268 52%	64 48% *	79 48%	60 41%	84 47%	76 50%	134 59% EFG	126 51%	136 49%	94 51%	141 48%	262 50%	235 49%
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	**162** **16%**	70 14%	92 18%	23 18% *	27 16%	22 15%	23 13%	24 16%	44 20%	45 18%	33 12%	32 17%	51 18%	79 15%	83 17%
Food safety when preparing and cooking food at home	**173** **17%**	85 17%	88 17%	19 14% *	27 16%	24 16%	26 15%	22 15%	55 24% GH	46 18%	39 14%	36 20%	53 18%	84 16%	89 19%
Food safety when cooking over the festive season	**173** **17%**	77 16%	95 19%	23 18% *	24 15%	18 12%	31 17%	26 17%	50 22% F	33 13%	41 15%	37 20%	62 21% JN	74 14%	99 21% JN
Food safety when eating out	**89** **9%**	42 9%	46 9%	18 13% G*	16 10%	10 7%	8 4%	9 6%	28 13% GH	14 6%	18 7%	22 12% JN	34 12% JKN	33 6%	56 12% JKN
Not washing chicken/poultry	**260** **26%**	132 27%	128 25%	16 12% *	25 15%	38 26% DE	48 27% DE	47 31% DE	86 38% DEFG	76 30%	64 23%	42 23%	78 27%	140 27%	120 25%
Washing hands before cooking	**291** **29%**	147 30%	144 28%	26 20% *	43 26%	29 20%	49 27%	42 28%	102 45% DEFGH	70 28%	76 28%	48 26%	97 33%	146 28%	145 30%
Eating rare burgers	**100** **10%**	53 11%	47 9%	8 6% *	11 7%	5 3%	17 9%	10 7%	48 22% DEFGH	29 12%	26 10%	20 11%	24 8%	55 11%	44 9%
Eating cheese made from unpasteurised (raw) milk	**83** **8%**	37 8%	46 9%	17 13% F*	12 8%	6 4%	9 5%	11 7%	28 12% FG	26 11%	17 6%	15 8%	25 9%	43 8%	40 8%
Sub-Net: Barbecuing	**118** **12%**	56 12%	62 12%	17 13% *	23 14%	11 8%	22 12%	13 8%	32 14%	22 9%	34 12%	25 14%	37 13%	56 11%	62 13%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
How to barbecue chicken properly	**67** **7%**	35 7%	31 6%	10 7% *	16 10% FH	4 3%	11 6%	5 3%	21 9% FH	12 5%	15 6%	16 8%	24 8%	27 5%	39 8%
Avoiding food poisoning when barbecuing	**94** **9%**	48 10%	46 9%	13 10% *	13 8%	11 8%	18 10%	11 7%	28 12%	17 7%	31 11%	17 9%	28 10%	48 9%	46 10%
Net: Food waste	**447** **45%**	214 44%	233 45%	65 49% F*	63 39%	50 34%	72 40%	71 47% F	126 56% EFG	109 44%	119 43%	84 46%	135 46%	228 43%	219 46%
Reducing the amount of food waste	**351** **35%**	171 35%	180 35%	44 33% *	39 24%	36 24%	60 33%	61 40% EF	111 49% DEFG	86 35%	90 33%	63 34%	111 38%	176 34%	174 37%
Food waste recycling	**319** **32%**	149 31%	169 33%	48 36% *	49 30%	35 24%	54 30%	43 28%	89 40% FH	69 28%	87 32%	60 32%	103 35%	156 30%	162 34%
Net: Any labelling	**220** **22%**	108 22%	112 22%	23 18% *	36 22%	29 20%	38 21%	26 17%	67 30% DFH	59 24%	56 20%	37 20%	68 23%	116 22%	105 22%
Food labelling	**183** **18%**	92 19%	91 18%	20 15% *	32 19%	20 14%	31 17%	24 16%	56 25% FH	53 21%	45 17%	31 17%	54 19%	98 19%	85 18%
Food not being what the label says it is	**81** **8%**	41 9%	40 8%	4 3% *	13 8%	15 10% DH	15 9%	5 3%	29 13% DH	15 6%	19 7%	14 8%	34 12% JN	33 6%	48 10% N
Net: Healthy eating	**443** **44%**	202 42%	241 47%	66 50% *	70 43%	63 43%	71 39%	63 42%	110 49%	111 44%	123 45%	82 44%	127 44%	233 44%	209 44%
Having a healthy diet	**266** **27%**	122 25%	144 28%	48 36% G*	42 26%	36 25%	37 21%	37 24%	66 29%	77 31%	74 27%	47 25%	68 24%	151 29%	116 24%
Reducing the amount of treats and unhealthy snacks we eat	**203** **20%**	82 17%	121 24% B	32 24% *	27 17%	26 18%	28 15%	33 22%	56 25% G	48 19%	56 20%	37 20%	63 22%	103 20%	100 21%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Changing what we eat now to avoid health problems later in life	**184**	73	112	29	24	25	32	29	46	47	45	37	56	91	93
	18%	15%	22% B	22% *	15%	17%	18%	19%	20%	19%	16%	20%	19%	17%	20%
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	**233**	99	134	27	31	31	39	29	76	59	53	47	74	112	121
	23%	20%	26% B	21% *	19%	21%	22%	19%	34% DEFGH	24%	19%	25%	26%	21%	26%
Other	**1**	-	1	-	-	-	-	1	-	1	-	-	-	1	-
	*****	-	*	- *	-	-	-	1%	-	*	-	-	-	*	-
Not seen/heard any advertising about food issues	**336**	178	158	40	48	59	67	53	68	81	91	62	102	172	164
	34%	37%	31%	30% *	30%	40%	37%	35%	30%	32%	33%	33%	35%	33%	35%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Any	657 66%	144 66%	256 63%	113 65%	144 71%	193 69%	464 64%
Net: Food safety	497 50%	112 51%	190 47%	88 51%	107 52%	142 51%	356 49%
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	162 16%	32 15%	68 17%	24 14%	37 18%	49 18%	113 16%
Food safety when preparing and cooking food at home	173 17%	40 18%	80 20%	24 14%	29 14%	39 14%	134 19%
Food safety when cooking over the festive season	173 17%	37 17%	76 19%	26 15%	33 16%	46 16%	127 18%
Food safety when eating out	89 9%	24 11%	37 9%	14 8%	14 7%	18 7%	70 10%
Not washing chicken/poultry	260 26%	64 29%	105 26%	40 23%	52 25%	61 22%	199 28%
Washing hands before cooking	291 29%	72 33%	116 29%	44 25%	59 29%	74 27%	216 30%
Eating rare burgers	100 10%	25 11%	41 10%	12 7%	21 10%	22 8%	78 11%
Eating cheese made from unpasteurised (raw) milk	83 8%	19 9% R	36 9% R	5 3%	23 11% R	23 8%	60 8%
Sub-Net: Barbecuing	118 12%	22 10%	54 13%	22 13%	21 10%	32 12%	86 12%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
How to barbecue chicken properly	**67** **7%**	13 6%	32 8%	12 7%	11 5%	15 5%	51 7%
Avoiding food poisoning when barbecuing	**94** **9%**	17 8%	44 11%	16 9%	16 8%	25 9%	69 10%
Net: Food waste	**447** **45%**	97 44%	192 48%	68 39%	90 44%	110 39%	337 47% T
Reducing the amount of food waste	**351** **35%**	82 37% R	155 38% R	47 27%	66 32%	79 28%	272 38% T
Food waste recycling	**319** **32%**	66 30%	143 36%	48 28%	62 30%	77 28%	242 34%
Net: Any labelling	**220** **22%**	47 22%	94 23%	35 20%	44 21%	64 23%	156 22%
Food labelling	**183** **18%**	38 18%	79 20%	29 17%	36 17%	48 17%	134 19%
Food not being what the label says it is	**81** **8%**	18 8%	34 9%	9 5%	19 9%	25 9%	56 8%
Net: Healthy eating	**443** **44%**	94 43%	180 45%	65 37%	105 51% R	120 43%	323 45%
Having a healthy diet	**266** **27%**	53 24%	119 29%	38 22%	57 28%	66 24%	200 28%
Reducing the amount of treats and unhealthy snacks we eat	**203** **20%**	54 24%	77 19%	30 17%	42 21%	53 19%	150 21%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Changing what we eat now to avoid health problems later in life	**184** **18%**	42 19%	72 18%	29 17%	41 20%	46 17%	138 19%
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	**233** **23%**	49 22%	84 21%	39 22%	62 30% Q	71 25%	162 22%
Other	**1** *****	- -	1 *	- -	- -	- -	1 *
Not seen/heard any advertising about food issues	**336** **34%**	74 34%	144 36%	58 34%	59 29%	84 30%	252 35%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Any	**657** **66%**	154 63%	458 66%	46 73% *	424 72% F	233 56%	131 82% I	223 75% I	65 56%	420 67%	225 66%	11 40% **	181 70%	121 67%	227 64%	123 62%	516 74% R	141 47%
Net: Food safety	**497** **50%**	112 46%	348 50%	38 60% *	337 58% F	160 39%	108 67% I	181 61% I	46 40%	324 52%	165 48%	8 29% **	141 54% O	96 53%	161 45%	97 49%	392 56% R	105 35%
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	**162** **16%**	38 16%	110 16%	14 22% *	117 20% F	45 11%	46 28% HI	54 18%	17 14%	108 17%	51 15%	3 9% **	46 18%	31 17%	55 16%	28 14%	133 19% R	28 9%
Food safety when preparing and cooking food at home	**173** **17%**	45 18%	115 17%	13 20% *	120 20% F	53 13%	39 24%	61 20%	20 17%	115 18%	56 16%	2 7% **	43 17%	35 19%	63 18%	30 15%	142 20% R	30 10%
Food safety when cooking over the festive season	**173** **17%**	51 21%	108 16%	14 22% *	127 22% F	46 11%	48 30% HI	61 21%	17 15%	116 18%	54 16%	2 8% **	41 16%	39 21%	55 15%	37 19%	137 20% R	35 12%
Food safety when eating out	**89** **9%**	18 7%	61 9%	9 15% *	65 11% F	24 6%	22 13%	36 12%	7 6%	64 10%	25 7%	- - **	24 9%	13 7%	31 9%	20 10%	77 11% R	12 4%
Not washing chicken/poultry	**260** **26%**	68 28%	170 25%	22 35% *	173 30% F	87 21%	50 31% I	99 33% I	22 19%	177 28% K	76 22%	7 26% **	69 27%	53 30%	93 26%	44 22%	207 30% R	53 18%
Washing hands before cooking	**291** **29%**	69 28%	197 28%	24 39% *	202 35% F	88 21%	67 42% I	105 35%	30 26%	201 32% K	85 25%	5 17% **	78 30%	61 34%	97 27%	54 27%	231 33% R	60 20%
Eating rare burgers	**100** **10%**	22 9%	68 10%	10 15% *	73 12% F	27 6%	33 20% HI	29 10%	11 9%	69 11%	30 9%	- - **	28 11%	25 14% P	32 9%	14 7%	74 11%	26 9%
Eating cheese made from unpasteurised (raw) milk	**83** **8%**	21 8%	57 8%	6 9% *	63 11% F	20 5%	22 14%	34 11%	7 6%	56 9%	26 8%	1 3% **	26 10%	14 8%	31 9%	12 6%	68 10% R	15 5%
Sub-Net: Barbecuing	**118** **12%**	27 11%	84 12%	8 13% *	91 16% F	27 7%	37 23% I	45 15% I	8 7%	71 11%	44 13%	3 9% **	35 13%	22 12%	38 11%	23 12%	95 14% R	24 8%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
How to barbecue chicken properly	**67** **7%**	11 5%	47 7%	8 13% B*	54 9% F	12 3%	18 11%	31 10%	6 5%	40 6%	26 8%	1 3% **	17 7%	11 6%	25 7%	14 7%	54 8%	13 4%
Avoiding food poisoning when barbecuing	**94** **9%**	22 9%	65 9%	7 11% *	71 12% F	23 5%	30 19% HI	34 11%	7 6%	57 9%	34 10%	3 9% **	26 10%	19 11%	29 8%	19 10%	75 11% R	18 6%
Net: Food waste	**447** **45%**	116 47%	300 43%	31 50% *	281 48% F	166 40%	84 52% I	152 51% I	44 38%	289 46%	151 44%	8 27% **	118 46%	78 44%	162 46%	86 43%	368 53% R	79 26%
Reducing the amount of food waste	**351** **35%**	89 36%	237 34%	25 40% *	212 36%	138 33%	59 37%	117 39%	35 30%	229 36%	117 34%	5 17% **	95 37%	63 35%	122 34%	68 34%	283 41% R	67 22%
Food waste recycling	**319** **32%**	85 35%	212 31%	21 34% *	211 36% F	108 26%	67 41% I	112 38% I	31 26%	210 33%	103 30%	5 17% **	89 34%	55 30%	110 31%	62 31%	264 38% R	55 18%
Net: Any labelling	**220** **22%**	52 21%	149 21%	20 31% *	158 27% F	62 15%	54 34% I	80 27%	24 20%	141 22%	75 22%	4 14% **	53 20%	46 26%	81 23%	38 19%	177 25% R	43 14%
Food labelling	**183** **18%**	44 18%	124 18%	14 23% *	133 23% F	50 12%	43 27%	68 23%	21 18%	118 19%	61 18%	4 14% **	42 16%	32 18%	74 21%	33 17%	149 21% R	34 11%
Food not being what the label says it is	**81** **8%**	20 8%	52 8%	9 14% *	58 10% F	24 6%	18 11%	30 10%	9 8%	53 8%	27 8%	1 4% **	22 9%	28 16% MOP	22 6%	8 4%	63 9%	18 6%
Net: Healthy eating	**443** **44%**	113 46%	299 43%	31 50% *	290 50% F	153 37%	95 59% I	156 52% I	37 32%	282 45%	154 45%	7 23% **	123 48%	81 45%	156 44%	79 40%	365 52% R	78 26%
Having a healthy diet	**266** **27%**	70 28%	176 25%	21 33% *	166 28%	100 24%	46 29%	95 32% I	24 21%	171 27%	91 27%	3 12% **	68 26%	48 26%	102 29%	48 24%	223 32% R	43 14%
Reducing the amount of treats and unhealthy snacks we eat	**203** **20%**	54 22%	134 19%	15 25% *	131 22%	72 17%	44 27% I	70 23%	17 15%	136 22%	66 19%	1 3% **	62 24%	36 20%	68 19%	34 17%	173 25% R	30 10%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Changing what we eat now to avoid health problems later in life	**184**	46	128	11	122	63	36	61	24	117	67	1	49	31	62	40	160	24
	18%	19%	18%	17%	21%	15%	22%	20%	21%	19%	19%	4%	19%	17%	17%	20%	23%	8%
				*	F							**					R	
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	**233**	69	147	17	159	74	60	78	22	154	76	3	66	45	77	41	198	35
	23%	28%	21%	27%	27%	18%	37%	26%	19%	25%	22%	11%	25%	25%	22%	21%	28%	12%
		C		*	F		HI					**					R	
Other	**1**	-	1	-	-	1	-	-	-	1	-	-	-	-	1	-	1	-
	*	-	*	-	-	*	-	-	-	*	-	-	-	-	*	-	*	-
				*								**						
Not seen/heard any advertising about food issues	**336**	90	229	17	158	178	29	73	49	205	115	17	76	59	124	73	176	160
	34%	37%	33%	27%	27%	43%	18%	25%	43%	33%	33%	60%	29%	33%	35%	37%	25%	53%
				*		E			GH			**						Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any	**657** **66%**	95 69%	562 65%
Net: Food safety	**497** **50%**	75 55%	422 49%
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	**162** **16%**	30 22%	132 15%
Food safety when preparing and cooking food at home	**173** **17%**	28 20%	145 17%
Food safety when cooking over the festive season	**173** **17%**	29 21%	144 17%
Food safety when eating out	**89** **9%**	19 14%	70 8%
Not washing chicken/poultry	**260** **26%**	37 27%	223 26%
Washing hands before cooking	**291** **29%**	39 28%	252 29%
Eating rare burgers	**100** **10%**	19 14%	81 9%
Eating cheese made from unpasteurised (raw) milk	**83** **8%**	17 12%	67 8%
Sub-Net: Barbecuing	**118** **12%**	24 17% T	94 11%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
How to barbecue chicken properly	**67** **7%**	13 9%	54 6%
Avoiding food poisoning when barbecuing	**94** **9%**	23 17% T	71 8%
Net: Food waste	**447** **45%**	67 49%	380 44%
Reducing the amount of food waste	**351** **35%**	45 32%	306 35%
Food waste recycling	**319** **32%**	50 36%	269 31%
Net: Any labelling	**220** **22%**	26 19%	194 23%
Food labelling	**183** **18%**	22 16%	161 19%
Food not being what the label says it is	**81** **8%**	11 8%	71 8%
Net: Healthy eating	**443** **44%**	60 44%	383 44%
Having a healthy diet	**266** **27%**	34 25%	232 27%
Reducing the amount of treats and unhealthy snacks we eat	**203** **20%**	25 18%	178 21%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Changing what we eat now to avoid health problems later in life	**184** **18%**	30 22%	155 18%
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	**233** **23%**	29 21%	204 24%
Other	**1** *****	- -	1 *
Not seen/heard any advertising about food issues	**336** **34%**	40 29%	296 34%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any	**657** **66%**	171 64%	472 66%	306 75% E	351 59%	72 80% *	67 67% *	158 76%	364 69% J	157 58%	120 69%	127 68%	77 64%
Net: Food safety	**497** **50%**	141 52%	346 49%	236 58% E	261 44%	66 74% GH*	48 49% *	115 56%	273 52% J	118 44%	96 55%	90 49%	58 48%
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	**162** **16%**	45 17%	112 16%	82 20% E	80 13%	29 32% GH*	14 14% *	36 17%	102 19% J	35 13%	24 14%	29 15%	18 15%
Food safety when preparing and cooking food at home	**173** **17%**	49 18%	118 17%	91 22% E	82 14%	25 27% *	17 17% *	48 23%	103 20% J	33 12%	33 19%	25 14%	19 16%
Food safety when cooking over the festive season	**173** **17%**	48 18%	119 17%	87 21% E	86 15%	25 28% G*	14 14% *	46 22%	99 19% J	33 12%	38 22%	30 16%	21 18%
Food safety when eating out	**89** **9%**	20 8%	65 9%	49 12% E	40 7%	19 22% GH*	6 6% *	22 11%	49 9%	23 8%	16 9%	12 7%	11 10%
Not washing chicken/poultry	**260** **26%**	65 24%	189 27%	122 30% E	138 23%	32 35% *	24 24% *	66 32%	150 29%	63 23%	40 23%	40 22%	25 21%
Washing hands before cooking	**291** **29%**	87 32%	198 28%	132 32%	159 27%	36 40% *	31 31% *	65 31%	165 31%	69 26%	52 30%	49 26%	33 28%
Eating rare burgers	**100** **10%**	29 11%	69 10%	50 12%	50 8%	15 17% *	8 8% *	27 13%	62 12%	23 8%	15 8%	12 7%	9 7%
Eating cheese made from unpasteurised (raw) milk	**83** **8%**	21 8%	60 8%	49 12% E	34 6%	23 26% GH*	7 7% *	18 9%	49 9%	22 8%	11 6%	15 8%	11 9%
Sub-Net: Barbecuing	**118** **12%**	32 12%	84 12%	67 16% E	51 9%	28 31% GH*	9 9% *	29 14%	71 14%	24 9%	23 13%	22 12%	15 13%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
How to barbecue chicken properly	67 7%	16 6%	50 7%	39 10% E	28 5%	17 19% GH*	5 5% *	16 8%	38 7%	13 5%	15 8%	11 6%	8 7%
Avoiding food poisoning when barbecuing	94 9%	25 9%	68 10%	51 12% E	43 7%	17 19% *	8 8% *	26 13%	59 11%	18 7%	17 10%	17 9%	12 10%
Net: Food waste	447 45%	121 45%	318 45%	205 50% E	242 41%	47 52% *	48 48% *	104 50%	255 48% J	101 37%	80 46%	78 42%	52 43%
Reducing the amount of food waste	351 35%	95 35%	250 35%	160 39% E	191 32%	30 33% *	38 38% *	89 43%	202 38% J	77 28%	61 35%	55 29%	35 30%
Food waste recycling	319 32%	89 33%	223 31%	156 38% E	163 28%	40 44% *	34 35% *	76 37%	181 34% J	73 27%	60 34%	54 29%	39 32%
Net: Any labelling	220 22%	64 24%	150 21%	104 25% E	116 20%	25 28% *	23 23% *	55 26%	123 23%	51 19%	42 24%	42 23%	26 21%
Food labelling	183 18%	55 20%	123 17%	86 21%	97 16%	20 22% *	19 19% *	46 22%	101 19%	43 16%	34 20%	31 17%	18 15%
Food not being what the label says it is	81 8%	27 10%	52 7%	38 9%	43 7%	10 11% *	8 8% *	20 10%	43 8%	20 8%	18 10%	20 11%	14 11%
Net: Healthy eating	443 44%	121 45%	313 44%	207 51% E	235 40%	48 53% *	51 51% *	108 52%	244 46% J	104 39%	83 48%	76 41%	47 39%
Having a healthy diet	266 27%	71 26%	189 27%	126 31% E	140 24%	26 29% *	29 29% *	70 34%	154 29% J	59 22%	48 27%	42 22%	28 23%
Reducing the amount of treats and unhealthy snacks we eat	203 20%	57 21%	145 20%	93 23%	110 19%	22 25% *	19 19% *	50 24%	107 20%	49 18%	40 23%	33 18%	19 16%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Changing what we eat now to avoid health problems later in life	**184** **18%**	46 17%	133 19%	88 21%	97 16%	16 18% *	21 21% *	50 24%	102 19% J	35 13%	42 24% LM	29 15%	16 13%
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	**233** **23%**	72 27%	155 22%	99 24%	134 23%	23 25% *	20 20% *	56 27%	129 25%	52 19%	45 26%	44 24%	28 23%
Other	**1** *	1 *	- -	- -	1 *	- - *	- - *	-	1 *	- -	- -	-	-
Not seen/heard any advertising about food issues	**336** **34%**	96 36%	236 33%	100 24%	236 40% D	18 20% *	31 32% *	47 23%	160 30%	109 40% I	54 31%	57 31%	41 34%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Net: Any	657 66%	148 64%	156 98% BE	106 97% BE	501 60%
Net: Food safety	497 50%	111 48%	138 87% BE	94 86% BE	360 43%
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	162 16%	35 15%	68 43% BE	51 47% BE	94 11%
Food safety when preparing and cooking food at home	173 17%	32 14%	68 43% BE	44 41% BE	105 12%
Food safety when cooking over the festive season	173 17%	33 14%	76 47% BE	49 45% BE	97 12%
Food safety when eating out	89 9%	15 6%	38 24% BE	28 26% BE	50 6%
Not washing chicken/poultry	260 26%	46 20%	84 53% BE	52 48% BE	177 21%
Washing hands before cooking	291 29%	54 23%	89 56% BE	60 55% BE	202 24%
Eating rare burgers	100 10%	12 5%	40 25% BE	25 23% BE	60 7%
Eating cheese made from unpasteurised (raw) milk	83 8%	11 5%	37 23% BE	27 25% BE	47 6%
Sub-Net: Barbecuing	118 12%	25 11%	46 29% BE	34 31% BE	72 9%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
How to barbecue chicken properly	**67** **7%**	15 6%	28 18% BE	22 20% BE	38 5%
Avoiding food poisoning when barbecuing	**94** **9%**	17 7%	40 25% BE	28 25% BE	54 6%
Net: Food waste	**447** **45%**	83 36%	118 74% BE	77 71% BE	329 39%
Reducing the amount of food waste	**351** **35%**	60 26%	96 60% BE	60 55% BE	255 30%
Food waste recycling	**319** **32%**	60 26%	93 59% BE	65 59% BE	225 27%
Net: Any labelling	**220** **22%**	49 21%	76 48% BE	51 46% BE	144 17%
Food labelling	**183** **18%**	38 17%	66 42% BE	44 40% BE	117 14%
Food not being what the label says it is	**81** **8%**	21 9% E	33 21% BE	22 20% BE	49 6%
Net: Healthy eating	**443** **44%**	95 41%	122 77% BE	81 75% BE	320 38%
Having a healthy diet	**266** **27%**	54 23%	69 44% BE	44 40% BE	197 23%
Reducing the amount of treats and unhealthy snacks we eat	**203** **20%**	40 17%	60 38% BE	42 39% BE	143 17%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q16. Have you seen or heard any advertising recently about any of the following food issues?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Changing what we eat now to avoid health problems later in life	**184** **18%**	34 15%	61 38% BE	43 39% BE	124 15%
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	**233** **23%**	47 20%	82 52% BE	54 50% BE	151 18%
Other	**1** *	- -	- -	- -	1 *
Not seen/heard any advertising about food issues	**336** **34%**	82 35% CD	3 2%	3 3%	333 40% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Responsible	**972**	467	505	130	161	143	173	149	215	238	267	181	286	505	467
	97%	96%	98%	98%	99%	97%	96%	98%	96%	95%	97%	98%	98%	96%	98%
			B	*									J		J
Responsible for all or most of the preparation/cooking	**629**	268	361	63	102	106	113	98	146	144	165	119	202	309	320
	63%	55%	70%	48%	63%	72%	63%	64%	65%	57%	60%	64%	70%	59%	67%
			B	*	D	D	D	D	D				JKN		JKN
Responsible for about half of the preparation/cooking	**231**	120	111	43	48	28	42	38	32	61	74	43	53	135	96
	23%	25%	22%	32%	30%	19%	23%	25%	14%	24%	27%	23%	18%	26%	20%
				FI*	FI		I	I			MO			MO	
Responsible for less than half of the preparation/cooking	**111**	79	33	24	10	9	18	13	37	33	28	19	31	61	51
	11%	16%	6%	18%	6%	6%	10%	9%	17%	13%	10%	11%	11%	12%	11%
		C		EF*					EFH						
Not responsible for any of the preparation/cooking	**28**	20	8	3	2	4	7	3	9	12	8	4	4	20	8
	3%	4%	2%	2%	1%	3%	4%	2%	4%	5%	3%	2%	2%	4%	2%
		C		*						MO					

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Responsible	972 97%	216 99%	386 96%	170 98%	199 97%	275 98%	697 97%
Responsible for all or most of the preparation/cooking	629 63%	214 98% QRS	213 53%	93 53%	109 53%	172 62%	457 63%
Responsible for about half of the preparation/cooking	231 23%	2 1%	119 30% P	49 28% P	60 30% P	75 27%	157 22%
Responsible for less than half of the preparation/cooking	111 11%	- -	54 13% P	28 16% P	30 15% P	28 10%	84 12%
Not responsible for any of the preparation/cooking	28 3%	3 1%	16 4%	4 2%	5 3%	5 2%	23 3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Responsible	**972**	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
	97%	96%	97%	99%	98%	96%	99%	98%	96%	100%	100%	-	96%	98%	97%	97%	98%	96%
				*	F							**						
Responsible for all or most of the preparation/cooking	**629**	164	432	33	377	252	129	173	68	629	-	-	147	127	210	138	443	186
	63%	67%	62%	53%	64%	61%	80%	58%	59%	100%	-	-	57%	71%	59%	70%	64%	61%
				*			HI			K		**		MO		MO		
Responsible for about half of the preparation/cooking	**231**	43	172	16	138	94	22	81	32	-	231	-	63	35	87	43	169	62
	23%	18%	25%	25%	23%	23%	14%	27%	28%	-	67%	-	24%	20%	25%	22%	24%	20%
			B	*				G	G		J	**						
Responsible for less than half of the preparation/cooking	**111**	29	70	13	60	52	9	38	12	-	111	-	39	15	47	11	69	42
	11%	12%	10%	20%	10%	12%	6%	13%	10%	-	33%	-	15%	8%	13%	5%	10%	14%
				C*				G			J	**	P		P			
Not responsible for any of the preparation/cooking	**28**	9	18	1	11	17	1	6	4	-	-	28	9	3	11	6	16	12
	3%	4%	3%	1%	2%	4%	1%	2%	4%	-	-	100%	4%	2%	3%	3%	2%	4%
				*		E						**						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Responsible	**972** **97%**	134 97%	838 97%
Responsible for all or most of the preparation/cooking	**629** **63%**	83 60%	546 63%
Responsible for about half of the preparation/cooking	**231** **23%**	35 25%	197 23%
Responsible for less than half of the preparation/cooking	**111** **11%**	16 12%	95 11%
Not responsible for any of the preparation/cooking	**28** **3%**	4 3%	24 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Responsible	**972**	258	696	401	571	87	96	205	513	261	169	184	119
	97%	96%	98%	98%	96%	97% *	97% *	99%	98%	97%	97%	99%	99%
Responsible for all or most of the preparation/cooking	**629**	164	453	264	365	58	68	133	350	159	104	118	80
	63%	61%	64%	65%	62%	64% *	69% *	64%	66% J	59%	60%	64%	67%
Responsible for about half of the preparation/cooking	**231**	62	165	92	139	20	17	50	110	66	48	46	27
	23%	23%	23%	23%	24%	22% *	18% *	24%	21%	25%	27%	25%	22%
Responsible for less than half of the preparation/cooking	**111**	31	79	45	66	10	10	22	53	36	17	19	12
	11%	12%	11%	11%	11%	11% *	11% *	11%	10%	13%	10%	10%	10%
Not responsible for any of the preparation/cooking	**28**	11	15	7	21	3	3	2	13	9	6	2	1
	3%	4%	2%	2%	4%	3% *	3% *	1%	2%	3%	3%	1%	1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Responsible	**972** **97%**	228 98%	157 99%	108 99%	815 97%
Responsible for all or most of the preparation/cooking	**629** **63%**	166 72% E	107 67%	73 67%	522 62%
Responsible for about half of the preparation/cooking	**231** **23%**	56 24%	41 26%	27 25%	191 23%
Responsible for less than half of the preparation/cooking	**111** **11%**	6 3%	10 6%	8 7%	102 12% BC
Not responsible for any of the preparation/cooking	**28** **3%**	4 2%	2 1%	1 1%	26 3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Beef, lamb or pork

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**887**	438	449	105	142	136	158	142	203	216	239	168	265	454	433
	91%	94% C	89%	81% *	88%	95% D	91% D	96% DE	94% DE	91%	89%	93%	93%	90%	93%
Net: Once a week or more	**628**	322	307	77	96	98	111	104	143	158	155	126	188	314	315
	65%	69% C	61%	59% *	60%	68%	64%	70%	66%	67%	58%	70% K	66%	62%	67% K
More than once a week	**227**	118	110	24	39	35	37	38	54	58	54	49	66	112	115
	23%	25%	22%	18% *	24%	24%	22%	26%	25%	24%	20%	27%	23%	22%	25%
Once a week	**401**	204	197	54	58	62	73	65	89	100	101	77	122	201	199
	41%	44%	39%	41% *	36%	44%	42%	44%	41%	42%	38%	43%	43%	40%	43%
Less often than once a week	**259**	116	143	28	46	39	48	38	60	57	83	42	76	141	118
	27%	25%	28%	22% *	28%	27%	27%	26%	28%	24%	31%	23%	27%	28%	25%
Never	**85**	29	56	25	19	7	15	6	12	22	28	13	21	51	34
	9%	6%	11% B	19% FGHI*	12% HI	5%	9%	4%	6%	9%	11%	7%	7%	10%	7%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Beef, lamb or pork

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
Net: Ever	887 91%	192 89%	354 92%	159 94%	182 91%	256 93%	631 91%
Net: Once a week or more	628 65%	119 55%	250 65% P	123 72% P	137 69% P	193 70% U	436 63%
More than once a week	227 23%	45 21%	94 24%	38 22%	50 25%	62 22%	166 24%
Once a week	401 41%	74 34%	156 40%	84 50% P	87 44%	131 48% U	270 39%
Less often than once a week	259 27%	73 34% RS	104 27%	36 21%	45 23%	63 23%	195 28%
Never	85 9%	25 11%	32 8%	11 6%	17 9%	19 7%	66 9%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Beef, lamb or pork

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**887**	215	613	59	530	357	151	272	97	578	309	-	232	158	315	175	607	279
	91%	91%	91%	95% *	92%	90%	94%	93%	87%	92%	90%	-	93%	89%	92%	91%	89%	96% Q
Net: Once a week or more	**628**	164	423	41	392	237	124	204	57	404	224	-	178	109	221	116	436	193
	65%	69%	63%	67% *	68% F	60%	77% I	70% I	51%	64%	65%	-	71% NP	61%	64%	61%	64%	66%
More than once a week	**227**	63	150	14	134	93	42	70	19	156	72	-	67	40	81	38	158	69
	23%	26%	22%	23% *	23%	23%	26%	24%	17%	25%	21%	-	27%	23%	23%	20%	23%	24%
Once a week	**401**	101	273	27	258	143	82	134	38	248	153	-	112	69	140	79	277	124
	41%	43%	41%	43% *	45% F	36%	51% I	46% I	34%	39%	44%	-	45%	39%	41%	41%	41%	43%
Less often than once a week	**259**	51	190	18	138	120	26	68	41	174	85	-	54	49	94	59	172	87
	27%	22%	28%	28% *	24%	30% E	16%	23%	37% GH	28%	25%	-	22%	27%	27%	31%	25%	30%
Never	**85**	21	61	3	45	40	10	19	14	51	34	-	17	20	29	17	74	11
	9%	9%	9%	5% *	8%	10%	6%	7%	13%	8%	10%	-	7%	11%	8%	9%	11% R	4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Beef, lamb or pork

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**887**	126	761
	91%	94%	91%
Net: Once a week or more	**628**	91	537
	65%	68%	64%
More than once a week	**227**	31	196
	23%	24%	23%
Once a week	**401**	60	341
	41%	45%	41%
Less often than once a week	**259**	35	224
	27%	26%	27%
Never	**85**	8	77
	9%	6%	9%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Beef, lamb or pork

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Net: Ever	**887** **91%**	241 93%	633 91%	366 91%	521 91%	83 95% *	87 91% *	185 90%	462 90%	242 93%	156 92%	174 95%	114 96%
Net: Once a week or more	**628** **65%**	172 67%	443 64%	253 63%	375 66%	67 77% GH*	56 58% *	122 59%	334 65%	179 69%	96 57%	129 70% K	87 73% K
More than once a week	**227** **23%**	69 27%	155 22%	86 22%	141 25%	20 23% *	21 22% *	40 19%	118 23%	54 21%	42 25%	44 24%	31 26%
Once a week	**401** **41%**	103 40%	288 41%	167 42%	234 41%	47 54% GH*	34 36% *	82 40%	216 42%	125 48%	54 32%	85 46% K	56 47% K
Less often than once a week	**259** **27%**	69 27%	190 27%	112 28%	146 26%	16 18% *	31 33% F*	63 31% F	128 25%	63 24%	60 35% LM	45 25%	26 22%
Never	**85** **9%**	18 7%	63 9%	35 9%	50 9%	4 5% *	9 9% *	21 10%	51 10%	18 7%	13 8%	9 5%	5 4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Beef, lamb or pork

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	970	228	155	105	815
Base	972	228	157	108	815
Net: Ever	887 91%	206 90%	149 95%	103 95%	738 91%
Net: Once a week or more	628 65%	138 61%	117 75% BE	80 74% BE	511 63%
More than once a week	227 23%	52 23%	43 27%	30 28%	184 23%
Once a week	401 41%	87 38%	75 47%	50 46%	326 40%
Less often than once a week	259 27%	68 30% C	31 20%	23 22%	227 28%
Never	85 9%	22 10%	8 5%	5 5%	77 9%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Raw poultry like chicken or turkey

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**875**	418	457	116	147	133	157	128	193	212	240	165	258	452	423
	90%	89%	91%	89% *	92%	93%	91%	86%	90%	89%	90%	91%	90%	90%	91%
Net: Once a week or more	**655**	303	352	94	122	106	108	96	129	168	183	128	177	351	305
	67%	65%	70%	72% *	76% GHI	74% GI	62%	65%	60%	71% M	68%	71%	62%	69% M	65%
More than once a week	**285**	121	165	57	62	50	41	40	36	89	84	55	57	172	113
	29%	26%	33% B	44% GHI*	38% GHI	35% GI	23%	27% I	17%	37% MO	31% MO	30% MO	20%	34% MO	24% M
Once a week	**370**	182	188	36	60	56	67	56	93	79	99	73	119	178	192
	38%	39%	37%	28% *	38%	39%	39%	38%	43% D	33%	37%	40%	42%	35%	41%
Less often than once a week	**220**	115	105	22	25	26	49	32	64	45	57	37	81	102	118
	23%	25%	21%	17% *	16%	18%	28% E	22%	30% DEF	19%	21%	20%	28% JN	20%	25%
Never	**97**	49	47	14	14	11	16	20	22	25	27	16	28	53	44
	10%	11%	9%	11% *	8%	7%	9%	14%	10%	11%	10%	9%	10%	10%	9%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Raw poultry like chicken or turkey

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**875**	176	349	163	188	264	612
	90%	81%	90% P	96% PQ	94% P	96% U	88%
Net: Once a week or more	**655**	94	272	128	162	225	431
	67%	43%	70% P	75% P	81% PQ	82% U	62%
More than once a week	**285**	25	117	56	87	110	175
	29%	12%	30% P	33% P	44% PQR	40% U	25%
Once a week	**370**	69	155	72	75	114	256
	38%	32%	40%	42% P	37%	42%	37%
Less often than once a week	**220**	82	77	35	26	39	181
	23%	38% QRS	20%	21%	13%	14%	26% T
Never	**97**	41	37	7	11	11	85
	10%	19% QRS	10% R	4%	6%	4%	12% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Raw poultry like chicken or turkey

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**875**	216	601	58	524	351	147	269	99	563	312	-	230	159	307	174	600	275
	90%	92%	89%	93% *	91%	88%	92%	92%	88%	89%	91%	-	92%	89%	89%	91%	88%	95% Q
Net: Once a week or more	**655**	169	445	41	400	255	103	217	71	416	239	-	169	111	245	128	457	198
	67%	72%	66%	66% *	70%	64%	64%	74% G	64%	66%	70%	-	68%	62%	71% N	66%	67%	68%
More than once a week	**285**	68	200	17	174	112	53	86	30	183	102	-	72	46	107	59	207	78
	29%	29%	30%	27% *	30%	28%	33%	29%	27%	29%	30%	-	29%	26%	31%	31%	30%	27%
Once a week	**370**	101	245	24	226	144	50	131	41	233	138	-	97	65	138	69	251	120
	38%	43%	36%	39% *	39%	36%	31%	45% G	37%	37%	40%	-	39%	37%	40%	36%	37%	41%
Less often than once a week	**220**	47	156	17	124	96	43	52	27	147	73	-	61	48	62	46	143	77
	23%	20%	23%	27% *	22%	24%	27% H	18%	25%	23%	21%	-	25%	27% O	18%	24%	21%	27%
Never	**97**	20	72	4	50	46	14	22	13	66	30	-	19	19	37	18	81	15
	10%	8%	11%	7% *	9%	12%	8%	8%	12%	11%	9%	-	8%	11%	11%	9%	12% R	5%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Raw poultry like chicken or turkey

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**875**	127	749
	90%	95%	89%
Net: Once a week or more	**655**	98	557
	67%	73%	66%
More than once a week	**285**	49	236
	29%	36%	28%
Once a week	**370**	49	321
	38%	37%	38%
Less often than once a week	**220**	29	191
	23%	21%	23%
Never	**97**	7	90
	10%	5%	11%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Raw poultry like chicken or turkey

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	**875**	230	632	366	509	83	85	187	457	237	154	178	116
	90%	89%	91%	91%	89%	95% *	88% *	91%	89%	91%	91%	97% K	98% K
Net: Once a week or more	**655**	172	475	270	385	65	55	142	357	171	109	149	101
	67%	67%	68%	67%	67%	75% G*	57% *	69%	70%	66%	65%	81% K	85% K
More than once a week	**285**	75	210	119	166	22	23	70	163	66	48	67	42
	29%	29%	30%	30%	29%	26% *	23% *	34%	32%	25%	29%	37%	35%
Once a week	**370**	96	265	151	219	43	32	71	194	105	61	81	60
	38%	37%	38%	38%	38%	49% GH*	33% *	35%	38%	40%	36%	44%	50% K
Less often than once a week	**220**	59	157	96	124	18	30	46	100	66	45	30	15
	23%	23%	23%	24%	22%	20% *	31% *	22%	20%	25%	27% LM	16%	13%
Never	**97**	28	64	35	62	4	11	18	56	23	15	5	3
	10%	11%	9%	9%	11%	5% *	12% *	9%	11%	9%	9% LM	3%	2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Raw poultry like chicken or turkey

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**875** **90%**	209 92%	148 94%	104 96% E	727 89%
Net: Once a week or more	**655** **67%**	168 74% E	119 75% E	79 73%	537 66%
More than once a week	**285** **29%**	80 35% E	53 34%	39 36%	232 28%
Once a week	**370** **38%**	89 39%	65 42%	40 37%	305 37%
Less often than once a week	**220** **23%**	40 18%	30 19%	25 23%	190 23% B
Never	**97** **10%**	19 8%	9 6%	4 4%	88 11% D

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Pre-cooked meats like ham or meat patè

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	970	486	484	99	167	137	184	161	222	252	290	164	264	542	428
Base	972	467	505	130	161	143	173	149	215	238	267	181	286	505	467
Net: Ever	838	415	423	104	131	130	148	134	191	208	227	158	246	434	404
	86%	89% C	84%	80% *	81%	90% DE	85%	91% DE	89%	87%	85%	87%	86%	86%	86%
Net: Once a week or more	532	270	262	62	88	77	101	92	112	137	141	114	140	277	254
	55%	58%	52%	47% *	55%	53%	58%	62% D	52%	58%	53%	63% KMO	49%	55%	54% M
More than once a week	221	112	109	35	38	27	42	34	45	57	66	40	58	123	98
	23%	24%	22%	27% *	23%	19%	24%	23%	21%	24%	25%	22%	20%	24%	21%
Once a week	311	158	153	27	51	49	59	57	67	80	75	74	83	155	156
	32%	34%	30%	21% *	32%	34% D	34% D	39% D	31%	34%	28%	41% KMNO	29%	31%	33% M
Less often than once a week	306	145	161	42	42	53	47	43	79	71	86	43	106	157	149
	31%	31%	32%	32% *	26%	37%	27%	29%	36% E	30%	32%	24%	37% LO	31%	32% L
Never	134	52	82	26	30	14	25	14	25	30	41	24	39	71	63
	14%	11%	16% B	20% FH*	19% FH	10%	15%	9%	11%	13%	15%	13%	14%	14%	14%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Pre-cooked meats like ham or meat patè

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**838**	182	329	151	175	249	588
	86%	84%	85%	89%	88%	91% U	84%
Net: Once a week or more	**532**	102	206	97	127	181	351
	55%	47%	53%	57%	64% PQ	66% U	50%
More than once a week	**221**	37	90	38	57	80	141
	23%	17%	23%	22%	29% P	29% U	20%
Once a week	**311**	65	116	60	70	102	209
	32%	30%	30%	35%	35%	37% U	30%
Less often than once a week	**306**	80	123	54	48	68	238
	31%	37% S	32%	32%	24%	25%	34% T
Never	**134**	34	58	19	24	26	108
	14%	16%	15%	11%	12%	9%	16% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Pre-cooked meats like ham or meat patè

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**838**	206	576	55	503	335	141	263	91	541	296	-	218	148	298	166	573	265
	86%	87%	86%	89% *	88%	84%	88%	90% I	81%	86%	86%	-	88%	83%	86%	87%	84%	91% Q
Net: Once a week or more	**532**	140	354	37	331	201	101	168	58	335	196	-	151	93	181	102	358	174
	55%	59%	53%	60% *	58% F	51%	63%	58%	52%	53%	57%	-	60%	52%	53%	53%	53%	60% Q
More than once a week	**221**	55	152	15	138	83	42	60	32	129	92	-	63	36	72	47	154	67
	23%	23%	23%	24% *	24%	21%	26%	21%	29%	20%	27% J	-	25%	20%	21%	25%	23%	23%
Once a week	**311**	85	203	23	194	117	59	108	26	207	104	-	87	57	110	55	203	107
	32%	36%	30%	37% *	34%	30%	37% I	37% I	23%	33%	30%	-	35%	32%	32%	28%	30%	37% Q
Less often than once a week	**306**	66	222	18	172	134	40	95	33	206	100	-	68	55	116	65	215	91
	31%	28%	33%	29% *	30%	34%	25%	33%	29%	33%	29%	-	27%	31%	34%	34%	32%	31%
Never	**134**	30	97	7	72	62	19	28	21	88	46	-	31	30	47	26	108	26
	14%	13%	14%	11% *	12%	16%	12%	10%	19% H	14%	14%	-	12%	17%	14%	13%	16% R	9%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Pre-cooked meats like ham or meat patè

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**838**	117	720
	86%	88%	86%
Net: Once a week or more	**532**	70	462
	55%	52%	55%
More than once a week	**221**	35	186
	23%	26%	22%
Once a week	**311**	35	276
	32%	26%	33%
Less often than once a week	**306**	47	259
	31%	36%	31%
Never	**134**	16	118
	14%	12%	14%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Pre-cooked meats like ham or meat patè

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Net: Ever	**838**	233	591	349	488	82	78	181	428	240	146	169	109
	86%	90% C	85%	87%	86%	94% G*	81% *	88%	83%	92% I	86%	92%	92%
Net: Once a week or more	**532**	141	382	212	320	50	55	103	257	159	100	122	76
	55%	54%	55%	53%	56%	58% *	57% *	50%	50%	61% I	59%	66%	64%
More than once a week	**221**	63	154	91	130	22	22	45	91	70	53	53	34
	23%	24%	22%	23%	23%	25% *	23% *	22%	18%	27% I	31%	29%	29%
Once a week	**311**	78	228	121	190	28	33	59	166	89	48	69	42
	32%	30%	33%	30%	33%	32% *	34% *	29%	32%	34%	28%	37%	36%
Less often than once a week	**306**	92	208	138	168	32	23	78	171	81	46	47	33
	31%	36%	30%	34%	30%	37% *	24% *	38% G	33%	31%	27%	26%	28%
Never	**134**	25	106	52	82	5	18	25	85	20	23	15	10
	14%	10%	15% B	13%	14%	6% *	19% F*	12%	17% J	8%	14%	8%	8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Pre-cooked meats like ham or meat patè

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**838** **86%**	192 84%	142 91%	102 94% BE	696 85%
Net: Once a week or more	**532** **55%**	124 54%	90 57%	62 57%	442 54%
More than once a week	**221** **23%**	54 24%	39 25%	26 24%	182 22%
Once a week	**311** **32%**	70 31%	50 32%	36 33%	261 32%
Less often than once a week	**306** **31%**	69 30%	52 33%	40 37%	254 31%
Never	**134** **14%**	36 16% D	15 9%	6 6%	119 15% D

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Burgers and sausages

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**875**	432	444	116	144	134	162	137	183	210	237	169	260	446	429
	90%	92% C	88%	89% *	89%	93% I	93% I	92%	85%	88%	89%	93%	91%	88%	92%
Net: Once a week or more	**477**	249	228	75	95	85	84	67	71	105	121	107	144	227	250
	49%	53% C	45%	57% I*	59% HI	59% HI	48% I	45% I	33%	44%	45%	59% JKN	50%	45%	54% JKN
More than once a week	**104**	56	49	20	24	17	18	14	12	27	22	18	37	49	55
	11%	12%	10%	15% I*	15% I	12%	10%	9%	6%	11%	8%	10%	13%	10%	12%
Once a week	**372**	193	179	55	70	68	66	54	59	78	99	88	107	177	195
	38%	41%	35%	42% I*	44% I	47% I	38% I	36%	28%	33%	37%	49% JKMNO	37%	35%	42% JMN
Less often than once a week	**398**	182	216	41	49	49	78	69	112	104	115	62	116	220	179
	41%	39%	43%	32% *	30%	34%	45% DE	47% DEF	52% DEF	44%	43%	34%	41%	44% L	38%
Never	**97**	35	61	14	17	10	12	12	32	28	30	13	26	59	38
	10%	8%	12% B	11% *	11%	7%	7%	8%	15% FG	12%	11%	7%	9%	12%	8%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Burgers and sausages

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**875**	183	343	162	187	265	610
	90%	85%	89%	96% PQ	94% P	96% U	88%
Net: Once a week or more	**477**	83	170	105	119	184	292
	49%	38%	44%	62% PQ	60% PQ	67% U	42%
More than once a week	**104**	19	36	22	27	43	61
	11%	9%	9%	13%	14%	16% U	9%
Once a week	**372**	64	134	83	92	141	231
	38%	29%	35%	49% PQ	46% PQ	51% U	33%
Less often than once a week	**398**	101	173	57	68	81	318
	41%	47% RS	45% RS	34%	34%	29%	46% T
Never	**97**	33	44	8	12	10	87
	10%	15% RS	11% R	4%	6%	4%	12% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Burgers and sausages

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**875**	209	607	59	530	345	148	273	100	568	307	-	231	154	308	175	596	279
	90%	89%	90%	95% *	92% F	87%	92%	94%	90%	90%	90%	-	93%	87%	90%	91%	87%	96% Q
Net: Once a week or more	**477**	113	334	30	303	174	103	147	48	301	175	-	139	71	168	97	331	146
	49%	48%	50%	48% *	53% F	44%	64% HI	51%	43%	48%	51%	-	56% N	40%	49%	51%	49%	50%
More than once a week	**104**	22	76	7	78	27	38	28	11	77	27	-	34	20	31	20	77	28
	11%	9%	11%	11% *	14% F	7%	24% HI	10%	9%	12%	8%	-	14%	11%	9%	10%	11%	10%
Once a week	**372**	91	258	23	225	147	65	120	38	224	148	-	105	51	137	78	255	118
	38%	38%	38%	38% *	39%	37%	40%	41%	34%	36%	43% J	-	42% N	29%	40% N	40% N	37%	41%
Less often than once a week	**398**	96	273	29	228	171	44	126	52	267	132	-	92	84	141	78	265	134
	41%	41%	41%	47% *	40%	43%	28%	43% G	46% G	42%	38%	-	37%	47% M	41%	41%	39%	46% Q
Never	**97**	27	67	3	45	52	13	18	12	61	36	-	18	23	36	17	86	11
	10%	11%	10%	5% *	8%	13% E	8%	6%	10%	10%	10%	-	7%	13%	10%	9%	13% R	4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Burgers and sausages

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**875**	124	751
	90%	93%	90%
Net: Once a week or more	**477**	72	405
	49%	54%	48%
More than once a week	**104**	20	85
	11%	15%	10%
Once a week	**372**	52	320
	38%	39%	38%
Less often than once a week	**398**	52	346
	41%	39%	41%
Never	**97**	9	87
	10%	7%	10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Burgers and sausages

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Net: Ever	**875**	235	626	366	509	84	86	187	443	245	161	179	118
	90%	91%	90%	91%	89%	96% *	89% *	91%	86%	94% I	95%	98%	99%
Net: Once a week or more	**477**	135	332	197	280	53	44	95	224	142	97	125	87
	49%	52%	48%	49%	49%	60% H*	46% *	46%	44%	54% I	58%	68% K	73% K
More than once a week	**104**	28	74	54	50	19	11	23	49	28	22	26	20
	11%	11%	11%	13% E	9%	22% H*	11% *	11%	9%	11%	13%	14%	17%
Once a week	**372**	107	258	143	229	34	33	73	175	114	75	99	67
	38%	42%	37%	36%	40%	39% *	35% *	35%	34%	44% I	44%	54%	56%
Less often than once a week	**398**	99	294	169	229	31	42	92	219	104	64	54	31
	41%	39%	42%	42%	40%	36% *	44% *	45%	43%	40%	38% M	29%	26%
Never	**97**	24	71	35	62	3	10	18	70	15	8	5	1
	10%	9%	10%	9%	11%	4% *	11% *	9%	14% J	6%	5%	2%	1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Burgers and sausages

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**875** **90%**	208 91%	145 92%	102 94%	730 90%
Net: Once a week or more	**477** **49%**	117 51%	98 63% BE	71 66% BE	378 46%
More than once a week	**104** **11%**	24 11%	29 19% BE	20 19% BE	75 9%
Once a week	**372** **38%**	92 41%	69 44%	51 47%	303 37%
Less often than once a week	**398** **41%**	91 40% CD	47 30%	30 28%	352 43% CD
Never	**97** **10%**	20 9%	12 8%	6 6%	85 10%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Milk and dairy foods like cheese and yoghurt

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**947** **97%**	458 98%	489 97%	125 96% *	153 95%	140 98%	169 98%	146 98%	212 99%	234 98%	256 96%	175 96%	281 98%	490 97%	456 98%
Net: Once a week or more	**875** **90%**	419 90%	456 90%	113 87% *	140 87%	124 87%	157 91%	140 94%	200 93%	220 92%	239 89%	159 88%	258 90%	458 91%	416 89%
More than once a week	**652** **67%**	311 67%	342 68%	77 59% *	96 60%	96 67%	115 66%	111 75% DE	158 73% DE	170 72% L	176 66%	110 60%	197 69%	346 69%	306 66%
Once a week	**222** **23%**	108 23%	114 23%	36 28% *	44 28%	29 20%	42 24%	29 20%	42 20%	49 21%	63 24%	49 27%	61 21%	112 22%	110 24%
Less often than once a week	**72** **7%**	39 8%	33 7%	12 9% *	13 8%	16 11% H	12 7%	6 4%	12 6%	14 6%	18 7%	16 9%	24 8%	32 6%	40 9%
Never	**25** **3%**	9 2%	16 3%	5 4% *	7 5%	3 2%	4 2%	3 2%	3 1%	4 2%	11 4%	6 4%	4 2%	14 3%	11 2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Milk and dairy foods like cheese and yoghurt

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
Net: Ever	947	208	379	165	194	269	678
	97%	96%	98%	97%	97%	98%	97%
Net: Once a week or more	875	195	349	151	179	247	627
	90%	90%	90%	89%	90%	90%	90%
More than once a week	652	147	266	110	129	183	469
	67%	68%	69%	65%	65%	67%	67%
Once a week	222	48	84	40	50	64	158
	23%	22%	22%	24%	25%	23%	23%
Less often than once a week	72	13	30	14	14	21	51
	7%	6%	8%	8%	7%	8%	7%
Never	25	8	7	5	5	6	19
	3%	4%	2%	3%	3%	2%	3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Milk and dairy foods like cheese and yoghurt

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**947**	228	659	60	561	385	154	289	108	610	337	-	243	172	333	190	660	286
	97%	96%	98%	97% *	98%	97%	96%	99%	96%	97%	98%	-	97%	97%	97%	99%	97%	99%
Net: Once a week or more	**875**	216	601	58	518	357	148	264	96	568	307	-	225	154	311	175	615	260
	90%	91%	89%	93% *	90%	90%	93%	91%	86%	90%	90%	-	90%	87%	90%	91%	90%	90%
More than once a week	**652**	169	440	43	379	274	114	189	70	433	219	-	163	115	241	127	458	194
	67%	72%	65%	70% *	66%	69%	71%	65%	62%	69%	64%	-	65%	65%	70%	66%	67%	67%
Once a week	**222**	47	161	15	139	83	35	75	26	134	88	-	62	39	69	48	156	66
	23%	20%	24%	24% *	24%	21%	22%	26%	23%	21%	26%	-	25%	22%	20%	25%	23%	23%
Less often than once a week	**72**	12	58	2	44	28	5	25	12	42	30	-	17	18	22	14	46	26
	7%	5%	9%	4% *	8%	7%	3%	8%	11% G	7%	9%	-	7%	10%	6%	7%	7%	9%
Never	**25**	9	15	2	13	12	7	3	4	19	6	-	7	5	11	2	21	4
	3%	4%	2%	3% *	2%	3%	4%	1%	4%	3%	2%	-	3%	3%	3%	1%	3%	1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Milk and dairy foods like cheese and yoghurt

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**947** **97%**	128 96%	819 98%
Net: Once a week or more	**875** **90%**	109 82%	765 91% S
More than once a week	**652** **67%**	82 61%	570 68%
Once a week	**222** **23%**	28 21%	195 23%
Less often than once a week	**72** **7%**	19 14% T	53 6%
Never	**25** **3%**	6 4%	20 2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Milk and dairy foods like cheese and yoghurt

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	947 97%	252 97%	679 97%	393 98%	554 97%	86 99% *	94 98% *	200 98%	501 98%	252 97%	164 97%	179 97%	116 97%
Net: Once a week or more	875 90%	229 89%	630 91%	366 91%	509 89%	75 86% *	87 91% *	192 94%	468 91%	230 88%	152 90%	162 88%	104 88%
More than once a week	652 67%	178 69%	467 67%	277 69%	375 66%	55 64% *	65 67% *	149 73%	356 69% J	161 62%	117 69%	116 63%	77 64%
Once a week	222 23%	51 20%	163 23%	89 22%	133 23%	20 23% *	23 24% *	43 21%	113 22%	69 27%	35 21%	46 25%	28 23%
Less often than once a week	72 7%	22 9%	49 7%	27 7%	45 8%	11 12% H*	7 7% *	8 4%	33 6%	22 8%	12 7%	16 9%	11 10%
Never	25 3%	7 3%	17 3%	8 2%	17 3%	1 1% *	2 2% *	5 2%	12 2%	9 3%	5 3%	5 3%	3 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Milk and dairy foods like cheese and yoghurt

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	970	228	155	105	815
Base	972	228	157	108	815
Net: Ever	947 97%	220 97%	154 98%	108 100%	793 97%
Net: Once a week or more	875 90%	200 88%	141 90%	98 91%	733 90%
More than once a week	652 67%	145 64%	111 70%	74 68%	542 66%
Once a week	222 23%	55 24%	31 20%	24 22%	191 23%
Less often than once a week	72 7%	20 9%	12 8%	10 9%	59 7%
Never	25 3%	8 3%	3 2%	- -	22 3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Eggs

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**935** **96%**	455 97%	480 95%	120 92% *	154 96%	138 96%	168 97%	144 97%	211 98%	232 98% L	255 95%	169 93%	279 98% LO	487 96%	448 96%
Net: Once a week or more	**744** **77%**	368 79%	376 74%	97 75% *	119 74%	113 79%	125 72%	115 77%	174 81%	185 78%	197 74%	140 77%	221 77%	383 76%	361 77%
More than once a week	**399** **41%**	217 46% C	182 36%	40 31% *	59 36%	57 40%	66 38%	64 43%	112 52% DEFG	101 43%	102 38%	65 36%	131 46% L	203 40%	196 42%
Once a week	**345** **36%**	151 32%	194 38%	57 44% I*	60 37%	56 39%	59 34%	50 34%	62 29%	84 36%	95 36%	76 42% MO	89 31%	180 36%	165 35% M
Less often than once a week	**191** **20%**	87 19%	104 21%	23 18% *	36 22%	25 17%	42 24%	29 20%	36 17%	47 20%	57 21%	29 16%	59 21%	104 21%	87 19%
Never	**37** **4%**	12 3%	25 5%	10 8% *	6 4%	5 4%	6 3%	5 3%	5 2%	5 2%	12 5%	12 7% JM	6 2%	18 4%	19 4% M

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Eggs

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**935**	208	370	162	195	267	668
	96%	96%	96%	95%	98%	97%	96%
Net: Once a week or more	**744**	149	295	138	162	223	521
	77%	69%	76%	81% P	81% P	81%	75%
More than once a week	**399**	86	151	81	82	116	283
	41%	40%	39%	47%	41%	42%	41%
Once a week	**345**	63	145	58	80	107	238
	36%	29%	37% P	34%	40% P	39%	34%
Less often than once a week	**191**	59	75	24	33	44	147
	20%	27% QRS	19%	14%	17%	16%	21%
Never	**37**	9	16	8	4	8	28
	4%	4%	4%	5%	2%	3%	4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Eggs

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**935**	229	646	61	552	383	153	285	104	604	331	-	234	172	335	185	655	280
	96%	97%	96%	98% *	96%	96%	95%	98% I	93%	96%	96%	-	94%	97%	97%	96%	96%	97%
Net: Once a week or more	**744**	181	508	55	448	296	132	226	79	484	260	-	198	122	274	142	520	224
	77%	77%	75%	88% C*	78%	75%	83% I	78%	70%	77%	76%	-	79% N	69%	80% N	74%	76%	77%
More than once a week	**399**	95	271	32	259	140	90	126	35	269	130	-	108	63	151	74	297	102
	41%	40%	40%	52% *	45% F	35%	56% HI	43% I	32%	43%	38%	-	43%	35%	44%	38%	44% R	35%
Once a week	**345**	86	237	22	189	156	43	100	43	216	129	-	90	59	124	68	223	122
	36%	36%	35%	36% *	33%	39%	27%	34%	39% G	34%	38%	-	36%	33%	36%	35%	33%	42% Q
Less often than once a week	**191**	48	137	6	104	87	20	58	25	120	71	-	37	50	61	44	134	57
	20%	20%	20%	10% *	18%	22%	13%	20%	22%	19%	21%	-	15%	28% MO	18%	23% M	20%	20%
Never	**37**	8	28	1	23	14	8	7	8	25	12	-	15	6	9	7	27	10
	4%	3%	4%	2% *	4%	4%	5%	2%	7% H	4%	4%	-	6%	3%	3%	4%	4%	3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Eggs

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**935** **96%**	125 94%	810 97%
Net: Once a week or more	**744** **77%**	98 73%	646 77%
More than once a week	**399** **41%**	57 42%	342 41%
Once a week	**345** **36%**	41 31%	304 36%
Less often than once a week	**191** **20%**	27 20%	164 20%
Never	**37** **4%**	8 6%	28 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Eggs

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	935 96%	249 96%	670 96%	385 96%	550 96%	85 98% *	93 97% *	195 95%	496 97%	253 97%	157 93%	179 97%	117 98%
Net: Once a week or more	744 77%	189 73%	543 78%	307 77%	437 77%	72 82% *	74 77% *	150 73%	410 80%	199 76%	114 67%	150 82% K	101 85% K
More than once a week	399 41%	110 42%	283 41%	163 41%	236 41%	28 32% *	44 45% *	85 42%	231 45% J	95 37%	57 34%	80 44%	54 46%
Once a week	345 36%	80 31%	260 37%	144 36%	201 35%	44 51% GH*	30 31% *	65 32%	179 35%	104 40%	56 33%	70 38%	47 39%
Less often than once a week	191 20%	59 23%	128 18%	79 20%	112 20%	13 15% *	19 20% *	45 22%	86 17%	54 21%	44 26% LM	29 16%	15 13%
Never	37 4%	10 4%	26 4%	15 4%	21 4%	2 2% *	3 3% *	10 5%	17 3%	7 3%	12 7%	5 3%	2 2%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Eggs

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**935** **96%**	220 96%	154 98%	106 99%	781 96%
Net: Once a week or more	**744** **77%**	170 75%	128 82%	85 79%	616 76%
More than once a week	**399** **41%**	85 37%	81 52% BE	50 47%	318 39%
Once a week	**345** **36%**	85 37%	47 30%	35 32%	298 37%
Less often than once a week	**191** **20%**	49 22%	26 17%	21 20%	165 20%
Never	**37** **4%**	8 4%	3 2%	2 1%	34 4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Fish, excluding shellfish

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	970	486	484	99	167	137	184	161	222	252	290	164	264	542	428
Base	972	467	505	130	161	143	173	149	215	238	267	181	286	505	467
Net: Ever	**844**	418	426	107	131	122	148	135	201	213	227	154	250	440	404
	87%	90%	84%	82%	81%	85%	85%	91%	93%	90%	85%	85%	88%	87%	86%
		C		*				E	DEFG						
Net: Once a week or more	**523**	275	248	60	83	77	81	83	138	156	139	92	136	295	228
	54%	59%	49%	46%	51%	54%	47%	56%	64%	66%	52%	51%	48%	58%	49%
		C		*					DEG	KLMNO				KMO	
More than once a week	**139**	70	69	17	24	18	15	19	45	53	29	20	38	81	58
	14%	15%	14%	13%	15%	13%	9%	13%	21%	22%	11%	11%	13%	16%	12%
				*					G	KLMNO				K	
Once a week	**384**	204	179	43	59	59	66	64	93	103	110	73	98	213	171
	39%	44%	36%	33%	36%	41%	38%	43%	43%	43%	41%	40%	34%	42%	37%
		C		*						M				M	
Less often than once a week	**321**	143	177	46	48	45	67	52	63	57	88	61	114	146	175
	33%	31%	35%	36%	30%	31%	39%	35%	29%	24%	33%	34%	40%	29%	37%
				*							JN	J	JN	J	JN
Never	**128**	49	79	24	30	21	25	13	15	25	40	28	36	65	63
	13%	10%	16%	18%	19%	15%	15%	9%	7%	10%	15%	15%	12%	13%	14%
			B	I*	HI	I	I								

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Fish, excluding shellfish

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**844**	187	336	147	174	238	605
	87%	86%	87%	87%	87%	87%	87%
Net: Once a week or more	**523**	107	210	93	113	156	367
	54%	49%	54%	55%	56%	57%	53%
More than once a week	**139**	31	50	28	30	41	99
	14%	14%	13%	17%	15%	15%	14%
Once a week	**384**	76	161	65	82	116	268
	39%	35%	42%	38%	41%	42%	38%
Less often than once a week	**321**	80	125	54	61	82	239
	33%	37%	32%	32%	31%	30%	34%
Never	**128**	29	51	23	25	37	91
	13%	14%	13%	13%	13%	13%	13%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Fish, excluding shellfish

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**844**	196	590	58	504	340	140	261	93	547	297	-	212	153	308	165	590	254
	87%	83%	88%	93% *	88%	86%	87%	90%	83%	87%	87%	-	85%	86%	89%	86%	87%	87%
Net: Once a week or more	**523**	126	365	32	325	198	100	156	62	344	179	-	122	94	208	98	379	144
	54%	53%	54%	52% *	57% F	50%	63%	53%	56%	55%	52%	-	49%	53%	60% M	51%	56%	50%
More than once a week	**139**	38	93	8	88	51	33	36	17	83	56	-	31	28	56	25	115	24
	14%	16%	14%	13% *	15%	13%	21% H	12%	15%	13%	16%	-	12%	16%	16%	13%	17% R	8%
Once a week	**384**	89	271	24	237	147	67	120	45	261	123	-	90	66	152	74	264	120
	39%	37%	40%	39% *	41%	37%	42%	41%	40%	41%	36%	-	36%	37%	44%	38%	39%	41%
Less often than once a week	**321**	70	225	25	178	142	40	105	30	203	118	-	90	59	100	67	211	110
	33%	30%	33%	41% *	31%	36%	25%	36% G	27%	32%	34%	-	36%	33%	29%	35%	31%	38% Q
Never	**128**	40	84	4	71	57	20	30	19	82	46	-	38	25	37	27	91	37
	13%	17%	12%	7% *	12%	14%	13%	10%	17%	13%	13%	-	15%	14%	11%	14%	13%	13%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Fish, excluding shellfish

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**844**	118	726
	87%	88%	87%
Net: Once a week or more	**523**	72	451
	54%	54%	54%
More than once a week	**139**	23	116
	14%	17%	14%
Once a week	**384**	49	335
	39%	36%	40%
Less often than once a week	**321**	46	274
	33%	35%	33%
Never	**128**	15	113
	13%	12%	13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Fish, excluding shellfish

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Net: Ever	**844**	233	597	350	493	82	84	174	455	223	139	161	102
	87%	90%	86%	87%	86%	94% *	87% *	85%	89%	86%	82%	87%	86%
Net: Once a week or more	**523**	138	375	219	304	57	53	100	315	127	67	95	55
	54%	54%	54%	55%	53%	65% H*	55% *	48%	61% J	49%	40%	52% K	47%
More than once a week	**139**	43	94	59	81	14	16	26	97	25	15	21	14
	14%	17%	14%	15%	14%	16% *	16% *	13%	19% J	10%	9%	12%	12%
Once a week	**384**	96	281	161	223	43	38	73	218	102	53	73	41
	39%	37%	40%	40%	39%	49% H*	39% *	36%	43%	39%	31%	40%	35%
Less often than once a week	**321**	95	222	131	190	25	30	74	140	96	72	66	46
	33%	37%	32%	33%	33%	29% *	32% *	36%	27%	37% I	42%	36%	39%
Never	**128**	25	100	51	77	5	13	31	57	37	30	23	17
	13%	10%	14%	13%	14%	6% *	13% *	15%	11%	14%	18%	13%	14%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Fish, excluding shellfish

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**844** **87%**	188 82%	141 90% B	95 88%	702 86%
Net: Once a week or more	**523** **54%**	109 48%	101 65% BE	67 62% B	422 52%
More than once a week	**139** **14%**	32 14%	36 23% BE	23 22% E	103 13%
Once a week	**384** **39%**	77 34%	65 41%	44 41%	319 39%
Less often than once a week	**321** **33%**	79 35%	40 26%	28 26%	281 34% C
Never	**128** **13%**	40 18% C	16 10%	13 12%	112 14%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Shellfish (includes crab, prawns and lobster)

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	970	486	484	99	167	137	184	161	222	252	290	164	264	542	428
Base	972	467	505	130	161	143	173	149	215	238	267	181	286	505	467
Net: Ever	**579**	298	282	70	94	91	94	90	140	163	153	100	163	316	264
	60%	64%	56%	54%	59%	63%	54%	61%	65%	68%	57%	55%	57%	63%	56%
		C		*					G	KLMNO				K	
Net: Once a week or more	**194**	94	100	25	46	31	27	24	41	58	52	39	45	110	84
	20%	20%	20%	19%	29%	21%	16%	16%	19%	24%	19%	22%	16%	22%	18%
				*	GHI					M					
More than once a week	**50**	20	29	6	15	11	5	5	8	16	12	8	13	28	21
	5%	4%	6%	5%	9%	7%	3%	4%	4%	7%	5%	5%	5%	6%	5%
				*	GI										
Once a week	**144**	73	71	18	31	20	23	19	33	42	39	31	32	81	63
	15%	16%	14%	14%	19%	14%	13%	12%	15%	18%	15%	17%	11%	16%	13%
				*											
Less often than once a week	**386**	204	182	46	48	60	66	66	99	105	101	61	118	206	179
	40%	44%	36%	35%	30%	42%	38%	45%	46%	44%	38%	34%	41%	41%	38%
		C		*		E		E	E	L					
Never	**393**	169	223	60	66	53	80	58	75	75	114	81	123	189	203
	40%	36%	44%	46%	41%	37%	46%	39%	35%	32%	43%	45%	43%	37%	44%
			B	*			I				JN	J	J	J	J

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Shellfish (includes crab, prawns and lobster)

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**579**	123	234	102	120	173	406
	60%	57%	61%	60%	60%	63%	58%
Net: Once a week or more	**194**	33	73	39	50	72	122
	20%	15%	19%	23%	25% P	26% U	17%
More than once a week	**50**	10	18	8	14	21	28
	5%	5%	5%	5%	7%	8% U	4%
Once a week	**144**	23	55	30	36	51	94
	15%	11%	14%	18%	18% P	18%	13%
Less often than once a week	**386**	91	161	63	70	101	284
	40%	42%	42%	37%	35%	37%	41%
Never	**393**	93	152	68	79	102	290
	40%	43%	39%	40%	40%	37%	42%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Shellfish (includes crab, prawns and lobster)

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**579**	135	401	44	354	225	105	182	60	373	207	-	139	112	210	113	409	171
	60%	57%	59%	71% *	62%	57%	66%	63%	53%	59%	60%	-	56%	63%	61%	59%	60%	59%
Net: Once a week or more	**194**	42	140	12	125	68	53	47	23	129	65	-	43	38	79	33	152	42
	20%	18%	21%	19% *	22%	17%	33% HI	16%	21%	20%	19%	-	17%	22%	23%	17%	22% R	14%
More than once a week	**50**	16	32	2	31	18	15	10	7	37	12	-	7	11	19	12	45	5
	5%	7%	5%	3% *	5%	5%	9% H	3%	6%	6%	4%	-	3%	6%	5%	6%	7% R	2%
Once a week	**144**	26	107	10	94	50	38	37	17	91	53	-	35	28	60	21	107	37
	15%	11%	16%	16% *	16%	13%	23% H	13%	15%	14%	15%	-	14%	16%	17%	11%	16%	13%
Less often than once a week	**386**	93	261	32	229	157	52	136	37	244	142	-	96	73	132	80	256	129
	40%	39%	39%	51% *	40%	40%	33%	47% GI	33%	39%	41%	-	38%	41%	38%	42%	38%	44%
Never	**393**	101	273	18	221	172	55	109	52	256	136	-	111	66	134	79	273	120
	40%	43%	41%	29% *	38%	43%	34%	37%	47%	41%	40%	-	44%	37%	39%	41%	40%	41%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Shellfish (includes crab, prawns and lobster)

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**579**	77	503
	60%	57%	60%
Net: Once a week or more	**194**	30	164
	20%	22%	20%
More than once a week	**50**	11	39
	5%	8%	5%
Once a week	**144**	19	125
	15%	14%	15%
Less often than once a week	**386**	47	339
	40%	35%	40%
Never	**393**	57	336
	40%	43%	40%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Shellfish (includes crab, prawns and lobster)

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	579 60%	159 62%	411 59%	260 65% E	320 56%	70 81% GH*	62 65% *	119 58%	339 66% J	148 57%	76 45%	112 61% K	70 59% K
Net: Once a week or more	194 20%	47 18%	142 20%	83 21%	111 19%	28 32% GH*	16 17% *	33 16%	122 24% J	38 14%	23 14%	44 24% K	28 24% K
More than once a week	50 5%	19 7%	29 4%	23 6%	26 5%	8 9% *	6 6% *	8 4%	30 6%	11 4%	5 3%	12 6%	7 6%
Once a week	144 15%	29 11%	113 16%	59 15%	85 15%	20 23% H*	11 11% *	25 12%	92 18% J	27 10%	18 11%	33 18%	21 17%
Less often than once a week	386 40%	112 43%	269 39%	177 44% E	209 37%	42 48% *	46 48% *	86 42%	217 42%	110 42%	53 31%	68 37%	42 36%
Never	393 40%	99 38%	286 41%	141 35%	251 44% D	17 19% *	34 35% F*	86 42% F	174 34%	113 43% I	93 55% LM	72 39%	48 41%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. How often do you eat, cook and prepare - Shellfish (includes crab, prawns and lobster)

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**579**	132	101	68	478
	60%	58%	65%	63%	59%
Net: Once a week or more	**194**	53	36	27	158
	20%	23%	23%	25%	19%
More than once a week	**50**	19	13	10	36
	5%	8% E	9%	9%	4%
Once a week	**144**	34	23	17	121
	15%	15%	14%	16%	15%
Less often than once a week	**386**	79	65	41	320
	40%	35%	42%	38%	39%
Never	**393**	96	56	40	337
	40%	42%	35%	37%	41%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q18. Summary table: How often you eat, prepare and cook at home☐

Base: All responsible for cooking and preparing food in the home

	Beef, lamb or pork	Raw poultry like chicken or turkey	Pre-cooked meats like ham or meat patè	Burgers and sausages	Milk and dairy foods like cheese and yoghurt	Eggs	Fish, excluding shellfish	Shellfish (includes crab, prawns and lobster)
Unweighted Base	**970**	**970**	**970**	**970**	**970**	**970**	**970**	**970**
Base	**972**	**972**	**972**	**972**	**972**	**972**	**972**	**972**
Net: Ever	887	875	838	875	947	935	844	579
	91%	90%	86%	90%	97%	96%	87%	60%
Net: Once a week or more	628	655	532	477	875	744	523	194
	65%	67%	55%	49%	90%	77%	54%	20%
More than once a week	227	285	221	104	652	399	139	50
	23%	29%	23%	11%	67%	41%	14%	5%
Once a week	401	370	311	372	222	345	384	144
	41%	38%	32%	38%	23%	36%	39%	15%
Less often than once a week	259	220	306	398	72	191	321	386
	27%	23%	31%	41%	7%	20%	33%	40%
Never	85	97	134	97	25	37	128	393
	9%	10%	14%	10%	3%	4%	13%	40%

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	970	486	484	99	167	137	184	161	222	252	290	164	264	542	428
Base	972	467	505	130	161	143	173	149	215	238	267	181	286	505	467
Net: Ever	**421** **43%**	190 41%	231 46%	88 68% FGHI*	101 63% FGHI	66 46% GHI	59 34%	50 33%	58 27%	92 39%	131 49% JN	78 43%	121 42%	223 44% J	199 43%
Always (3)	**96** **10%**	35 8%	61 12% B	25 19% FGHI*	24 15% FHI	10 7%	14 8%	8 6%	15 7%	17 7%	37 14% JNO	16 9%	26 9%	54 11% J	42 9%
Most of the time (2)	**97** **10%**	41 9%	56 11%	35 27% FGHI*	30 18% GHI	16 11% GHI	4 3%	6 4%	7 3%	19 8%	30 11%	25 14%	23 8%	49 10%	48 10%
Sometimes (1)	**228** **23%**	114 24%	114 23%	29 22% *	47 29% I	39 27% I	40 23%	36 24%	37 17%	56 24%	63 24%	36 20%	73 25%	119 24%	109 23%
Never (0)	**527** **54%**	268 57%	259 51%	38 29% *	56 35%	74 52% DE	109 63% DE	97 65% DEF	152 70% DEF	138 58% KN	130 49%	102 56%	157 55%	268 53% K	259 55%
Not applicable	**24** **2%**	8 2%	16 3%	4 3% *	4 2%	3 2%	5 3%	2 1%	6 3%	8 3%	7 2%	2 1%	8 3%	14 3%	10 2%
Mean score	**0.75**	0.66	0.83 B	1.36 FGHI*	1.14 FGHI	0.73 HI	0.54	0.49	0.45	0.63	0.9 JMNO	0.75	0.7	0.77 J	0.72
Standard Deviation	**1**	0.932	1.055	1.111	1.074	0.931	0.894	0.82	0.855	0.915	1.088	1.006	0.964	1.019	0.98
Standard Error	**0.032**	0.044	0.048	0.099	0.086	0.079	0.069	0.068	0.059	0.06	0.067	0.075	0.058	0.046	0.046

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**421** **43%**	86 40%	148 38%	78 46%	109 55% PQ	148 54% U	273 39%
Always (3)	**96** **10%**	15 7%	39 10%	18 11%	23 12%	30 11%	65 9%
Most of the time (2)	**97** **10%**	19 9%	33 9%	21 13%	24 12%	36 13%	61 9%
Sometimes (1)	**228** **23%**	52 24%	76 20%	39 23%	62 31% Q	82 30% U	147 21%
Never (0)	**527** **54%**	124 58% S	230 59% S	87 51%	85 43%	122 44%	405 58% T
Not applicable	**24** **2%**	5 3%	9 2%	5 3%	5 3%	6 2%	18 3%
Mean score	**0.75**	0.64	0.69	0.82	0.92 PQ	0.91 U	0.69
Standard Deviation	**1**	0.92	1.009	1.036	1.018	1.015	0.988
Standard Error	**0.032**	0.063	0.052	0.081	0.073	0.062	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**421** **43%**	96 41%	298 44%	27 44% *	261 45%	161 40%	69 43%	141 48%	47 42%	263 42%	159 46%	- -	107 43%	76 43%	136 40%	98 51% O	302 44%	119 41%
Always (3)	**96** **10%**	23 10%	67 10%	6 9% *	58 10%	38 10%	25 15% I	28 10%	6 5%	62 10%	33 10%	- -	23 9%	18 10%	35 10%	20 10%	67 10%	29 10%
Most of the time (2)	**97** **10%**	20 9%	74 11%	3 6% *	61 11%	37 9%	21 13% I	34 12% I	4 4%	55 9%	42 12%	- -	30 12%	20 11%	30 9%	16 9%	78 11% R	20 7%
Sometimes (1)	**228** **23%**	53 22%	157 23%	18 29% *	142 25%	86 22%	23 14%	79 27% G	37 33% G	145 23%	83 24%	- -	54 22%	38 21%	71 21%	62 32% MNO	158 23%	70 24%
Never (0)	**527** **54%**	134 57%	360 53%	33 53% *	307 53%	220 55%	90 56%	148 51%	63 56%	353 56%	174 51%	- -	137 55%	98 55%	199 58% P	88 46%	366 54%	161 55%
Not applicable	**24** **2%**	6 3%	15 2%	2 3% *	7 1%	17 4% E	2 1%	3 1%	2 2%	13 2%	11 3%	- -	5 2%	4 3%	9 3%	5 3%	14 2%	10 3%
Mean score	**0.75**	0.7	0.77	0.7 *	0.77	0.72	0.88 I	0.8 I	0.57	0.72	0.81	-	0.75	0.76	0.71	0.82	0.77	0.71
Standard Deviation	**1**	0.99	1.008	0.958	1.003	0.997	1.146	0.989	0.801	0.996	1.008	-	1.003	1.02	1.009	0.977	1.005	0.989
Standard Error	**0.032**	0.065	0.039	0.124	0.042	0.051	0.091	0.058	0.076	0.04	0.055	-	0.064	0.078	0.055	0.072	0.039	0.059

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**421** **43%**	63 47%	358 43%
Always (3)	**96** **10%**	12 9%	84 10%
Most of the time (2)	**97** **10%**	16 12%	81 10%
Sometimes (1)	**228** **23%**	34 26%	194 23%
Never (0)	**527** **54%**	65 49%	461 55%
Not applicable	**24** **2%**	5 4%	19 2%
Mean score	**0.75**	0.81	0.74
Standard Deviation	**1**	0.995	1.002
Standard Error	**0.032**	0.088	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Net: Ever	**421** **43%**	102 40%	309 44%	192 48% E	229 40%	53 61% H*	48 50% *	82 40%	215 42%	125 48%	67 40%	104 57% K	72 61% K
Always (3)	**96** **10%**	20 8%	76 11%	38 10%	57 10%	13 15% H*	7 7% *	14 7%	66 13% J	20 8%	10 6%	22 12%	15 12%
Most of the time (2)	**97** **10%**	22 9%	73 11%	52 13% E	45 8%	20 22% H*	17 17% H*	15 7%	52 10%	30 12%	12 7%	23 12%	17 15%
Sometimes (1)	**228** **23%**	60 23%	160 23%	102 25%	127 22%	21 24% *	24 25% *	53 26%	97 19%	75 29% I	45 26%	60 33%	40 34%
Never (0)	**527** **54%**	150 58%	369 53%	201 50%	325 57% D	34 39% *	46 48% *	119 58% F	284 55%	130 50%	99 59% LM	75 41%	44 37%
Not applicable	**24** **2%**	6 2%	18 3%	8 2%	16 3%	- - *	2 2% *	4 2%	14 3%	5 2%	3 2%	4 2%	2 2%
Mean score	**0.75**	0.65	0.79	0.82	0.7	1.14 H*	0.84 *	0.62	0.8	0.76	0.59	0.95 K	1.02 K*
Standard Deviation	**1**	0.935	1.028	1.002	0.998	1.101	0.978	0.896	1.079	0.943	0.864	1.014	1.021
Standard Error	**0.032**	0.059	0.039	0.05	0.042	0.118	0.101	0.063	0.048	0.059	0.067	0.076	0.094

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**421** **43%**	114 50% E	69 44%	47 43%	352 43%
Always (3)	**96** **10%**	26 11%	18 11%	12 11%	78 10%
Most of the time (2)	**97** **10%**	28 12%	18 11%	11 11%	80 10%
Sometimes (1)	**228** **23%**	60 26%	34 22%	23 21%	194 24%
Never (0)	**527** **54%**	108 48%	88 56%	61 57%	439 54% B
Not applicable	**24** **2%**	6 3%	- -	- -	24 3%
Mean score	**0.75**	0.87 E	0.78	0.77	0.74
Standard Deviation	**1**	1.033	1.038	1.043	0.993
Standard Error	**0.032**	0.069	0.083	0.1	0.035

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**831** **86%**	391 84%	440 87%	111 85% *	136 85%	129 90%	146 84%	121 81%	188 87%	212 89% KN	217 81%	160 88%	241 84%	430 85% K	402 86%
Always (3)	**471** **48%**	217 46%	254 50%	53 40% *	65 41%	75 52%	99 57% DE	73 49%	106 49%	120 50%	120 45%	91 50%	139 49%	240 48%	231 49%
Most of the time (2)	**225** **23%**	106 23%	119 23%	33 26% *	46 28% GH	33 23%	30 17%	27 18%	56 26% G	60 25%	55 21%	41 23%	69 24%	115 23%	110 24%
Sometimes (1)	**136** **14%**	68 15%	68 13%	25 19% G*	26 16%	21 14%	17 10%	21 14%	26 12%	33 14%	42 16%	28 15%	33 12%	75 15%	61 13%
Never (0)	**103** **11%**	59 13%	44 9%	17 13% *	18 11%	9 7%	20 11%	21 14%	18 9%	18 8%	37 14% JN	16 9%	32 11%	55 11% J	48 10%
Not applicable	**38** **4%**	17 4%	21 4%	3 2% *	7 4%	5 4%	8 5%	6 4%	9 4%	7 3%	13 5%	5 3%	12 4%	20 4%	18 4%
Mean score	**2.14**	2.07	2.2	1.95 *	2.03	2.26 D	2.26 D	2.07	2.21 D	2.22 KN	2.02	2.18	2.15	2.11 K	2.17
Standard Deviation	**1.035**	1.074	0.995	1.067	1.025	0.952	1.056	1.123	0.98	0.966	1.106	1.003	1.04	1.046	1.024
Standard Error	**0.034**	0.051	0.045	0.094	0.083	0.081	0.082	0.094	0.068	0.064	0.069	0.076	0.063	0.048	0.048

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**831** **86%**	165 76%	334 86% P	151 89% P	181 91% P	246 89% U	585 84%
Always (3)	**471** **48%**	95 44%	190 49%	87 51%	98 49%	129 47%	342 49%
Most of the time (2)	**225** **23%**	47 22%	87 23%	33 20%	58 29%	76 28% U	149 21%
Sometimes (1)	**136** **14%**	23 11%	56 15%	31 18%	25 13%	41 15%	95 14%
Never (0)	**103** **11%**	34 16% S	40 10%	16 9%	13 7%	27 10%	76 11%
Not applicable	**38** **4%**	17 8% QRS	13 3%	3 2%	5 3%	2 1%	36 5% T
Mean score	**2.14**	2.02	2.14	2.15	2.24 P	2.12	2.14
Standard Deviation	**1.035**	1.132	1.034	1.035	0.923	1.004	1.049
Standard Error	**0.034**	0.08	0.053	0.08	0.066	0.061	0.041

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**831**	209	571	51	505	327	138	265	93	537	294	-	205	150	306	166	586	245
	86%	88%	85%	83% *	88% F	82%	86%	91% I	83%	85%	86%	-	82%	85%	89% M	87%	86%	84%
Always (3)	**471**	117	328	25	291	180	87	157	43	316	154	-	132	85	173	78	335	135
	48%	50%	49%	41% *	51%	45%	54% I	54% I	38%	50%	45%	-	53% P	48%	50% P	41%	49%	47%
Most of the time (2)	**225**	58	152	16	132	93	31	70	27	138	87	-	39	40	87	56	157	68
	23%	24%	22%	25% *	23%	23%	19%	24%	25%	22%	25%	-	16%	23%	25% M	29% M	23%	23%
Sometimes (1)	**136**	34	91	11	82	54	21	38	23	83	53	-	33	24	46	32	94	42
	14%	14%	14%	17% *	14%	14%	13%	13%	20%	13%	15%	-	13%	14%	13%	17%	14%	14%
Never (0)	**103**	21	73	8	52	51	18	20	14	67	36	-	38	17	27	17	67	36
	11%	9%	11%	13% *	9%	13%	12%	7%	12%	11%	11%	-	15% O	10%	8%	9%	10%	12%
Not applicable	**38**	6	29	2	18	19	4	7	5	26	12	-	7	10	12	8	28	9
	4%	3%	4%	3% *	3%	5%	3%	2%	5%	4%	3%	-	3%	6%	3%	4%	4%	3%
Mean score	**2.14**	2.18	2.14	1.96 *	2.19	2.06	2.19	2.28 I	1.93	2.17	2.09	-	2.1	2.16	2.22	2.06	2.16	2.08
Standard Deviation	**1.035**	1	1.043	1.083	1.004	1.077	1.064	0.942	1.065	1.038	1.031	-	1.141	1.026	0.964	0.991	1.021	1.068
Standard Error	**0.034**	0.066	0.041	0.14	0.043	0.055	0.085	0.056	0.103	0.042	0.057	-	0.073	0.079	0.053	0.073	0.04	0.064

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**831** **86%**	120 90%	711 85%
Always (3)	**471** **48%**	63 47%	408 49%
Most of the time (2)	**225** **23%**	30 22%	195 23%
Sometimes (1)	**136** **14%**	28 21% T	108 13%
Never (0)	**103** **11%**	10 8%	92 11%
Not applicable	**38** **4%**	3 2%	35 4%
Mean score	**2.14**	2.11	2.14
Standard Deviation	**1.035**	1.005	1.041
Standard Error	**0.034**	0.088	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	831 86%	211 82%	605 87%	345 86%	486 85%	74 85% *	81 85% *	179 87%	453 88%	220 84%	134 79%	168 92% K	111 94% K
Always (3)	471 48%	126 49%	340 49%	189 47%	282 49%	36 41% *	44 46% *	102 50%	270 53% J	116 44%	72 43%	87 47%	57 48%
Most of the time (2)	225 23%	48 19%	175 25% B	102 26%	123 21%	26 30% *	25 26% *	50 24%	117 23%	60 23%	41 24%	51 28%	33 28%
Sometimes (1)	136 14%	37 14%	91 13%	54 13%	82 14%	12 14% *	12 13% *	27 13%	67 13%	43 17%	21 12%	30 16%	21 18%
Never (0)	103 11%	36 14%	65 9%	45 11%	58 10%	10 11% *	11 11% *	23 11%	38 7%	34 13% I	28 16% LM	16 8%	7 6%
Not applicable	38 4%	11 4%	26 4%	11 3%	26 5%	3 3% *	4 4% *	4 2%	22 4%	7 3%	7 4% L	- -	- -
Mean score	2.14	2.07	2.18	2.12	2.15	2.04 *	2.11 *	2.15	2.26 J	2.02	1.97	2.14	2.17
Standard Deviation	1.035	1.113	1.001	1.034	1.037	1.027	1.039	1.036	0.964	1.082	1.126	0.981	0.941
Standard Error	0.034	0.071	0.039	0.052	0.044	0.112	0.108	0.073	0.043	0.068	0.088	0.072	0.086

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**831** **86%**	198 87%	146 93% E	99 92%	686 84%
Always (3)	**471** **48%**	108 48%	88 56%	59 55%	383 47%
Most of the time (2)	**225** **23%**	62 27%	36 23%	25 23%	189 23%
Sometimes (1)	**136** **14%**	28 12%	22 14%	15 14%	114 14%
Never (0)	**103** **11%**	19 8%	10 7%	9 8%	93 11%
Not applicable	**38** **4%**	11 5% CD	1 1%	- -	37 5% C
Mean score	**2.14**	2.19	2.29	2.24	2.11
Standard Deviation	**1.035**	0.973	0.944	0.979	1.051
Standard Error	**0.034**	0.066	0.076	0.094	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	970	486	484	99	167	137	184	161	222	252	290	164	264	542	428
Base	972	467	505	130	161	143	173	149	215	238	267	181	286	505	467
Net: Ever	**431**	232	199	55	79	53	64	73	107	95	104	93	140	198	233
	44%	50%	39%	42%	49%	37%	37%	49%	50%	40%	39%	51%	49%	39%	50%
		C		*	G			FG	FG			JKN	JKN		JKN
Always (3)	**133**	76	57	15	27	19	22	20	29	30	31	31	41	62	71
	14%	16%	11%	12%	17%	13%	13%	14%	14%	13%	12%	17%	14%	12%	15%
		C		*											
Most of the time (2)	**118**	58	60	24	28	12	14	17	22	23	29	29	37	52	66
	12%	12%	12%	18%	18%	9%	8%	12%	10%	10%	11%	16%	13%	10%	14%
				G*	FGI										
Sometimes (1)	**180**	98	82	16	24	22	27	36	56	41	44	33	62	85	95
	19%	21%	16%	12%	15%	15%	16%	24%	26%	17%	16%	18%	22%	17%	20%
				*				DE	DEFG						
Never (0)	**454**	196	258	56	70	83	91	64	91	122	138	72	122	260	194
	47%	42%	51%	43%	44%	58%	52%	43%	42%	51%	52%	40%	43%	52%	41%
			B	*		DEHI				LO	LMO			LMO	
Not applicable	**87**	39	48	19	12	8	19	11	18	21	25	17	24	46	41
	9%	8%	10%	15%	7%	5%	11%	7%	8%	9%	9%	9%	8%	9%	9%
				F*											
Mean score	**0.92**	1.03	0.82	0.99	1.08	0.76	0.79	0.96	0.95	0.82	0.81	1.11	0.99	0.81	1.04
		C		*	FG							JKN			JKN
Standard Deviation	**1.115**	1.144	1.077	1.133	1.177	1.101	1.104	1.093	1.079	1.097	1.084	1.163	1.111	1.089	1.132
Standard Error	**0.037**	0.055	0.05	0.107	0.096	0.094	0.089	0.093	0.077	0.075	0.07	0.091	0.069	0.051	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**431**	77	182	74	98	127	304
	44%	36%	47% P	43%	49% P	46%	44%
Always (3)	**133**	19	53	26	36	45	88
	14%	9%	14%	15%	18% P	16%	13%
Most of the time (2)	**118**	20	47	22	30	40	79
	12%	9%	12%	13%	15%	14%	11%
Sometimes (1)	**180**	39	82	26	33	43	137
	19%	18%	21%	16%	16%	15%	20%
Never (0)	**454**	111	170	84	89	136	318
	47%	51%	44%	50%	45%	49%	46%
Not applicable	**87**	28	34	12	12	12	75
	9%	13% S	9%	7%	6%	4%	11% T
Mean score	**0.92**	0.72	0.95 P	0.93	1.06 P	0.97	0.9
Standard Deviation	**1.115**	1.01	1.104	1.15	1.183	1.164	1.093
Standard Error	**0.037**	0.074	0.059	0.092	0.086	0.072	0.044

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**431**	96	302	32	270	160	77	141	49	265	166	-	129	84	144	70	315	116
	44%	41%	45%	52% *	47% F	40%	48%	49%	44%	42%	48%	-	52% OP	47%	42%	37%	46%	40%
Always (3)	**133**	35	88	10	88	45	27	44	17	77	56	-	42	23	49	16	99	34
	14%	15%	13%	16% *	15%	11%	17%	15%	15%	12%	16%	-	17% P	13%	14%	9%	14%	12%
Most of the time (2)	**118**	25	83	10	76	42	27	38	10	72	46	-	41	20	36	20	85	33
	12%	11%	12%	16% *	13%	11%	17%	13%	9%	11%	13%	-	16%	11%	11%	10%	12%	11%
Sometimes (1)	**180**	36	132	13	107	73	24	59	21	115	64	-	46	41	59	34	132	48
	19%	15%	20%	20% *	19%	18%	15%	20%	19%	18%	19%	-	18%	23%	17%	18%	19%	17%
Never (0)	**454**	117	310	27	260	194	72	129	53	312	142	-	100	79	172	100	294	160
	47%	49%	46%	44% *	45%	49%	45%	44%	47%	50% K	41%	-	40%	44%	50% M	52% M	43%	55% Q
Not applicable	**87**	23	61	2	44	43	11	21	10	52	35	-	21	14	28	22	72	14
	9%	10%	9%	4% *	8%	11%	7%	7%	9%	8%	10%	-	9%	8%	8%	11%	11% R	5%
Mean score	**0.92**	0.9	0.92	1.04 *	0.98	0.83	1.05	0.99	0.92 *	0.85	1.05 J	-	1.11 OP	0.92	0.88	0.72	0.98 R	0.79
Standard Deviation	**1.115**	1.153	1.1	1.145	1.14	1.07	1.177	1.129	1.144	1.087	1.156	-	1.161	1.082	1.127	1.009	1.127	1.077
Standard Error	**0.037**	0.079	0.044	0.148	0.049	0.057	0.096	0.069	0.113	0.045	0.066	-	0.077	0.085	0.063	0.077	0.046	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**431** **44%**	64 48%	367 44%
Always (3)	**133** **14%**	17 13%	116 14%
Most of the time (2)	**118** **12%**	24 18% T	94 11%
Sometimes (1)	**180** **19%**	22 17%	157 19%
Never (0)	**454** **47%**	59 44%	395 47%
Not applicable	**87** **9%**	11 8%	76 9%
Mean score	**0.92**	0.99	0.91
Standard Deviation	**1.115**	1.117	1.115
Standard Error	**0.037**	0.101	0.04

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	431 44%	129 50% C	294 42%	176 44%	254 45%	56 64% GH*	45 47% H*	68 33%	236 46%	116 45%	66 39%	90 49% K	64 54% K
Always (3)	133 14%	44 17%	88 13%	46 11%	87 15%	13 15% H*	18 19% H*	11 5%	73 14%	33 13%	22 13%	27 14%	18 15%
Most of the time (2)	118 12%	29 11%	86 12%	60 15% E	58 10%	27 31% GH*	13 13% *	19 9%	63 12%	34 13%	17 10%	31 17%	22 18%
Sometimes (1)	180 19%	55 21%	120 17%	71 18%	109 19%	16 18% *	14 15% *	39 19%	100 19%	49 19%	27 16%	33 18%	24 20%
Never (0)	454 47%	104 40%	343 49% B	190 47%	264 46%	29 33% *	42 43% *	116 57% FG	229 45%	126 48%	87 51%	88 48%	52 44%
Not applicable	87 9%	25 10%	59 9%	35 9%	52 9%	3 3% *	9 10% *	21 10%	48 9%	18 7%	16 10% LM	6 3%	3 2%
Mean score	0.92	1.06 C	0.87	0.89	0.94	1.3 H*	1.09 H*	0.59	0.96	0.89	0.83	0.98	1.06 *
Standard Deviation	1.115	1.155	1.101	1.082	1.138	1.104	1.213	0.893	1.122	1.094	1.112	1.126	1.129
Standard Error	0.037	0.076	0.044	0.057	0.05	0.12	0.13	0.066	0.052	0.07	0.09	0.084	0.105

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**431** **44%**	82 36%	83 53% BE	58 54% BE	348 43% B
Always (3)	**133** **14%**	33 15%	21 13%	17 16%	112 14%
Most of the time (2)	**118** **12%**	23 10%	29 19% BE	19 18%	89 11%
Sometimes (1)	**180** **19%**	26 11%	32 21% B	22 20% B	147 18% B
Never (0)	**454** **47%**	128 56% CE	70 44%	49 45%	385 47%
Not applicable	**87** **9%**	18 8% D	5 3%	1 1%	82 10% CD
Mean score	**0.92**	0.82	1.01	1.04 *	0.9
Standard Deviation	**1.115**	1.154	1.1	1.132	1.118
Standard Error	**0.037**	0.08	0.089	0.109	0.041

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**449**	228	221	68	92	44	65	69	112	100	111	101	138	211	239
	46%	49%	44%	53% FG*	57% FG	31%	37%	46% F	52% FG	42%	42%	56% JKN	48%	42%	51% JKN
Always (3)	**227**	116	111	34	43	20	36	32	60	54	54	56	62	109	118
	23%	25%	22%	26% F*	27% F	14%	21%	22%	28% F	23%	20%	31% KN	22%	22%	25%
Most of the time (2)	**105**	49	56	15	27	11	11	18	23	19	25	24	37	44	61
	11%	11%	11%	12% *	17% FG	8%	6%	12%	11%	8%	9%	13%	13%	9%	13% N
Sometimes (1)	**117**	63	55	19	21	13	18	18	28	26	31	21	38	58	59
	12%	13%	11%	15% *	13%	9%	10%	12%	13%	11%	12%	12%	13%	11%	13%
Never (0)	**445**	202	243	50	59	93	91	66	86	119	133	69	123	253	193
	46%	43%	48%	38% *	37%	65% DEGHI	53% DEI	45%	40%	50% LO	50% LO	38%	43%	50% LO	41%
Not applicable	**77**	36	41	12	9	6	17	14	18	19	23	11	25	42	36
	8%	8%	8%	9% *	6%	4%	10%	9%	8%	8%	9%	6%	9%	8%	8%
Mean score	**1.13**	1.18	1.07	1.29 F*	1.36 FG	0.7	0.95	1.12 F	1.3 FG	1.04	1	1.39 JKN	1.15	1.02	1.24 KN
Standard Deviation	**1.271**	1.278	1.263	1.28	1.264	1.123	1.261	1.258	1.304	1.276	1.243	1.31	1.247	1.258	1.276
Standard Error	**0.042**	0.062	0.059	0.118	0.103	0.096	0.101	0.108	0.093	0.086	0.08	0.1	0.077	0.058	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
Net: Ever	449 46%	89 41%	190 49% R	66 39%	105 53% PR	130 47%	319 46%
Always (3)	227 23%	40 19%	93 24%	35 21%	58 29% P	66 24%	161 23%
Most of the time (2)	105 11%	21 10%	48 13%	14 8%	22 11%	34 12%	72 10%
Sometimes (1)	117 12%	28 13%	49 13%	17 10%	24 12%	30 11%	87 12%
Never (0)	445 46%	99 46%	170 44%	93 55% QS	84 42%	132 48%	313 45%
Not applicable	77 8%	28 13% QS	27 7%	11 7%	11 5%	13 5%	64 9% T
Mean score	1.13	1.02	1.18	0.95	1.29 PR	1.13	1.13
Standard Deviation	1.271	1.227	1.269	1.254	1.312	1.276	1.27
Standard Error	0.042	0.089	0.067	0.1	0.096	0.079	0.05

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**449**	100	319	30	273	177	88	139	44	272	177	-	132	91	147	75	328	121
	46%	42%	47%	48% *	47%	45%	55% I	48%	39%	43%	52% J	-	53% OP	51% P	43%	39%	48%	42%
Always (3)	**227**	51	161	15	145	81	53	74	18	138	88	-	80	40	71	34	171	56
	23%	22%	24%	24% *	25%	20%	33% I	25%	16%	22%	26%	-	32% NOP	23%	21%	18%	25%	19%
Most of the time (2)	**105**	21	75	9	63	42	21	29	13	60	45	-	27	23	38	17	72	34
	11%	9%	11%	15% *	11%	11%	13%	10%	11%	10%	13%	-	11%	13%	11%	9%	11%	12%
Sometimes (1)	**117**	28	84	6	64	53	14	36	13	74	43	-	26	28	38	24	86	32
	12%	12%	12%	10% *	11%	13%	9%	12%	12%	12%	13%	-	10%	16%	11%	12%	13%	11%
Never (0)	**445**	118	299	29	266	180	62	135	61	309	136	-	97	71	171	104	286	160
	46%	50%	44%	47% *	46%	45%	39%	46%	54% G	49% K	40%	-	39%	40%	50% MN	54% MN	42%	55% Q
Not applicable	**77**	18	56	3	37	41	10	17	7	47	30	-	20	16	27	13	67	10
	8%	8%	8%	5% *	6%	10% E	7%	6%	6%	8%	9%	-	8%	9%	8%	7%	10% R	3%
Mean score	**1.13**	1.03	1.16	1.17 *	1.16	1.07	1.43 HI	1.15	0.89 *	1.05	1.27 J	-	1.39 OP	1.2 P	1.03	0.9	1.21 R	0.95
Standard Deviation	**1.271**	1.258	1.274	1.286	1.291	1.239	1.337	1.288	1.183	1.26	1.28	-	1.337	1.242	1.248	1.2	1.286	1.22
Standard Error	**0.042**	0.085	0.051	0.168	0.056	0.066	0.109	0.078	0.116	0.052	0.072	-	0.088	0.098	0.07	0.09	0.052	0.073

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**449** **46%**	62 47%	387 46%
Always (3)	**227** **23%**	32 24%	194 23%
Most of the time (2)	**105** **11%**	13 10%	92 11%
Sometimes (1)	**117** **12%**	16 12%	101 12%
Never (0)	**445** **46%**	64 48%	382 46%
Not applicable	**77** **8%**	7 6%	70 8%
Mean score	**1.13**	1.11	1.13
Standard Deviation	**1.271**	1.281	1.27
Standard Error	**0.042**	0.114	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	449 46%	138 54% C	304 44%	184 46%	265 46%	54 62% H*	50 52% H*	72 35%	245 48%	123 47%	73 43%	92 50%	65 54%
Always (3)	227 23%	72 28%	152 22%	90 23%	136 24%	27 31% H*	28 29% H*	33 16%	126 25%	63 24%	34 20%	43 23%	29 25%
Most of the time (2)	105 11%	27 11%	76 11%	48 12%	57 10%	17 19% H*	10 10% *	18 9%	53 10%	26 10%	24 14%	23 12%	15 13%
Sometimes (1)	117 12%	40 15%	75 11%	46 11%	71 13%	10 12% *	12 13% *	21 10%	65 13%	33 13%	14 8%	27 15%	20 17% K
Never (0)	445 46%	94 36%	345 49% B	189 47%	257 45%	33 37% *	38 39% *	115 56% FG	226 44%	121 47%	82 48%	85 46%	52 43%
Not applicable	77 8%	26 10%	48 7%	28 7%	49 9%	1 1% *	8 9% F*	19 9% F	43 8%	17 6%	15 9% LM	6 4%	3 2%
Mean score	1.13	1.33 C	1.06	1.11	1.14	1.44 H*	1.32 H*	0.83	1.17	1.13	1.07	1.13	1.19 *
Standard Deviation	1.271	1.285	1.26	1.264	1.277	1.281	1.318	1.18	1.282	1.276	1.254	1.249	1.251
Standard Error	0.042	0.084	0.049	0.065	0.056	0.138	0.141	0.086	0.059	0.082	0.101	0.094	0.116

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**449** **46%**	90 39%	90 57% BE	61 57% BE	360 44%
Always (3)	**227** **23%**	45 20%	48 31% BE	33 30% B	178 22%
Most of the time (2)	**105** **11%**	25 11%	18 12%	10 9%	87 11%
Sometimes (1)	**117** **12%**	20 9%	23 15%	19 17% B	94 12%
Never (0)	**445** **46%**	122 54% CDE	63 40%	45 42%	382 47%
Not applicable	**77** **8%**	16 7%	4 2%	2 2%	73 9% CD
Mean score	**1.13**	0.96	1.34 BE	1.29 B*	1.08
Standard Deviation	**1.271**	1.244	1.301	1.299	1.261
Standard Error	**0.042**	0.085	0.105	0.126	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**880** **91%**	411 88%	469 93% B	120 92% *	150 93% F	122 85%	150 87%	137 92%	200 93% F	223 94% M	242 91%	163 90%	252 88%	465 92%	415 89%
Always (3)	**493** **51%**	227 49%	266 53%	56 43% *	77 48%	68 47%	96 55%	78 53%	118 55%	130 55% KN	119 44%	105 58% K	139 49%	249 49% K	244 52%
Most of the time (2)	**197** **20%**	86 18%	112 22%	35 27% *	42 26%	26 18%	29 17%	24 16%	41 19%	54 23%	58 22%	32 18%	53 19%	112 22%	85 18%
Sometimes (1)	**190** **20%**	99 21%	91 18%	29 22% *	31 20%	28 20%	25 14%	34 23%	42 20%	39 16%	65 24% JLN	26 14%	60 21%	104 21% J	86 18%
Never (0)	**77** **8%**	43 9%	34 7%	10 8% *	10 6%	17 12%	17 10%	9 6%	14 7%	14 6%	23 9%	16 9%	24 8%	37 7%	40 9%
Not applicable	**15** **2%**	13 3% C	2 *	- - *	1 1%	4 3%	6 3%	3 2%	1 *	1 *	2 1%	2 1%	10 4% JKN	3 1%	13 3% N
Mean score	**2.16**	2.09	2.21	2.05 *	2.16	2.04	2.22	2.18	2.22	2.27 KN	2.03	2.26 K	2.12	2.14 K	2.17
Standard Deviation	**1.006**	1.042	0.969	0.98	0.954	1.09	1.042	0.991	0.982	0.941	1.021	1.015	1.027	0.99	1.023
Standard Error	**0.033**	0.049	0.043	0.086	0.075	0.092	0.081	0.082	0.067	0.061	0.063	0.076	0.062	0.044	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**880** **91%**	183 85%	354 92% P	149 88%	193 97% PQR	252 92%	628 90%
Always (3)	**493** **51%**	104 48%	198 51%	88 52%	103 52%	132 48%	360 52%
Most of the time (2)	**197** **20%**	42 19%	80 21%	27 16%	48 24%	61 22%	137 20%
Sometimes (1)	**190** **20%**	37 17%	77 20%	35 20%	42 21%	59 21%	132 19%
Never (0)	**77** **8%**	26 12% QS	26 7%	20 12% S	5 2%	20 7%	57 8%
Not applicable	**15** **2%**	8 4% R	6 2%	- -	1 1%	3 1%	12 2%
Mean score	**2.16**	2.08	2.18	2.07	2.26	2.12	2.17
Standard Deviation	**1.006**	1.08	0.981	1.097	0.876	0.994	1.011
Standard Error	**0.033**	0.075	0.05	0.084	0.062	0.06	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**880**	218	602	60	532	348	145	276	101	562	318	-	227	156	318	172	624	256
	91%	92%	89%	97% * F	93%	88%	91%	95%	90%	89%	93%	-	91%	88%	92%	89%	92%	88%
Always (3)	**493**	120	347	26	301	192	91	151	52	326	166	-	141	89	173	84	351	141
	51%	51%	51%	42% *	52%	48%	57%	52%	46%	52%	48%	-	56% P	50%	50%	44%	52%	49%
Most of the time (2)	**197**	49	132	16	121	76	28	62	29	122	75	-	43	35	72	48	138	59
	20%	21%	20%	26% *	21%	19%	17%	21%	26%	19%	22%	-	17%	19%	21%	25%	20%	20%
Sometimes (1)	**190**	49	123	19	110	80	26	62	20	113	77	-	43	32	74	40	135	56
	20%	21%	18%	30% C*	19%	20%	16%	21%	18%	18%	22%	-	17%	18%	21%	21%	20%	19%
Never (0)	**77**	16	59	2	40	37	13	16	10	55	22	-	20	16	22	17	49	27
	8%	7%	9%	3% *	7%	9%	8%	5%	9%	9%	6%	-	8%	9%	6%	9%	7%	9%
Not applicable	**15**	3	12	-	3	12	2	-	1	12	3	-	3	5	4	3	8	7
	2%	1%	2%	- *	*	3% E	1%	-	1%	2%	1%	-	1%	3%	1%	2%	1%	2%
Mean score	**2.16**	2.17	2.16	2.06 *	2.19	2.1	2.24	2.2	2.11	2.17	2.14	-	2.24	2.14	2.16	2.05	2.18	2.11
Standard Deviation	**1.006**	0.983	1.022	0.915	0.981	1.04	1.011	0.956	1.001	1.022	0.977	-	1.005	1.035	0.978	1.011	0.992	1.037
Standard Error	**0.033**	0.064	0.04	0.116	0.041	0.053	0.08	0.056	0.095	0.041	0.053	-	0.064	0.079	0.053	0.074	0.038	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**880** **91%**	126 94%	754 90%
Always (3)	**493** **51%**	58 43%	435 52%
Most of the time (2)	**197** **20%**	40 30% T	157 19%
Sometimes (1)	**190** **20%**	28 21%	163 19%
Never (0)	**77** **8%**	7 5%	70 8%
Not applicable	**15** **2%**	1 1%	14 2%
Mean score	**2.16**	2.12	2.16
Standard Deviation	**1.006**	0.918	1.019
Standard Error	**0.033**	0.08	0.036

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	**880**	227	638	368	512	80	89	187	480	231	149	166	108
	91%	88%	92%	92%	90%	92% *	93% *	91%	94% J	89%	88%	90%	91%
Always (3)	**493**	130	356	206	286	48	54	97	298	108	75	87	60
	51%	50%	51%	51%	50%	55% *	56% *	47%	58% J	42%	45%	47%	51%
Most of the time (2)	**197**	42	151	78	119	18	16	43	105	49	38	39	25
	20%	16%	22%	20%	21%	21% *	17% *	21%	20%	19%	23%	21%	21%
Sometimes (1)	**190**	56	131	83	107	14	19	48	77	73	35	41	22
	20%	22%	19%	21%	19%	16% *	20% *	23%	15%	28% I	21%	22%	19%
Never (0)	**77**	26	49	26	51	3	6	16	27	24	17	15	9
	8%	10%	7%	6%	9%	3% *	6% *	8%	5%	9%	10%	8%	8%
Not applicable	**15**	5	10	7	8	4	1	2	5	6	3	2	2
	2%	2%	1%	2%	1%	5% *	1% *	1%	1%	2%	2%	1%	2%
Mean score	**2.16**	2.09	2.19	2.18	2.14	2.35 H*	2.23 *	2.08	2.33 J	1.95	2.03	2.08	2.17 *
Standard Deviation	**1.006**	1.066	0.979	0.984	1.021	0.877	0.988	1.011	0.922	1.044	1.043	1.019	0.997
Standard Error	**0.033**	0.067	0.037	0.05	0.043	0.096	0.101	0.071	0.041	0.065	0.081	0.076	0.092

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**880** **91%**	209 92%	145 92%	97 90%	735 90%
Always (3)	**493** **51%**	127 56%	83 53%	59 54%	409 50%
Most of the time (2)	**197** **20%**	42 19%	34 22%	25 23%	163 20%
Sometimes (1)	**190** **20%**	39 17%	27 17% D	13 12%	163 20%
Never (0)	**77** **8%**	18 8%	12 8%	11 10%	64 8%
Not applicable	**15** **2%**	1 *	- -	- -	15 2%
Mean score	**2.16**	2.23	2.2	2.22	2.15
Standard Deviation	**1.006**	1.003	0.995	1.01	1.008
Standard Error	**0.033**	0.067	0.079	0.097	0.036

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**842** **87%**	410 88%	432 85%	115 88% *	140 87%	121 84%	148 85%	127 85%	191 89%	204 86%	232 87%	155 86%	251 88%	436 86%	406 87%
Always (3)	**425** **44%**	196 42%	229 45%	44 34% *	71 44%	63 44%	84 48% D	68 46%	95 44%	103 43%	114 43%	85 47%	124 44%	216 43%	209 45%
Most of the time (2)	**218** **22%**	108 23%	110 22%	39 30% FG*	40 25% G	25 17%	28 16%	30 20%	56 26% G	57 24%	56 21%	38 21%	68 24%	113 22%	105 23%
Sometimes (1)	**198** **20%**	106 23%	92 18%	32 24% *	29 18%	33 23%	37 21%	28 19%	40 19%	44 18%	63 23%	33 18%	59 21%	107 21%	92 20%
Never (0)	**119** **12%**	48 10%	71 14%	15 12% *	21 13%	20 14%	22 13%	20 14%	21 10%	33 14%	33 12%	24 13%	29 10%	66 13%	53 11%
Not applicable	**11** **1%**	9 2%	2 *	- - *	- -	3 2%	3 2%	2 1%	3 1%	1 *	3 1%	2 1%	5 2%	3 1%	7 2%
Mean score	**1.99**	1.99	1.99	1.87 *	2.01	1.93	2.02	2	2.06	1.97	1.95	2.02	2.03	1.96	2.02
Standard Deviation	**1.07**	1.039	1.099	1.018	1.068	1.119	1.111	1.102	1.018	1.088	1.077	1.096	1.035	1.081	1.058
Standard Error	**0.035**	0.049	0.049	0.089	0.084	0.094	0.085	0.091	0.07	0.071	0.066	0.082	0.062	0.048	0.049

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**842** **87%**	183 85%	335 87%	149 88%	175 88%	233 85%	609 87%
Always (3)	**425** **44%**	92 43%	170 44%	70 42%	93 47%	118 43%	308 44%
Most of the time (2)	**218** **22%**	53 25%	85 22%	38 22%	42 21%	56 20%	162 23%
Sometimes (1)	**198** **20%**	38 18%	81 21%	40 24%	40 20%	60 22%	139 20%
Never (0)	**119** **12%**	25 12%	49 13%	21 12%	24 12%	42 15%	77 11%
Not applicable	**11** **1%**	8 4% QRS	3 1%	- -	- -	- -	11 2%
Mean score	**1.99**	2.02	1.98	1.93	2.03	1.91	2.02
Standard Deviation	**1.07**	1.054	1.078	1.073	1.075	1.116	1.051
Standard Error	**0.035**	0.073	0.055	0.082	0.076	0.067	0.04

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**842**	202	591	49	504	338	135	264	95	540	302	-	223	157	299	157	599	243
	87%	86%	88%	79% *	88%	85%	84%	90%	85%	86%	88%	-	89% P	89%	87%	82%	88%	84%
Always (3)	**425**	97	308	20	267	158	86	132	44	276	149	-	134	71	143	75	312	113
	44%	41%	46%	33% *	46% F	40%	54% I	45%	39%	44%	44%	-	54% NOP	40%	41%	39%	46%	39%
Most of the time (2)	**218**	55	147	16	132	86	28	72	29	142	77	-	41	47	85	45	152	66
	22%	23%	22%	25% *	23%	22%	17%	25%	26%	23%	22%	-	16%	27% M	25% M	23%	22%	23%
Sometimes (1)	**198**	50	136	13	105	93	21	59	23	122	76	-	48	39	72	38	135	63
	20%	21%	20%	21% *	18%	24%	13%	20%	20%	19%	22%	-	19%	22%	21%	20%	20%	22%
Never (0)	**119**	32	76	11	69	50	25	28	15	81	38	-	23	18	44	31	76	43
	12%	14%	11%	18% *	12%	13%	15%	10%	14%	13%	11%	-	9%	10%	13%	16%	11%	15%
Not applicable	**11**	2	7	2	2	9	1	-	1	8	3	-	4	2	1	4	6	5
	1%	1%	1%	4% *	*	2% E	1%	-	1%	1%	1%	-	2%	1%	*	2%	1%	2%
Mean score	**1.99**	1.93	2.03	1.76 *	2.04	1.91	2.1	2.06	1.91	1.99	1.99	-	2.16 OP	1.97	1.95	1.87	2.04 R	1.88
Standard Deviation	**1.07**	1.084	1.059	1.115	1.063	1.077	1.134	1.019	1.075	1.079	1.056	-	1.046	1.025	1.068	1.113	1.055	1.098
Standard Error	**0.035**	0.071	0.041	0.144	0.044	0.055	0.09	0.06	0.102	0.043	0.057	-	0.067	0.077	0.058	0.081	0.041	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**842**	114	728
	87%	85%	87%
Always (3)	**425**	51	375
	44%	38%	45%
Most of the time (2)	**218**	32	186
	22%	24%	22%
Sometimes (1)	**198**	32	167
	20%	24%	20%
Never (0)	**119**	18	100
	12%	14%	12%
Not applicable	**11**	1	10
	1%	1%	1%
Mean score	**1.99**	1.86	2.01
Standard Deviation	**1.07**	1.081	1.068
Standard Error	**0.035**	0.094	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	**842** **87%**	220 85%	606 87%	347 87%	495 87%	78 89% *	86 89% *	174 85%	443 86%	229 88%	145 86%	158 86%	106 89%
Always (3)	**425** **44%**	121 47%	300 43%	171 43%	254 45%	46 53% H*	44 46% *	76 37%	252 49% J	101 39%	64 38%	78 42%	48 40%
Most of the time (2)	**218** **22%**	46 18%	162 23%	102 26%	116 20%	20 23% *	21 22% *	58 28%	110 21%	53 20%	45 27%	37 20%	28 23%
Sometimes (1)	**198** **20%**	53 20%	144 21%	74 18%	125 22%	12 14% *	20 21% *	40 20%	81 16%	74 29% I	36 21%	43 23%	30 25%
Never (0)	**119** **12%**	36 14%	82 12%	50 13%	68 12%	9 10% *	11 11% *	29 14%	65 13%	27 10%	23 14%	25 14%	13 11%
Not applicable	**11** **1%**	3 1%	8 1%	3 1%	8 1%	1 1% *	- - *	2 1%	5 1%	5 2%	1 1%	- -	- -
Mean score	**1.99**	1.99	1.99	1.99	1.99	2.2 H*	2.02 *	1.89	2.08 J	1.89	1.89	1.92	1.94
Standard Deviation	**1.07**	1.115	1.061	1.061	1.077	1.021	1.062	1.065	1.078	1.049	1.066	1.099	1.046
Standard Error	**0.035**	0.07	0.04	0.053	0.045	0.11	0.108	0.075	0.048	0.066	0.082	0.081	0.096

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**842** **87%**	194 85%	140 89%	98 91%	702 86%
Always (3)	**425** **44%**	114 50% E	73 47%	53 49%	352 43%
Most of the time (2)	**218** **22%**	35 15%	36 23%	25 23%	183 22% B
Sometimes (1)	**198** **20%**	46 20%	31 20%	20 18%	167 21%
Never (0)	**119** **12%**	32 14%	17 11%	10 9%	102 13%
Not applicable	**11** **1%**	1 1%	- -	- -	11 1%
Mean score	**1.99**	2.02	2.05	2.13	1.98
Standard Deviation	**1.07**	1.132	1.049	1.022	1.074
Standard Error	**0.035**	0.075	0.084	0.098	0.038

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**954** **98%**	458 98%	496 98%	123 95% *	155 96%	143 100% D	172 99%	147 99%	213 99%	236 99%	261 98%	181 100% MO	275 96%	497 98%	457 98%
Always (3)	**717** **74%**	337 72%	381 75%	73 56% *	114 71% D	115 80% D	130 75% D	117 78% D	169 78% D	176 74%	181 68%	143 79% K	217 76% K	357 71%	360 77% KN
Most of the time (2)	**158** **16%**	85 18%	73 15%	33 26% F*	26 16%	13 9%	28 16%	23 15%	35 16%	47 20% MO	48 18%	27 15%	36 13%	95 19% MO	64 14%
Sometimes (1)	**78** **8%**	37 8%	41 8%	17 13% HI*	15 9%	16 11% I	14 8%	7 5%	9 4%	12 5%	32 12% JNO	11 6%	22 8%	45 9% J	33 7%
Never (0)	**16** **2%**	8 2%	8 2%	7 5% F*	4 2%	- -	2 1%	2 1%	2 1%	2 1%	5 2%	- -	9 3%	7 1%	9 2% L
Not applicable	**2** *	1 *	1 *	- - *	2 1%	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	1 *
Mean score	**2.63**	2.61	2.64	2.33 *	2.57 D	2.69 D	2.65 D	2.71 D	2.72 DE	2.67 KN	2.52	2.72 KN	2.62	2.59 K	2.66 K
Standard Deviation	**0.705**	0.707	0.704	0.893	0.767	0.661	0.671	0.619	0.588	0.61	0.785	0.572	0.765	0.712	0.697
Standard Error	**0.023**	0.033	0.031	0.078	0.061	0.055	0.051	0.051	0.04	0.04	0.048	0.042	0.045	0.032	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
Net: Ever	954	210	381	165	197	271	683
	98%	97%	99%	97%	99%	99%	98%
Always (3)	717	157	293	122	144	198	520
	74%	73%	76%	72%	72%	72%	75%
Most of the time (2)	158	33	65	27	33	44	114
	16%	15%	17%	16%	17%	16%	16%
Sometimes (1)	78	19	24	16	19	29	49
	8%	9%	6%	9%	10%	11%	7%
Never (0)	16	6	4	5	1	4	12
	2%	3%	1%	3%	*	1%	2%
Not applicable	2	-	1	-	1	-	2
	*	-	*	-	1%	-	*
Mean score	2.63	2.58	2.68	2.57	2.62	2.58	2.64
Standard Deviation	0.705	0.777	0.638	0.779	0.68	0.738	0.692
Standard Error	0.023	0.053	0.032	0.06	0.048	0.045	0.026

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**954** **98%**	232 98%	660 98%	61 98% *	562 98%	391 98%	154 96%	287 99%	110 98%	618 98%	336 98%	- -	247 99%	175 99%	339 98%	184 96%	667 98%	286 99%
Always (3)	**717** **74%**	174 74%	497 74%	46 75% *	435 76%	282 71%	121 76%	226 77%	79 70%	475 76%	242 71%	- -	192 77%	133 75%	256 74%	133 69%	504 74%	213 74%
Most of the time (2)	**158** **16%**	41 17%	109 16%	8 13% *	86 15%	73 18%	22 14%	41 14%	21 19%	97 15%	61 18%	- -	31 12%	30 17%	60 17%	33 17%	108 16%	51 17%
Sometimes (1)	**78** **8%**	17 7%	54 8%	7 11% *	42 7%	36 9%	11 7%	20 7%	10 9%	46 7%	32 9%	- -	24 10%	12 7%	23 7%	18 10%	56 8%	22 8%
Never (0)	**16** **2%**	4 2%	11 2%	1 2% *	11 2%	5 1%	6 4%	3 1%	2 2%	11 2%	5 2%	- -	2 1%	2 1%	5 1%	8 4% M	12 2%	4 1%
Not applicable	**2** *****	- -	2 *	- - *	1 *	1 *	- -	1 *	- -	- -	2 1%	- -	1 *	- -	1 *	- -	2 *	- -
Mean score	**2.63**	2.63	2.63	2.61 *	2.65	2.6	2.61	2.69	2.57	2.65	2.58	-	2.66 P	2.65	2.65 P	2.51	2.62	2.63
Standard Deviation	**0.705**	0.698	0.704	0.749	0.703	0.708	0.779	0.645	0.739	0.692	0.729	-	0.679	0.668	0.666	0.831	0.714	0.685
Standard Error	**0.023**	0.045	0.027	0.095	0.029	0.036	0.061	0.038	0.07	0.028	0.039	-	0.043	0.05	0.036	0.06	0.027	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**954** **98%**	132 99%	821 98%
Always (3)	**717** **74%**	93 69%	625 74%
Most of the time (2)	**158** **16%**	28 21%	131 16%
Sometimes (1)	**78** **8%**	12 9%	66 8%
Never (0)	**16** **2%**	1 1%	15 2%
Not applicable	**2** *****	- -	2 *
Mean score	**2.63**	2.59	2.63
Standard Deviation	**0.705**	0.692	0.708
Standard Error	**0.023**	0.06	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	954 98%	255 99%	681 98%	395 99%	558 98%	87 100% *	94 98% *	201 98%	502 98%	256 98%	167 99%	181 98%	118 99%
Always (3)	717 74%	190 74%	518 74%	299 75%	418 73%	63 72% *	75 77% *	153 74%	402 78% J	181 70%	117 69%	137 74%	91 77%
Most of the time (2)	158 16%	45 17%	110 16%	57 14%	101 18%	15 18% *	11 12% *	28 14%	72 14%	48 18%	31 18%	24 13%	13 11%
Sometimes (1)	78 8%	20 8%	53 8%	39 10%	39 7%	9 10% *	9 9% *	21 10%	28 5%	27 11% I	19 11%	20 11%	14 12%
Never (0)	16 2%	3 1%	13 2%	5 1%	11 2%	- - *	1 1% *	4 2%	11 2%	3 1%	1 1%	3 2%	1 1%
Not applicable	2 *	- -	2 *	1 *	1 *	- - *	1 1% *	- -	- -	1 *	1 1%	- -	- -
Mean score	2.63	2.63	2.63	2.63	2.62	2.63 *	2.67 *	2.6	2.69 J	2.57	2.57	2.6	2.63
Standard Deviation	0.705	0.681	0.706	0.711	0.702	0.66	0.686	0.748	0.67	0.731	0.717	0.749	0.723
Standard Error	0.023	0.042	0.027	0.036	0.029	0.071	0.07	0.052	0.03	0.045	0.055	0.055	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	970	228	155	105	815
Base	972	228	157	108	815
Net: Ever	954 98%	225 99%	154 98%	105 97%	799 98%
Always (3)	717 74%	172 75%	123 79%	81 75%	594 73%
Most of the time (2)	158 16%	30 13%	22 14%	18 16%	136 17%
Sometimes (1)	78 8%	23 10%	9 5%	7 6%	69 9%
Never (0)	16 2%	2 1%	3 2%	3 3%	14 2%
Not applicable	2 *	1 *	- -	- -	2 *
Mean score	2.63	2.64	2.7	2.64	2.61
Standard Deviation	0.705	0.698	0.654	0.712	0.714
Standard Error	0.023	0.046	0.052	0.068	0.025

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**913** **94%**	434 93%	479 95%	119 92% *	147 92%	139 97%	158 91%	142 96%	206 96%	228 96% KN	242 90%	172 95%	271 95%	469 93% K	444 95% K
Always (3)	**740** **76%**	340 73%	400 79% B	87 67% *	113 70%	118 82% DE	138 80% D	114 77%	171 79% D	183 77%	192 72%	140 77%	225 79%	375 74%	366 78%
Most of the time (2)	**117** **12%**	60 13%	58 11%	19 14% *	25 16% G	15 10%	12 7%	18 12%	29 13% G	37 16%	28 10%	22 12%	30 10%	65 13%	52 11%
Sometimes (1)	**55** **6%**	34 7%	21 4%	14 11% I*	9 6%	6 4%	8 5%	10 7%	7 3%	8 3%	22 8% JN	10 5%	16 6%	29 6% J	26 6%
Never (0)	**14** **1%**	11 2%	3 1%	3 2% *	3 2%	2 1%	4 3%	- -	2 1%	- -	7 3% J	2 1%	5 2%	7 1% J	7 1%
Not applicable	**45** **5%**	22 5%	23 4%	8 6% *	11 7%	2 1%	11 6%	6 4%	7 3%	10 4%	18 7%	7 4%	9 3%	28 6%	17 4%
Mean score	**2.71**	2.64	2.77 B	2.55 *	2.65	2.76 D	2.74 D	2.73	2.77 D	2.77 KN	2.63	2.73	2.72	2.69 K	2.72
Standard Deviation	**0.645**	0.725	0.554	0.787	0.681	0.605	0.678	0.587	0.546	0.495	0.765	0.617	0.65	0.653	0.637
Standard Error	**0.021**	0.034	0.025	0.071	0.056	0.051	0.053	0.049	0.038	0.033	0.048	0.047	0.039	0.03	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
Net: Ever	913 94%	199 92%	364 94%	159 93%	191 96%	262 95%	650 93%
Always (3)	740 76%	161 75%	289 75%	134 79%	156 78%	213 78%	527 76%
Most of the time (2)	117 12%	23 11%	51 13%	16 9%	28 14%	33 12%	85 12%
Sometimes (1)	55 6%	15 7%	25 6%	9 5%	6 3%	16 6%	39 6%
Never (0)	14 1%	3 1%	4 1%	5 3%	3 1%	7 3%	7 1%
Not applicable	45 5%	15 7%	18 5%	6 4%	6 3%	6 2%	39 6% T
Mean score	2.71	2.7	2.7	2.71	2.75	2.68	2.72
Standard Deviation	0.645	0.661	0.642	0.705	0.582	0.706	0.618
Standard Error	0.021	0.047	0.033	0.055	0.042	0.043	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	970	236	671	63	575	395	157	292	114	629	341	-	248	180	352	181	680	290
Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
Net: Ever	913 94%	222 94%	632 94%	60 96% *	540 94%	373 94%	148 92%	277 95%	105 94%	593 94%	320 93%	- -	233 93%	166 94%	325 95%	181 94%	632 93%	281 97% Q
Always (3)	740 76%	180 76%	515 76%	46 74% *	443 77%	297 75%	123 76%	228 78%	86 77%	499 79% K	242 70%	- -	189 76%	135 76%	268 78%	143 74%	505 74%	235 81% Q
Most of the time (2)	117 12%	33 14%	72 11%	12 19% *	67 12%	51 13%	15 9%	38 13%	12 11%	60 10%	58 17% J	- -	27 11%	23 13%	46 13%	21 11%	96 14% R	21 7%
Sometimes (1)	55 6%	9 4%	44 7%	2 3% *	29 5%	26 6%	10 6%	12 4%	7 7%	34 5%	21 6%	- -	18 7%	9 5%	11 3%	17 9% O	31 5%	24 8% Q
Never (0)	14 1%	1 *	12 2%	1 2% *	10 2%	4 1%	6 4%	4 1%	- -	11 2%	3 1%	- -	4 2%	3 2%	5 2%	2 1%	8 1%	6 2%
Not applicable	45 5%	13 6%	30 5%	1 2% *	25 4%	20 5%	6 4%	10 4%	7 6%	26 4%	19 6%	- -	12 5%	9 5%	14 4%	9 4%	41 6% R	4 1%
Mean score	2.71	2.76	2.69	2.68 *	2.72	2.7	2.64	2.74	2.75 *	2.73	2.66	-	2.69	2.72	2.75	2.66	2.71	2.7
Standard Deviation	0.645	0.536	0.679	0.636	0.649	0.639	0.785	0.596	0.575	0.645	0.644	-	0.682	0.637	0.594	0.698	0.615	0.708
Standard Error	0.021	0.036	0.027	0.082	0.028	0.033	0.063	0.036	0.056	0.026	0.036	-	0.044	0.049	0.033	0.052	0.024	0.042

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**913** **94%**	127 95%	786 94%
Always (3)	**740** **76%**	100 75%	640 76%
Most of the time (2)	**117** **12%**	20 15%	98 12%
Sometimes (1)	**55** **6%**	7 5%	48 6%
Never (0)	**14** **1%**	4 3%	10 1%
Not applicable	**45** **5%**	3 2%	42 5%
Mean score	**2.71**	2.65	2.72
Standard Deviation	**0.645**	0.722	0.631
Standard Error	**0.021**	0.063	0.022

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Net: Ever	**913**	243	655	378	535	80	93	192	480	245	162	174	115
	94%	94%	94%	94%	94%	92% *	97% *	93%	94%	94%	96%	95%	96%
Always (3)	**740**	199	536	301	440	58	72	161	399	190	128	142	93
	76%	77%	77%	75%	77%	67% *	75% *	79%	78%	73%	76%	77%	78%
Most of the time (2)	**117**	29	83	53	65	16	13	21	60	33	23	19	15
	12%	11%	12%	13%	11%	18% *	14% *	10%	12%	13%	13%	10%	13%
Sometimes (1)	**55**	15	36	24	31	7	8	10	21	23	11	13	6
	6%	6%	5%	6%	5%	8% *	8% *	5%	4%	9% I	6%	7%	5%
Never (0)	**14**	5	9	8	7	4	-	4	4	6	2	7	3
	1%	2%	1%	2%	1%	4% *	- *	2%	1%	2%	1%	4%	3%
Not applicable	**45**	10	32	16	29	3	3	10	29	9	5	3	1
	5%	4%	5%	4%	5%	3% *	3% *	5%	6%	4%	3%	1%	1%
Mean score	**2.71**	2.7	2.72	2.68	2.73	2.52 *	2.69 *	2.74 F	2.76 J	2.62	2.7	2.64	2.68
Standard Deviation	**0.645**	0.668	0.626	0.68	0.619	0.829	0.627	0.637	0.568	0.753	0.643	0.778	0.7
Standard Error	**0.021**	0.042	0.024	0.035	0.027	0.09	0.065	0.046	0.026	0.047	0.05	0.058	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**913** **94%**	217 95%	151 96%	103 95%	762 94%
Always (3)	**740** **76%**	183 80%	127 81%	87 80%	613 75%
Most of the time (2)	**117** **12%**	28 12%	21 13%	14 13%	97 12%
Sometimes (1)	**55** **6%**	5 2%	3 2%	2 2%	52 6% BC
Never (0)	**14** **1%**	1 *	4 3%	3 3%	10 1%
Not applicable	**45** **5%**	10 5%	2 1%	2 2%	43 5% C
Mean score	**2.71**	2.81 E	2.75	2.74 *	2.7
Standard Deviation	**0.645**	0.479	0.626	0.647	0.649
Standard Error	**0.021**	0.032	0.05	0.063	0.023

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**948** **98%**	454 97%	494 98%	126 97% *	154 96%	139 97%	170 98%	147 99%	211 98%	236 99%	261 98%	175 96%	277 97%	497 98%	451 97%
Always (3)	**718** **74%**	335 72%	382 76%	80 61% *	105 65%	109 76% D	141 81% DE	115 77% DE	168 78% DE	179 75%	189 71%	134 74%	216 76%	368 73%	350 75%
Most of the time (2)	**175** **18%**	96 21%	79 16%	30 23% G*	37 23% G	20 14%	21 12%	28 19%	40 19%	44 19%	51 19%	33 18%	48 17%	95 19%	80 17%
Sometimes (1)	**55** **6%**	22 5%	33 6%	16 12% HI*	12 7% I	9 7% I	9 5%	4 3%	4 2%	13 6%	20 8%	8 4%	13 5%	34 7%	21 5%
Never (0)	**15** **2%**	8 2%	7 1%	4 3% *	5 3% I	2 2%	2 1%	2 1%	- -	1 *	3 1%	6 3%	6 2%	4 1%	11 2%
Not applicable	**9** **1%**	5 1%	4 1%	- - *	2 1%	2 1%	1 1%	- -	4 2%	1 *	3 1%	1 1%	3 1%	4 1%	4 1%
Mean score	**2.66**	2.64	2.67	2.43 *	2.52	2.67 D	2.74 DE	2.72 DE	2.78 DE	2.69	2.62	2.64	2.68	2.65	2.66
Standard Deviation	**0.659**	0.661	0.658	0.829	0.77	0.674	0.605	0.581	0.459	0.591	0.677	0.715	0.661	0.638	0.682
Standard Error	**0.021**	0.031	0.029	0.073	0.061	0.057	0.046	0.048	0.032	0.038	0.042	0.053	0.039	0.029	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**948**	212	376	164	195	267	681
	98%	98%	97%	97%	98%	97%	98%
Always (3)	**718**	165	282	118	152	206	511
	74%	76%	73%	70%	76%	75%	73%
Most of the time (2)	**175**	35	76	36	28	46	129
	18%	16%	20%	21%	14%	17%	18%
Sometimes (1)	**55**	12	18	10	15	14	41
	6%	5%	5%	6%	8%	5%	6%
Never (0)	**15**	2	4	5	4	7	8
	2%	1%	1%	3%	2%	3%	1%
Not applicable	**9**	2	6	1	-	1	8
	1%	1%	1%	1%	-	*	1%
Mean score	**2.66**	2.69	2.67	2.59	2.65	2.65	2.66
Standard Deviation	**0.659**	0.621	0.619	0.727	0.711	0.701	0.642
Standard Error	**0.021**	0.042	0.032	0.056	0.05	0.042	0.024

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**948** **98%**	232 98%	657 97%	60 96% *	561 98%	387 97%	157 98%	284 97%	111 99%	616 98%	332 97%	- -	246 98%	173 97%	338 98%	183 95%	665 98%	283 98%
Always (3)	**718** **74%**	179 76%	497 74%	42 67% *	436 76%	282 71%	123 77%	227 78%	78 70%	488 78% K	230 67%	- -	193 78%	128 72%	254 74%	136 71%	497 73%	221 76%
Most of the time (2)	**175** **18%**	41 17%	120 18%	14 23% *	89 15%	86 22% E	20 12%	44 15%	23 21%	97 15%	78 23% J	- -	41 16%	30 17%	63 18%	38 20%	124 18%	51 18%
Sometimes (1)	**55** **6%**	11 5%	40 6%	4 6% *	36 6%	18 5%	14 9%	13 4%	10 9%	31 5%	24 7%	- -	11 5%	14 8%	21 6%	8 4%	44 6%	11 4%
Never (0)	**15** **2%**	3 1%	11 2%	1 2% *	9 2%	6 2%	2 1%	5 2%	1 1%	7 1%	8 2%	- -	1 *	3 2%	4 1%	7 4% M	12 2%	3 1%
Not applicable	**9** **1%**	2 1%	6 1%	1 2% *	5 1%	4 1%	1 1%	3 1%	- -	6 1%	3 1%	- -	3 1%	2 1%	2 1%	2 1%	5 1%	4 1%
Mean score	**2.66**	2.69	2.65	2.59 *	2.67	2.64	2.66	2.71	2.59	2.71 K	2.56	-	2.73 P	2.61	2.66	2.6	2.63	2.71
Standard Deviation	**0.659**	0.624	0.669	0.691	0.669	0.645	0.699	0.633	0.685	0.613	0.727	-	0.56	0.714	0.649	0.743	0.684	0.595
Standard Error	**0.021**	0.041	0.026	0.089	0.028	0.033	0.055	0.037	0.065	0.025	0.039	-	0.036	0.054	0.035	0.054	0.026	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**948** **98%**	131 98%	817 97%
Always (3)	**718** **74%**	88 66%	630 75% S
Most of the time (2)	**175** **18%**	28 21%	147 18%
Sometimes (1)	**55** **6%**	15 11% T	40 5%
Never (0)	**15** **2%**	1 1%	14 2%
Not applicable	**9** **1%**	1 1%	8 1%
Mean score	**2.66**	2.53	2.68 S
Standard Deviation	**0.659**	0.736	0.644
Standard Error	**0.021**	0.064	0.022

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	948 98%	250 97%	682 98%	391 97%	557 98%	84 97% *	95 99% *	199 97%	501 98%	254 98%	166 98%	177 97%	115 96%
Always (3)	718 74%	199 77%	509 73%	282 70%	436 76% D	58 66% *	65 68% *	149 73%	385 75%	185 71%	133 78%	139 76%	90 76%
Most of the time (2)	175 18%	40 15%	132 19%	85 21% E	90 16%	20 23% *	24 24% *	39 19%	90 17%	50 19%	29 17%	30 16%	20 17%
Sometimes (1)	55 6%	11 4%	41 6%	24 6%	31 5%	7 8% *	7 7% *	11 5%	27 5%	20 8%	4 2%	9 5%	5 4%
Never (0)	15 2%	6 2%	8 1%	6 2%	9 2%	1 1% *	1 1% *	4 2%	7 1%	3 1%	2 1%	6 3%	4 4%
Not applicable	9 1%	3 1%	6 1%	4 1%	5 1%	2 2% *	- - *	2 1%	4 1%	3 1%	1 1%	- -	- -
Mean score	2.66	2.7	2.65	2.62	2.68	2.57 *	2.59 *	2.64	2.68	2.62	2.74	2.64	2.65
Standard Deviation	0.659	0.653	0.646	0.673	0.648	0.692	0.67	0.681	0.643	0.682	0.561	0.73	0.727
Standard Error	0.021	0.041	0.025	0.034	0.027	0.075	0.068	0.048	0.028	0.042	0.043	0.054	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	970	228	155	105	815
Base	972	228	157	108	815
Net: Ever	948 98%	220 96%	155 98%	107 99%	793 97%
Always (3)	718 74%	175 77%	114 72%	78 72%	604 74%
Most of the time (2)	175 18%	31 14%	32 20%	20 19%	143 18%
Sometimes (1)	55 6%	14 6%	9 6%	8 8%	46 6%
Never (0)	15 2%	5 2%	2 2%	1 1%	13 2%
Not applicable	9 1%	3 1%	- -	- -	9 1%
Mean score	2.66	2.67	2.64	2.62	2.66
Standard Deviation	0.659	0.694	0.664	0.677	0.659
Standard Error	0.021	0.046	0.053	0.065	0.023

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**128** **13%**	58 12%	70 14%	34 26% FGHI*	44 27% FGHI	20 14% I	14 8% I	12 8% I	5 2%	33 14%	40 15%	26 14%	29 10%	73 14%	55 12%
Always (3)	**34** **4%**	20 4%	14 3%	5 4% *	14 8% GHI	6 4%	4 3%	2 1%	3 1%	6 2%	14 5%	7 4%	8 3%	20 4%	15 3%
Most of the time (2)	**44** **5%**	19 4%	25 5%	13 10% FGHI*	20 12% FGHI	4 3%	4 3%	2 1%	1 1%	12 5%	10 4%	14 8% M	7 3%	23 5%	21 5% M
Sometimes (1)	**49** **5%**	19 4%	30 6%	15 12% GI*	11 7% I	10 7% I	5 3%	8 5% I	1 *	14 6%	16 6%	5 3%	14 5%	30 6%	19 4%
Never (0)	**788** **81%**	386 83%	402 80%	86 66% *	106 66%	118 82% DE	148 85% DE	129 87% DE	201 93% DEFG	188 79%	208 78%	149 82%	243 85% KN	396 78%	392 84% N
Not applicable	**57** **6%**	23 5%	33 7%	11 8% *	11 7%	6 4%	12 7%	8 5%	9 4%	17 7%	19 7%	7 4%	14 5%	36 7%	20 4%
Mean score	**0.26**	0.26	0.26	0.49 FGHI*	0.6 FGHI	0.26 I	0.17 I	0.12	0.06	0.26	0.32	0.31	0.19	0.29	0.24
Standard Deviation	**0.718**	0.745	0.692	0.867	1.023	0.716	0.601	0.451	0.403	0.683	0.798	0.779	0.618	0.746	0.687
Standard Error	**0.024**	0.035	0.032	0.079	0.083	0.061	0.047	0.038	0.028	0.046	0.051	0.059	0.037	0.034	0.033

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**128** **13%**	14 6%	39 10%	29 17% PQ	46 23% PQ	59 21% U	69 10%
Always (3)	**34** **4%**	5 2%	10 3%	7 4%	12 6%	16 6% U	18 3%
Most of the time (2)	**44** **5%**	2 1%	14 4%	13 8% P	15 7% P	21 8% U	23 3%
Sometimes (1)	**49** **5%**	7 3%	15 4%	9 5%	19 9% PQ	21 8% U	28 4%
Never (0)	**788** **81%**	185 85% S	328 85% RS	131 77%	144 72%	205 75%	582 84% T
Not applicable	**57** **6%**	18 8%	19 5%	9 6%	10 5%	11 4%	46 7%
Mean score	**0.26**	0.13	0.2	0.35 PQ	0.45 PQ	0.43 U	0.2
Standard Deviation	**0.718**	0.531	0.633	0.819	0.891	0.884	0.627
Standard Error	**0.024**	0.038	0.033	0.065	0.065	0.054	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**128** **13%**	22 9%	97 14%	9 14% *	85 15%	43 11%	32 20%	38 13%	15 13%	68 11%	59 17% J	-	29 12%	27 15%	47 14%	24 13%	103 15% R	25 9%
Always (3)	**34** **4%**	7 3%	27 4%	1 2% *	24 4%	11 3%	11 7%	9 3%	4 3%	22 4%	12 3%	-	7 3%	7 4%	14 4%	6 3%	28 4%	7 2%
Most of the time (2)	**44** **5%**	9 4%	32 5%	3 5% *	31 5%	13 3%	12 7%	13 4%	7 6%	23 4%	21 6%	-	8 3%	12 7%	14 4%	10 5%	36 5%	8 3%
Sometimes (1)	**49** **5%**	7 3%	38 6%	5 8% *	31 5%	19 5%	9 6%	17 6%	5 4%	23 4%	26 8% J	-	14 5%	9 5%	19 6%	8 4%	39 6%	10 4%
Never (0)	**788** **81%**	204 86% C	534 79%	49 79% *	460 80%	328 83%	121 76%	239 82%	91 81%	527 84% K	260 76%	-	207 83%	141 79%	275 80%	158 82%	529 78%	259 89% Q
Not applicable	**57** **6%**	10 4%	42 6%	4 7% *	30 5%	27 7%	7 5%	14 5%	6 5%	34 5%	23 7%	-	13 5%	10 5%	22 6%	10 5%	50 7% R	6 2%
Mean score	**0.26**	0.19	0.29	0.24 *	0.3	0.21	0.43 H	0.25	0.27 *	0.23	0.33	-	0.22	0.32	0.28	0.25	0.31 R	0.16
Standard Deviation	**0.718**	0.642	0.749	0.637	0.765	0.639	0.912	0.691	0.735	0.692	0.761	-	0.66	0.781	0.745	0.695	0.768	0.581
Standard Error	**0.024**	0.043	0.03	0.084	0.033	0.033	0.074	0.041	0.071	0.028	0.043	-	0.043	0.06	0.041	0.051	0.031	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**128** **13%**	31 24% T	96 12%
Always (3)	**34** **4%**	8 6%	26 3%
Most of the time (2)	**44** **5%**	7 5%	37 4%
Sometimes (1)	**49** **5%**	16 12% T	34 4%
Never (0)	**788** **81%**	99 74%	688 82%
Not applicable	**57** **6%**	3 2%	54 6%
Mean score	**0.26**	0.43 T	0.24
Standard Deviation	**0.718**	0.866	0.687
Standard Error	**0.024**	0.076	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	128 13%	26 10%	97 14% C	75 19% E	53 9%	32 37% GH*	16 16% *	21 10%	69 14%	35 13%	19 11%	39 21% K	25 21% K
Always (3)	34 4%	12 5%	21 3%	22 6% E	12 2%	9 11% H*	4 4% *	7 3%	16 3%	15 6%	3 2%	11 6% K	6 5%
Most of the time (2)	44 5%	5 2%	37 5% B	26 6% E	18 3%	15 17% GH*	5 6% *	4 2%	28 5%	10 4%	7 4%	12 7%	8 7%
Sometimes (1)	49 5%	9 4%	39 6%	26 7%	23 4%	8 9% *	6 7% *	10 5%	26 5%	10 4%	10 6%	16 9%	11 9%
Never (0)	788 81%	222 86%	557 80%	307 77%	480 84% D	54 62% *	75 78% F*	172 84% F	410 80%	214 82%	141 83%	142 77%	92 78%
Not applicable	57 6%	11 4%	43 6%	19 5%	37 6%	1 1% *	5 5% *	13 6%	33 6%	12 4%	9 5% L	2 1%	2 1%
Mean score	0.26	0.22	0.27	0.38 E	0.18	0.76 GH*	0.32 *	0.2	0.27	0.29	0.19	0.41 K	0.39 K
Standard Deviation	0.718	0.718	0.708	0.851	0.592	1.092	0.782	0.642	0.712	0.8	0.584	0.868	0.836
Standard Error	0.024	0.046	0.028	0.044	0.026	0.118	0.082	0.046	0.033	0.051	0.046	0.065	0.077

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**128** **13%**	39 17% E	33 21% E	24 22% E	95 12%
Always (3)	**34** **4%**	10 5%	10 7% E	8 8% E	24 3%
Most of the time (2)	**44** **5%**	16 7% E	11 7%	6 6%	33 4%
Sometimes (1)	**49** **5%**	13 6%	11 7%	9 9%	38 5%
Never (0)	**788** **81%**	176 77%	123 78%	84 78%	665 82%
Not applicable	**57** **6%**	13 6% CD	1 1%	- -	56 7% CD
Mean score	**0.26**	0.35 E	0.42 E	0.43 E	0.23
Standard Deviation	**0.718**	0.817	0.891	0.914	0.673
Standard Error	**0.024**	0.056	0.071	0.088	0.024

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**475**	237	238	73	99	71	70	67	94	146	130	76	123	276	199
	49%	51%	47%	56% GI*	62% FGHI	50%	40%	45%	44%	61% KLMNO	49%	42%	43%	55% KLMO	43%
Always (3)	**71**	38	33	10	21	15	11	10	3	17	24	18	12	41	30
	7%	8%	7%	8% I*	13% GI	11% I	6% I	7% I	1%	7%	9% M	10% M	4%	8%	6% M
Most of the time (2)	**134**	71	63	25	38	20	13	14	24	50	35	20	30	84	50
	14%	15%	12%	19% G*	23% GHI	14%	8%	10%	11%	21% KLMNO	13%	11%	10%	17% KMO	11%
Sometimes (1)	**270**	128	142	38	40	36	46	43	67	79	71	39	81	150	120
	28%	27%	28%	29% *	25%	25%	27%	29%	31%	33% LO	27%	21%	28%	30% L	26%
Never (0)	**426**	205	221	37	49	67	89	73	111	74	111	94	147	185	241
	44%	44%	44%	29% *	30%	47% DE	51% DE	49% DE	52% DE	31%	42% JN	52% JKN	51% JKN	37% J	51% JKN
Not applicable	**71**	25	46	20	13	5	15	8	10	18	26	11	16	44	27
	7%	5%	9% B	15% FHI*	8%	4%	8%	6%	5%	7%	10%	6%	6%	9%	6%
Mean score	**0.83**	0.87	0.8	1.07 GHI*	1.22 FGHI	0.88 I	0.65	0.72	0.61	1.04 LMO	0.88 MO	0.77	0.66	0.96 MO	0.7
Standard Deviation	**0.953**	0.975	0.931	0.968	1.061	1.032	0.891	0.913	0.752	0.935	0.996	1.019	0.847	0.969	0.918
Standard Error	**0.032**	0.046	0.043	0.092	0.087	0.088	0.071	0.077	0.053	0.063	0.064	0.078	0.052	0.045	0.044

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**475**	93	193	93	96	139	336
	49%	43%	50%	55% P	48%	50%	48%
Always (3)	**71**	10	25	15	21	28	42
	7%	4%	7%	9%	10% P	10% U	6%
Most of the time (2)	**134**	25	53	29	27	41	93
	14%	11%	14%	17%	14%	15%	13%
Sometimes (1)	**270**	59	114	49	48	69	201
	28%	27%	30%	29%	24%	25%	29%
Never (0)	**426**	101	171	66	87	121	305
	44%	47%	44%	39%	44%	44%	44%
Not applicable	**71**	23	22	11	15	16	56
	7%	10%	6%	6%	8%	6%	8%
Mean score	**0.83**	0.71	0.81	0.95 P	0.9	0.91	0.8
Standard Deviation	**0.953**	0.875	0.929	0.986	1.036	1.028	0.92
Standard Error	**0.032**	0.063	0.049	0.078	0.076	0.064	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**475**	111	325	39	285	190	69	156	58	291	184	-	111	85	185	90	334	141
	49%	47%	48%	63% BC*	50%	48%	43%	53% G	52%	46%	54% J	-	45%	48%	54% M	47%	49%	49%
Always (3)	**71**	17	50	4	40	31	15	18	6	41	29	-	15	11	31	13	51	19
	7%	7%	7%	7% *	7%	8%	9%	6%	6%	7%	9%	-	6%	6%	9%	7%	8%	7%
Most of the time (2)	**134**	30	93	10	82	52	19	43	19	71	63	-	37	24	57	13	86	48
	14%	13%	14%	17% *	14%	13%	12%	15%	17%	11%	18% J	-	15% P	14%	17% P	7%	13%	17%
Sometimes (1)	**270**	64	182	24	163	107	35	94	32	179	92	-	60	49	97	63	197	73
	28%	27%	27%	40% C*	28%	27%	22%	32% G	29%	28%	27%	-	24%	28%	28%	33%	29%	25%
Never (0)	**426**	108	298	21	253	173	80	120	46	291	135	-	121	82	135	85	287	138
	44%	46%	44%	33% *	44%	44%	50%	41%	41%	46% K	39%	-	49% O	46%	39%	44%	42%	48%
Not applicable	**71**	17	51	2	37	35	11	16	8	47	24	-	17	11	25	17	60	11
	7%	7%	8%	4% *	6%	9%	7%	5%	7%	7%	7%	-	7%	6%	7%	9%	9% R	4%
Mean score	**0.83**	0.8	0.83	0.96 *	0.83	0.84	0.79	0.86	0.87 *	0.76	0.96 J	-	0.76	0.78	0.95 MP	0.74	0.84	0.82
Standard Deviation	**0.953**	0.951	0.959	0.898	0.944	0.968	1.011	0.917	0.931	0.923	0.995	-	0.94	0.927	0.996	0.896	0.952	0.956
Standard Error	**0.032**	0.064	0.038	0.116	0.041	0.051	0.083	0.055	0.091	0.038	0.056	-	0.062	0.072	0.056	0.068	0.038	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**475**	79	396
	49%	59% T	47%
Always (3)	**71**	11	60
	7%	8%	7%
Most of the time (2)	**134**	21	113
	14%	16%	13%
Sometimes (1)	**270**	46	224
	28%	35%	27%
Never (0)	**426**	51	375
	44%	38%	45%
Not applicable	**71**	3	68
	7%	3%	8% S
Mean score	**0.83**	0.94	0.81
Standard Deviation	**0.953**	0.949	0.953
Standard Error	**0.032**	0.083	0.034

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	**475**	114	350	224	251	57	53	107	274	120	65	89	57
	49%	44%	50%	56% E	44%	65% *	55% *	52%	53%	46%	38%	48%	48%
Always (3)	**71**	12	59	27	43	10	6	9	41	22	7	15	10
	7%	5%	8%	7%	8%	11% *	6% *	4%	8%	8%	4%	8%	8%
Most of the time (2)	**134**	32	98	69	65	22	18	28	75	37	17	25	17
	14%	12%	14%	17% E	11%	25% H*	18% *	14%	15%	14%	10%	13%	14%
Sometimes (1)	**270**	70	194	128	143	25	30	70	158	61	40	49	31
	28%	27%	28%	32% E	25%	29% *	31% *	34%	31% J	24%	24%	27%	26%
Never (0)	**426**	132	290	150	276	29	34	83	194	127	95	87	59
	44%	51% C	42%	37%	48% D	34% *	35% *	40%	38%	49% I	56%	47%	50%
Not applicable	**71**	13	56	27	44	1	9	15	45	14	10	8	3
	7%	5%	8%	7%	8%	1% *	10% F*	7%	9%	5%	6%	4%	3%
Mean score	**0.83**	0.69	0.88 B	0.93 E	0.76	1.14 H*	0.94 *	0.81	0.92	0.81	0.61	0.81 K	0.8 *
Standard Deviation	**0.953**	0.875	0.98	0.936	0.959	1.017	0.927	0.862	0.96	0.995	0.861	0.972	0.974
Standard Error	**0.032**	0.056	0.039	0.048	0.042	0.11	0.099	0.062	0.044	0.063	0.068	0.073	0.09

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**475** **49%**	114 50%	84 54%	57 53%	391 48%
Always (3)	**71** **7%**	22 10%	15 9%	10 10%	56 7%
Most of the time (2)	**134** **14%**	35 16%	26 17%	18 16%	108 13%
Sometimes (1)	**270** **28%**	56 25%	43 28%	29 27%	227 28%
Never (0)	**426** **44%**	96 42%	67 43%	47 43%	359 44%
Not applicable	**71** **7%**	18 8%	6 4%	4 4%	65 8%
Mean score	**0.83**	0.92	0.92	0.92 *	0.81
Standard Deviation	**0.953**	1.023	1.001	1.011	0.943
Standard Error	**0.032**	0.071	0.081	0.099	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**196** **20%**	95 20%	101 20%	46 35% FGHI*	56 35% FGHI	30 21% I	26 15%	19 13%	19 9%	57 24% MO	65 24% MO	29 16%	45 16%	122 24% LMO	74 16%
Always (3)	**33** **3%**	17 4%	16 3%	5 4% *	11 7% HI	6 4%	6 4%	1 1%	3 1%	6 3%	12 5%	2 1%	12 4%	19 4%	14 3%
Most of the time (2)	**44** **4%**	19 4%	24 5%	12 9% GHI*	21 13% FGHI	6 4% I	2 1%	2 1%	1 *	15 6% M	12 4%	10 5%	7 2%	27 5%	17 4%
Sometimes (1)	**119** **12%**	59 13%	60 12%	29 22% GHI*	23 14% I	18 13%	18 10%	17 11%	15 7%	36 15% MO	41 15% MO	17 9%	26 9%	76 15% MO	43 9%
Never (0)	**696** **72%**	340 73%	356 71%	67 52% *	89 55%	104 72% DE	133 76% DE	122 82% DE	181 84% DEF	159 67%	175 65%	135 75%	227 79% JKN	334 66%	362 77% JKN
Not applicable	**80** **8%**	32 7%	48 9%	17 13% H*	16 10%	10 7%	15 8%	7 5%	16 7%	21 9%	28 10% M	17 10%	14 5%	49 10% M	31 7%
Mean score	**0.34**	0.34	0.35	0.6 FGHI*	0.69 FGHI	0.36 HI	0.26 I	0.16	0.13	0.39	0.42 LO	0.26	0.28	0.41 LMO	0.27
Standard Deviation	**0.739**	0.737	0.741	0.858	0.994	0.77	0.682	0.444	0.452	0.746	0.806	0.625	0.728	0.777	0.69
Standard Error	**0.025**	0.035	0.035	0.081	0.083	0.067	0.054	0.037	0.032	0.051	0.052	0.049	0.044	0.036	0.033

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**196**	32	78	34	52	69	127
	20%	15%	20%	20%	26% P	25% U	18%
Always (3)	**33**	7	14	5	8	12	21
	3%	3%	4%	3%	4%	4%	3%
Most of the time (2)	**44**	4	16	5	18	24	20
	4%	2%	4%	3%	9% PQR	9% U	3%
Sometimes (1)	**119**	21	48	24	26	34	85
	12%	10%	12%	14%	13%	12%	12%
Never (0)	**696**	161	278	123	134	190	506
	72%	74%	72%	72%	67%	69%	73%
Not applicable	**80**	24	30	13	13	16	64
	8%	11%	8%	7%	7%	6%	9%
Mean score	**0.34**	0.26	0.34	0.31	0.46 P	0.45 U	0.3
Standard Deviation	**0.739**	0.668	0.741	0.685	0.832	0.838	0.69
Standard Error	**0.025**	0.048	0.039	0.055	0.061	0.052	0.027

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**196**	49	136	11	124	72	36	62	25	106	90	-	52	30	75	37	138	58
	20%	21%	20%	18%	22%	18%	22%	21%	22%	17%	26% J	-	21%	17%	22%	19%	20%	20%
				*														
Always (3)	**33**	11	19	3	22	11	8	10	3	17	16	-	9	6	10	7	25	8
	3%	5%	3%	5%	4%	3%	5%	3%	3%	3%	5%	-	4%	4%	3%	4%	4%	3%
				*														
Most of the time (2)	**44**	10	31	2	29	14	12	12	5	27	16	-	12	7	13	12	34	9
	4%	4%	5%	3%	5%	4%	8%	4%	4%	4%	5%	-	5%	4%	4%	6%	5%	3%
				*														
Sometimes (1)	**119**	28	85	6	73	46	15	41	17	62	58	-	30	17	51	19	79	40
	12%	12%	13%	10%	13%	12%	9%	14%	15%	10%	17% J	-	12%	9%	15%	10%	12%	14%
				*														
Never (0)	**696**	170	478	49	409	287	110	214	79	470	227	-	182	133	238	138	474	222
	72%	72%	71%	79%	71%	72%	68%	73%	70%	75% K	66%	-	73%	75%	69%	72%	70%	76% Q
				*														
Not applicable	**80**	18	60	2	41	39	15	16	8	53	27	-	16	14	31	17	69	10
	8%	7%	9%	4%	7%	10%	9%	5%	7%	8%	8%	-	6%	8%	9%	9%	10% R	4%
				*														
Mean score	**0.34**	0.37	0.34	0.31	0.37	0.3	0.45	0.34	0.35	0.29	0.43	-	0.35	0.31	0.35	0.36	0.36	0.3
				*					*		J							
Standard Deviation	**0.739**	0.791	0.717	0.764	0.77	0.689	0.876	0.721	0.715	0.695	0.805	-	0.757	0.734	0.717	0.771	0.765	0.678
Standard Error	**0.025**	0.053	0.029	0.099	0.033	0.036	0.073	0.043	0.07	0.029	0.045	-	0.049	0.057	0.041	0.058	0.031	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**196** **20%**	37 28% T	159 19%
Always (3)	**33** **3%**	10 7% T	23 3%
Most of the time (2)	**44** **4%**	10 8%	33 4%
Sometimes (1)	**119** **12%**	17 13%	103 12%
Never (0)	**696** **72%**	90 67%	606 72%
Not applicable	**80** **8%**	6 5%	73 9%
Mean score	**0.34**	0.53 T	0.31
Standard Deviation	**0.739**	0.943	0.695
Standard Error	**0.025**	0.084	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	196 20%	48 19%	142 20%	108 27% E	88 15%	40 46% GH*	26 27% *	39 19%	108 21%	54 21%	27 16%	42 23%	23 19%
Always (3)	33 3%	8 3%	25 4%	16 4%	17 3%	6 7% H*	4 4% *	3 2%	20 4%	8 3%	4 2%	9 5%	5 4%
Most of the time (2)	44 4%	6 2%	36 5%	21 5%	22 4%	14 17% GH*	3 3% *	3 1%	25 5%	15 6%	3 2%	12 7% K	7 6%
Sometimes (1)	119 12%	34 13%	81 12%	71 18% E	49 9%	19 22% *	18 19% *	33 16%	63 12%	31 12%	20 12%	21 11%	11 10%
Never (0)	696 72%	196 76%	491 70%	265 66%	432 76% D	44 51% *	61 64% *	153 75% F	354 69%	193 74%	130 77%	132 72%	89 75%
Not applicable	80 8%	14 5%	63 9%	28 7%	52 9%	3 3% *	10 10% *	14 7%	51 10% J	14 5%	12 7%	9 5%	7 6%
Mean score	0.34	0.29	0.36	0.43 E	0.28	0.79 GH*	0.42 H*	0.25	0.37	0.34	0.24	0.41 K	0.36 *
Standard Deviation	0.739	0.677	0.761	0.789	0.693	0.979	0.774	0.563	0.776	0.735	0.603	0.835	0.794
Standard Error	0.025	0.043	0.03	0.041	0.03	0.107	0.083	0.041	0.036	0.047	0.048	0.063	0.075

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever	**196** **20%**	51 22%	43 27% E	29 27%	153 19%
Always (3)	**33** **3%**	14 6% E	8 5%	6 5%	25 3%
Most of the time (2)	**44** **4%**	14 6%	11 7%	6 6%	33 4%
Sometimes (1)	**119** **12%**	22 10%	24 15%	17 16%	95 12%
Never (0)	**696** **72%**	159 70%	106 67%	76 70%	590 72%
Not applicable	**80** **8%**	18 8%	9 5%	3 3%	71 9%
Mean score	**0.34**	0.45 E	0.46 E	0.44 *	0.32
Standard Deviation	**0.739**	0.893	0.842	0.832	0.714
Standard Error	**0.025**	0.062	0.069	0.081	0.026

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever	**203** **21%**	100 21%	103 20%	45 35% FGHI*	57 36% FGHI	25 18%	27 16%	21 14%	26 12%	54 23%	51 19%	44 24%	54 19%	105 21%	98 21%
Always (3)	**42** **4%**	24 5%	18 4%	8 6% *	10 6%	11 7% HI	6 4%	3 2%	5 2%	13 5%	12 4%	5 3%	12 4%	25 5%	18 4%
Most of the time (2)	**58** **6%**	28 6%	30 6%	15 11% GHI*	26 16% FGHI	6 4%	4 2%	3 2%	5 2%	15 7%	16 6%	15 8%	12 4%	31 6%	27 6%
Sometimes (1)	**102** **11%**	47 10%	55 11%	23 18% FI*	21 13%	9 6%	17 10%	16 11%	16 8%	26 11%	24 9%	24 13%	29 10%	50 10%	53 11%
Never (0)	**656** **68%**	326 70%	330 65%	63 48% *	78 48%	106 74% DE	126 73% DE	112 76% DE	171 80% DE	151 64%	179 67%	123 68%	203 71%	330 65%	326 70%
Not applicable	**112** **12%**	41 9%	71 14% B	22 17% I*	25 16% I	12 9%	20 11%	15 10%	18 8%	32 14%	37 14%	14 8%	29 10%	70 14% LO	43 9%
Mean score	**0.4**	0.41	0.39	0.7 FGHI*	0.77 FGHI	0.4 I	0.29	0.22	0.21	0.47	0.39	0.42	0.35	0.43	0.38
Standard Deviation	**0.819**	0.848	0.791	0.956	1.01	0.903	0.709	0.58	0.607	0.884	0.824	0.787	0.782	0.853	0.784
Standard Error	**0.028**	0.041	0.038	0.092	0.087	0.079	0.057	0.05	0.043	0.062	0.054	0.061	0.049	0.041	0.038

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Net: Ever	**203**	32	75	41	55	78	125
	21%	15%	19%	24% P	28% PQ	28% U	18%
Always (3)	**42**	7	14	10	12	19	23
	4%	3%	3%	6%	6%	7% U	3%
Most of the time (2)	**58**	6	21	13	19	27	31
	6%	3%	5%	8% P	9% P	10% U	4%
Sometimes (1)	**102**	19	41	17	25	32	71
	11%	9%	11%	10%	13%	11%	10%
Never (0)	**656**	152	270	113	122	169	487
	68%	70%	70%	67%	61%	62%	70% T
Not applicable	**112**	33	42	16	22	28	85
	12%	15%	11%	9%	11%	10%	12%
Mean score	**0.4**	0.28	0.36	0.48	0.55	0.58	0.33
				P	PQ	U	
Standard Deviation	**0.819**	0.702	0.765	0.907	0.926	0.963	0.743
Standard Error	**0.028**	0.052	0.041	0.073	0.069	0.061	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever	**203**	51	138	14	135	68	43	72	18	116	87	-	47	33	80	40	147	56
	21%	22%	21%	22% *	23% F	17%	27%	25%	16%	18%	25% J	-	19%	19%	23%	21%	22%	19%
Always (3)	**42**	8	32	2	30	12	12	13	5	31	11	-	7	9	22	4	33	9
	4%	3%	5%	3% *	5%	3%	8%	4%	4%	5%	3%	-	3%	5%	7% P	2%	5%	3%
Most of the time (2)	**58**	14	39	6	37	21	12	21	3	31	28	-	16	13	14	15	43	16
	6%	6%	6%	10% *	7%	5%	8%	7%	3%	5%	8%	-	6%	8%	4%	8%	6%	5%
Sometimes (1)	**102**	30	67	6	67	35	19	38	10	54	48	-	25	11	44	21	71	31
	11%	13%	10%	9% *	12%	9%	12%	13%	9%	9%	14% J	-	10%	6%	13% N	11%	10%	11%
Never (0)	**656**	168	445	43	388	269	103	196	80	438	219	-	176	124	222	130	442	215
	68%	71%	66%	70% *	67%	68%	64%	67%	72%	70%	64%	-	71%	70%	64%	68%	65%	74% Q
Not applicable	**112**	17	90	5	53	60	14	23	13	75	37	-	26	20	42	21	93	20
	12%	7%	13% B	8% *	9%	15% E	9%	8%	12%	12%	11%	-	11%	12%	12%	11%	14% R	7%
Mean score	**0.4**	0.37	0.41	0.42 *	0.44	0.34	0.55	0.44	0.31 *	0.38	0.45	-	0.34	0.41	0.46	0.37	0.43	0.33
Standard Deviation	**0.819**	0.76	0.842	0.82	0.856	0.756	0.961	0.832	0.757	0.827	0.804	-	0.744	0.869	0.888	0.749	0.854	0.736
Standard Error	**0.028**	0.051	0.035	0.109	0.037	0.041	0.08	0.051	0.076	0.035	0.046	-	0.05	0.069	0.051	0.057	0.035	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever	**203**	43	160
	21%	32% T	19%
Always (3)	**42**	11	31
	4%	8% T	4%
Most of the time (2)	**58**	11	47
	6%	8%	6%
Sometimes (1)	**102**	21	81
	11%	16% T	10%
Never (0)	**656**	81	576
	68%	61%	69%
Not applicable	**112**	9	103
	12%	7%	12%
Mean score	**0.4**	0.61 T	0.37
Standard Deviation	**0.819**	0.975	0.785
Standard Error	**0.028**	0.087	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever	203 21%	47 18%	149 21%	96 24%	107 19%	41 47% GH*	22 23% *	28 13%	111 22%	58 22%	24 14%	50 27% K	30 26% K
Always (3)	42 4%	9 4%	33 5%	20 5%	22 4%	8 9% H*	5 5% *	4 2%	28 6%	7 3%	7 4%	9 5%	5 4%
Most of the time (2)	58 6%	8 3%	47 7%	28 7%	30 5%	15 17% GH*	5 5% *	8 4%	30 6%	22 9%	5 3%	20 11% K	12 10% K
Sometimes (1)	102 11%	29 11%	69 10%	48 12%	54 10%	19 21% H*	12 13% *	16 8%	53 10%	29 11%	13 8%	21 11%	13 11%
Never (0)	656 68%	187 72%	462 66%	256 64%	400 70%	43 49% *	57 59% *	150 73% FG	339 66%	179 69%	121 72%	121 66%	81 68%
Not applicable	112 12%	25 10%	85 12%	48 12%	64 11%	3 3% *	17 18% F*	28 13% F	62 12%	24 9%	24 14% L	13 7%	8 7%
Mean score	0.4	0.32	0.43	0.47	0.36	0.85 GH*	0.47 H*	0.25	0.44	0.4	0.29	0.51 K	0.48 *
Standard Deviation	0.819	0.731	0.85	0.866	0.783	1.022	0.874	0.643	0.872	0.784	0.742	0.89	0.874
Standard Error	0.028	0.048	0.034	0.046	0.035	0.112	0.098	0.048	0.041	0.051	0.062	0.068	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	970	228	155	105	815
Base	972	228	157	108	815
Net: Ever	203 21%	52 23%	46 29% E	34 31% E	157 19%
Always (3)	42 4%	11 5%	14 9% E	13 12% BE	28 3%
Most of the time (2)	58 6%	16 7%	12 7%	6 6%	47 6%
Sometimes (1)	102 11%	24 11%	20 13%	15 13%	82 10%
Never (0)	656 68%	146 64%	104 66%	71 66%	552 68%
Not applicable	112 12%	30 13% CD	7 4%	3 3%	106 13% CD
Mean score	0.4	0.46	0.57 E	0.63 E*	0.37
Standard Deviation	0.819	0.873	0.979	1.046	0.778
Standard Error	0.028	0.062	0.08	0.102	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Summary table: Frequency of undertaking cooking/preparation behaviours

Base: All responsible for cooking and preparing food in the home

	Store open tins in the fridge	Use different chopping boards for different foods or wash chopping board when switching between foods	Wash raw meat OTHER THAN chicken/poultry	Wash raw chicken or poultry	Wash fruit or vegetables (including salad) which are going to be eaten raw	Wash fruit or vegetables which are going to be cooked	Wash hands before starting to prepare or cook food	Wash hands immediately after handling raw meat, poultry or fish	Cook food until it is steaming hot throughout	Eat chicken or turkey if the meat is pink or has pink or red juices
Unweighted Base	**970**	**970**	**970**	**970**	**970**	**970**	**970**	**970**	**970**	**970**
Base	**972**	**972**	**972**	**972**	**972**	**972**	**972**	**972**	**972**	**972**
Net: Ever	421	831	431	449	880	842	954	913	948	128
	43%	86%	44%	46%	91%	87%	98%	94%	98%	13%
Always (3)	96	471	133	227	493	425	717	740	718	34
	10%	48%	14%	23%	51%	44%	74%	76%	74%	4%
Most of the time (2)	97	225	118	105	197	218	158	117	175	44
	10%	23%	12%	11%	20%	22%	16%	12%	18%	5%
Sometimes (1)	228	136	180	117	190	198	78	55	55	49
	23%	14%	19%	12%	20%	20%	8%	6%	6%	5%
Never (0)	527	103	454	445	77	119	16	14	15	788
	54%	11%	47%	46%	8%	12%	2%	1%	2%	81%
Not applicable	24	38	87	77	15	11	2	45	9	57
	2%	4%	9%	8%	2%	1%	*	5%	1%	6%
Mean score	0.75	2.14	0.92	1.13	2.16	1.99	2.63	2.71	2.66	0.26
Standard Deviation	1	1.035	1.115	1.271	1.006	1.07	0.705	0.645	0.659	0.718
Standard Error	0.032	0.034	0.037	0.042	0.033	0.035	0.023	0.021	0.021	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Q19. Summary table: Frequency of undertaking cooking/preparation behaviours

Base: All responsible for cooking and preparing food in the home

	Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	Eat burgers or sausages if the meat is pink or has pink or red juices	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices
Unweighted Base	**970**	**970**	**970**
Base	**972**	**972**	**972**
Net: Ever	475	196	203
	49%	20%	21%
Always (3)	71	33	42
	7%	3%	4%
Most of the time (2)	134	44	58
	14%	4%	6%
Sometimes (1)	270	119	102
	28%	12%	11%
Never (0)	426	696	656
	44%	72%	68%
Not applicable	71	80	112
	7%	8%	12%
Mean score	0.83	0.34	0.4
Standard Deviation	0.953	0.739	0.819
Standard Error	0.032	0.025	0.028

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Store open tins in the fridge	**0.75**	0.66	0.83 B	1.36 FGHI*	1.14 FGHI	0.73 HI	0.54	0.49	0.45	0.63	0.9 JMNO	0.75	0.7	0.77 J	0.72
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.07	2.2	1.95 *	2.03	2.26 D	2.26 D	2.07	2.21 D	2.22 KN	2.02	2.18	2.15	2.11 K	2.17
Wash raw meat OTHER THAN chicken/poultry	**0.92**	1.03 C	0.82	0.99 *	1.08 FG	0.76	0.79	0.96	0.95	0.82	0.81	1.11 JKN	0.99	0.81	1.04 JKN
Wash raw chicken or poultry	**1.13**	1.18	1.07	1.29 F*	1.36 FG	0.7	0.95	1.12 F	1.3 FG	1.04	1	1.39 JKN	1.15	1.02	1.24 KN
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.09	2.21	2.05 *	2.16	2.04	2.22	2.18	2.22	2.27 KN	2.03	2.26 K	2.12	2.14 K	2.17
Wash fruit or vegetables which are going to be cooked	**1.99**	1.99	1.99	1.87 *	2.01	1.93	2.02	2	2.06	1.97	1.95	2.02	2.03	1.96	2.02
Wash hands before starting to prepare or cook food	**2.63**	2.61	2.64	2.33 *	2.57 D	2.69 D	2.65 D	2.71 D	2.72 DE	2.67 KN	2.52	2.72 KN	2.62	2.59 K	2.66 K
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.64	2.77 B	2.55 *	2.65	2.76 D	2.74 D	2.73	2.77 D	2.77 KN	2.63	2.73	2.72	2.69 K	2.72
Cook food until it is steaming hot throughout	**2.66**	2.64	2.67	2.43 *	2.52	2.67 D	2.74 DE	2.72 DE	2.78 DE	2.69	2.62	2.64	2.68	2.65	2.66
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.26	0.26	0.49 FGHI*	0.6 FGHI	0.26 I	0.17 I	0.12	0.06	0.26	0.32	0.31	0.19	0.29	0.24

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.87	0.8	1.07 GHI*	1.22 FGHI	0.88 I	0.65	0.72	0.61	1.04 LMO	0.88 MO	0.77	0.66	0.96 MO	0.7
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.34	0.35	0.6 FGHI*	0.69 FGHI	0.36 HI	0.26 I	0.16	0.13	0.39	0.42 LO	0.26	0.28	0.41 LMO	0.27
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.41	0.39	0.7 FGHI*	0.77 FGHI	0.4 I	0.29	0.22	0.21	0.47	0.39	0.42	0.35	0.43	0.38

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Store open tins in the fridge	**0.75**	0.64	0.69	0.82	0.92 PQ	0.91 U	0.69
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.02	2.14	2.15	2.24 P	2.12	2.14
Wash raw meat OTHER THAN chicken/poultry	**0.92**	0.72	0.95 P	0.93	1.06 P	0.97	0.9
Wash raw chicken or poultry	**1.13**	1.02	1.18	0.95	1.29 PR	1.13	1.13
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.08	2.18	2.07	2.26	2.12	2.17
Wash fruit or vegetables which are going to be cooked	**1.99**	2.02	1.98	1.93	2.03	1.91	2.02
Wash hands before starting to prepare or cook food	**2.63**	2.58	2.68	2.57	2.62	2.58	2.64
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.7	2.7	2.71	2.75	2.68	2.72
Cook food until it is steaming hot throughout	**2.66**	2.69	2.67	2.59	2.65	2.65	2.66
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.13	0.2	0.35 PQ	0.45 PQ	0.43 U	0.2

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.71	0.81	0.95 P	0.9	0.91	0.8
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.26	0.34	0.31	0.46 P	0.45 U	0.3
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.28	0.36	0.48 P	0.55 PQ	0.58 U	0.33

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Store open tins in the fridge	**0.75**	0.7	0.77	0.7 *	0.77	0.72	0.88 I	0.8 I	0.57	0.72	0.81	-	0.75	0.76	0.71	0.82	0.77	0.71
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.18	2.14	1.96 *	2.19	2.06	2.19	2.28 I	1.93	2.17	2.09	-	2.1	2.16	2.22	2.06	2.16	2.08
Wash raw meat OTHER THAN chicken/poultry	**0.92**	0.9	0.92	1.04 *	0.98	0.83	1.05	0.99	0.92 *	0.85	1.05 J	-	1.11 OP	0.92	0.88	0.72	0.98 R	0.79
Wash raw chicken or poultry	**1.13**	1.03	1.16	1.17 *	1.16	1.07	1.43 HI	1.15	0.89 *	1.05	1.27 J	-	1.39 OP	1.2 P	1.03	0.9	1.21 R	0.95
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.17	2.16	2.06 *	2.19	2.1	2.24	2.2	2.11	2.17	2.14	-	2.24	2.14	2.16	2.05	2.18	2.11
Wash fruit or vegetables which are going to be cooked	**1.99**	1.93	2.03	1.76 *	2.04	1.91	2.1	2.06	1.91	1.99	1.99	-	2.16 OP	1.97	1.95	1.87	2.04 R	1.88
Wash hands before starting to prepare or cook food	**2.63**	2.63	2.63	2.61 *	2.65	2.6	2.61	2.69	2.57	2.65	2.58	-	2.66 P	2.65	2.65 P	2.51	2.62	2.63
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.76	2.69	2.68 *	2.72	2.7	2.64	2.74	2.75 *	2.73	2.66	-	2.69	2.72	2.75	2.66	2.71	2.7
Cook food until it is steaming hot throughout	**2.66**	2.69	2.65	2.59 *	2.67	2.64	2.66	2.71	2.59	2.71 K	2.56	-	2.73 P	2.61	2.66	2.6	2.63	2.71
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.19	0.29	0.24 *	0.3	0.21	0.43 H	0.25	0.27 *	0.23	0.33	-	0.22	0.32	0.28	0.25	0.31 R	0.16

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.8	0.83	0.96 *	0.83	0.84	0.79	0.86	0.87 *	0.76	0.96 J	-	0.76	0.78	0.95 MP	0.74	0.84	0.82
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.37	0.34	0.31 *	0.37	0.3	0.45	0.34	0.35 *	0.29	0.43 J	-	0.35	0.31	0.35	0.36	0.36	0.3
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.37	0.41	0.42 *	0.44	0.34	0.55	0.44	0.31 *	0.38	0.45	-	0.34	0.41	0.46	0.37	0.43	0.33

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Store open tins in the fridge	**0.75**	0.81	0.74
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.11	2.14
Wash raw meat OTHER THAN chicken/poultry	**0.92**	0.99	0.91
Wash raw chicken or poultry	**1.13**	1.11	1.13
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.12	2.16
Wash fruit or vegetables which are going to be cooked	**1.99**	1.86	2.01
Wash hands before starting to prepare or cook food	**2.63**	2.59	2.63
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.65	2.72
Cook food until it is steaming hot throughout	**2.66**	2.53	2.68 S
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.43 T	0.24

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.94	0.81
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.53 T	0.31
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.61 T	0.37

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Store open tins in the fridge	**0.75**	0.65	0.79	0.82	0.7	1.14 H*	0.84 *	0.62	0.8	0.76	0.59	0.95 K	1.02 K*
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.07	2.18	2.12	2.15	2.04 *	2.11 *	2.15	2.26 J	2.02	1.97	2.14	2.17
Wash raw meat OTHER THAN chicken/poultry	**0.92**	1.06 C	0.87	0.89	0.94	1.3 H*	1.09 H*	0.59	0.96	0.89	0.83	0.98	1.06 *
Wash raw chicken or poultry	**1.13**	1.33 C	1.06	1.11	1.14	1.44 H*	1.32 H*	0.83	1.17	1.13	1.07	1.13	1.19 *
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.09	2.19	2.18	2.14	2.35 H*	2.23 *	2.08	2.33 J	1.95	2.03	2.08	2.17 *
Wash fruit or vegetables which are going to be cooked	**1.99**	1.99	1.99	1.99	1.99	2.2 H*	2.02 *	1.89	2.08 J	1.89	1.89	1.92	1.94
Wash hands before starting to prepare or cook food	**2.63**	2.63	2.63	2.63	2.62	2.63 *	2.67 *	2.6	2.69 J	2.57	2.57	2.6	2.63
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.7	2.72	2.68	2.73	2.52 *	2.69 *	2.74 F	2.76 J	2.62	2.7	2.64	2.68
Cook food until it is steaming hot throughout	**2.66**	2.7	2.65	2.62	2.68	2.57 *	2.59 *	2.64	2.68	2.62	2.74	2.64	2.65
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.22	0.27	0.38 E	0.18	0.76 GH*	0.32 *	0.2	0.27	0.29	0.19	0.41 K	0.39 K

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	0.83	0.69	0.88 B	0.93 E	0.76	1.14 H*	0.94 *	0.81	0.92	0.81	0.61	0.81 K	0.8 *
Eat burgers or sausages if the meat is pink or has pink or red juices	0.34	0.29	0.36	0.43 E	0.28	0.79 GH*	0.42 H*	0.25	0.37	0.34	0.24	0.41 K	0.36 *
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	0.4	0.32	0.43	0.47	0.36	0.85 GH*	0.47 H*	0.25	0.44	0.4	0.29	0.51 K	0.48 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Store open tins in the fridge	**0.75**	0.87 E	0.78	0.77	0.74
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.19	2.29	2.24	2.11
Wash raw meat OTHER THAN chicken/poultry	**0.92**	0.82	1.01	1.04 *	0.9
Wash raw chicken or poultry	**1.13**	0.96	1.34 BE	1.29 B*	1.08
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.23	2.2	2.22	2.15
Wash fruit or vegetables which are going to be cooked	**1.99**	2.02	2.05	2.13	1.98
Wash hands before starting to prepare or cook food	**2.63**	2.64	2.7	2.64	2.61
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.81 E	2.75	2.74 *	2.7
Cook food until it is steaming hot throughout	**2.66**	2.67	2.64	2.62	2.66
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.35 E	0.42 E	0.43 E	0.23

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.92	0.92	0.92 *	0.81
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.45 E	0.46 E	0.44 *	0.32
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.46	0.57 E	0.63 E*	0.37

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**946**	**477**	**469**	**96**	**163**	**134**	**178**	**159**	**216**	**244**	**283**	**162**	**257**	**527**	**419**
Base	**948**	**458**	**489**	**126**	**157**	**140**	**168**	**147**	**209**	**230**	**260**	**179**	**278**	**491**	**457**
Net: Ever	**421** **44%**	190 42%	231 47%	88 70% FGHI*	101 64% FGHI	66 47% GHI	59 35%	50 34%	58 28%	92 40%	131 50% JN	78 43%	121 44%	223 45% J	199 43%
Always (3)	**96** **10%**	35 8%	61 12% B	25 20% FGHI*	24 15% FHI	10 7%	14 8%	8 6%	15 7%	17 7%	37 14% JNO	16 9%	26 9%	54 11% J	42 9%
Most of the time (2)	**97** **10%**	41 9%	56 11%	35 27% FGHI*	30 19% GHI	16 12% GHI	4 3%	6 4%	7 3%	19 8%	30 12%	25 14%	23 8%	49 10%	48 11%
Sometimes (1)	**228** **24%**	114 25%	114 23%	29 23% *	47 30% I	39 28% I	40 24%	36 24%	37 17%	56 24%	63 24%	36 20%	73 26%	119 24%	109 24%
Never (0)	**527** **56%**	268 58%	259 53%	38 30% *	56 36%	74 53% DE	109 65% DEF	97 66% DEF	152 72% DEF	138 60% KN	130 50%	102 57%	157 56%	268 55% K	259 57%
Mean score	**0.75**	0.66	0.83 B	1.36 FGHI*	1.14 FGHI	0.73 HI	0.54	0.49	0.45	0.63	0.9 JMNO	0.75	0.7	0.77 J	0.72
Standard Deviation	**1**	0.932	1.055	1.111	1.074	0.931	0.894	0.82	0.855	0.915	1.088	1.006	0.964	1.019	0.98
Standard Error	**0.032**	0.044	0.048	0.099	0.086	0.079	0.069	0.068	0.059	0.06	0.067	0.075	0.058	0.046	0.046

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**946**	**217**	**381**	**161**	**187**	**263**	**683**
Base	**948**	**211**	**378**	**165**	**194**	**269**	**679**
Net: Ever	**421**	86	148	78	109	148	273
	44%	41%	39%	47%	56% PQ	55% U	40%
Always (3)	**96**	15	39	18	23	30	65
	10%	7%	10%	11%	12%	11%	10%
Most of the time (2)	**97**	19	33	21	24	36	61
	10%	9%	9%	13%	12%	13%	9%
Sometimes (1)	**228**	52	76	39	62	82	147
	24%	25%	20%	23%	32% Q	30% U	22%
Never (0)	**527**	124	230	87	85	122	405
	56%	59% S	61% S	53%	44%	45%	60% T
Mean score	**0.75**	0.64	0.69	0.82	0.92	0.91	0.69
					PQ	U	
Standard Deviation	**1**	0.92	1.009	1.036	1.018	1.015	0.988
Standard Error	**0.032**	0.063	0.052	0.081	0.073	0.062	0.038

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**946**	**230**	**655**	**61**	**567**	**379**	**155**	**289**	**112**	**615**	**331**	**-**	**243**	**175**	**343**	**176**	**666**	**280**
Base	**948**	**230**	**658**	**60**	**568**	**380**	**158**	**289**	**110**	**616**	**332**	**-**	**244**	**173**	**335**	**187**	**668**	**280**
Net: Ever	**421** **44%**	96 42%	298 45%	27 45% *	261 46%	161 42%	69 43%	141 49%	47 43%	263 43%	159 48%	- -	107 44%	76 44%	136 41%	98 53% O	302 45%	119 43%
Always (3)	**96** **10%**	23 10%	67 10%	6 10% *	58 10%	38 10%	25 15% I	28 10%	6 5%	62 10%	33 10%	- -	23 10%	18 10%	35 10%	20 10%	67 10%	29 10%
Most of the time (2)	**97** **10%**	20 9%	74 11%	3 6% *	61 11%	37 10%	21 13% I	34 12% I	4 4%	55 9%	42 13%	- -	30 12%	20 12%	30 9%	16 9%	78 12% R	20 7%
Sometimes (1)	**228** **24%**	53 23%	157 24%	18 30% *	142 25%	86 23%	23 14%	79 27% G	37 34% G	145 24%	83 25%	- -	54 22%	38 22%	71 21%	62 33% MNO	158 24%	70 25%
Never (0)	**527** **56%**	134 58%	360 55%	33 55% *	307 54%	220 58%	90 57%	148 51%	63 57%	353 57%	174 52%	- -	137 56%	98 56%	199 59% P	88 47%	366 55%	161 57%
Mean score	**0.75**	0.7	0.77	0.7 *	0.77	0.72	0.88 I	0.8 I	0.57	0.72	0.81	-	0.75	0.76	0.71	0.82	0.77	0.71
Standard Deviation	**1**	0.99	1.008	0.958	1.003	0.997	1.146	0.989	0.801	0.996	1.008	-	1.003	1.02	1.009	0.977	1.005	0.989
Standard Error	**0.032**	0.065	0.039	0.124	0.042	0.051	0.091	0.058	0.076	0.04	0.055	-	0.064	0.078	0.055	0.072	0.039	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**946**	**123**	**823**
Base	**948**	**128**	**820**
Net: Ever	**421** **44%**	63 49%	358 44%
Always (3)	**96** **10%**	12 10%	84 10%
Most of the time (2)	**97** **10%**	16 13%	81 10%
Sometimes (1)	**228** **24%**	34 27%	194 24%
Never (0)	**527** **56%**	65 51%	461 56%
Mean score	**0.75**	0.81	0.74
Standard Deviation	**1**	0.995	1.002
Standard Error	**0.032**	0.088	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	946	256	673	394	552	84	95	205	502	255	163	173	103
Base	948	252	678	393	554	87	94	201	499	256	166	180	117
Net: Ever	421 44%	102 40%	309 46%	192 49% E	229 41%	53 61% H*	48 51% *	82 41%	215 43%	125 49%	67 40%	104 58% K	72 62% K
Always (3)	96 10%	20 8%	76 11%	38 10%	57 10%	13 15% *	7 8% *	14 7%	66 13% J	20 8%	10 6%	22 12%	15 13%
Most of the time (2)	97 10%	22 9%	73 11%	52 13% E	45 8%	20 22% H*	17 18% H*	15 7%	52 10%	30 12%	12 7%	23 13%	17 15%
Sometimes (1)	228 24%	60 24%	160 24%	102 26%	127 23%	21 24% *	24 26% *	53 26%	97 19%	75 29% I	45 27%	60 33%	40 35%
Never (0)	527 56%	150 60%	369 54%	201 51%	325 59% D	34 39% *	46 49% *	119 59% F	284 57%	130 51%	99 60% LM	75 42%	44 38%
Mean score	0.75	0.65	0.79	0.82	0.7	1.14 H*	0.84 *	0.62	0.8	0.76	0.59	0.95 K	1.02 K
Standard Deviation	1	0.935	1.028	1.002	0.998	1.101	0.978	0.896	1.079	0.943	0.864	1.014	1.021
Standard Error	0.032	0.059	0.039	0.05	0.042	0.118	0.101	0.063	0.048	0.059	0.067	0.076	0.094

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Store open tins in the fridge

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**946**	**222**	**155**	**105**	**791**
Base	**948**	**222**	**157**	**108**	**791**
Net: Ever	**421** **44%**	114 51% E	69 44%	47 43%	352 44%
Always (3)	**96** **10%**	26 12%	18 11%	12 11%	78 10%
Most of the time (2)	**97** **10%**	28 12%	18 11%	11 11%	80 10%
Sometimes (1)	**228** **24%**	60 27%	34 22%	23 21%	194 25%
Never (0)	**527** **56%**	108 49%	88 56%	61 57%	439 56% B
Mean score	**0.75**	0.87 E	0.78	0.77	0.74
Standard Deviation	**1**	1.033	1.038	1.043	0.993
Standard Error	**0.032**	0.069	0.083	0.1	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**932**	**468**	**464**	**97**	**160**	**132**	**176**	**154**	**213**	**244**	**276**	**159**	**253**	**520**	**412**
Base	**934**	**450**	**484**	**128**	**154**	**138**	**165**	**142**	**207**	**230**	**255**	**176**	**273**	**485**	**450**
Net: Ever	**831** **89%**	391 87%	440 91%	111 87% *	136 89%	129 93% H	146 88%	121 85%	188 91%	212 92% KN	217 85%	160 91%	241 88%	430 89% K	402 89%
Always (3)	**471** **50%**	217 48%	254 52%	53 41% *	65 42%	75 54%	99 60% DE	73 51%	106 51%	120 52%	120 47%	91 52%	139 51%	240 49%	231 51%
Most of the time (2)	**225** **24%**	106 24%	119 24%	33 26% *	46 30% GH	33 24%	30 18%	27 19%	56 27% G	60 26%	55 22%	41 23%	69 25%	115 24%	110 24%
Sometimes (1)	**136** **15%**	68 15%	68 14%	25 20% *	26 17%	21 15%	17 10%	21 15%	26 13%	33 14%	42 16%	28 16%	33 12%	75 15%	61 14%
Never (0)	**103** **11%**	59 13%	44 9%	17 13% *	18 11%	9 7%	20 12%	21 15% F	18 9%	18 8%	37 15% JN	16 9%	32 12%	55 11% J	48 11%
Mean score	**2.14**	2.07	2.2	1.95 *	2.03	2.26 D	2.26 DE	2.07	2.21 D	2.22 KN	2.02	2.18	2.15	2.11 K	2.17
Standard Deviation	**1.035**	1.074	0.995	1.067	1.025	0.952	1.056	1.123	0.98	0.966	1.106	1.003	1.04	1.046	1.024
Standard Error	**0.034**	0.051	0.045	0.094	0.083	0.081	0.082	0.094	0.068	0.064	0.069	0.076	0.063	0.048	0.048

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**932**	**206**	**376**	**163**	**187**	**267**	**665**
Base	**934**	**199**	**374**	**167**	**194**	**273**	**661**
Net: Ever	**831**	165	334	151	181	246	585
	89%	83%	89% P	90%	93% P	90%	89%
Always (3)	**471**	95	190	87	98	129	342
	50%	48%	51%	52%	51%	47%	52%
Most of the time (2)	**225**	47	87	33	58	76	149
	24%	24%	23%	20%	30%	28%	23%
Sometimes (1)	**136**	23	56	31	25	41	95
	15%	12%	15%	18%	13%	15%	14%
Never (0)	**103**	34	40	16	13	27	76
	11%	17% QS	11%	10%	7%	10%	11%
Mean score	**2.14**	2.02	2.14	2.15	2.24 P	2.12	2.14
Standard Deviation	**1.035**	1.132	1.034	1.035	0.923	1.004	1.049
Standard Error	**0.034**	0.08	0.053	0.08	0.066	0.061	0.041

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**932**	**230**	**641**	**61**	**556**	**376**	**153**	**285**	**108**	**603**	**329**	**-**	**241**	**170**	**340**	**173**	**651**	**281**
Base	**934**	**230**	**644**	**60**	**557**	**378**	**156**	**284**	**106**	**603**	**331**	**-**	**243**	**167**	**332**	**184**	**653**	**281**
Net: Ever	**831** **89%**	209 91%	571 89%	51 86% *	505 91%	327 86%	138 88%	265 93%	93 87%	537 89%	294 89%	- -	205 84%	150 90%	306 92% M	166 91%	586 90%	245 87%
Always (3)	**471** **50%**	117 51%	328 51%	25 42% *	291 52%	180 48%	87 56% I	157 55% I	43 40%	316 52%	154 47%	- -	132 55% P	85 51%	173 52%	78 42%	335 51%	135 48%
Most of the time (2)	**225** **24%**	58 25%	152 24%	16 26% *	132 24%	93 25%	31 20%	70 24%	27 26%	138 23%	87 26%	- -	39 16%	40 24%	87 26% M	56 30% M	157 24%	68 24%
Sometimes (1)	**136** **15%**	34 15%	91 14%	11 18% *	82 15%	54 14%	21 13%	38 13%	23 21%	83 14%	53 16%	- -	33 14%	24 15%	46 14%	32 18%	94 14%	42 15%
Never (0)	**103** **11%**	21 9%	73 11%	8 14% *	52 9%	51 14%	18 12%	20 7%	14 13%	67 11%	36 11%	- -	38 16% O	17 10%	27 8%	17 9%	67 10%	36 13%
Mean score	**2.14**	2.18	2.14	1.96 *	2.19	2.06	2.19	2.28 I	1.93	2.17	2.09	-	2.1	2.16	2.22	2.06	2.16	2.08
Standard Deviation	**1.035**	1	1.043	1.083	1.004	1.077	1.064	0.942	1.065	1.038	1.031	-	1.141	1.026	0.964	0.991	1.021	1.068
Standard Error	**0.034**	0.066	0.041	0.14	0.043	0.055	0.085	0.056	0.103	0.042	0.057	-	0.073	0.079	0.053	0.073	0.04	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**932**	**125**	**807**
Base	**934**	**131**	**804**
Net: Ever	**831** **89%**	120 92%	711 88%
Always (3)	**471** **50%**	63 48%	408 51%
Most of the time (2)	**225** **24%**	30 23%	195 24%
Sometimes (1)	**136** **15%**	28 21% T	108 13%
Never (0)	**103** **11%**	10 8%	92 12%
Mean score	**2.14**	2.11	2.14
Standard Deviation	**1.035**	1.005	1.041
Standard Error	**0.034**	0.088	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**932**	**250**	**665**	**390**	**542**	**81**	**93**	**205**	**494**	**253**	**159**	**177**	**105**
Base	**934**	**247**	**670**	**390**	**544**	**84**	**92**	**201**	**491**	**254**	**162**	**184**	**119**
Net: Ever	**831**	211	605	345	486	74	81	179	453	220	134	168	111
	89%	86%	90%	89%	89%	88% *	88% *	89%	92% J	87%	83%	92% K	94% K
Always (3)	**471**	126	340	189	282	36	44	102	270	116	72	87	57
	50%	51%	51%	48%	52%	42% *	48% *	51%	55% J	46%	45%	47%	48%
Most of the time (2)	**225**	48	175	102	123	26	25	50	117	60	41	51	33
	24%	20%	26%	26%	23%	31% *	27% *	25%	24%	24%	26%	28%	28%
Sometimes (1)	**136**	37	91	54	82	12	12	27	67	43	21	30	21
	15%	15%	14%	14%	15%	15% *	13% *	13%	14%	17%	13%	16%	18%
Never (0)	**103**	36	65	45	58	10	11	23	38	34	28	16	7
	11%	14%	10%	11%	11%	12% *	12% *	11%	8%	13% I	17% LM	8%	6%
Mean score	**2.14**	2.07	2.18	2.12	2.15	2.04 *	2.11 *	2.15	2.26 J	2.02	1.97	2.14	2.17
Standard Deviation	**1.035**	1.113	1.001	1.034	1.037	1.027	1.039	1.036	0.964	1.082	1.126	0.981	0.941
Standard Error	**0.034**	0.071	0.039	0.052	0.044	0.112	0.108	0.073	0.043	0.068	0.088	0.072	0.086

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Use different chopping boards for different foods or wash chopping board when switching between foods

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	932	218	154	105	778
Base	934	217	156	108	778
Net: Ever	831 89%	198 91%	146 93%	99 92%	686 88%
Always (3)	471 50%	108 50%	88 56%	59 55%	383 49%
Most of the time (2)	225 24%	62 29%	36 23%	25 23%	189 24%
Sometimes (1)	136 15%	28 13%	22 14%	15 14%	114 15%
Never (0)	103 11%	19 9%	10 7%	9 8%	93 12%
Mean score	2.14	2.19	2.29 E	2.24	2.11
Standard Deviation	1.035	0.973	0.944	0.979	1.051
Standard Error	0.034	0.066	0.076	0.094	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**885**	**446**	**439**	**85**	**154**	**130**	**164**	**149**	**203**	**230**	**263**	**150**	**242**	**493**	**392**
Base	**885**	**428**	**457**	**111**	**149**	**136**	**154**	**137**	**198**	**217**	**242**	**165**	**262**	**459**	**426**
Net: Ever	**431**	232	199	55	79	53	64	73	107	95	104	93	140	198	233
	49%	54%	44%	50%	53%	39%	41%	53%	54%	44%	43%	56%	53%	43%	55%
		C		*	F			FG	FG			JKN	JKN		JKN
Always (3)	**133**	76	57	15	27	19	22	20	29	30	31	31	41	62	71
	15%	18%	12%	14%	18%	14%	14%	15%	15%	14%	13%	19%	16%	13%	17%
		C		*											
Most of the time (2)	**118**	58	60	24	28	12	14	17	22	23	29	29	37	52	66
	13%	14%	13%	21%	19%	9%	9%	13%	11%	11%	12%	18%	14%	11%	15%
				FGI*	FGI										
Sometimes (1)	**180**	98	82	16	24	22	27	36	56	41	44	33	62	85	95
	20%	23%	18%	14%	16%	16%	18%	26%	28%	19%	18%	20%	24%	18%	22%
				*				E	DEFG						
Never (0)	**454**	196	258	56	70	83	91	64	91	122	138	72	122	260	194
	51%	46%	56%	50%	47%	61%	59%	47%	46%	56%	57%	44%	47%	57%	45%
			B	*		EHI	HI			LMO	LMO			LMO	
Mean score	**0.92**	1.03	0.82	0.99	1.08	0.76	0.79	0.96	0.95	0.82	0.81	1.11	0.99	0.81	1.04
		C		*	FG							JKN	N		JKN
Standard Deviation	**1.115**	1.144	1.077	1.133	1.177	1.101	1.104	1.093	1.079	1.097	1.084	1.163	1.111	1.089	1.132
Standard Error	**0.037**	0.055	0.05	0.107	0.096	0.094	0.089	0.093	0.077	0.075	0.07	0.091	0.069	0.051	0.055

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	885	193	355	155	182	259	626
Base	885	188	352	158	187	263	622
Net: Ever	431 49%	77 41%	182 52% P	74 47%	98 52% P	127 48%	304 49%
Always (3)	133 15%	19 10%	53 15%	26 16%	36 19% P	45 17%	88 14%
Most of the time (2)	118 13%	20 10%	47 13%	22 14%	30 16%	40 15%	79 13%
Sometimes (1)	180 20%	39 21%	82 23%	26 17%	33 17%	43 16%	137 22%
Never (0)	454 51%	111 59% QS	170 48%	84 53%	89 48%	136 52%	318 51%
Mean score	0.92	0.72	0.95 P	0.93	1.06 P	0.97	0.9
Standard Deviation	1.115	1.01	1.104	1.15	1.183	1.164	1.093
Standard Error	0.037	0.074	0.059	0.092	0.086	0.072	0.044

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**885**	**214**	**610**	**61**	**532**	**353**	**147**	**271**	**104**	**576**	**309**	**-**	**228**	**165**	**324**	**161**	**609**	**276**
Base	**885**	**213**	**612**	**60**	**531**	**354**	**150**	**270**	**102**	**577**	**308**	**-**	**228**	**163**	**316**	**170**	**609**	**276**
Net: Ever	**431**	96	302	32	270	160	77	141	49	265	166	-	129	84	144	70	315	116
	49%	45%	49%	54% *	51%	45%	52%	52%	48%	46%	54% J	-	56% OP	52%	46%	41%	52% R	42%
Always (3)	**133**	35	88	10	88	45	27	44	17	77	56	-	42	23	49	16	99	34
	15%	17%	14%	17% *	17%	13%	18%	16%	17%	13%	18%	-	19% P	14%	16%	10%	16%	12%
Most of the time (2)	**118**	25	83	10	76	42	27	38	10	72	46	-	41	20	36	20	85	33
	13%	12%	14%	16% *	14%	12%	18%	14%	10%	12%	15%	-	18% O	12%	11%	12%	14%	12%
Sometimes (1)	**180**	36	132	13	107	73	24	59	21	115	64	-	46	41	59	34	132	48
	20%	17%	21%	21% *	20%	21%	16%	22%	21%	20%	21%	-	20%	25%	19%	20%	22%	17%
Never (0)	**454**	117	310	27	260	194	72	129	53	312	142	-	100	79	172	100	294	160
	51%	55%	51%	46% *	49%	55%	48%	48%	52%	54% K	46%	-	44%	48%	54% M	59% M	48%	58% Q
Mean score	**0.92**	0.9	0.92	1.04 *	0.98 F	0.83	1.05	0.99	0.92	0.85	1.05 J	-	1.11 OP	0.92	0.88	0.72	0.98 R	0.79
Standard Deviation	**1.115**	1.153	1.1	1.145	1.14	1.07	1.177	1.129	1.144	1.087	1.156	-	1.161	1.082	1.127	1.009	1.127	1.077
Standard Error	**0.037**	0.079	0.044	0.148	0.049	0.057	0.096	0.069	0.113	0.045	0.066	-	0.077	0.085	0.063	0.077	0.046	0.065

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**885**	**118**	**767**
Base	**885**	**123**	**762**
Net: Ever	**431**	64	367
	49%	52%	48%
Always (3)	**133**	17	116
	15%	14%	15%
Most of the time (2)	**118**	24	94
	13%	20% T	12%
Sometimes (1)	**180**	22	157
	20%	18%	21%
Never (0)	**454**	59	395
	51%	48%	52%
Mean score	**0.92**	0.99	0.91
Standard Deviation	**1.115**	1.117	1.115
Standard Error	**0.037**	0.101	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**885**	**237**	**633**	**368**	**517**	**81**	**88**	**189**	**467**	**243**	**151**	**172**	**103**
Base	**885**	**233**	**637**	**366**	**519**	**84**	**87**	**184**	**465**	**242**	**153**	**178**	**116**
Net: Ever	**431**	129	294	176	254	56	45	68	236	116	66	90	64
	49%	55% C	46%	48%	49%	66% H*	52% H*	37%	51%	48%	43%	51%	55%
Always (3)	**133**	44	88	46	87	13	18	11	73	33	22	27	18
	15%	19%	14%	12%	17%	16% H*	21% H*	6%	16%	14%	14%	15%	16%
Most of the time (2)	**118**	29	86	60	58	27	13	19	63	34	17	31	22
	13%	12%	14%	16% E	11%	32% GH*	15% *	10%	14%	14%	11%	17%	19%
Sometimes (1)	**180**	55	120	71	109	16	14	39	100	49	27	33	24
	20%	24%	19%	19%	21%	19% *	17% *	21%	21%	20%	18%	19%	21%
Never (0)	**454**	104	343	190	264	29	42	116	229	126	87	88	52
	51%	45%	54% B	52%	51%	34% *	48% *	63% FG	49%	52%	57%	49%	45%
Mean score	**0.92**	1.06 C	0.87	0.89	0.94	1.3 H*	1.09 H*	0.59	0.96	0.89	0.83	0.98	1.06
Standard Deviation	**1.115**	1.155	1.101	1.082	1.138	1.104	1.213	0.893	1.122	1.094	1.112	1.126	1.129
Standard Error	**0.037**	0.076	0.044	0.057	0.05	0.12	0.13	0.066	0.052	0.07	0.09	0.084	0.105

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw meat OTHER THAN chicken/poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**885**	**210**	**150**	**104**	**735**
Base	**885**	**210**	**152**	**107**	**733**
Net: Ever	**431** **49%**	82 39%	83 54% B	58 55% B	348 48% B
Always (3)	**133** **15%**	33 16%	21 14%	17 16%	112 15%
Most of the time (2)	**118** **13%**	23 11%	29 19% BE	19 18%	89 12%
Sometimes (1)	**180** **20%**	26 12%	32 21% B	22 21%	147 20% B
Never (0)	**454** **51%**	128 61% CDE	70 46%	49 45%	385 52%
Mean score	**0.92**	0.82	1.01	1.04	0.9
Standard Deviation	**1.115**	1.154	1.1	1.132	1.118
Standard Error	**0.037**	0.08	0.089	0.109	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**893**	**448**	**445**	**90**	**157**	**131**	**166**	**146**	**203**	**232**	**265**	**155**	**241**	**497**	**396**
Base	**895**	**431**	**464**	**118**	**152**	**137**	**156**	**135**	**197**	**219**	**244**	**170**	**261**	**463**	**432**
Net: Ever	**449**	228	221	68	92	44	65	69	112	100	111	101	138	211	239
	50%	53%	48%	58%	61%	32%	41%	51%	57%	46%	45%	59%	53%	45%	55%
				FG*	FG			F	FG			JKN			JKN
Always (3)	**227**	116	111	34	43	20	36	32	60	54	54	56	62	109	118
	25%	27%	24%	29%	29%	15%	23%	24%	31%	25%	22%	33%	24%	23%	27%
				F*	F				F			KN			
Most of the time (2)	**105**	49	56	15	27	11	11	18	23	19	25	24	37	44	61
	12%	11%	12%	13%	18%	8%	7%	13%	12%	9%	10%	14%	14%	10%	14%
				*	FG										N
Sometimes (1)	**117**	63	55	19	21	13	18	18	28	26	31	21	38	58	59
	13%	15%	12%	16%	14%	10%	11%	14%	14%	12%	13%	12%	15%	12%	14%
				*											
Never (0)	**445**	202	243	50	59	93	91	66	86	119	133	69	123	253	193
	50%	47%	52%	42%	39%	68%	59%	49%	43%	54%	55%	41%	47%	55%	45%
				*		DEHI	DEI			LO	LO			LO	
Mean score	**1.13**	1.18	1.07	1.29	1.36	0.7	0.95	1.12	1.3	1.04	1	1.39	1.15	1.02	1.24
				FG*	FG			F	FG			JKN			KN
Standard Deviation	**1.271**	1.278	1.263	1.28	1.264	1.123	1.261	1.258	1.304	1.276	1.243	1.31	1.247	1.258	1.276
Standard Error	**0.042**	0.062	0.059	0.118	0.103	0.096	0.101	0.108	0.093	0.086	0.08	0.1	0.077	0.058	0.061

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	893	193	362	155	183	258	635
Base	895	188	360	158	188	262	632
Net: Ever	449 50%	89 47%	190 53% R	66 41%	105 56% R	130 50%	319 51%
Always (3)	227 25%	40 22%	93 26%	35 22%	58 31%	66 25%	161 25%
Most of the time (2)	105 12%	21 11%	48 13%	14 9%	22 12%	34 13%	72 11%
Sometimes (1)	117 13%	28 15%	49 14%	17 10%	24 13%	30 12%	87 14%
Never (0)	445 50%	99 53%	170 47%	93 59% QS	84 44%	132 50%	313 49%
Mean score	1.13	1.02	1.18	0.95	1.29 PR	1.13	1.13
Standard Deviation	1.271	1.227	1.269	1.254	1.312	1.276	1.27
Standard Error	0.042	0.089	0.067	0.1	0.096	0.079	0.05

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**893**	**218**	**615**	**60**	**539**	**354**	**147**	**275**	**107**	**580**	**313**	**-**	**228**	**164**	**325**	**169**	**613**	**280**
Base	**895**	**218**	**618**	**59**	**538**	**357**	**150**	**274**	**105**	**582**	**313**	**-**	**229**	**162**	**317**	**179**	**614**	**281**
Net: Ever	**449**	100	319	30	273	177	88	139	44	272	177	-	132	91	147	75	328	121
	50%	46%	52%	51% *	51%	50%	59% I	51%	42%	47%	56% J	-	58% OP	56% OP	46%	42%	53% R	43%
Always (3)	**227**	51	161	15	145	81	53	74	18	138	88	-	80	40	71	34	171	56
	25%	23%	26%	25% *	27%	23%	35% I	27%	17%	24%	28%	-	35% NOP	25%	22%	19%	28% R	20%
Most of the time (2)	**105**	21	75	9	63	42	21	29	13	60	45	-	27	23	38	17	72	34
	12%	10%	12%	16% *	12%	12%	14%	11%	12%	10%	14%	-	12%	14%	12%	10%	12%	12%
Sometimes (1)	**117**	28	84	6	64	53	14	36	13	74	43	-	26	28	38	24	86	32
	13%	13%	14%	10% *	12%	15%	9%	13%	12%	13%	14%	-	11%	17%	12%	13%	14%	11%
Never (0)	**445**	118	299	29	266	180	62	135	61	309	136	-	97	71	171	104	286	160
	50%	54%	48%	49% *	49%	50%	41%	49%	58% G	53% K	44%	-	42%	44%	54% MN	58% MN	47%	57% Q
Mean score	**1.13**	1.03	1.16	1.17 *	1.16	1.07	1.43 HI	1.15	0.89	1.05	1.27 J	-	1.39 OP	1.2 P	1.03	0.9	1.21 R	0.95
Standard Deviation	**1.271**	1.258	1.274	1.286	1.291	1.239	1.337	1.288	1.183	1.26	1.28	-	1.337	1.242	1.248	1.2	1.286	1.22
Standard Error	**0.042**	0.085	0.051	0.168	0.056	0.066	0.109	0.078	0.116	0.052	0.072	-	0.088	0.098	0.07	0.09	0.052	0.073

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**893**	**121**	**772**
Base	**895**	**126**	**769**
Net: Ever	**449** **50%**	62 49%	387 50%
Always (3)	**227** **25%**	32 26%	194 25%
Most of the time (2)	**105** **12%**	13 11%	92 12%
Sometimes (1)	**117** **13%**	16 13%	101 13%
Never (0)	**445** **50%**	64 51%	382 50%
Mean score	**1.13**	1.11	1.13
Standard Deviation	**1.271**	1.281	1.27
Standard Error	**0.042**	0.114	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**893**	**236**	**643**	**374**	**519**	**83**	**89**	**191**	**472**	**244**	**152**	**171**	**103**
Base	**895**	**232**	**648**	**373**	**522**	**86**	**88**	**187**	**470**	**244**	**154**	**177**	**116**
Net: Ever	**449**	138	304	184	265	54	50	72	245	123	73	92	65
	50%	60% C	47%	49%	51%	62% H*	57% H*	38%	52%	50%	47%	52%	56%
Always (3)	**227**	72	152	90	136	27	28	33	126	63	34	43	29
	25%	31% C	23%	24%	26%	31% H*	32% H*	18%	27%	26%	22%	24%	25%
Most of the time (2)	**105**	27	76	48	57	17	10	18	53	26	24	23	15
	12%	12%	12%	13%	11%	20% H*	11% *	9%	11%	11%	16%	13%	13%
Sometimes (1)	**117**	40	75	46	71	10	12	21	65	33	14	27	20
	13%	17% C	12%	12%	14%	12% *	14% *	11%	14%	14%	9%	15%	17%
Never (0)	**445**	94	345	189	257	33	38	115	226	121	82	85	52
	50%	40%	53% B	51%	49%	38% *	43% *	62% FG	48%	50%	53%	48%	44%
Mean score	**1.13**	1.33	1.06	1.11	1.14	1.44	1.32	0.83	1.17	1.13	1.07	1.13	1.19
		C				H*	H*						
Standard Deviation	**1.271**	1.285	1.26	1.264	1.277	1.281	1.318	1.18	1.282	1.276	1.254	1.249	1.251
Standard Error	**0.042**	0.084	0.049	0.065	0.056	0.138	0.141	0.086	0.059	0.082	0.101	0.094	0.116

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash raw chicken or poultry

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**893**	**212**	**151**	**103**	**742**
Base	**895**	**212**	**153**	**106**	**741**
Net: Ever	**449** **50%**	90 42%	90 59% BE	61 58% B*	360 48%
Always (3)	**227** **25%**	45 21%	48 32% B	33 31% *	178 24%
Most of the time (2)	**105** **12%**	25 12%	18 12%	10 9% *	87 12%
Sometimes (1)	**117** **13%**	20 10%	23 15%	19 17% *	94 13%
Never (0)	**445** **50%**	122 58% CD	63 41%	45 42% *	382 52% C
Mean score	**1.13**	0.96	1.34 BE	1.29 B*	1.08
Standard Deviation	**1.271**	1.244	1.301	1.299	1.261
Standard Error	**0.042**	0.085	0.105	0.126	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**955**	**473**	**482**	**99**	**166**	**133**	**178**	**158**	**221**	**251**	**288**	**162**	**254**	**539**	**416**
Base	**957**	**454**	**503**	**130**	**160**	**139**	**167**	**146**	**214**	**237**	**265**	**179**	**275**	**502**	**455**
Net: Ever	**880** **92%**	411 91%	469 93%	120 92% *	150 94%	122 88%	150 90%	137 94%	200 93%	223 94%	242 91%	163 91%	252 91%	465 93%	415 91%
Always (3)	**493** **51%**	227 50%	266 53%	56 43% *	77 48%	68 49%	96 57% D	78 54%	118 55%	130 55% KN	119 45%	105 58% K	139 50%	249 50% K	244 54% K
Most of the time (2)	**197** **21%**	86 19%	112 22%	35 27% *	42 26%	26 19%	29 18%	24 17%	41 19%	54 23%	58 22%	32 18%	53 19%	112 22%	85 19%
Sometimes (1)	**190** **20%**	99 22%	91 18%	29 22% *	31 20%	28 20%	25 15%	34 24%	42 20%	39 17%	65 25% JLN	26 15%	60 22%	104 21% J	86 19%
Never (0)	**77** **8%**	43 9%	34 7%	10 8% *	10 6%	17 12%	17 10%	9 6%	14 7%	14 6%	23 9%	16 9%	24 9%	37 7%	40 9%
Mean score	**2.16**	2.09	2.21	2.05 *	2.16	2.04	2.22	2.18	2.22	2.27 KN	2.03	2.26 K	2.12	2.14 K	2.17
Standard Deviation	**1.006**	1.042	0.969	0.98	0.954	1.09	1.042	0.991	0.982	0.941	1.021	1.015	1.027	0.99	1.023
Standard Error	**0.033**	0.049	0.043	0.086	0.075	0.092	0.081	0.082	0.067	0.061	0.063	0.076	0.062	0.044	0.048

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**955**	**215**	**383**	**166**	**191**	**266**	**689**
Base	**957**	**209**	**380**	**170**	**198**	**272**	**685**
Net: Ever	**880**	183	354	149	193	252	628
	92%	88%	93% P	88%	98% PR	93%	92%
Always (3)	**493**	104	198	88	103	132	360
	51%	50%	52%	52%	52%	49%	53%
Most of the time (2)	**197**	42	80	27	48	61	137
	21%	20%	21%	16%	24%	22%	20%
Sometimes (1)	**190**	37	77	35	42	59	132
	20%	18%	20%	20%	21%	22%	19%
Never (0)	**77**	26	26	20	5	20	57
	8%	12% QS	7%	12% S	2%	7%	8%
Mean score	**2.16**	2.08	2.18	2.07	2.26	2.12	2.17
Standard Deviation	**1.006**	1.08	0.981	1.097	0.876	0.994	1.011
Standard Error	**0.033**	0.075	0.05	0.084	0.062	0.06	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**955**	**233**	**659**	**63**	**572**	**383**	**155**	**292**	**113**	**617**	**338**	**-**	**245**	**175**	**348**	**178**	**672**	**283**
Base	**957**	**233**	**662**	**62**	**572**	**385**	**158**	**291**	**111**	**617**	**340**	**-**	**246**	**173**	**340**	**189**	**673**	**283**
Net: Ever	**880** **92%**	218 93%	602 91%	60 97% *	532 93%	348 90%	145 92%	276 95%	101 91%	562 91%	318 94%	- -	227 92%	156 90%	318 94%	172 91%	624 93%	256 90%
Always (3)	**493** **51%**	120 51%	347 52%	26 42% *	301 53%	192 50%	91 58%	151 52%	52 47%	326 53%	166 49%	- -	141 57% P	89 52%	173 51%	84 45%	351 52%	141 50%
Most of the time (2)	**197** **21%**	49 21%	132 20%	16 26% *	121 21%	76 20%	28 18%	62 21%	29 26%	122 20%	75 22%	- -	43 17%	35 20%	72 21%	48 25%	138 21%	59 21%
Sometimes (1)	**190** **20%**	49 21%	123 19%	19 30% C*	110 19%	80 21%	26 17%	62 21%	20 18%	113 18%	77 23%	- -	43 17%	32 19%	74 22%	40 21%	135 20%	56 20%
Never (0)	**77** **8%**	16 7%	59 9%	2 3% *	40 7%	37 10%	13 8%	16 5%	10 9%	55 9%	22 6%	- -	20 8%	16 10%	22 6%	17 9%	49 7%	27 10%
Mean score	**2.16**	2.17	2.16	2.06 *	2.19	2.1	2.24	2.2	2.11	2.17	2.14	-	2.24	2.14	2.16	2.05	2.18	2.11
Standard Deviation	**1.006**	0.983	1.022	0.915	0.981	1.04	1.011	0.956	1.001	1.022	0.977	-	1.005	1.035	0.978	1.011	0.992	1.037
Standard Error	**0.033**	0.064	0.04	0.116	0.041	0.053	0.08	0.056	0.095	0.041	0.053	-	0.064	0.079	0.053	0.074	0.038	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**955**	**127**	**828**
Base	**957**	**132**	**824**
Net: Ever	**880** **92%**	126 95%	754 92%
Always (3)	**493** **51%**	58 44%	435 53%
Most of the time (2)	**197** **21%**	40 30% T	157 19%
Sometimes (1)	**190** **20%**	28 21%	163 20%
Never (0)	**77** **8%**	7 5%	70 8%
Mean score	**2.16**	2.12	2.16
Standard Deviation	**1.006**	0.918	1.019
Standard Error	**0.033**	0.08	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**955**	**257**	**681**	**394**	**561**	**80**	**96**	**207**	**511**	**254**	**163**	**175**	**103**
Base	**957**	**253**	**686**	**394**	**563**	**83**	**95**	**203**	**508**	**255**	**166**	**181**	**117**
Net: Ever	**880**	227	638	368	512	80	89	187	480	231	149	166	108
	92%	90%	93%	93%	91%	97% *	94% *	92%	95%	91%	90%	92%	92%
Always (3)	**493**	130	356	206	286	48	54	97	298	108	75	87	60
	51%	51%	52%	52%	51%	58% *	56% *	48%	59% J	43%	45%	48%	52%
Most of the time (2)	**197**	42	151	78	119	18	16	43	105	49	38	39	25
	21%	17%	22%	20%	21%	22% *	17% *	21%	21%	19%	23%	21%	22%
Sometimes (1)	**190**	56	131	83	107	14	19	48	77	73	35	41	22
	20%	22%	19%	21%	19%	17% *	20% *	23%	15%	29% I	21%	23%	19%
Never (0)	**77**	26	49	26	51	3	6	16	27	24	17	15	9
	8%	10%	7%	7%	9%	3% *	6% *	8%	5%	9%	10%	8%	8%
Mean score	**2.16**	2.09	2.19	2.18	2.14	2.35 H*	2.23 *	2.08	2.33 J	1.95	2.03	2.08	2.17
Standard Deviation	**1.006**	1.066	0.979	0.984	1.021	0.877	0.988	1.011	0.922	1.044	1.043	1.019	0.997
Standard Error	**0.033**	0.067	0.037	0.05	0.043	0.096	0.101	0.071	0.041	0.065	0.081	0.076	0.092

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables (including salad) which are going to be eaten raw

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**955**	**227**	**155**	**105**	**800**
Base	**957**	**227**	**157**	**108**	**800**
Net: Ever	**880** **92%**	209 92%	145 92%	97 90%	735 92%
Always (3)	**493** **51%**	127 56%	83 53%	59 54%	409 51%
Most of the time (2)	**197** **21%**	42 19%	34 22%	25 23%	163 20%
Sometimes (1)	**190** **20%**	39 17%	27 17% D	13 12%	163 20%
Never (0)	**77** **8%**	18 8%	12 8%	11 10%	64 8%
Mean score	**2.16**	2.23	2.2	2.22	2.15
Standard Deviation	**1.006**	1.003	0.995	1.01	1.008
Standard Error	**0.033**	0.067	0.079	0.097	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**959**	**477**	**482**	**99**	**167**	**134**	**181**	**159**	**219**	**251**	**287**	**162**	**259**	**538**	**421**
Base	**961**	**458**	**503**	**130**	**161**	**141**	**170**	**147**	**212**	**237**	**264**	**179**	**280**	**501**	**460**
Net: Ever	**842** **88%**	410 90%	432 86%	115 88% *	140 87%	121 86%	148 87%	127 86%	191 90%	204 86%	232 88%	155 87%	251 90%	436 87%	406 88%
Always (3)	**425** **44%**	196 43%	229 46%	44 34% *	71 44%	63 45%	84 49% D	68 47%	95 45%	103 43%	114 43%	85 47%	124 44%	216 43%	209 45%
Most of the time (2)	**218** **23%**	108 24%	110 22%	39 30% FG*	40 25%	25 17%	28 16%	30 21%	56 27% G	57 24%	56 21%	38 21%	68 24%	113 23%	105 23%
Sometimes (1)	**198** **21%**	106 23%	92 18%	32 24% *	29 18%	33 24%	37 21%	28 19%	40 19%	44 19%	63 24%	33 18%	59 21%	107 21%	92 20%
Never (0)	**119** **12%**	48 10%	71 14%	15 12% *	21 13%	20 14%	22 13%	20 14%	21 10%	33 14%	33 12%	24 13%	29 10%	66 13%	53 12%
Mean score	**1.99**	1.99	1.99	1.87 *	2.01	1.93	2.02	2	2.06	1.97	1.95	2.02	2.03	1.96	2.02
Standard Deviation	**1.07**	1.039	1.099	1.018	1.068	1.119	1.111	1.102	1.018	1.088	1.077	1.096	1.035	1.081	1.058
Standard Error	**0.035**	0.049	0.049	0.089	0.084	0.094	0.085	0.091	0.07	0.071	0.066	0.082	0.062	0.048	0.049

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**959**	**215**	**386**	**166**	**192**	**269**	**690**
Base	**961**	**208**	**384**	**170**	**199**	**275**	**686**
Net: Ever	**842**	183	335	149	175	233	609
	88%	88%	87%	88%	88%	85%	89%
Always (3)	**425**	92	170	70	93	118	308
	44%	44%	44%	42%	47%	43%	45%
Most of the time (2)	**218**	53	85	38	42	56	162
	23%	26%	22%	22%	21%	20%	24%
Sometimes (1)	**198**	38	81	40	40	60	139
	21%	18%	21%	24%	20%	22%	20%
Never (0)	**119**	25	49	21	24	42	77
	12%	12%	13%	12%	12%	15%	11%
Mean score	**1.99**	2.02	1.98	1.93	2.03	1.91	2.02
Standard Deviation	**1.07**	1.054	1.078	1.073	1.075	1.116	1.051
Standard Error	**0.035**	0.073	0.055	0.082	0.076	0.067	0.04

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**959**	**234**	**664**	**61**	**573**	**386**	**156**	**292**	**113**	**621**	**338**	**-**	**244**	**178**	**351**	**177**	**674**	**285**
Base	**961**	**234**	**667**	**60**	**573**	**388**	**159**	**291**	**111**	**621**	**340**	**-**	**246**	**176**	**343**	**188**	**676**	**285**
Net: Ever	**842** **88%**	202 86%	591 89%	49 82% *	504 88%	338 87%	135 85%	264 90%	95 86%	540 87%	302 89%	- -	223 91%	157 90%	299 87%	157 84%	599 89%	243 85%
Always (3)	**425** **44%**	97 42%	308 46%	20 34% *	267 47%	158 41%	86 54% I	132 45%	44 39%	276 44%	149 44%	- -	134 54% NOP	71 40%	143 42%	75 40%	312 46%	113 40%
Most of the time (2)	**218** **23%**	55 24%	147 22%	16 26% *	132 23%	86 22%	28 17%	72 25%	29 26%	142 23%	77 23%	- -	41 16%	47 27% M	85 25% M	45 24%	152 23%	66 23%
Sometimes (1)	**198** **21%**	50 21%	136 20%	13 22% *	105 18%	93 24% E	21 13%	59 20%	23 20%	122 20%	76 22%	- -	48 20%	39 22%	72 21%	38 20%	135 20%	63 22%
Never (0)	**119** **12%**	32 14%	76 11%	11 18% *	69 12%	50 13%	25 15%	28 10%	15 14%	81 13%	38 11%	- -	23 9%	18 10%	44 13%	31 16%	76 11%	43 15%
Mean score	**1.99**	1.93	2.03	1.76 *	2.04	1.91	2.1	2.06	1.91	1.99	1.99	-	2.16 OP	1.97	1.95	1.87	2.04 R	1.88
Standard Deviation	**1.07**	1.084	1.059	1.115	1.063	1.077	1.134	1.019	1.075	1.079	1.056	-	1.046	1.025	1.068	1.113	1.055	1.098
Standard Error	**0.035**	0.071	0.041	0.144	0.044	0.055	0.09	0.06	0.102	0.043	0.057	-	0.067	0.077	0.058	0.081	0.041	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**959**	**127**	**832**
Base	**961**	**132**	**828**
Net: Ever	**842**	114	728
	88%	86%	88%
Always (3)	**425**	51	375
	44%	38%	45%
Most of the time (2)	**218**	32	186
	23%	24%	22%
Sometimes (1)	**198**	32	167
	21%	24%	20%
Never (0)	**119**	18	100
	12%	14%	12%
Mean score	**1.99**	1.86	2.01
Standard Deviation	**1.07**	1.081	1.068
Standard Error	**0.035**	0.094	0.037

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	959	259	683	398	561	83	97	207	511	255	165	177	105
Base	961	255	688	398	563	86	96	203	508	256	168	184	119
Net: Ever	842 88%	220 86%	606 88%	347 87%	495 88%	78 90% *	86 89% *	174 86%	443 87%	229 89%	145 86%	158 86%	106 89%
Always (3)	425 44%	121 47%	300 44%	171 43%	254 45%	46 53% H*	44 46% *	76 37%	252 50% J	101 40%	64 38%	78 42%	48 40%
Most of the time (2)	218 23%	46 18%	162 24%	102 26%	116 21%	20 23% *	21 22% *	58 29%	110 22%	53 21%	45 27%	37 20%	28 23%
Sometimes (1)	198 21%	53 21%	144 21%	74 19%	125 22%	12 14% *	20 21% *	40 20%	81 16%	74 29% I	36 21%	43 23%	30 25%
Never (0)	119 12%	36 14%	82 12%	50 13%	68 12%	9 10% *	11 11% *	29 14%	65 13%	27 11%	23 14%	25 14%	13 11%
Mean score	1.99	1.99	1.99	1.99	1.99	2.2 H*	2.02 *	1.89	2.08 J	1.89	1.89	1.92	1.94
Standard Deviation	1.07	1.115	1.061	1.061	1.077	1.021	1.062	1.065	1.078	1.049	1.066	1.099	1.046
Standard Error	0.035	0.07	0.04	0.053	0.045	0.11	0.108	0.075	0.048	0.066	0.082	0.081	0.096

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash fruit or vegetables which are going to be cooked

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**959**	**227**	**155**	**105**	**804**
Base	**961**	**227**	**157**	**108**	**804**
Net: Ever	**842** **88%**	194 86%	140 89%	98 91%	702 87%
Always (3)	**425** **44%**	114 50% E	73 47%	53 49%	352 44%
Most of the time (2)	**218** **23%**	35 15%	36 23%	25 23%	183 23% B
Sometimes (1)	**198** **21%**	46 20%	31 20%	20 18%	167 21%
Never (0)	**119** **12%**	32 14%	17 11%	10 9%	102 13%
Mean score	**1.99**	2.02	2.05	2.13	1.98
Standard Deviation	**1.07**	1.132	1.049	1.022	1.074
Standard Error	**0.035**	0.075	0.084	0.098	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**968**	**485**	**483**	**99**	**165**	**137**	**184**	**161**	**222**	**252**	**289**	**164**	**263**	**541**	**427**
Base	**970**	**466**	**504**	**130**	**159**	**143**	**173**	**149**	**215**	**238**	**266**	**181**	**285**	**504**	**466**
Net: Ever	**954** **98%**	458 98%	496 98%	123 95% *	155 98%	143 100% D	172 99%	147 99%	213 99%	236 99%	261 98%	181 100% O	275 97%	497 99%	457 98%
Always (3)	**717** **74%**	337 72%	381 76%	73 56% *	114 72% D	115 80% D	130 75% D	117 78% D	169 78% D	176 74%	181 68%	143 79% K	217 76% K	357 71%	360 77% KN
Most of the time (2)	**158** **16%**	85 18%	73 15%	33 26% F*	26 16%	13 9%	28 16%	23 15%	35 16%	47 20% MO	48 18%	27 15%	36 13%	95 19% MO	64 14%
Sometimes (1)	**78** **8%**	37 8%	41 8%	17 13% HI*	15 10%	16 11% I	14 8%	7 5%	9 4%	12 5%	32 12% JNO	11 6%	22 8%	45 9% J	33 7%
Never (0)	**16** **2%**	8 2%	8 2%	7 5% F*	4 2%	- -	2 1%	2 1%	2 1%	2 1%	5 2%	- -	9 3%	7 1%	9 2% L
Mean score	**2.63**	2.61	2.64	2.33 *	2.57 D	2.69 D	2.65 D	2.71 D	2.72 DE	2.67 KN	2.52	2.72 KN	2.62	2.59 K	2.66 K
Standard Deviation	**0.705**	0.707	0.704	0.893	0.767	0.661	0.671	0.619	0.588	0.61	0.785	0.572	0.765	0.712	0.697
Standard Error	**0.023**	0.033	0.031	0.078	0.061	0.055	0.051	0.051	0.04	0.04	0.048	0.042	0.045	0.032	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**968**	**223**	**388**	**166**	**191**	**269**	**699**
Base	**970**	**216**	**386**	**170**	**198**	**275**	**695**
Net: Ever	**954**	210	381	165	197	271	683
	98%	97%	99%	97%	100%	99%	98%
Always (3)	**717**	157	293	122	144	198	520
	74%	73%	76%	72%	73%	72%	75%
Most of the time (2)	**158**	33	65	27	33	44	114
	16%	15%	17%	16%	17%	16%	16%
Sometimes (1)	**78**	19	24	16	19	29	49
	8%	9%	6%	9%	10%	11%	7%
Never (0)	**16**	6	4	5	1	4	12
	2%	3%	1%	3%	*	1%	2%
Mean score	**2.63**	2.58	2.68	2.57	2.62	2.58	2.64
Standard Deviation	**0.705**	0.777	0.638	0.779	0.68	0.738	0.692
Standard Error	**0.023**	0.053	0.032	0.06	0.048	0.045	0.026

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**968**	**236**	**669**	**63**	**574**	**394**	**157**	**291**	**114**	**629**	**339**	**-**	**247**	**180**	**351**	**181**	**678**	**290**
Base	**970**	**236**	**672**	**62**	**574**	**396**	**160**	**290**	**112**	**629**	**341**	**-**	**248**	**178**	**343**	**192**	**680**	**290**
Net: Ever	**954**	232	660	61	562	391	154	287	110	618	336	-	247	175	339	184	667	286
	98%	98%	98%	98% *	98%	99%	96%	99%	98%	98%	98%	-	99% P	99%	99%	96%	98%	99%
Always (3)	**717**	174	497	46	435	282	121	226	79	475	242	-	192	133	256	133	504	213
	74%	74%	74%	75% *	76%	71%	76%	78%	70%	76%	71%	-	77%	75%	75%	69%	74%	74%
Most of the time (2)	**158**	41	109	8	86	73	22	41	21	97	61	-	31	30	60	33	108	51
	16%	17%	16%	13% *	15%	18%	14%	14%	19%	15%	18%	-	12%	17%	17%	17%	16%	17%
Sometimes (1)	**78**	17	54	7	42	36	11	20	10	46	32	-	24	12	23	18	56	22
	8%	7%	8%	11% *	7%	9%	7%	7%	9%	7%	9%	-	10%	7%	7%	10%	8%	8%
Never (0)	**16**	4	11	1	11	5	6	3	2	11	5	-	2	2	5	8	12	4
	2%	2%	2%	2% *	2%	1%	4%	1%	2%	2%	2%	-	1%	1%	1%	4% M	2%	1%
Mean score	**2.63**	2.63	2.63	2.61 *	2.65	2.6	2.61	2.69	2.57	2.65	2.58	-	2.66 P	2.65	2.65 P	2.51	2.62	2.63
Standard Deviation	**0.705**	0.698	0.704	0.749	0.703	0.708	0.779	0.645	0.739	0.692	0.729	-	0.679	0.668	0.666	0.831	0.714	0.685
Standard Error	**0.023**	0.045	0.027	0.095	0.029	0.036	0.061	0.038	0.07	0.028	0.039	-	0.043	0.05	0.036	0.06	0.027	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**968**	**128**	**840**
Base	**970**	**134**	**836**
Net: Ever	**954** **98%**	132 99%	821 98%
Always (3)	**717** **74%**	93 69%	625 75%
Most of the time (2)	**158** **16%**	28 21%	131 16%
Sometimes (1)	**78** **8%**	12 9%	66 8%
Never (0)	**16** **2%**	1 1%	15 2%
Mean score	**2.63**	2.59	2.63
Standard Deviation	**0.705**	0.692	0.708
Standard Error	**0.023**	0.06	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**968**	**262**	**689**	**400**	**568**	**84**	**96**	**209**	**516**	**259**	**165**	**177**	**105**
Base	**970**	**258**	**694**	**400**	**570**	**87**	**96**	**205**	**513**	**260**	**168**	**184**	**119**
Net: Ever	**954** **98%**	255 99%	681 98%	395 99%	558 98%	87 100% *	94 99% *	201 98%	502 98%	256 99%	167 99%	181 98%	118 99%
Always (3)	**717** **74%**	190 74%	518 75%	299 75%	418 73%	63 72% *	75 78% *	153 74%	402 78% J	181 70%	117 70%	137 74%	91 77%
Most of the time (2)	**158** **16%**	45 17%	110 16%	57 14%	101 18%	15 18% *	11 12% *	28 14%	72 14%	48 18%	31 18%	24 13%	13 11%
Sometimes (1)	**78** **8%**	20 8%	53 8%	39 10%	39 7%	9 10% *	9 9% *	21 10%	28 5%	27 11% I	19 11%	20 11%	14 12%
Never (0)	**16** **2%**	3 1%	13 2%	5 1%	11 2%	- - *	1 1% *	4 2%	11 2%	3 1%	1 1%	3 2%	1 1%
Mean score	**2.63**	2.63	2.63	2.63	2.62	2.63 *	2.67 *	2.6	2.69 J	2.57	2.57	2.6	2.63
Standard Deviation	**0.705**	0.681	0.706	0.711	0.702	0.66	0.686	0.748	0.67	0.731	0.717	0.749	0.723
Standard Error	**0.023**	0.042	0.027	0.036	0.029	0.071	0.07	0.052	0.03	0.045	0.055	0.055	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands before starting to prepare or cook food

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**968**	**227**	**155**	**105**	**813**
Base	**970**	**227**	**157**	**108**	**813**
Net: Ever	**954**	225	154	105	799
	98%	99%	98%	97%	98%
Always (3)	**717**	172	123	81	594
	74%	76%	79%	75%	73%
Most of the time (2)	**158**	30	22	18	136
	16%	13%	14%	16%	17%
Sometimes (1)	**78**	23	9	7	69
	8%	10%	5%	6%	9%
Never (0)	**16**	2	3	3	14
	2%	1%	2%	3%	2%
Mean score	**2.63**	2.64	2.7	2.64	2.61
Standard Deviation	**0.705**	0.698	0.654	0.712	0.714
Standard Error	**0.023**	0.046	0.052	0.068	0.025

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**924**	**462**	**462**	**93**	**155**	**135**	**173**	**154**	**214**	**241**	**270**	**158**	**255**	**511**	**413**
Base	**927**	**445**	**482**	**122**	**150**	**141**	**163**	**142**	**208**	**228**	**249**	**174**	**276**	**476**	**450**
Net: Ever	**913** **98%**	434 98%	479 99%	119 98% *	147 98%	139 99%	158 97%	142 100%	206 99%	228 100% KN	242 97%	172 99%	271 98%	469 98%	444 98%
Always (3)	**740** **80%**	340 77%	400 83% B	87 71% *	113 75%	118 83% D	138 85% DE	114 80%	171 82% D	183 80%	192 77%	140 81%	225 82%	375 79%	366 81%
Most of the time (2)	**117** **13%**	60 13%	58 12%	19 15% *	25 17% G	15 11%	12 7%	18 12%	29 14%	37 16%	28 11%	22 13%	30 11%	65 14%	52 12%
Sometimes (1)	**55** **6%**	34 8%	21 4%	14 12% I*	9 6%	6 5%	8 5%	10 7%	7 3%	8 3%	22 9% JN	10 5%	16 6%	29 6% J	26 6%
Never (0)	**14** **2%**	11 2%	3 1%	3 2% *	3 2%	2 1%	4 3%	- -	2 1%	- -	7 3% J	2 1%	5 2%	7 2% J	7 2%
Mean score	**2.71**	2.64	2.77 B	2.55 *	2.65	2.76 D	2.74 D	2.73 D	2.77 D	2.77 KN	2.63	2.73	2.72	2.69 K	2.72
Standard Deviation	**0.645**	0.725	0.554	0.787	0.681	0.605	0.678	0.587	0.546	0.495	0.765	0.617	0.65	0.653	0.637
Standard Error	**0.021**	0.034	0.025	0.071	0.056	0.051	0.053	0.049	0.038	0.033	0.048	0.047	0.039	0.03	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	924	207	370	160	187	264	660
Base	927	202	368	164	194	269	657
Net: Ever	913 98%	199 99%	364 99%	159 97%	191 99%	262 97%	650 99%
Always (3)	740 80%	161 80%	289 78%	134 82%	156 81%	213 79%	527 80%
Most of the time (2)	117 13%	23 11%	51 14%	16 10%	28 14%	33 12%	85 13%
Sometimes (1)	55 6%	15 7%	25 7%	9 5%	6 3%	16 6%	39 6%
Never (0)	14 2%	3 1%	4 1%	5 3%	3 1%	7 3%	7 1%
Mean score	2.71	2.7	2.7	2.71	2.75	2.68	2.72
Standard Deviation	0.645	0.661	0.642	0.705	0.582	0.706	0.618
Standard Error	0.021	0.047	0.033	0.055	0.042	0.043	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**924**	**223**	**639**	**62**	**550**	**374**	**151**	**282**	**107**	**602**	**322**	**-**	**236**	**171**	**337**	**173**	**638**	**286**
Base	**927**	**223**	**643**	**61**	**550**	**377**	**155**	**281**	**105**	**603**	**323**	**-**	**237**	**169**	**331**	**183**	**641**	**286**
Net: Ever	**913**	222	632	60	540	373	148	277	105	593	320	-	233	166	325	181	632	281
	98%	100%	98%	98% *	98%	99%	96%	99%	100%	98%	99%	-	98%	98%	98%	99%	99%	98%
Always (3)	**740**	180	515	46	443	297	123	228	86	499	242	-	189	135	268	143	505	235
	80%	81%	80%	75% *	81%	79%	79%	81%	82%	83% K	75%	-	80%	80%	81%	78%	79%	82%
Most of the time (2)	**117**	33	72	12	67	51	15	38	12	60	58	-	27	23	46	21	96	21
	13%	15%	11%	19% *	12%	13%	10%	13%	11%	10%	18% J	-	11%	13%	14%	12%	15% R	7%
Sometimes (1)	**55**	9	44	2	29	26	10	12	7	34	21	-	18	9	11	17	31	24
	6%	4%	7%	3% *	5%	7%	7%	4%	7%	6%	7%	-	8% O	5%	3%	9% O	5%	8% Q
Never (0)	**14**	1	12	1	10	4	6	4	-	11	3	-	4	3	5	2	8	6
	2%	*	2%	2% *	2%	1%	4%	1%	-	2%	1%	-	2%	2%	2%	1%	1%	2%
Mean score	**2.71**	2.76	2.69	2.68 *	2.72	2.7	2.64	2.74	2.75	2.73	2.66	-	2.69	2.72	2.75	2.66	2.71	2.7
Standard Deviation	**0.645**	0.536	0.679	0.636	0.649	0.639	0.785	0.596	0.575	0.645	0.644	-	0.682	0.637	0.594	0.698	0.615	0.708
Standard Error	**0.021**	0.036	0.027	0.082	0.028	0.033	0.063	0.036	0.056	0.026	0.036	-	0.044	0.049	0.033	0.052	0.024	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**924**	**126**	**798**
Base	**927**	**131**	**796**
Net: Ever	**913** **98%**	127 97%	786 99%
Always (3)	**740** **80%**	100 77%	640 80%
Most of the time (2)	**117** **13%**	20 15%	98 12%
Sometimes (1)	**55** **6%**	7 5%	48 6%
Never (0)	**14** **2%**	4 3%	10 1%
Mean score	**2.71**	2.65	2.72
Standard Deviation	**0.645**	0.722	0.631
Standard Error	**0.021**	0.063	0.022

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**924**	**251**	**658**	**385**	**539**	**81**	**94**	**199**	**486**	**251**	**161**	**174**	**104**
Base	**927**	**248**	**664**	**385**	**542**	**84**	**93**	**195**	**484**	**251**	**164**	**181**	**118**
Net: Ever	**913** **98%**	243 98%	655 99%	378 98%	535 99%	80 95% *	93 100% *	192 98%	480 99%	245 98%	162 99%	174 96%	115 97%
Always (3)	**740** **80%**	199 80%	536 81%	301 78%	440 81%	58 69% *	72 77% *	161 83% F	399 82% J	190 76%	128 78%	142 79%	93 79%
Most of the time (2)	**117** **13%**	29 12%	83 13%	53 14%	65 12%	16 19% *	13 14% *	21 11%	60 12%	33 13%	23 14%	19 11%	15 13%
Sometimes (1)	**55** **6%**	15 6%	36 5%	24 6%	31 6%	7 8% *	8 9% *	10 5%	21 4%	23 9% I	11 7%	13 7%	6 5%
Never (0)	**14** **2%**	5 2%	9 1%	8 2%	7 1%	4 5% *	- - *	4 2%	4 1%	6 2%	2 1%	7 4%	3 3%
Mean score	**2.71**	2.7	2.72	2.68	2.73	2.52 *	2.69 *	2.74 F	2.76 J	2.62	2.7	2.64	2.68
Standard Deviation	**0.645**	0.668	0.626	0.68	0.619	0.829	0.627	0.637	0.568	0.753	0.643	0.778	0.7
Standard Error	**0.021**	0.042	0.024	0.035	0.027	0.09	0.065	0.046	0.026	0.047	0.05	0.058	0.064

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Wash hands immediately after handling raw meat, poultry or fish

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**924**	**217**	**153**	**103**	**771**
Base	**927**	**217**	**155**	**106**	**772**
Net: Ever	**913** **98%**	217 100%	151 97%	103 97% *	762 99%
Always (3)	**740** **80%**	183 84%	127 82%	87 82% *	613 79%
Most of the time (2)	**117** **13%**	28 13%	21 13%	14 13% *	97 13%
Sometimes (1)	**55** **6%**	5 3%	3 2%	2 2% *	52 7% BC
Never (0)	**14** **2%**	1 *	4 3%	3 3% *	10 1%
Mean score	**2.71**	2.81 E	2.75	2.74 *	2.7
Standard Deviation	**0.645**	0.479	0.626	0.647	0.649
Standard Error	**0.021**	0.032	0.05	0.063	0.023

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**961**	**481**	**480**	**99**	**165**	**135**	**183**	**161**	**218**	**251**	**286**	**163**	**261**	**537**	**424**
Base	**963**	**462**	**501**	**130**	**159**	**141**	**172**	**149**	**211**	**237**	**264**	**180**	**282**	**500**	**463**
Net: Ever	**948** **98%**	454 98%	494 99%	126 97% *	154 97%	139 98%	170 99%	147 99%	211 100% E	236 100%	261 99%	175 97%	277 98%	497 99%	451 98%
Always (3)	**718** **75%**	335 73%	382 76%	80 61% *	105 66%	109 77% DE	141 82% DE	115 77% DE	168 79% DE	179 75%	189 72%	134 74%	216 76%	368 74%	350 76%
Most of the time (2)	**175** **18%**	96 21%	79 16%	30 23% G*	37 23% G	20 14%	21 12%	28 19%	40 19%	44 19%	51 19%	33 18%	48 17%	95 19%	80 17%
Sometimes (1)	**55** **6%**	22 5%	33 7%	16 12% HI*	12 8% I	9 7% I	9 5%	4 3%	4 2%	13 6%	20 8%	8 4%	13 5%	34 7%	21 5%
Never (0)	**15** **2%**	8 2%	7 1%	4 3% *	5 3% I	2 2%	2 1%	2 1%	- -	1 *	3 1%	6 3%	6 2%	4 1%	11 2%
Mean score	**2.66**	2.64	2.67	2.43 *	2.52	2.67 D	2.74 DE	2.72 DE	2.78 DE	2.69	2.62	2.64	2.68	2.65	2.66
Standard Deviation	**0.659**	0.661	0.658	0.829	0.77	0.674	0.605	0.581	0.459	0.591	0.677	0.715	0.661	0.638	0.682
Standard Error	**0.021**	0.031	0.029	0.073	0.061	0.057	0.046	0.048	0.032	0.038	0.042	0.053	0.039	0.029	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**961**	**221**	**383**	**165**	**192**	**268**	**693**
Base	**963**	**214**	**381**	**169**	**199**	**274**	**689**
Net: Ever	**948**	212	376	164	195	267	681
	98%	99%	99%	97%	98%	97%	99%
Always (3)	**718**	165	282	118	152	206	511
	75%	77%	74%	70%	76%	75%	74%
Most of the time (2)	**175**	35	76	36	28	46	129
	18%	16%	20%	21%	14%	17%	19%
Sometimes (1)	**55**	12	18	10	15	14	41
	6%	6%	5%	6%	8%	5%	6%
Never (0)	**15**	2	4	5	4	7	8
	2%	1%	1%	3%	2%	3%	1%
Mean score	**2.66**	2.69	2.67	2.59	2.65	2.65	2.66
Standard Deviation	**0.659**	0.621	0.619	0.727	0.711	0.701	0.642
Standard Error	**0.021**	0.042	0.032	0.056	0.05	0.042	0.024

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**961**	**234**	**665**	**62**	**570**	**391**	**156**	**289**	**114**	**623**	**338**	**-**	**245**	**178**	**350**	**179**	**675**	**286**
Base	**963**	**235**	**668**	**61**	**570**	**393**	**159**	**289**	**112**	**623**	**340**	**-**	**247**	**176**	**342**	**190**	**677**	**286**
Net: Ever	**948**	232	657	60	561	387	157	284	111	616	332	-	246	173	338	183	665	283
	98%	99%	98%	98% *	98%	98%	99%	98%	99%	99%	98%	-	100% P	98%	99%	96%	98%	99%
Always (3)	**718**	179	497	42	436	282	123	227	78	488	230	-	193	128	254	136	497	221
	75%	76%	74%	68% *	76%	72%	77%	79%	70%	78% K	68%	-	78%	73%	74%	72%	73%	77%
Most of the time (2)	**175**	41	120	14	89	86	20	44	23	97	78	-	41	30	63	38	124	51
	18%	17%	18%	24% *	16%	22% E	12%	15%	21%	16%	23% J	-	17%	17%	18%	20%	18%	18%
Sometimes (1)	**55**	11	40	4	36	18	14	13	10	31	24	-	11	14	21	8	44	11
	6%	5%	6%	6% *	6%	5%	9%	4%	9%	5%	7%	-	5%	8%	6%	4%	6%	4%
Never (0)	**15**	3	11	1	9	6	2	5	1	7	8	-	1	3	4	7	12	3
	2%	1%	2%	2% *	2%	2%	1%	2%	1%	1%	2%	-	*	2%	1%	4% M	2%	1%
Mean score	**2.66**	2.69	2.65	2.59 *	2.67	2.64	2.66	2.71	2.59	2.71 K	2.56	-	2.73 P	2.61	2.66	2.6	2.63	2.71
Standard Deviation	**0.659**	0.624	0.669	0.691	0.669	0.645	0.699	0.633	0.685	0.613	0.727	-	0.56	0.714	0.649	0.743	0.684	0.595
Standard Error	**0.021**	0.041	0.026	0.089	0.028	0.033	0.055	0.037	0.065	0.025	0.039	-	0.036	0.054	0.035	0.054	0.026	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**961**	**127**	**834**
Base	**963**	**132**	**831**
Net: Ever	**948** **98%**	131 99%	817 98%
Always (3)	**718** **75%**	88 66%	630 76% S
Most of the time (2)	**175** **18%**	28 21%	147 18%
Sometimes (1)	**55** **6%**	15 11% T	40 5%
Never (0)	**15** **2%**	1 1%	14 2%
Mean score	**2.66**	2.53	2.68 S
Standard Deviation	**0.659**	0.736	0.644
Standard Error	**0.021**	0.064	0.022

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**961**	**259**	**685**	**397**	**564**	**82**	**97**	**207**	**512**	**257**	**165**	**177**	**105**
Base	**963**	**255**	**690**	**397**	**566**	**85**	**96**	**203**	**509**	**258**	**168**	**184**	**119**
Net: Ever	**948** **98%**	250 98%	682 99%	391 98%	557 98%	84 99% *	95 99% *	199 98%	501 99%	254 99%	166 99%	177 97%	115 96%
Always (3)	**718** **75%**	199 78%	509 74%	282 71%	436 77% D	58 68% *	65 68% *	149 73%	385 76%	185 72%	133 79%	139 76%	90 76%
Most of the time (2)	**175** **18%**	40 16%	132 19%	85 21% E	90 16%	20 23% *	24 24% *	39 19%	90 18%	50 20%	29 17%	30 16%	20 17%
Sometimes (1)	**55** **6%**	11 4%	41 6%	24 6%	31 5%	7 8% *	7 7% *	11 5%	27 5%	20 8%	4 2%	9 5%	5 4%
Never (0)	**15** **2%**	6 2%	8 1%	6 2%	9 2%	1 1% *	1 1% *	4 2%	7 1%	3 1%	2 1%	6 3%	4 4%
Mean score	**2.66**	2.7	2.65	2.62	2.68	2.57 *	2.59 *	2.64	2.68	2.62	2.74	2.64	2.65
Standard Deviation	**0.659**	0.653	0.646	0.673	0.648	0.692	0.67	0.681	0.643	0.682	0.561	0.73	0.727
Standard Error	**0.021**	0.041	0.025	0.034	0.027	0.075	0.068	0.048	0.028	0.042	0.043	0.054	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Cook food until it is steaming hot throughout

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	961	225	155	105	806
Base	963	225	157	108	806
Net: Ever	948 98%	220 98%	155 98%	107 99%	793 98%
Always (3)	718 75%	175 78%	114 72%	78 72%	604 75%
Most of the time (2)	175 18%	31 14%	32 20%	20 19%	143 18%
Sometimes (1)	55 6%	14 6%	9 6%	8 8%	46 6%
Never (0)	15 2%	5 2%	2 2%	1 1%	13 2%
Mean score	2.66	2.67	2.64	2.62	2.66
Standard Deviation	0.659	0.694	0.664	0.677	0.659
Standard Error	0.021	0.046	0.053	0.065	0.023

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**913**	**461**	**452**	**91**	**155**	**131**	**172**	**152**	**212**	**234**	**269**	**159**	**251**	**503**	**410**
Base	**915**	**444**	**472**	**119**	**150**	**137**	**162**	**141**	**206**	**221**	**248**	**175**	**272**	**469**	**447**
Net: Ever	**128** **14%**	58 13%	70 15%	34 28% FGHI*	44 29% FGHI	20 14% I	14 8% I	12 8% I	5 3%	33 15%	40 16%	26 15%	29 11%	73 16%	55 12%
Always (3)	**34** **4%**	20 5%	14 3%	5 5% *	14 9% GHI	6 4%	4 3%	2 1%	3 2%	6 3%	14 6%	7 4%	8 3%	20 4%	15 3%
Most of the time (2)	**44** **5%**	19 4%	25 5%	13 11% FGHI*	20 13% FGHI	4 3%	4 3%	2 1%	1 1%	12 6%	10 4%	14 8% M	7 3%	23 5%	21 5% M
Sometimes (1)	**49** **5%**	19 4%	30 6%	15 13% GI*	11 7% I	10 7% I	5 3%	8 6% I	1 *	14 7%	16 6%	5 3%	14 5%	30 6%	19 4%
Never (0)	**788** **86%**	386 87%	402 85%	86 72% *	106 71%	118 86% DE	148 92% DE	129 92% DE	201 97% DEFGH	188 85%	208 84%	149 85%	243 89%	396 84%	392 88%
Mean score	**0.26**	0.26	0.26	0.49 FGHI*	0.6 FGHI	0.26 I	0.17 I	0.12	0.06	0.26	0.32 M	0.31	0.19	0.29	0.24
Standard Deviation	**0.718**	0.745	0.692	0.867	1.023	0.716	0.601	0.451	0.403	0.683	0.798	0.779	0.618	0.746	0.687
Standard Error	**0.024**	0.035	0.032	0.079	0.083	0.061	0.047	0.038	0.028	0.046	0.051	0.059	0.037	0.034	0.033

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**913**	**204**	**369**	**157**	**183**	**259**	**654**
Base	**915**	**199**	**367**	**160**	**189**	**264**	**651**
Net: Ever	**128** **14%**	14 7%	39 11%	29 18% PQ	46 24% PQ	59 22% U	69 11%
Always (3)	**34** **4%**	5 2%	10 3%	7 5%	12 6%	16 6% U	18 3%
Most of the time (2)	**44** **5%**	2 1%	14 4%	13 8% P	15 8% P	21 8% U	23 4%
Sometimes (1)	**49** **5%**	7 3%	15 4%	9 6%	19 10% PQ	21 8% U	28 4%
Never (0)	**788** **86%**	185 93% RS	328 89% RS	131 82%	144 76%	205 78%	582 89% T
Mean score	**0.26**	0.13	0.2	0.35 PQ	0.45 PQ	0.43 U	0.2
Standard Deviation	**0.718**	0.531	0.633	0.819	0.891	0.884	0.627
Standard Error	**0.024**	0.038	0.033	0.065	0.065	0.054	0.025

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**913**	**226**	**628**	**59**	**545**	**368**	**150**	**277**	**108**	**594**	**319**	**-**	**235**	**170**	**329**	**172**	**629**	**284**
Base	**915**	**226**	**631**	**58**	**545**	**370**	**153**	**277**	**106**	**595**	**320**	**-**	**236**	**168**	**322**	**182**	**631**	**284**
Net: Ever	**128** **14%**	22 10%	97 15% B	9 15% *	85 16%	43 11%	32 21%	38 14%	15 14%	68 11%	59 19% J	- -	29 12%	27 16%	47 15%	24 13%	103 16% R	25 9%
Always (3)	**34** **4%**	7 3%	27 4%	1 2% *	24 4%	11 3%	11 7%	9 3%	4 4%	22 4%	12 4%	- -	7 3%	7 4%	14 4%	6 3%	28 4%	7 2%
Most of the time (2)	**44** **5%**	9 4%	32 5%	3 5% *	31 6%	13 4%	12 8%	13 5%	7 6%	23 4%	21 7%	- -	8 4%	12 7%	14 4%	10 6%	36 6%	8 3%
Sometimes (1)	**49** **5%**	7 3%	38 6%	5 8% *	31 6%	19 5%	9 6%	17 6%	5 4%	23 4%	26 8% J	- -	14 6%	9 5%	19 6%	8 5%	39 6%	10 4%
Never (0)	**788** **86%**	204 90% C	534 85%	49 85% *	460 84%	328 89%	121 79%	239 86%	91 86%	527 89% K	260 81%	- -	207 88%	141 84%	275 85%	158 87%	529 84%	259 91% Q
Mean score	**0.26**	0.19	0.29	0.24 *	0.3	0.21	0.43 H	0.25	0.27	0.23	0.33	-	0.22	0.32	0.28	0.25	0.31 R	0.16
Standard Deviation	**0.718**	0.642	0.749	0.637	0.765	0.639	0.912	0.691	0.735	0.692	0.761	-	0.66	0.781	0.745	0.695	0.768	0.581
Standard Error	**0.024**	0.043	0.03	0.084	0.033	0.033	0.074	0.041	0.071	0.028	0.043	-	0.043	0.06	0.041	0.051	0.031	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**913**	**125**	**788**
Base	**915**	**131**	**785**
Net: Ever	**128** **14%**	31 24% T	96 12%
Always (3)	**34** **4%**	8 6%	26 3%
Most of the time (2)	**44** **5%**	7 6%	37 5%
Sometimes (1)	**49** **5%**	16 12% T	34 4%
Never (0)	**788** **86%**	99 76%	688 88% S
Mean score	**0.26**	0.43 T	0.24
Standard Deviation	**0.718**	0.866	0.687
Standard Error	**0.024**	0.076	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**913**	**251**	**648**	**382**	**531**	**83**	**92**	**196**	**481**	**249**	**158**	**175**	**104**
Base	**915**	**248**	**654**	**382**	**534**	**86**	**91**	**192**	**480**	**249**	**160**	**181**	**117**
Net: Ever	**128** **14%**	26 11%	97 15%	75 20% E	53 10%	32 37% GH*	16 17% *	21 11%	69 14%	35 14%	19 12%	39 22% K	25 21% K
Always (3)	**34** **4%**	12 5%	21 3%	22 6% E	12 2%	9 11% H*	4 5% *	7 3%	16 3%	15 6%	3 2%	11 6% K	6 5%
Most of the time (2)	**44** **5%**	5 2%	37 6% B	26 7% E	18 3%	15 17% GH*	5 6% *	4 2%	28 6%	10 4%	7 4%	12 7%	8 7%
Sometimes (1)	**49** **5%**	9 4%	39 6%	26 7%	23 4%	8 9% *	6 7% *	10 5%	26 5%	10 4%	10 6%	16 9%	11 9%
Never (0)	**788** **86%**	222 89%	557 85%	307 80%	480 90% D	54 63% *	75 83% F*	172 89% F	410 86%	214 86%	141 88% LM	142 78%	92 79%
Mean score	**0.26**	0.22	0.27	0.38 E	0.18	0.76 GH*	0.32 *	0.2	0.27	0.29	0.19	0.41 K	0.39 K
Standard Deviation	**0.718**	0.718	0.708	0.851	0.592	1.092	0.782	0.642	0.712	0.8	0.584	0.868	0.836
Standard Error	**0.024**	0.046	0.028	0.044	0.026	0.118	0.082	0.046	0.033	0.051	0.046	0.065	0.077

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat chicken or turkey if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**913**	**214**	**154**	**105**	**759**
Base	**915**	**215**	**156**	**108**	**759**
Net: Ever	**128** **14%**	39 18% E	33 21% E	24 22% E	95 12%
Always (3)	**34** **4%**	10 5%	10 7%	8 8% E	24 3%
Most of the time (2)	**44** **5%**	16 7% E	11 7%	6 6%	33 4%
Sometimes (1)	**49** **5%**	13 6%	11 7%	9 9%	38 5%
Never (0)	**788** **86%**	176 82%	123 79%	84 78%	665 88% BCD
Mean score	**0.26**	0.35 E	0.42 E	0.43 E	0.23
Standard Deviation	**0.718**	0.817	0.891	0.914	0.673
Standard Error	**0.024**	0.056	0.071	0.088	0.024

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**901**	**460**	**441**	**84**	**153**	**132**	**169**	**152**	**211**	**234**	**263**	**155**	**249**	**497**	**404**
Base	**901**	**442**	**459**	**111**	**148**	**138**	**159**	**140**	**205**	**220**	**241**	**170**	**269**	**461**	**440**
Net: Ever	**475**	237	238	73	99	71	70	67	94	146	130	76	123	276	199
	53%	54%	52%	66% FGHI*	67% FGHI	52%	44%	48%	46%	66% KLMNO	54% O	45%	46%	60% KLMO	45%
Always (3)	**71**	38	33	10	21	15	11	10	3	17	24	18	12	41	30
	8%	9%	7%	9% I*	15% GI	11% I	7% I	7% I	1%	8%	10% M	10% M	4%	9% M	7% M
Most of the time (2)	**134**	71	63	25	38	20	13	14	24	50	35	20	30	84	50
	15%	16%	14%	22% GHI*	26% FGHI	14%	8%	10%	12%	23% KLMNO	14%	12%	11%	18% KMO	11%
Sometimes (1)	**270**	128	142	38	40	36	46	43	67	79	71	39	81	150	120
	30%	29%	31%	35% *	27%	26%	29%	31%	33%	36% LO	30%	23%	30%	33% L	27%
Never (0)	**426**	205	221	37	49	67	89	73	111	74	111	94	147	185	241
	47%	46%	48%	34% *	33%	48% DE	56% DE	52% DE	54% DE	34%	46% JN	55% JN	54% JN	40% J	55% JKN
Mean score	**0.83**	0.87	0.8	1.07 GHI*	1.22 FGHI	0.88 GI	0.65	0.72	0.61	1.04 LMO	0.88 MO	0.77	0.66	0.96 LMO	0.7
Standard Deviation	**0.953**	0.975	0.931	0.968	1.061	1.032	0.891	0.913	0.752	0.935	0.996	1.019	0.847	0.969	0.918
Standard Error	**0.032**	0.046	0.043	0.092	0.087	0.088	0.071	0.077	0.053	0.063	0.064	0.078	0.052	0.045	0.044

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**901**	**200**	**367**	**155**	**179**	**255**	**646**
Base	**901**	**194**	**364**	**159**	**184**	**259**	**641**
Net: Ever	**475**	93	193	93	96	139	336
	53%	48%	53%	58%	52%	53%	52%
Always (3)	**71**	10	25	15	21	28	42
	8%	5%	7%	9%	11% P	11% U	7%
Most of the time (2)	**134**	25	53	29	27	41	93
	15%	13%	15%	18%	15%	16%	14%
Sometimes (1)	**270**	59	114	49	48	69	201
	30%	30%	31%	31%	26%	27%	31%
Never (0)	**426**	101	171	66	87	121	305
	47%	52%	47%	42%	48%	47%	48%
Mean score	**0.83**	0.71	0.81	0.95 P	0.9	0.91	0.8
Standard Deviation	**0.953**	0.875	0.929	0.986	1.036	1.028	0.92
Standard Error	**0.032**	0.063	0.049	0.078	0.076	0.064	0.036

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**901**	**220**	**620**	**61**	**539**	**362**	**146**	**277**	**106**	**583**	**318**	**-**	**232**	**169**	**328**	**166**	**621**	**280**
Base	**901**	**219**	**622**	**60**	**538**	**363**	**149**	**276**	**104**	**582**	**318**	**-**	**233**	**167**	**320**	**175**	**621**	**279**
Net: Ever	**475**	111	325	39	285	190	69	156	58	291	184	-	111	85	185	90	334	141
	53%	51%	52%	65% *	53%	52%	46%	57%	56%	50%	58% J	-	48%	51%	58% M	51%	54%	50%
Always (3)	**71**	17	50	4	40	31	15	18	6	41	29	-	15	11	31	13	51	19
	8%	8%	8%	7% *	7%	9%	10%	7%	6%	7%	9%	-	6%	7%	10%	8%	8%	7%
Most of the time (2)	**134**	30	93	10	82	52	19	43	19	71	63	-	37	24	57	13	86	48
	15%	14%	15%	17% *	15%	14%	12%	16%	19%	12%	20% J	-	16% P	15%	18% P	8%	14%	17%
Sometimes (1)	**270**	64	182	24	163	107	35	94	32	179	92	-	60	49	97	63	197	73
	30%	29%	29%	41% *	30%	29%	24%	34% G	31%	31%	29%	-	26%	30%	30%	36% M	32%	26%
Never (0)	**426**	108	298	21	253	173	80	120	46	291	135	-	121	82	135	85	287	138
	47%	49%	48%	35% *	47%	48%	54%	43%	44%	50% K	42%	-	52% O	49%	42%	49%	46%	50%
Mean score	**0.83**	0.8	0.83	0.96 *	0.83	0.84	0.79	0.86	0.87	0.76	0.96 J	-	0.76	0.78	0.95 MP	0.74	0.84	0.82
Standard Deviation	**0.953**	0.951	0.959	0.898	0.944	0.968	1.011	0.917	0.931	0.923	0.995	-	0.94	0.927	0.996	0.896	0.952	0.956
Standard Error	**0.032**	0.064	0.038	0.116	0.041	0.051	0.083	0.055	0.091	0.038	0.056	-	0.062	0.072	0.056	0.068	0.038	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**901**	**125**	**776**
Base	**901**	**130**	**771**
Net: Ever	**475**	79	396
	53%	61%	51%
Always (3)	**71**	11	60
	8%	8%	8%
Most of the time (2)	**134**	21	113
	15%	16%	15%
Sometimes (1)	**270**	46	224
	30%	36%	29%
Never (0)	**426**	51	375
	47%	39%	49%
Mean score	**0.83**	0.94	0.81
Standard Deviation	**0.953**	0.949	0.953
Standard Error	**0.032**	0.083	0.034

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**901**	**249**	**637**	**375**	**526**	**83**	**88**	**194**	**472**	**247**	**157**	**170**	**103**
Base	**901**	**246**	**640**	**374**	**526**	**86**	**87**	**190**	**468**	**247**	**159**	**176**	**116**
Net: Ever	**475** **53%**	114 46%	350 55% B	224 60% E	251 48%	57 66% *	53 61% *	107 56%	274 59% J	120 49%	65 41%	89 50%	57 49%
Always (3)	**71** **8%**	12 5%	59 9% B	27 7%	43 8%	10 11% *	6 7% *	9 5%	41 9%	22 9%	7 5%	15 8%	10 8%
Most of the time (2)	**134** **15%**	32 13%	98 15%	69 19% E	65 12%	22 25% *	18 20% *	28 15%	75 16%	37 15%	17 11%	25 14%	17 14%
Sometimes (1)	**270** **30%**	70 29%	194 30%	128 34% E	143 27%	25 29% *	30 34% *	70 37%	158 34% J	61 25%	40 25%	49 28%	31 27%
Never (0)	**426** **47%**	132 54% C	290 45%	150 40%	276 52% D	29 34% *	34 39% *	83 44%	194 41%	127 51% I	95 59%	87 50%	59 51%
Mean score	**0.83**	0.69	0.88 B	0.93 E	0.76	1.14 H*	0.94 *	0.81	0.92	0.81	0.61	0.81 K	0.8
Standard Deviation	**0.953**	0.875	0.98	0.936	0.959	1.017	0.927	0.862	0.96	0.995	0.861	0.972	0.974
Standard Error	**0.032**	0.056	0.039	0.048	0.042	0.11	0.099	0.062	0.044	0.063	0.068	0.073	0.09

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**901**	**210**	**149**	**101**	**752**
Base	**901**	**210**	**151**	**104**	**750**
Net: Ever	**475** **53%**	114 54%	84 56%	57 55% *	391 52%
Always (3)	**71** **8%**	22 11%	15 10%	10 10% *	56 7%
Most of the time (2)	**134** **15%**	35 17%	26 17%	18 17% *	108 14%
Sometimes (1)	**270** **30%**	56 27%	43 29%	29 28% *	227 30%
Never (0)	**426** **47%**	96 46%	67 44%	47 45% *	359 48%
Mean score	**0.83**	0.92	0.92	0.92 *	0.81
Standard Deviation	**0.953**	1.023	1.001	1.011	0.943
Standard Error	**0.032**	0.071	0.081	0.099	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**891**	**453**	**438**	**86**	**150**	**128**	**169**	**153**	**205**	**230**	**261**	**149**	**251**	**491**	**400**
Base	**892**	**435**	**457**	**113**	**145**	**134**	**159**	**141**	**200**	**217**	**239**	**164**	**272**	**456**	**436**
Net: Ever	**196**	95	101	46	56	30	26	19	19	57	65	29	45	122	74
	22%	22%	22%	40% FGHI*	39% FGHI	22% I	17%	14%	9%	26% MO	27% LMO	18%	17%	27% LMO	17%
Always (3)	**33**	17	16	5	11	6	6	1	3	6	12	2	12	19	14
	4%	4%	4%	5% *	8% HI	4%	4%	1%	1%	3%	5%	1%	5%	4%	3%
Most of the time (2)	**44**	19	24	12	21	6	2	2	1	15	12	10	7	27	17
	5%	4%	5%	10% GHI*	15% FGHI	4% I	1%	1%	*	7% M	5%	6%	3%	6%	4%
Sometimes (1)	**119**	59	60	29	23	18	18	17	15	36	41	17	26	76	43
	13%	14%	13%	25% FGHI*	16% I	14%	11%	12%	7%	17% MO	17% MO	10%	9%	17% MO	10%
Never (0)	**696**	340	356	67	89	104	133	122	181	159	175	135	227	334	362
	78%	78%	78%	60% *	61%	78% DE	83% DE	86% DE	91% DEF	74%	73%	82% KN	83% JKN	73%	83% JKN
Mean score	**0.34**	0.34	0.35	0.6	0.69	0.36	0.26	0.16	0.13	0.39	0.42	0.26	0.28	0.41	0.27
				FGHI*	FGHI	HI	I			O	LMO			LMO	
Standard Deviation	**0.739**	0.737	0.741	0.858	0.994	0.77	0.682	0.444	0.452	0.746	0.806	0.625	0.728	0.777	0.69
Standard Error	**0.025**	0.035	0.035	0.081	0.083	0.067	0.054	0.037	0.032	0.051	0.052	0.049	0.044	0.036	0.033

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**891**	**198**	**359**	**154**	**180**	**254**	**637**
Base	**892**	**193**	**356**	**157**	**186**	**259**	**633**
Net: Ever	**196**	32	78	34	52	69	127
	22%	17%	22%	22%	28% P	27% U	20%
Always (3)	**33**	7	14	5	8	12	21
	4%	3%	4%	3%	4%	4%	3%
Most of the time (2)	**44**	4	16	5	18	24	20
	5%	2%	5%	3%	9% PQR	9% U	3%
Sometimes (1)	**119**	21	48	24	26	34	85
	13%	11%	13%	15%	14%	13%	13%
Never (0)	**696**	161	278	123	134	190	506
	78%	83% S	78%	78%	72%	73%	80% T
Mean score	**0.34**	0.26	0.34	0.31	0.46 P	0.45 U	0.3
Standard Deviation	**0.739**	0.668	0.741	0.685	0.832	0.838	0.69
Standard Error	**0.025**	0.048	0.039	0.055	0.061	0.052	0.027

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**891**	**219**	**611**	**61**	**534**	**357**	**142**	**277**	**106**	**575**	**316**	**-**	**233**	**165**	**320**	**166**	**611**	**280**
Base	**892**	**219**	**614**	**60**	**534**	**358**	**145**	**276**	**104**	**576**	**316**	**-**	**234**	**163**	**313**	**175**	**612**	**280**
Net: Ever	**196** **22%**	49 22%	136 22%	11 18% *	124 23%	72 20%	36 25%	62 23%	25 24%	106 18%	90 28% J	- -	52 22%	30 19%	75 24%	37 21%	138 23%	58 21%
Always (3)	**33** **4%**	11 5%	19 3%	3 5% *	22 4%	11 3%	8 6%	10 3%	3 3%	17 3%	16 5%	- -	9 4%	6 4%	10 3%	7 4%	25 4%	8 3%
Most of the time (2)	**44** **5%**	10 5%	31 5%	2 3% *	29 5%	14 4%	12 9%	12 4%	5 4%	27 5%	16 5%	- -	12 5%	7 4%	13 4%	12 7%	34 6%	9 3%
Sometimes (1)	**119** **13%**	28 13%	85 14%	6 10% *	73 14%	46 13%	15 10%	41 15%	17 17%	62 11%	58 18% J	- -	30 13%	17 10%	51 16%	19 11%	79 13%	40 14%
Never (0)	**696** **78%**	170 78%	478 78%	49 82% *	409 77%	287 80%	110 75%	214 77%	79 76%	470 82% K	227 72%	- -	182 78%	133 81%	238 76%	138 79%	474 77%	222 79%
Mean score	**0.34**	0.37	0.34	0.31 *	0.37	0.3	0.45	0.34	0.35	0.29	0.43 J	-	0.35	0.31	0.35	0.36	0.36	0.3
Standard Deviation	**0.739**	0.791	0.717	0.764	0.77	0.689	0.876	0.721	0.715	0.695	0.805	-	0.757	0.734	0.717	0.771	0.765	0.678
Standard Error	**0.025**	0.053	0.029	0.099	0.033	0.036	0.073	0.043	0.07	0.029	0.045	-	0.049	0.057	0.041	0.058	0.031	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**891**	**122**	**769**
Base	**892**	**127**	**765**
Net: Ever	**196**	37	159
	22%	29%	21%
Always (3)	**33**	10	23
	4%	8% T	3%
Most of the time (2)	**44**	10	33
	5%	8%	4%
Sometimes (1)	**119**	17	103
	13%	13%	13%
Never (0)	**696**	90	606
	78%	71%	79%
Mean score	**0.34**	0.53 T	0.31
Standard Deviation	**0.739**	0.943	0.695
Standard Error	**0.025**	0.084	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**891**	**248**	**628**	**374**	**517**	**81**	**88**	**196**	**464**	**247**	**155**	**168**	**99**
Base	**892**	**244**	**633**	**373**	**519**	**84**	**87**	**192**	**462**	**247**	**157**	**174**	**112**
Net: Ever	**196** **22%**	48 20%	142 22%	108 29% E	88 17%	40 47% GH*	26 29% *	39 20%	108 23%	54 22%	27 17%	42 24%	23 21% *
Always (3)	**33** **4%**	8 3%	25 4%	16 4%	17 3%	6 7% *	4 5% *	3 2%	20 4%	8 3%	4 2%	9 5%	5 5% *
Most of the time (2)	**44** **5%**	6 2%	36 6%	21 6%	22 4%	14 17% GH*	3 4% *	3 1%	25 5%	15 6%	3 2%	12 7% K	7 6% *
Sometimes (1)	**119** **13%**	34 14%	81 13%	71 19% E	49 9%	19 23% *	18 21% *	33 17%	63 14%	31 13%	20 13%	21 12%	11 10% *
Never (0)	**696** **78%**	196 80%	491 78%	265 71%	432 83% D	44 53% *	61 71% F*	153 80% F	354 77%	193 78%	130 83%	132 76%	89 79% *
Mean score	**0.34**	0.29	0.36	0.43 E	0.28	0.79 GH*	0.42 H*	0.25	0.37	0.34	0.24	0.41 K	0.36 *
Standard Deviation	**0.739**	0.677	0.761	0.789	0.693	0.979	0.774	0.563	0.776	0.735	0.603	0.835	0.794
Standard Error	**0.025**	0.043	0.03	0.041	0.03	0.107	0.083	0.041	0.036	0.047	0.048	0.063	0.075

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat burgers or sausages if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**891**	**209**	**146**	**102**	**745**
Base	**892**	**210**	**148**	**105**	**744**
Net: Ever	**196**	51	43	29	153
	22%	24%	29% E	28% *	21%
Always (3)	**33**	14	8	6	25
	4%	7% E	5%	5% *	3%
Most of the time (2)	**44**	14	11	6	33
	5%	7%	7%	6% *	4%
Sometimes (1)	**119**	22	24	17	95
	13%	11%	16%	16% *	13%
Never (0)	**696**	159	106	76	590
	78%	76%	71%	72% *	79% C
Mean score	**0.34**	0.45	0.46	0.44	0.32
		E	E	*	
Standard Deviation	**0.739**	0.893	0.842	0.832	0.714
Standard Error	**0.025**	0.062	0.069	0.081	0.026

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**858**	**443**	**415**	**82**	**140**	**125**	**163**	**145**	**203**	**218**	**251**	**152**	**237**	**469**	**389**
Base	**859**	**426**	**433**	**108**	**135**	**131**	**154**	**134**	**197**	**205**	**230**	**168**	**257**	**435**	**424**
Net: Ever	**203** **24%**	100 23%	103 24%	45 42% FGHI*	57 42% FGHI	25 19%	27 18%	21 16%	26 13%	54 26%	51 22%	44 26%	54 21%	105 24%	98 23%
Always (3)	**42** **5%**	24 6%	18 4%	8 7% *	10 7%	11 8% HI	6 4%	3 2%	5 3%	13 6%	12 5%	5 3%	12 5%	25 6%	18 4%
Most of the time (2)	**58** **7%**	28 7%	30 7%	15 14% FGHI*	26 19% FGHI	6 5%	4 2%	3 2%	5 2%	15 8%	16 7%	15 9%	12 5%	31 7%	27 6%
Sometimes (1)	**102** **12%**	47 11%	55 13%	23 21% FI*	21 16% F	9 7%	17 11%	16 12%	16 8%	26 13%	24 10%	24 14%	29 11%	50 11%	53 12%
Never (0)	**656** **76%**	326 77%	330 76%	63 58% *	78 58%	106 81% DE	126 82% DE	112 84% DE	171 87% DE	151 74%	179 78%	123 74%	203 79%	330 76%	326 77%
Mean score	**0.4**	0.41	0.39	0.7 FGHI*	0.77 FGHI	0.4 I	0.29	0.22	0.21	0.47	0.39	0.42	0.35	0.43	0.38
Standard Deviation	**0.819**	0.848	0.791	0.956	1.01	0.903	0.709	0.58	0.607	0.884	0.824	0.787	0.782	0.853	0.784
Standard Error	**0.028**	0.041	0.038	0.092	0.087	0.079	0.057	0.05	0.043	0.062	0.054	0.061	0.049	0.041	0.038

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**858**	**189**	**347**	**150**	**172**	**242**	**616**
Base	**859**	**184**	**344**	**154**	**178**	**247**	**612**
Net: Ever	**203**	32	75	41	55	78	125
	24%	17%	22%	26%	31% PQ	31% U	20%
Always (3)	**42**	7	14	10	12	19	23
	5%	4%	4%	7%	7%	8% U	4%
Most of the time (2)	**58**	6	21	13	19	27	31
	7%	3%	6%	9%	11% P	11% U	5%
Sometimes (1)	**102**	19	41	17	25	32	71
	12%	10%	12%	11%	14%	13%	12%
Never (0)	**656**	152	270	113	122	169	487
	76%	83% S	78% S	74%	69%	69%	80% T
Mean score	**0.4**	0.28	0.36	0.48 P	0.55 PQ	0.58 U	0.33
Standard Deviation	**0.819**	0.702	0.765	0.907	0.926	0.963	0.743
Standard Error	**0.028**	0.052	0.041	0.073	0.069	0.061	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**858**	**219**	**581**	**58**	**523**	**335**	**143**	**269**	**101**	**552**	**306**	**-**	**222**	**159**	**309**	**161**	**588**	**270**
Base	**859**	**219**	**584**	**57**	**522**	**337**	**146**	**268**	**98**	**554**	**306**	**-**	**223**	**157**	**302**	**171**	**589**	**271**
Net: Ever	**203**	51	138	14	135	68	43	72	18	116	87	-	47	33	80	40	147	56
	24%	23%	24%	24% *	26%	20%	30%	27%	18% *	21%	28% J	-	21%	21%	27%	24%	25%	21%
Always (3)	**42**	8	32	2	30	12	12	13	5	31	11	-	7	9	22	4	33	9
	5%	4%	6%	3% *	6%	4%	8%	5%	5% *	6%	4%	-	3%	6%	7% P	2%	6%	3%
Most of the time (2)	**58**	14	39	6	37	21	12	21	3	31	28	-	16	13	14	15	43	16
	7%	6%	7%	11% *	7%	6%	8%	8%	3% *	6%	9%	-	7%	9%	5%	9%	7%	6%
Sometimes (1)	**102**	30	67	6	67	35	19	38	10	54	48	-	25	11	44	21	71	31
	12%	14%	12%	10% *	13%	10%	13%	14%	10% *	10%	16% J	-	11%	7%	14% N	12%	12%	11%
Never (0)	**656**	168	445	43	388	269	103	196	80	438	219	-	176	124	222	130	442	215
	76%	77%	76%	76% *	74%	80%	70%	73%	82% *	79% K	72%	-	79%	79%	73%	76%	75%	79%
Mean score	**0.4**	0.37	0.41	0.42 *	0.44	0.34	0.55 I	0.44	0.31 *	0.38	0.45	-	0.34	0.41	0.46	0.37	0.43	0.33
Standard Deviation	**0.819**	0.76	0.842	0.82	0.856	0.756	0.961	0.832	0.757	0.827	0.804	-	0.744	0.869	0.888	0.749	0.854	0.736
Standard Error	**0.028**	0.051	0.035	0.109	0.037	0.041	0.08	0.051	0.076	0.035	0.046	-	0.05	0.069	0.051	0.057	0.035	0.045

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**858**	**119**	**739**
Base	**859**	**124**	**735**
Net: Ever	**203** **24%**	43 35% T	160 22%
Always (3)	**42** **5%**	11 9%	31 4%
Most of the time (2)	**58** **7%**	11 9%	47 6%
Sometimes (1)	**102** **12%**	21 17%	81 11%
Never (0)	**656** **76%**	81 65%	576 78% S
Mean score	**0.4**	0.61 T	0.37
Standard Deviation	**0.819**	0.975	0.785
Standard Error	**0.028**	0.087	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**858**	**236**	**607**	**354**	**504**	**81**	**81**	**182**	**453**	**237**	**143**	**164**	**98**
Base	**859**	**233**	**611**	**353**	**507**	**84**	**79**	**178**	**450**	**237**	**146**	**171**	**111**
Net: Ever	**203** **24%**	47 20%	149 24%	96 27% E	107 21%	41 49% GH*	22 28% H*	28 16%	111 25%	58 25%	24 17%	50 29% K	30 27% K*
Always (3)	**42** **5%**	9 4%	33 5%	20 6%	22 4%	8 9% H*	5 6% *	4 2%	28 6%	7 3%	7 5%	9 5%	5 5% *
Most of the time (2)	**58** **7%**	8 4%	47 8% B	28 8%	30 6%	15 17% H*	5 6% *	8 4%	30 7%	22 9%	5 3%	20 12% K	12 11% K*
Sometimes (1)	**102** **12%**	29 12%	69 11%	48 14%	54 11%	19 22% H*	12 15% *	16 9%	53 12%	29 12%	13 9%	21 12%	13 11% *
Never (0)	**656** **76%**	187 80%	462 76%	256 73%	400 79% D	43 51% *	57 72% F*	150 84% FG	339 75%	179 75%	121 83% LM	121 71%	81 73% *
Mean score	**0.4**	0.32	0.43	0.47	0.36	0.85 GH*	0.47 H*	0.25	0.44	0.4	0.29	0.51 K	0.48 *
Standard Deviation	**0.819**	0.731	0.85	0.866	0.783	1.022	0.874	0.643	0.872	0.784	0.742	0.89	0.874
Standard Error	**0.028**	0.048	0.034	0.046	0.035	0.112	0.098	0.048	0.041	0.051	0.062	0.068	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. How often do you do - Filtered - Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

Base: All responsible for cooking and preparing food in the home and this specific item

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**858**	**197**	**148**	**102**	**710**
Base	**859**	**198**	**150**	**105**	**709**
Net: Ever	**203** **24%**	52 26%	46 31% E	34 32% E*	157 22%
Always (3)	**42** **5%**	11 6%	14 9% E	13 12% E*	28 4%
Most of the time (2)	**58** **7%**	16 8%	12 8%	6 6% *	47 7%
Sometimes (1)	**102** **12%**	24 12%	20 14%	15 14% *	82 12%
Never (0)	**656** **76%**	146 74%	104 69%	71 68% *	552 78% CD
Mean score	**0.4**	0.46	0.57 E	0.63 E*	0.37
Standard Deviation	**0.819**	0.873	0.979	1.046	0.778
Standard Error	**0.028**	0.062	0.08	0.102	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Summary table: Frequency of undertaking cooking/preparation behaviours - Filtered

Base: All responsible for cooking and preparing food in the home and this specific item

	Store open tins in the fridge	Use different chopping boards for different foods or wash chopping board when switching between foods	Wash raw meat OTHER THAN chicken/poultry	Wash raw chicken or poultry	Wash fruit or vegetables (including salad) which are going to be eaten raw	Wash fruit or vegetables which are going to be cooked	Wash hands before starting to prepare or cook food	Wash hands immediately after handling raw meat, poultry or fish	Cook food until it is steaming hot throughout	Eat chicken or turkey if the meat is pink or has pink or red juices
Unweighted Base	**946**	**932**	**885**	**893**	**955**	**959**	**968**	**924**	**961**	**913**
Base	**948**	**934**	**885**	**895**	**957**	**961**	**970**	**927**	**963**	**915**
Net: Ever	421	831	431	449	880	842	954	913	948	128
	44%	89%	49%	50%	92%	88%	98%	98%	98%	14%
Always (3)	96	471	133	227	493	425	717	740	718	34
	10%	50%	15%	25%	51%	44%	74%	80%	75%	4%
Most of the time (2)	97	225	118	105	197	218	158	117	175	44
	10%	24%	13%	12%	21%	23%	16%	13%	18%	5%
Sometimes (1)	228	136	180	117	190	198	78	55	55	49
	24%	15%	20%	13%	20%	21%	8%	6%	6%	5%
Never (0)	527	103	454	445	77	119	16	14	15	788
	56%	11%	51%	50%	8%	12%	2%	2%	2%	86%
Mean score	0.75	2.14	0.92	1.13	2.16	1.99	2.63	2.71	2.66	0.26
Standard Deviation	1	1.035	1.115	1.271	1.006	1.07	0.705	0.645	0.659	0.718
Standard Error	0.032	0.034	0.037	0.042	0.033	0.035	0.023	0.021	0.021	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Summary table: Frequency of undertaking cooking/preparation behaviours - Filtered

Base: All responsible for cooking and preparing food in the home and this specific item

	Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	Eat burgers or sausages if the meat is pink or has pink or red juices	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices
Unweighted Base	**901**	**891**	**858**
Base	**901**	**892**	**859**
Net: Ever	475 53%	196 22%	203 24%
Always (3)	71 8%	33 4%	42 5%
Most of the time (2)	134 15%	44 5%	58 7%
Sometimes (1)	270 30%	119 13%	102 12%
Never (0)	426 47%	696 78%	656 76%
Mean score	0.83	0.34	0.4
Standard Deviation	0.953	0.739	0.819
Standard Error	0.032	0.025	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Store open tins in the fridge	**0.75**	0.66	0.83 B	1.36 FGHI*	1.14 FGHI	0.73 HI	0.54	0.49	0.45	0.63	0.9 JMNO	0.75	0.7	0.77 J	0.72
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.07	2.2	1.95 *	2.03	2.26 D	2.26 DE	2.07	2.21 D	2.22 KN	2.02	2.18	2.15	2.11 K	2.17
Wash raw meat OTHER THAN chicken/poultry	**0.92**	1.03 C	0.82	0.99 *	1.08 FG	0.76	0.79	0.96	0.95	0.82	0.81	1.11 JKN	0.99 N	0.81	1.04 JKN
Wash raw chicken or poultry	**1.13**	1.18	1.07	1.29 FG*	1.36 FG	0.7	0.95	1.12 F	1.3 FG	1.04	1	1.39 JKN	1.15	1.02	1.24 KN
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.09	2.21	2.05 *	2.16	2.04	2.22	2.18	2.22	2.27 KN	2.03	2.26 K	2.12	2.14 K	2.17
Wash fruit or vegetables which are going to be cooked	**1.99**	1.99	1.99	1.87 *	2.01	1.93	2.02	2	2.06	1.97	1.95	2.02	2.03	1.96	2.02
Wash hands before starting to prepare or cook food	**2.63**	2.61	2.64	2.33 *	2.57 D	2.69 D	2.65 D	2.71 D	2.72 DE	2.67 KN	2.52	2.72 KN	2.62	2.59 K	2.66 K
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.64	2.77 B	2.55 *	2.65	2.76 D	2.74 D	2.73 D	2.77 D	2.77 KN	2.63	2.73	2.72	2.69 K	2.72
Cook food until it is steaming hot throughout	**2.66**	2.64	2.67	2.43 *	2.52	2.67 D	2.74 DE	2.72 DE	2.78 DE	2.69	2.62	2.64	2.68	2.65	2.66
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.26	0.26	0.49 FGHI*	0.6 FGHI	0.26 I	0.17 I	0.12	0.06	0.26	0.32 M	0.31	0.19	0.29	0.24

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.87	0.8	1.07 GHI*	1.22 FGHI	0.88 GI	0.65	0.72	0.61	1.04 LMO	0.88 MO	0.77	0.66	0.96 LMO	0.7
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.34	0.35	0.6 FGHI*	0.69 FGHI	0.36 HI	0.26 I	0.16	0.13	0.39 O	0.42 LMO	0.26	0.28	0.41 LMO	0.27
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.41	0.39	0.7 FGHI*	0.77 FGHI	0.4 I	0.29	0.22	0.21	0.47	0.39	0.42	0.35	0.43	0.38

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Store open tins in the fridge	**0.75**	0.64	0.69	0.82	0.92 PQ	0.91 U	0.69
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.02	2.14	2.15	2.24 P	2.12	2.14
Wash raw meat OTHER THAN chicken/poultry	**0.92**	0.72	0.95 P	0.93	1.06 P	0.97	0.9
Wash raw chicken or poultry	**1.13**	1.02	1.18	0.95	1.29 PR	1.13	1.13
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.08	2.18	2.07	2.26	2.12	2.17
Wash fruit or vegetables which are going to be cooked	**1.99**	2.02	1.98	1.93	2.03	1.91	2.02
Wash hands before starting to prepare or cook food	**2.63**	2.58	2.68	2.57	2.62	2.58	2.64
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.7	2.7	2.71	2.75	2.68	2.72
Cook food until it is steaming hot throughout	**2.66**	2.69	2.67	2.59	2.65	2.65	2.66
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.13	0.2	0.35 PQ	0.45 PQ	0.43 U	0.2

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.71	0.81	0.95 P	0.9	0.91	0.8
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.26	0.34	0.31	0.46 P	0.45 U	0.3
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.28	0.36	0.48 P	0.55 PQ	0.58 U	0.33

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Store open tins in the fridge	**0.75**	0.7	0.77	0.7 *	0.77	0.72	0.88 I	0.8 I	0.57	0.72	0.81	-	0.75	0.76	0.71	0.82	0.77	0.71
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.18	2.14	1.96 *	2.19	2.06	2.19	2.28 I	1.93	2.17	2.09	-	2.1	2.16	2.22	2.06	2.16	2.08
Wash raw meat OTHER THAN chicken/poultry	**0.92**	0.9	0.92	1.04 *	0.98 F	0.83	1.05	0.99	0.92	0.85	1.05 J	-	1.11 OP	0.92	0.88	0.72	0.98 R	0.79
Wash raw chicken or poultry	**1.13**	1.03	1.16	1.17 *	1.16	1.07	1.43 HI	1.15	0.89	1.05	1.27 J	-	1.39 OP	1.2 P	1.03	0.9	1.21 R	0.95
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.17	2.16	2.06 *	2.19	2.1	2.24	2.2	2.11	2.17	2.14	-	2.24	2.14	2.16	2.05	2.18	2.11
Wash fruit or vegetables which are going to be cooked	**1.99**	1.93	2.03	1.76 *	2.04	1.91	2.1	2.06	1.91	1.99	1.99	-	2.16 OP	1.97	1.95	1.87	2.04 R	1.88
Wash hands before starting to prepare or cook food	**2.63**	2.63	2.63	2.61 *	2.65	2.6	2.61	2.69	2.57	2.65	2.58	-	2.66 P	2.65	2.65 P	2.51	2.62	2.63
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.76	2.69	2.68 *	2.72	2.7	2.64	2.74	2.75	2.73	2.66	-	2.69	2.72	2.75	2.66	2.71	2.7
Cook food until it is steaming hot throughout	**2.66**	2.69	2.65	2.59 *	2.67	2.64	2.66	2.71	2.59	2.71 K	2.56	-	2.73 P	2.61	2.66	2.6	2.63	2.71
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.19	0.29	0.24 *	0.3	0.21	0.43 H	0.25	0.27	0.23	0.33	-	0.22	0.32	0.28	0.25	0.31 R	0.16

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.8	0.83	0.96 *	0.83	0.84	0.79	0.86	0.87	0.76	0.96 J	-	0.76	0.78	0.95 MP	0.74	0.84	0.82
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.37	0.34	0.31 *	0.37	0.3	0.45	0.34	0.35	0.29	0.43 J	-	0.35	0.31	0.35	0.36	0.36	0.3
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.37	0.41	0.42 *	0.44	0.34	0.55 I	0.44	0.31 *	0.38	0.45	-	0.34	0.41	0.46	0.37	0.43	0.33

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Store open tins in the fridge	**0.75**	0.81	0.74
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.11	2.14
Wash raw meat OTHER THAN chicken/poultry	**0.92**	0.99	0.91
Wash raw chicken or poultry	**1.13**	1.11	1.13
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.12	2.16
Wash fruit or vegetables which are going to be cooked	**1.99**	1.86	2.01
Wash hands before starting to prepare or cook food	**2.63**	2.59	2.63
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.65	2.72
Cook food until it is steaming hot throughout	**2.66**	2.53	2.68 S
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.43 T	0.24

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.94	0.81
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.53 T	0.31
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.61 T	0.37

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Store open tins in the fridge	**0.75**	0.65	0.79	0.82	0.7	1.14 H*	0.84 *	0.62	0.8	0.76	0.59	0.95 K	1.02 K
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.07	2.18	2.12	2.15	2.04 *	2.11 *	2.15	2.26 J	2.02	1.97	2.14	2.17
Wash raw meat OTHER THAN chicken/poultry	**0.92**	1.06 C	0.87	0.89	0.94	1.3 H*	1.09 H*	0.59	0.96	0.89	0.83	0.98	1.06
Wash raw chicken or poultry	**1.13**	1.33 C	1.06	1.11	1.14	1.44 H*	1.32 H*	0.83	1.17	1.13	1.07	1.13	1.19
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.09	2.19	2.18	2.14	2.35 H*	2.23 *	2.08	2.33 J	1.95	2.03	2.08	2.17
Wash fruit or vegetables which are going to be cooked	**1.99**	1.99	1.99	1.99	1.99	2.2 H*	2.02 *	1.89	2.08 J	1.89	1.89	1.92	1.94
Wash hands before starting to prepare or cook food	**2.63**	2.63	2.63	2.63	2.62	2.63 *	2.67 *	2.6	2.69 J	2.57	2.57	2.6	2.63
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.7	2.72	2.68	2.73	2.52 *	2.69 *	2.74 F	2.76 J	2.62	2.7	2.64	2.68
Cook food until it is steaming hot throughout	**2.66**	2.7	2.65	2.62	2.68	2.57 *	2.59 *	2.64	2.68	2.62	2.74	2.64	2.65
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.22	0.27	0.38 E	0.18	0.76 GH*	0.32 *	0.2	0.27	0.29	0.19	0.41 K	0.39 K

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.69	0.88 B	0.93 E	0.76	1.14 H*	0.94 *	0.81	0.92	0.81	0.61	0.81 K	0.8
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.29	0.36	0.43 E	0.28	0.79 GH*	0.42 H*	0.25	0.37	0.34	0.24	0.41 K	0.36 *
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.32	0.43	0.47	0.36	0.85 GH*	0.47 H*	0.25	0.44	0.4	0.29	0.51 K	0.48 *

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Store open tins in the fridge	**0.75**	0.87 E	0.78	0.77	0.74
Use different chopping boards for different foods or wash chopping board when switching between foods	**2.14**	2.19	2.29 E	2.24	2.11
Wash raw meat OTHER THAN chicken/poultry	**0.92**	0.82	1.01	1.04	0.9
Wash raw chicken or poultry	**1.13**	0.96	1.34 BE	1.29 B*	1.08
Wash fruit or vegetables (including salad) which are going to be eaten raw	**2.16**	2.23	2.2	2.22	2.15
Wash fruit or vegetables which are going to be cooked	**1.99**	2.02	2.05	2.13	1.98
Wash hands before starting to prepare or cook food	**2.63**	2.64	2.7	2.64	2.61
Wash hands immediately after handling raw meat, poultry or fish	**2.71**	2.81 E	2.75	2.74 *	2.7
Cook food until it is steaming hot throughout	**2.66**	2.67	2.64	2.62	2.66
Eat chicken or turkey if the meat is pink or has pink or red juices	**0.26**	0.35 E	0.42 E	0.43 E	0.23

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q19. Mean score summary table: Frequency of undertaking cooking/preparation behaviours

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	**0.83**	0.92	0.92	0.92 *	0.81
Eat burgers or sausages if the meat is pink or has pink or red juices	**0.34**	0.45 E	0.46 E	0.44 *	0.32
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**0.4**	0.46	0.57 E	0.63 E*	0.37

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
NET: Should not wash poultry	**559** **58%**	259 55%	300 60%	71 55% *	82 51%	93 65% E	106 61%	91 61%	117 54%	152 64% KN	141 53%	98 54%	168 59%	293 58% K	266 57%
Washing raw poultry has a bad effect on the quality of the cooking	**79** **8%**	43 9%	36 7%	10 8% *	19 12% HI	16 11% I	16 9%	7 5%	10 5%	17 7%	22 8%	13 7%	27 10%	39 8%	41 9%
It has already been washed so you don't need to wash it	**149** **15%**	70 15%	79 16%	23 18% *	18 11%	26 18%	29 17%	22 15%	30 14%	33 14%	43 16%	23 13%	49 17%	76 15%	73 16%
Washing poultry can mean you splash water containing harmful bacteria around the kitchen	**442** **45%**	201 43%	241 48%	50 39% *	65 40%	70 49%	89 51%	76 51%	92 43%	127 53% KNO	107 40%	79 43%	130 45%	233 46% K	208 45%
Do not / never wash meat / poultry	**6** **1%**	3 1%	3 1%	- - *	- -	1 1%	1 1%	- -	4 2%	1 *	1 *	2 1%	2 1%	2 *	4 1%
NET: Should wash poultry	**403** **41%**	212 45% C	190 38%	61 47% F*	69 43% F	42 30%	66 38%	60 40%	105 49% FG	97 41%	110 41%	83 46%	112 39%	207 41%	195 42%
You need to wash raw poultry to remove the chemicals/pesticides	**205** **21%**	103 22%	102 20%	37 29% F*	29 18%	20 14%	33 19%	29 20%	56 26% F	52 22%	53 20%	44 24%	57 20%	104 21%	101 22%
You need to wash it to get any dirt off	**168** **17%**	96 21% C	72 14%	30 23% F*	27 17%	15 10%	30 17%	28 19%	38 18%	45 19%	41 15%	36 20%	45 16%	86 17%	81 17%
You should wash any raw food that has been handled to avoid eating germs or bacteria	**298** **31%**	161 35% C	137 27%	45 35% F*	46 29%	28 20%	51 29%	46 31% F	82 38% F	68 28%	87 33%	65 36%	79 28%	154 31%	144 31%
Was not aware it needed washing	**2** *****	- -	2 *	1 1% *	- -	- -	- -	1 1%	- -	- -	1 *	1 1%	- -	1 *	1 *

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Don't eat meat / poultry	**5** **1%**	4 1%	1 *	- - *	2 1%	1 1%	- -	2 1%	1 *	3 1%	3 1%	- -	- -	5 1%	- -
Cooking meat / poultry properly removes anything harmful	**2** *	1 *	1 *	1 1% *	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	2 *	- -
Other	**3** *	2 *	1 *	1 1% *	- -	- -	- -	2 1%	- -	- -	3 1%	- -	- -	3 1%	- -
Don't know	**95** **10%**	45 10%	51 10%	11 9% *	23 14% HI	20 14% HI	21 12% I	9 6%	11 5%	17 7%	31 11%	18 10%	30 10%	48 9%	48 10%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
NET: Should not wash poultry	**559** **58%**	129 60%	214 55%	105 62%	111 56%	159 58%	400 57%
Washing raw poultry has a bad effect on the quality of the cooking	**79** **8%**	9 4%	32 8%	17 10%	22 11% P	32 12% U	47 7%
It has already been washed so you don't need to wash it	**149** **15%**	33 15%	55 14%	36 21% S	25 13%	43 16%	106 15%
Washing poultry can mean you splash water containing harmful bacteria around the kitchen	**442** **45%**	106 49%	167 43%	82 48%	86 43%	123 45%	319 46%
Do not / never wash meat / poultry	**6** **1%**	3 1%	2 1%	- -	1 1%	- -	6 1%
NET: Should wash poultry	**403** **41%**	83 38%	165 43%	63 37%	92 46%	113 41%	290 42%
You need to wash raw poultry to remove the chemicals/pesticides	**205** **21%**	41 19%	78 20%	39 23%	46 23%	53 19%	152 22%
You need to wash it to get any dirt off	**168** **17%**	30 14%	70 18%	26 15%	42 21%	48 17%	120 17%
You should wash any raw food that has been handled to avoid eating germs or bacteria	**298** **31%**	65 30%	128 33%	42 24%	64 32%	78 28%	220 32%
Was not aware it needed washing	**2** *	- -	1 *	1 1%	- -	- -	2 *

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Don't eat meat / poultry	**5** **1%**	1 *	4 1%	- -	- -	- -	5 1%
Cooking meat / poultry properly removes anything harmful	**2** *	1 *	1 *	- -	- -	- -	2 *
Other	**3** *	1 *	- -	1 1%	1 *	1 *	2 *
Don't know	**95** **10%**	20 9%	33 9%	18 11%	24 12%	34 12%	62 9%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	970	236	671	63	575	395	157	292	114	629	341	-	248	180	352	181	680	290
Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
NET: Should not wash poultry	**559** **58%**	151 64% C	369 55%	38 62% *	348 61% F	211 53%	95 59%	182 62%	63 57%	379 60% K	180 53%	- -	138 55%	98 55%	204 59%	114 60%	399 59%	160 55%
Washing raw poultry has a bad effect on the quality of the cooking	**79** **8%**	20 8%	55 8%	5 7% *	60 10% F	20 5%	23 14%	28 10%	9 8%	49 8%	30 9%	- -	21 8%	11 6%	30 9%	16 8%	57 8%	22 8%
It has already been washed so you don't need to wash it	**149** **15%**	46 20% C	91 14%	11 18% *	93 16%	55 14%	27 17%	55 19% I	10 9%	95 15%	54 16%	- -	33 13%	31 18%	51 15%	34 18%	105 15%	44 15%
Washing poultry can mean you splash water containing harmful bacteria around the kitchen	**442** **45%**	117 49%	296 44%	28 46% *	274 48%	168 42%	71 44%	147 50%	49 44%	302 48% K	139 41%	- -	109 44%	76 43%	166 48%	88 46%	319 47%	123 42%
Do not / never wash meat / poultry	**6** **1%**	2 1%	2 *	2 3% *	2 *	4 1%	2 1%	- -	- -	5 1%	1 *	- -	2 1%	- -	2 1%	1 1%	4 1%	2 1%
NET: Should wash poultry	**403** **41%**	84 35%	295 44% B	24 38% *	252 44%	151 38%	74 46%	130 45%	46 42%	244 39%	159 46% J	- -	118 47% P	79 44% P	138 40%	64 34%	297 44% R	106 36%
You need to wash raw poultry to remove the chemicals/pesticides	**205** **21%**	38 16%	153 23% B	13 22% *	128 22%	77 19%	39 24%	69 24%	20 18%	121 19%	83 24%	- -	69 28% OP	40 23%	61 18%	33 17%	160 24% R	45 15%
You need to wash it to get any dirt off	**168** **17%**	34 15%	128 19%	6 9% *	105 18%	63 16%	40 25% I	51 17%	13 12%	95 15%	73 21% J	- -	58 23% P	29 16%	57 16%	21 11%	128 19%	40 14%
You should wash any raw food that has been handled to avoid eating germs or bacteria	**298** **31%**	66 28%	214 32%	19 30% *	188 33%	111 28%	58 36%	92 31%	37 33%	179 28%	119 35%	- -	93 37% OP	57 32%	100 29%	47 24%	214 31%	84 29%
Was not aware it needed washing	**2** *	- -	2 *	- - *	- -	2 1%	- -	- -	- -	2 *	- -	- -	1 *	- -	- -	1 1%	2 *	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
Don't eat meat / poultry	**5**	-	5	-	3	3	-	-	2	3	3	-	-	1	4	-	5	-
	1%	-	1%	-	*	1%	-	-	2%	*	1%	-	-	*	1%	-	1%	-
				*														
Cooking meat / poultry properly removes anything harmful	**2**	-	2	-	-	2	-	-	-	2	-	-	2	-	-	-	2	-
	*****	-	*	-	-	1%	-	-	-	*	-	-	1%	-	-	-	*	-
				*														
Other	**3**	-	3	-	1	2	-	1	-	3	-	-	-	2	-	1	2	1
	*****	-	*	-	*	1%	-	*	-	*	-	-	-	1%	-	*	*	*
				*														
Don't know	**95**	21	68	6	42	53	12	14	14	52	44	-	19	16	30	31	57	38
	10%	9%	10%	10%	7%	13%	8%	5%	12%	8%	13%	-	8%	9%	9%	16%	8%	13%
				*		E			H		J					MO		Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
NET: Should not wash poultry	**559** **58%**	87 65%	472 56%
Washing raw poultry has a bad effect on the quality of the cooking	**79** **8%**	15 11%	64 8%
It has already been washed so you don't need to wash it	**149** **15%**	28 21%	121 14%
Washing poultry can mean you splash water containing harmful bacteria around the kitchen	**442** **45%**	69 52%	372 44%
Do not / never wash meat / poultry	**6** **1%**	1 1%	5 1%
NET: Should wash poultry	**403** **41%**	55 41%	348 41%
You need to wash raw poultry to remove the chemicals/pesticides	**205** **21%**	31 23%	174 21%
You need to wash it to get any dirt off	**168** **17%**	27 20%	141 17%
You should wash any raw food that has been handled to avoid eating germs or bacteria	**298** **31%**	36 27%	263 31%
Was not aware it needed washing	**2** *	- -	2 *

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**972**	**134**	**838**
Don't eat meat / poultry	**5** **1%**	- -	5 1%
Cooking meat / poultry properly removes anything harmful	**2** *****	- -	2 *
Other	**3** *****	- -	3 *
Don't know	**95** **10%**	9 7%	86 10%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
NET: Should not wash poultry	559 58%	150 58%	401 58%	240 60%	319 56%	57 66% *	52 54% *	128 62%	307 60%	140 54%	93 55%	100 55%	68 57%
Washing raw poultry has a bad effect on the quality of the cooking	79 8%	18 7%	59 8%	34 8%	46 8%	18 21% GH*	2 2% *	13 7%	40 8%	21 8%	17 10%	19 10%	14 12%
It has already been washed so you don't need to wash it	149 15%	36 14%	111 16%	61 15%	88 15%	16 18% *	10 11% *	35 17%	73 14%	38 15%	32 19%	30 16%	21 18%
Washing poultry can mean you splash water containing harmful bacteria around the kitchen	442 45%	129 50%	307 44%	197 49%	245 43%	43 50% *	44 46% *	108 52%	250 49%	109 42%	69 41%	74 40%	48 41%
Do not / never wash meat / poultry	6 1%	- -	5 1%	2 1%	4 1%	- - *	- - *	2 1%	4 1%	1 *	- -	- -	- -
NET: Should wash poultry	403 41%	127 49% C	269 39%	169 42%	234 41%	43 50% *	41 43% *	80 39%	227 44%	102 39%	66 39%	75 41%	49 41%
You need to wash raw poultry to remove the chemicals/pesticides	205 21%	67 26% C	134 19%	95 24%	110 19%	25 28% *	23 24% *	44 22%	128 25% J	37 14%	32 19%	31 17%	21 18%
You need to wash it to get any dirt off	168 17%	56 22% C	108 15%	69 17%	99 17%	18 21% *	18 19% *	31 15%	97 19%	43 16%	25 15%	30 16%	17 14%
You should wash any raw food that has been handled to avoid eating germs or bacteria	298 31%	95 37% C	198 28%	126 31%	172 30%	29 34% *	31 32% *	63 31%	168 33%	75 29%	49 29%	56 30%	38 32%
Was not aware it needed washing	2 *	- -	2 *	- -	2 *	- - *	- - *	- -	1 *	- -	1 1%	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Don't eat meat / poultry	**5** **1%**	1 *	4 1%	2 *	3 1%	1 1% *	1 1% *	- -	4 1%	1 *	- -	- -	- -
Cooking meat / poultry properly removes anything harmful	**2** *	1 *	1 *	2 1%	- -	- - *	1 1% *	1 *	2 *	- -	- -	- -	- -
Other	**3** *	- -	3 *	1 *	2 *	- - *	- - *	1 *	1 *	2 1%	- -	1 1%	- -
Don't know	**95** **10%**	17 7%	77 11%	38 9%	58 10%	4 5% *	9 9% *	19 9%	34 7%	36 14% I	21 13%	25 14%	14 12%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	970	228	155	105	815
Base	972	228	157	108	815
NET: Should not wash poultry	559 58%	129 57%	109 69% BE	72 66% E	450 55%
Washing raw poultry has a bad effect on the quality of the cooking	79 8%	19 8%	21 14% E	16 15% E	58 7%
It has already been washed so you don't need to wash it	149 15%	37 16%	23 15%	15 14%	126 15%
Washing poultry can mean you splash water containing harmful bacteria around the kitchen	442 45%	104 46%	95 60% BE	62 58% BE	347 43%
Do not / never wash meat / poultry	6 1%	- -	- -	- -	6 1%
NET: Should wash poultry	403 41%	78 34%	68 44%	49 45%	334 41% B
You need to wash raw poultry to remove the chemicals/pesticides	205 21%	36 16%	43 27% BE	30 28% B	162 20%
You need to wash it to get any dirt off	168 17%	31 14%	26 17%	17 16%	142 17%
You should wash any raw food that has been handled to avoid eating germs or bacteria	298 31%	52 23%	49 31%	35 33%	250 31% B
Was not aware it needed washing	2 *	- -	1 1%	- -	1 *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q206/RINSER. What are your views on washing raw poultry (chicken, turkey, etc)? Even if you never eat or cook it we are interested in what you think

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**972**	**228**	**157**	**108**	**815**
Don't eat meat / poultry	**5** **1%**	- -	- -	- -	5 1%
Cooking meat / poultry properly removes anything harmful	**2** *****	- -	- -	- -	2 *
Other	**3** *****	- -	- -	- -	3 *
Don't know	**95** **10%**	36 16% CDE	3 2%	3 3%	92 11% CD

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q20. Which method do you usually use to defrost frozen meat or fish?

Base: All responsible for cooking and preparing food in the home and ever eat or prepare meat or fish

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**941**	**475**	**466**	**97**	**159**	**133**	**176**	**157**	**219**	**245**	**279**	**162**	**255**	**524**	**417**
Base	**944**	**456**	**487**	**128**	**154**	**139**	**166**	**145**	**212**	**232**	**257**	**179**	**276**	**488**	**455**
Placing it in water	**44** **5%**	17 4%	27 5%	14 11% GHI*	16 10% GHI	8 6% HI	5 3%	- -	1 *	11 5%	12 5%	12 7%	8 3%	23 5%	20 4%
Leaving it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	**316** **33%**	145 32%	171 35%	46 36% *	46 30%	53 38%	59 36%	45 31%	66 31%	80 34%	85 33%	55 31%	96 35%	165 34%	151 33%
Leave it in the fridge	**370** **39%**	176 39%	194 40%	35 28% *	58 38%	62 45% D	64 39%	59 41% D	92 43% D	86 37%	96 37%	74 41%	115 42%	182 37%	189 41%
Leave it in a cool place (other than fridge)	**107** **11%**	61 13%	46 10%	8 6% *	17 11%	12 9%	20 12%	21 15%	30 14%	25 11%	34 13%	22 12%	27 10%	59 12%	48 11%
Defrosting it in the microwave	**56** **6%**	30 7%	26 5%	10 8% *	12 8% F	2 2%	6 4%	11 7% F	15 7%	18 8%	17 7%	7 4%	14 5%	35 7%	21 5%
Use a defrosting tray/box	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**1** *****	1 *	- -	- - *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	1 *
Do not defrost meat or fish	**48** **5%**	24 5%	24 5%	14 11% FI*	6 4%	1 1%	10 6% F	9 6% F	8 4%	11 5%	12 5%	10 5%	15 5%	23 5%	24 5%
Dk/nothing	**2** *****	2 *	- -	- - *	- -	- -	- -	- -	2 1%	1 *	1 *	- -	- -	2 *	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q20. Which method do you usually use to defrost frozen meat or fish?

Base: All responsible for cooking and preparing food in the home and ever eat or prepare meat or fish

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**941**	**213**	**375**	**163**	**190**	**268**	**673**
Base	**944**	**207**	**373**	**167**	**197**	**274**	**669**
Placing it in water	**44**	7	10	6	20	22	22
	5%	4%	3%	4%	10% PQR	8% U	3%
Leaving it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	**316**	58	136	60	62	92	224
	33%	28%	36%	36%	31%	34%	33%
Leave it in the fridge	**370**	94	147	63	66	98	272
	39%	45% S	40%	38%	33%	36%	41%
Leave it in a cool place (other than fridge)	**107**	21	42	19	25	30	77
	11%	10%	11%	11%	13%	11%	12%
Defrosting it in the microwave	**56**	10	21	12	13	19	37
	6%	5%	6%	7%	7%	7%	5%
Use a defrosting tray/box	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Other	**1**	1	-	-	-	-	1
	*****	*	-	-	-	-	*
Do not defrost meat or fish	**48**	15	15	7	11	13	35
	5%	7%	4%	4%	6%	5%	5%
Dk/nothing	**2**	-	2	-	-	-	2
	*****	-	*	-	-	-	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q20. Which method do you usually use to defrost frozen meat or fish?

Base: All responsible for cooking and preparing food in the home and ever eat or prepare meat or fish

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	941	227	652	62	558	383	153	286	109	610	331	-	243	173	340	177	652	289
Base	944	227	656	61	559	385	156	286	107	611	333	-	245	170	333	188	654	289
Placing it in water	**44** **5%**	8 4%	33 5%	2 3% *	26 5%	18 5%	10 7%	13 4%	3 3%	26 4%	17 5%	- -	12 5%	9 6%	18 5%	4 2%	39 6% R	4 1%
Leaving it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	**316** **33%**	80 35%	219 33%	17 28% *	179 32%	138 36%	43 27%	93 33%	40 37%	183 30%	133 40% J	- -	79 32%	58 34%	112 34%	65 35%	219 33%	97 34%
Leave it in the fridge	**370** **39%**	102 45%	248 38%	21 34% *	221 40%	149 39%	63 40%	115 40%	39 36%	266 43% K	105 32%	- -	97 40%	66 39%	133 40%	71 38%	247 38%	123 43%
Leave it in a cool place (other than fridge)	**107** **11%**	18 8%	75 11%	14 23% BC*	77 14% F	30 8%	22 14%	38 13%	17 15%	68 11%	39 12%	- -	27 11%	23 13%	33 10%	24 13%	76 12%	31 11%
Defrosting it in the microwave	**56** **6%**	8 4%	42 6%	5 9% *	34 6%	22 6%	13 9%	17 6%	4 4%	38 6%	18 6%	- -	15 6%	9 5%	20 6%	11 6%	44 7%	12 4%
Use a defrosting tray/box	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**1** *	1 *	- -	- - *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 1%	1 *	- -
Do not defrost meat or fish	**48** **5%**	9 4%	37 6%	2 3% *	21 4%	27 7% E	5 3%	11 4%	5 5%	30 5%	18 5%	- -	14 6%	5 3%	16 5%	12 6%	26 4%	22 8% Q
Dk/nothing	**2** *	- -	2 *	- - *	- -	2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	2 1%	- -	2 *	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q20. Which method do you usually use to defrost frozen meat or fish?

Base: All responsible for cooking and preparing food in the home and ever eat or prepare meat or fish

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**941**	**128**	**813**
Base	**944**	**134**	**810**
Placing it in water	**44** **5%**	10 7%	34 4%
Leaving it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	**316** **33%**	37 28%	279 34%
Leave it in the fridge	**370** **39%**	53 40%	317 39%
Leave it in a cool place (other than fridge)	**107** **11%**	19 14%	88 11%
Defrosting it in the microwave	**56** **6%**	8 6%	48 6%
Use a defrosting tray/box	**-** **-**	- -	- -
Other	**1** *	1 1%	- -
Do not defrost meat or fish	**48** **5%**	5 4%	43 5%
Dk/nothing	**2** *	- -	2 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q20. Which method do you usually use to defrost frozen meat or fish?

Base: All responsible for cooking and preparing food in the home and ever eat or prepare meat or fish

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	941	257	669	391	550	84	94	202	496	254	164	176	105
Base	944	254	675	391	553	87	93	198	494	254	167	183	119
Placing it in water	**44** **5%**	7 3%	36 5%	20 5%	24 4%	11 13% GH*	3 3% *	4 2%	30 6%	8 3%	4 3%	13 7%	9 8%
Leaving it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	**316** **33%**	82 32%	230 34%	133 34%	184 33%	26 30% *	32 34% *	71 36%	159 32%	90 35%	59 35%	56 30%	36 30%
Leave it in the fridge	**370** **39%**	100 39%	263 39%	154 40%	216 39%	31 36% *	34 37% *	85 43%	197 40%	97 38%	62 37%	71 39%	48 41%
Leave it in a cool place (other than fridge)	**107** **11%**	36 14%	69 10%	42 11%	65 12%	11 12% *	12 13% *	20 10%	57 11%	30 12%	19 11%	23 13%	12 10%
Defrosting it in the microwave	**56** **6%**	18 7%	38 6%	27 7%	29 5%	7 9% *	8 9% *	11 5%	29 6%	13 5%	12 7%	12 7%	8 7%
Use a defrosting tray/box	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Other	**1** *	1 *	- -	- -	1 *	- - *	- - *	- -	- -	- -	1 1%	- -	- -
Do not defrost meat or fish	**48** **5%**	11 4%	37 5%	14 4%	33 6%	- - *	3 4% *	7 4%	20 4%	16 6%	10 6%	8 4%	6 5%
Dk/nothing	**2** *	- -	2 *	1 *	1 *	1 1% *	- - *	- -	2 *	- -	- -	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q20. Which method do you usually use to defrost frozen meat or fish?

Base: All responsible for cooking and preparing food in the home and ever eat or prepare meat or fish

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**941**	**218**	**155**	**105**	**786**
Base	**944**	**218**	**157**	**108**	**787**
Placing it in water	**44** **5%**	14 7% E	14 9% E	9 8%	29 4%
Leaving it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	**316** **33%**	80 37% CD	39 25%	27 25%	277 35% C
Leave it in the fridge	**370** **39%**	86 39%	70 45%	49 45%	300 38%
Leave it in a cool place (other than fridge)	**107** **11%**	22 10%	21 13%	15 14%	86 11%
Defrosting it in the microwave	**56** **6%**	10 5%	8 5%	5 5%	48 6%
Use a defrosting tray/box	**-** **-**	- -	- -	- -	- -
Other	**1** *****	- -	- -	- -	1 *
Do not defrost meat or fish	**48** **5%**	6 3%	4 2%	3 3%	44 6%
Dk/nothing	**2** *****	- -	- -	- -	2 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q22. How do you normally check the temperature in your fridge?

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Ever check	**783** **81%**	383 82%	400 79%	97 75% *	130 81%	117 82%	144 83%	118 79%	177 82%	197 83%	206 77%	150 83%	229 80%	404 80%	380 81%
Check the setting / gauge of fridge	**326** **34%**	159 34%	167 33%	36 28% *	59 36%	38 27%	70 40% F	46 31%	78 36%	78 33%	88 33%	59 33%	101 35%	166 33%	160 34%
Check the temperature display/ thermometer built into the fridge	**292** **30%**	125 27%	167 33% B	45 35% *	45 28%	48 34%	52 30%	37 25%	64 30%	83 35% KMN	69 26%	66 36% KMO	75 26%	151 30% K	140 30% M
Put a thermometer in the fridge and check	**193** **20%**	117 25% C	76 15%	14 11% *	19 12%	26 18%	40 23% DE	38 26% DE	55 26% DE	44 19%	55 20%	40 22%	55 19%	99 20%	95 20%
Look inside/check for ice/condensation	**110** **11%**	48 10%	62 12%	21 16% *	23 14%	13 9%	13 7%	24 16% GI	17 8%	28 12%	24 9%	19 10%	40 14%	52 10%	58 12%
Feel food inside to see if it is cold	**132** **14%**	63 14%	69 14%	17 13% *	26 16% I	23 16% I	27 15% I	22 15% I	17 8%	34 14%	41 15%	20 11%	37 13%	75 15%	56 12%
Other	**2** *	1 *	1 *	- - *	- -	- -	2 1%	- -	- -	1 *	- -	1 1%	- -	1 *	1 *
Never check fridge temperature	**187** **19%**	83 18%	103 20%	33 25% *	30 19%	25 17%	30 17%	30 21%	38 18%	40 17%	61 23%	31 17%	54 19%	101 20%	85 18%
Don't have a fridge	**2** *	- -	2 *	- - *	1 1%	1 1%	- -	- -	- -	- -	- -	- -	2 1%	- -	2 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q22. How do you normally check the temperature in your fridge?

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
Net: Ever check	783 81%	162 75%	312 81%	136 80%	173 87% P	230 84%	553 79%
Check the setting / gauge of fridge	326 34%	74 34%	130 34%	52 31%	70 35%	90 33%	236 34%
Check the temperature display/ thermometer built into the fridge	292 30%	44 20%	122 32% P	56 33% P	70 35% P	91 33%	201 29%
Put a thermometer in the fridge and check	193 20%	49 23%	77 20%	31 18%	37 19%	45 16%	148 21%
Look inside/check for ice/condensation	110 11%	23 11%	44 11%	15 9%	28 14%	32 12%	78 11%
Feel food inside to see if it is cold	132 14%	33 15%	49 13%	19 11%	31 15%	37 13%	95 14%
Other	2 *	1 *	- -	- -	1 *	1 *	1 *
Never check fridge temperature	187 19%	54 25% S	74 19%	31 19%	26 13%	44 16%	142 20%
Don't have a fridge	2 *	- -	- -	2 1%	- -	1 *	1 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q22. How do you normally check the temperature in your fridge?

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Ever check	**783** **81%**	191 81%	542 80%	50 80% *	489 85% F	294 74%	131 82%	266 91% GI	85 76%	507 81%	277 81%	- -	208 83% P	147 83% P	285 83% P	138 72%	576 85% R	207 71%
Check the setting / gauge of fridge	**326** **34%**	78 33%	229 34%	20 32% *	216 38% F	110 28%	65 41% I	117 40% I	29 26%	214 34%	112 33%	- -	97 39% P	69 39% P	112 32%	47 24%	247 36% R	79 27%
Check the temperature display/ thermometer built into the fridge	**292** **30%**	72 31%	202 30%	18 28% *	192 33% F	100 25%	49 30%	105 36%	35 32%	180 29%	112 33%	- -	85 34%	46 26%	110 32%	50 26%	213 31%	79 27%
Put a thermometer in the fridge and check	**193** **20%**	46 19%	132 20%	15 25% *	131 23% F	62 16%	38 24%	65 22%	22 19%	122 19%	71 21%	- -	53 21%	32 18%	69 20%	35 18%	146 21%	47 16%
Look inside/check for ice/condensation	**110** **11%**	26 11%	79 12%	5 8% *	65 11%	45 11%	17 11%	38 13%	10 9%	70 11%	40 12%	- -	36 14% O	21 12%	30 9%	22 11%	90 13% R	20 7%
Feel food inside to see if it is cold	**132** **14%**	26 11%	99 15%	7 11% *	72 13%	60 15%	24 15%	35 12%	13 12%	84 13%	48 14%	- -	36 14%	22 12%	50 15%	24 12%	103 15%	29 10%
Other	**2** *	2 1%	- -	- - *	2 *	- -	- -	2 1%	- -	1 *	1 *	- -	1 *	- -	- -	1 1%	2 *	- -
Never check fridge temperature	**187** **19%**	45 19%	130 19%	12 20% *	84 15%	102 26% E	28 17% H	26 9%	27 24% H	121 19%	65 19%	- -	40 16%	31 17%	59 17%	53 28% MNO	104 15%	82 28% Q
Don't have a fridge	**2** *	- -	2 *	- - *	1 *	1 *	1 1%	- -	- -	1 *	1 *	- -	1 *	- -	- -	1 1%	1 *	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q22. How do you normally check the temperature in your fridge?

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Ever check	**783** **81%**	119 89% T	664 79%
Check the setting / gauge of fridge	**326** **34%**	43 32%	283 34%
Check the temperature display/ thermometer built into the fridge	**292** **30%**	54 41% T	238 28%
Put a thermometer in the fridge and check	**193** **20%**	22 16%	172 20%
Look inside/check for ice/condensation	**110** **11%**	23 17% T	87 10%
Feel food inside to see if it is cold	**132** **14%**	24 18%	108 13%
Other	**2** *	- -	2 *
Never check fridge temperature	**187** **19%**	14 11%	172 21% S
Don't have a fridge	**2** *	- -	2 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q22. How do you normally check the temperature in your fridge?

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Net: Ever check	**783**	224	545	341	442	81	77	174	431	201	131	154	101
	81%	87% C	78%	85% E	77%	94% G*	80% *	85%	84% J	77%	77%	84%	85%
Check the setting / gauge of fridge	**326**	98	224	141	185	36	33	70	175	88	54	61	38
	34%	38%	32%	35%	32%	42% *	34% *	34%	34%	34%	32%	33%	32%
Check the temperature display/ thermometer built into the fridge	**292**	76	208	131	161	35	25	67	164	81	40	60	41
	30%	30%	30%	33%	28%	40% *	26% *	32%	32%	31%	23%	32%	35% K
Put a thermometer in the fridge and check	**193**	71	119	78	115	22	15	39	108	51	29	32	21
	20%	27% C	17%	20%	20%	26% *	16% *	19%	21%	19%	17%	17%	18%
Look inside/check for ice/condensation	**110**	41	69	61	49	17	15	26	64	24	18	22	14
	11%	16% C	10%	15% E	9%	20% *	15% *	12%	12%	9%	11%	12%	12%
Feel food inside to see if it is cold	**132**	31	97	59	73	16	8	32	71	30	26	24	11
	14%	12%	14%	15%	13%	19% *	8% *	16%	14%	12%	16%	13%	9%
Other	**2**	1	1	2	-	-	1	1	1	-	1	-	-
	*	*	*	*	-	- *	1% *	*	*	-	1%	-	-
Never check fridge temperature	**187**	34	149	59	127	6	20	32	81	58	38	29	17
	19%	13%	21% B	15%	22% D	6% *	20% F*	15%	16%	22% I	23%	16%	14%
Don't have a fridge	**2**	-	2	1	1	-	-	-	1	1	-	1	1
	*	-	*	*	*	- *	- *	-	*	*	-	1%	1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q22. How do you normally check the temperature in your fridge?

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Ever check	**783** **81%**	179 79%	146 93% BE	99 92% BE	637 78%
Check the setting / gauge of fridge	**326** **34%**	73 32%	62 39%	43 40%	264 32%
Check the temperature display/ thermometer built into the fridge	**292** **30%**	77 34%	54 34%	34 32%	238 29%
Put a thermometer in the fridge and check	**193** **20%**	29 13%	52 33% BE	37 34% BE	141 17% B
Look inside/check for ice/condensation	**110** **11%**	23 10%	24 15%	19 18% E	86 11%
Feel food inside to see if it is cold	**132** **14%**	32 14%	29 18%	17 16%	103 13%
Other	**2** *	1 *	1 1%	1 1%	1 *
Never check fridge temperature	**187** **19%**	46 20% CD	11 7%	9 8%	175 22% CD
Don't have a fridge	**2** *	2 1%	- -	- -	2 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q23. What do you think the temperature inside your fridge should be?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**968**	**486**	**482**	**99**	**166**	**136**	**184**	**161**	**222**	**252**	**290**	**164**	**262**	**542**	**426**
Base	**970**	**467**	**503**	**130**	**160**	**142**	**173**	**149**	**215**	**238**	**267**	**181**	**283**	**505**	**465**
-5	**110**	54	56	16	9	10	12	22	41	22	29	24	34	51	58
	11%	12%	11%	12%	5%	7%	7%	15%	19%	9%	11%	13%	12%	10%	13%
				*				EFG	EFG						
0	**373**	162	211	62	73	64	67	50	57	98	109	61	104	207	166
	38%	35%	42%	47%	46%	45%	39%	34%	27%	41%	41%	34%	37%	41%	36%
			B	HI*	HI	I	I								
+5	**445**	234	210	47	76	66	83	67	106	111	121	86	127	232	213
	46%	50%	42%	36%	48%	46%	48%	45%	49%	47%	45%	47%	45%	46%	46%
		C		*					D						
+10	**34**	14	20	6	2	1	9	8	9	5	7	10	11	12	22
	3%	3%	4%	4%	1%	1%	5%	5%	4%	2%	3%	6%	4%	2%	5%
				*				F							
+15	**8**	3	5	-	-	2	2	1	3	1	1	-	7	2	7
	1%	1%	1%	-	-	2%	1%	1%	1%	*	*	-	2%	*	1%
				*									N		
Net: -5 to 0	**483**	216	267	78	82	73	79	72	98	121	138	85	138	259	224
	50%	46%	53%	60%	51%	52%	46%	49%	45%	51%	52%	47%	49%	51%	48%
			B	GI*											
Net: 0 to 5	**818**	396	421	109	149	129	150	117	163	209	230	147	232	439	379
	84%	85%	84%	83%	93%	91%	87%	79%	76%	88%	86%	81%	82%	87%	81%
				*	DHI	HI	I			O				O	
Net: 5 to 10	**479**	248	231	52	78	67	92	75	114	116	128	96	139	244	234
	49%	53%	46%	40%	49%	47%	53%	51%	53%	49%	48%	53%	49%	48%	50%
		C		*					D						
Net: 10 to 15	**42**	17	25	6	2	3	11	9	12	6	8	10	18	14	28
	4%	4%	5%	4%	1%	2%	6%	6%	5%	2%	3%	6%	6%	3%	6%
				*			E	E	E				N		N

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q23. What do you think the temperature inside your fridge should be?

Base: All responsible for cooking and preparing food in the home and have a fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	968	223	389	164	192	268	700
Base	970	216	386	168	199	274	696
-5	110	22	52	14	21	26	84
	11%	10%	13%	9%	11%	9%	12%
0	373	89	126	76	82	118	255
	38%	41% Q	32%	46% Q	41%	43%	37%
+5	445	95	193	70	86	118	327
	46%	44%	50%	42%	43%	43%	47%
+10	34	7	13	5	9	8	25
	3%	3%	3%	3%	4%	3%	4%
+15	8	2	3	2	1	4	4
	1%	1%	1%	1%	*	1%	1%
Net: -5 to 0	483	112	177	91	103	144	339
	50%	52%	46%	54%	52%	52%	49%
Net: 0 to 5	818	184	318	147	168	236	582
	84%	85%	82%	88%	84%	86%	84%
Net: 5 to 10	479	102	206	75	95	126	352
	49%	47%	53%	45%	48%	46%	51%
Net: 10 to 15	42	10	16	7	10	12	30
	4%	4%	4%	4%	5%	5%	4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q23. What do you think the temperature inside your fridge should be?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**968**	**236**	**669**	**63**	**574**	**394**	**156**	**292**	**114**	**628**	**340**	**-**	**247**	**180**	**352**	**180**	**679**	**289**
Base	**970**	**236**	**671**	**62**	**574**	**396**	**159**	**291**	**112**	**628**	**342**	**-**	**248**	**178**	**344**	**191**	**680**	**289**
-5	**110**	25	77	8	65	44	16	39	10	73	37	-	37	17	34	20	85	25
	11%	11%	11%	12%	11%	11%	10%	13%	9%	12%	11%	-	15%	10%	10%	10%	12%	9%
				*														
0	**373**	92	260	21	215	159	52	109	51	247	126	-	81	67	127	97	256	117
	38%	39%	39%	34%	37%	40%	33%	38%	45%	39%	37%	-	33%	37%	37%	51%	38%	40%
				*					G							MNO		
+5	**445**	107	307	31	264	180	72	138	47	274	171	-	119	88	169	64	309	136
	46%	45%	46%	50%	46%	46%	45%	47%	42%	44%	50%	-	48%	49%	49%	33%	45%	47%
				*									P	P	P			
+10	**34**	10	24	-	21	13	14	3	3	27	7	-	11	4	10	9	24	10
	3%	4%	4%	-	4%	3%	9%	1%	3%	4%	2%	-	4%	2%	3%	5%	4%	3%
				*			H											
+15	**8**	2	4	2	8	-	5	2	1	7	1	-	1	2	4	1	6	2
	1%	1%	1%	3%	1%	-	3%	1%	1%	1%	*	-	*	1%	1%	1%	1%	1%
				*	F													
Net: -5 to 0	**483**	117	337	29	280	203	68	148	61	320	163	-	118	84	161	117	341	142
	50%	50%	50%	46%	49%	51%	43%	51%	55%	51%	48%	-	47%	47%	47%	61%	50%	49%
				*												MNO		
Net: 0 to 5	**818**	199	566	52	479	339	124	248	97	521	297	-	200	154	296	161	565	252
	84%	84%	84%	84%	83%	86%	78%	85%	87%	83%	87%	-	80%	87%	86%	84%	83%	87%
				*														
Net: 5 to 10	**479**	117	331	31	285	193	86	141	50	301	178	-	130	92	179	73	333	146
	49%	49%	49%	50%	50%	49%	54%	48%	44%	48%	52%	-	52%	52%	52%	38%	49%	50%
				*									P	P	P			
Net: 10 to 15	**42**	12	28	2	29	13	19	5	4	34	8	-	12	6	14	10	30	12
	4%	5%	4%	3%	5%	3%	12%	2%	4%	5%	2%	-	5%	4%	4%	5%	4%	4%
				*			HI			K								

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q23. What do you think the temperature inside your fridge should be?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**968**	**128**	**840**
Base	**970**	**134**	**836**
-5	**110**	24	85
	11%	18% T	10%
0	**373**	45	328
	38%	33%	39%
+5	**445**	62	383
	46%	46%	46%
+10	**34**	2	32
	3%	1%	4%
+15	**8**	1	7
	1%	1%	1%
Net: -5 to 0	**483**	69	414
	50%	52%	49%
Net: 0 to 5	**818**	107	711
	84%	80%	85%
Net: 5 to 10	**479**	64	415
	49%	48%	50%
Net: 10 to 15	**42**	2	40
	4%	2%	5%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q23. What do you think the temperature inside your fridge should be?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	968	262	689	400	568	84	97	209	515	259	166	176	104
Base	970	258	694	400	570	87	96	205	512	259	169	183	118
-5	110 11%	34 13%	73 11%	41 10%	69 12%	12 13% *	6 7% *	20 10%	67 13%	26 10%	14 8%	19 11%	13 11%
0	373 38%	94 36%	270 39%	151 38%	223 39%	30 34% *	40 41% *	78 38%	179 35%	106 41%	77 46%	72 40%	42 36%
+5	445 46%	118 46%	320 46%	191 48%	253 44%	42 48% *	43 45% *	100 49%	245 48%	117 45%	70 41%	82 45%	56 48%
+10	34 3%	11 4%	23 3%	14 4%	19 3%	3 3% *	6 6% *	6 3%	17 3%	9 3%	7 4%	6 4%	6 5%
+15	8 1%	- -	8 1%	3 1%	6 1%	1 1% *	1 1% *	1 *	5 1%	2 1%	1 1%	2 1%	1 1%
Net: -5 to 0	483 50%	129 50%	343 49%	191 48%	291 51%	41 47% *	46 48% *	98 48%	245 48%	132 51%	91 54%	92 50%	55 47%
Net: 0 to 5	818 84%	213 82%	590 85%	342 85%	476 84%	72 82% *	83 86% *	178 87%	424 83%	223 86%	147 87%	155 85%	98 83%
Net: 5 to 10	479 49%	130 50%	343 49%	206 51%	273 48%	45 52% *	49 51% *	106 52%	262 51%	126 48%	77 45%	89 49%	62 52%
Net: 10 to 15	42 4%	11 4%	31 4%	17 4%	25 4%	4 4% *	7 7% *	7 3%	22 4%	11 4%	8 5%	8 5%	7 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q23. What do you think the temperature inside your fridge should be?

Base: All responsible for cooking and preparing food in the home and have a fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**968**	**226**	**155**	**105**	**813**
Base	**970**	**226**	**157**	**108**	**813**
-5	**110** **11%**	12 5%	18 11% B	11 10%	92 11% B
0	**373** **38%**	107 47% CDE	55 35%	38 35%	318 39%
+5	**445** **46%**	97 43%	80 51%	56 52%	365 45%
+10	**34** **3%**	6 3%	3 2%	1 1%	31 4%
+15	**8** **1%**	3 1%	2 1%	2 2%	7 1%
Net: -5 to 0	**483** **50%**	119 53%	72 46%	49 45%	410 50%
Net: 0 to 5	**818** **84%**	204 91% E	135 86%	94 87%	683 84%
Net: 5 to 10	**479** **49%**	103 46%	83 53%	57 53%	396 49%
Net: 10 to 15	**42** **4%**	9 4%	5 3%	3 3%	38 5%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	968	486	482	99	166	136	184	161	222	252	290	164	262	542	426
Base	970	467	503	130	160	142	173	149	215	238	267	181	283	505	465
Net: Anywhere/wherever space	**885** **91%**	423 91%	462 92%	118 91% *	148 93%	133 94%	155 89%	136 92%	195 90%	220 92%	235 88%	171 94% K	259 92%	454 90%	431 93% K
Anywhere	**57** **6%**	26 6%	31 6%	15 11% I*	16 10% I	7 5%	8 5%	7 5%	4 2%	12 5%	21 8%	13 7%	11 4%	33 7%	24 5%
On the bottom shelf of the fridge	**604** **62%**	270 58%	334 66% B	70 54% *	91 57%	92 65%	118 68% DE	88 59%	145 67% DE	157 66% KN	148 56%	117 64%	182 64%	305 61% K	298 64% K
At the top of the fridge	**45** **5%**	25 5%	20 4%	6 4% *	12 8% I	7 5%	7 4%	9 6%	5 2%	9 4%	12 4%	12 6%	13 4%	21 4%	24 5%
In a separate compartment e.g. a meat drawer or salad tray	**121** **12%**	61 13%	60 12%	17 13% *	18 11%	19 14%	15 9%	19 13%	33 15%	34 14%	25 9%	25 14%	37 13%	58 12%	62 13%
In the middle of the fridge	**74** **8%**	43 9%	31 6%	15 11% *	15 9%	7 5%	8 4%	11 8%	18 9%	14 6%	24 9%	13 7%	22 8%	38 8%	36 8%
Wherever there is space	**70** **7%**	38 8%	33 6%	16 12% GI*	18 11% GI	14 10% I	8 5%	9 6%	6 3%	15 6%	24 9%	11 6%	20 7%	40 8%	31 7%
In the freezer	**1** *	1 *	- -	1 1% *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
In a container	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't store raw meat\poultry in the fridge	**31** **3%**	18 4%	13 3%	1 1% *	6 4%	6 4%	1 1%	5 3%	11 5% G	4 2%	13 5%	4 2%	9 3%	17 3%	14 3%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**970**	**467**	**503**	**130**	**160**	**142**	**173**	**149**	**215**	**238**	**267**	**181**	**283**	**505**	**465**
Don't buy or store meat or poultry at all	**54**	26	28	11	5	3	17	7	9	14	19	6	15	34	20
	6%	6%	6%	9%	3%	2%	10%	5%	4%	6%	7%	3%	5%	7%	4%
				*			EFI								

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	968	223	389	164	192	268	700
Base	970	216	386	168	199	274	696
Net: Anywhere/wherever space	885 91%	186 86%	354 92% P	158 94% P	186 94% P	262 95% U	624 90%
Anywhere	57 6%	10 5%	20 5%	13 8%	14 7%	25 9% U	32 5%
On the bottom shelf of the fridge	604 62%	119 55%	247 64% P	107 64%	131 66% P	177 65%	427 61%
At the top of the fridge	45 5%	11 5%	17 4%	6 4%	11 6%	16 6%	30 4%
In a separate compartment e.g. a meat drawer or salad tray	121 12%	33 15%	51 13%	20 12%	17 9%	28 10%	93 13%
In the middle of the fridge	74 8%	15 7%	28 7%	13 8%	19 9%	27 10%	47 7%
Wherever there is space	70 7%	11 5%	33 9%	13 8%	14 7%	21 8%	49 7%
In the freezer	1 *	1 1%	- -	- -	- -	- -	1 *
In a container	- -	- -	- -	- -	- -	- -	- -
Other	- -	- -	- -	- -	- -	- -	- -
Don't store raw meat\poultry in the fridge	31 3%	10 5%	12 3%	2 1%	6 3%	4 2%	26 4%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**970**	**216**	**386**	**168**	**199**	**274**	**696**
Don't buy or store meat or poultry at all	**54**	20	20	7	7	8	46
	6%	9%	5%	4%	3%	3%	7%
		S					T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	968	236	669	63	574	394	156	292	114	628	340	-	247	180	352	180	679	289
Base	970	236	671	62	574	396	159	291	112	628	342	-	248	178	344	191	680	289
Net: Anywhere/wherever space	**885** **91%**	213 90%	614 92%	58 93% *	531 93%	354 89%	150 94%	274 94%	98 88%	577 92%	309 90%	- -	232 93% N	153 86%	318 92% N	176 92%	616 91%	269 93%
Anywhere	**57** **6%**	17 7%	34 5%	6 10% *	30 5%	27 7%	10 7%	12 4%	6 6%	31 5%	26 8%	- -	16 6%	11 6%	12 4%	17 9% O	33 5%	24 8%
On the bottom shelf of the fridge	**604** **62%**	150 64%	409 61%	44 71% *	366 64%	238 60%	106 67% I	196 67% I	57 51%	403 64%	201 59%	- -	154 62%	107 60%	222 65%	114 60%	418 62%	185 64%
At the top of the fridge	**45** **5%**	11 5%	34 5%	- - *	33 6%	12 3%	13 8%	19 6%	2 2%	30 5%	16 5%	- -	14 6%	7 4%	17 5%	7 4%	33 5%	12 4%
In a separate compartment e.g. a meat drawer or salad tray	**121** **12%**	29 12%	85 13%	7 11% *	87 15% F	34 9%	24 15%	51 17%	12 10%	79 13%	42 12%	- -	36 14%	19 11%	43 12%	23 12%	92 14%	29 10%
In the middle of the fridge	**74** **8%**	14 6%	56 8%	4 7% *	48 8%	26 7%	15 9%	20 7%	14 12%	40 6%	34 10%	- -	23 9%	8 4%	30 9%	14 7%	57 8%	17 6%
Wherever there is space	**70** **7%**	16 7%	51 8%	3 5% *	36 6%	34 9%	10 6%	14 5%	12 11%	44 7%	27 8%	- -	17 7%	11 6%	26 8%	16 8%	46 7%	24 8%
In the freezer	**1** *	- -	1 *	- - *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -
In a container	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't store raw meat\poultry in the fridge	**31** **3%**	8 3%	21 3%	2 3% *	13 2%	17 4%	1 1%	9 3%	3 3%	18 3%	13 4%	- -	6 2%	13 7% MP	10 3%	2 1%	20 3%	11 4%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**970**	**236**	**671**	**62**	**574**	**396**	**159**	**291**	**112**	**628**	**342**	**-**	**248**	**178**	**344**	**191**	**680**	**289**
Don't buy or store meat or poultry at all	**54**	15	36	2	29	25	8	9	11	34	20	-	11	12	16	13	44	9
	6%	6%	5%	4% *	5%	6%	5%	3%	10% H	5%	6%	-	4%	7%	5%	7%	7%	3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**968**	**128**	**840**
Base	**970**	**134**	**836**
Net: Anywhere/wherever space	**885** **91%**	131 98% T	754 90%
Anywhere	**57** **6%**	10 7%	47 6%
On the bottom shelf of the fridge	**604** **62%**	91 68%	513 61%
At the top of the fridge	**45** **5%**	7 5%	39 5%
In a separate compartment e.g. a meat drawer or salad tray	**121** **12%**	20 15%	100 12%
In the middle of the fridge	**74** **8%**	14 10%	60 7%
Wherever there is space	**70** **7%**	11 8%	59 7%
In the freezer	**1** *****	- -	1 *
In a container	**-** **-**	- -	- -
Other	**-** **-**	- -	- -
Don't store raw meat\poultry in the fridge	**31** **3%**	1 1%	30 4%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**970**	**134**	**836**
Don't buy or store meat or poultry at all	**54**	2	52
	6%	1%	6%
			S

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	968	262	689	400	568	84	97	209	515	259	166	176	104
Base	970	258	694	400	570	87	96	205	512	259	169	183	118
Net: Anywhere/wherever space	**885**	242	629	375	511	86	92	189	468	237	157	177	114
	91%	94%	91%	94% E	90%	99% *	95% *	92%	91%	91%	93%	97%	97%
Anywhere	**57**	9	47	28	29	8	8	11	22	18	14	18	11
	6%	4%	7%	7%	5%	9% *	8% *	5%	4%	7%	8%	10%	9%
On the bottom shelf of the fridge	**604**	167	425	248	356	49	53	141	336	151	102	120	77
	62%	65%	61%	62%	62%	57% *	55% *	69% G	66%	58%	60%	66%	65%
At the top of the fridge	**45**	12	33	22	23	12	6	3	25	11	10	10	8
	5%	5%	5%	6%	4%	14% H*	6% *	1%	5%	4%	6%	5%	7%
In a separate compartment e.g. a meat drawer or salad tray	**121**	36	84	54	67	21	12	20	66	36	16	16	11
	12%	14%	12%	14%	12%	24% H*	12% *	10%	13%	14%	10%	8%	9%
In the middle of the fridge	**74**	26	48	37	37	10	13	14	40	21	10	21	14
	8%	10%	7%	9%	6%	12% *	13% *	7%	8%	8%	6%	12%	12%
Wherever there is space	**70**	14	53	35	35	9	9	16	28	22	17	15	9
	7%	5%	8%	9%	6%	10% *	9% *	8%	5%	8%	10%	8%	8%
In the freezer	**1**	-	1	1	-	-	1	-	-	-	1	-	-
	*	-	*	*	-	- *	1% *	-	-	-	1%	-	-
In a container	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
Don't store raw meat\poultry in the fridge	**31**	8	22	6	25	-	2	3	14	9	4	3	3
	3%	3%	3%	1%	4% D	- *	2% *	1%	3%	3%	2%	2%	3%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**970**	**258**	**694**	**400**	**570**	**87**	**96**	**205**	**512**	**259**	**169**	**183**	**118**
Don't buy or store meat or poultry at all	**54**	9	43	20	34	1	3	13	30	14	8	2	-
	6%	3%	6%	5%	6%	1%	3%	7%	6%	5%	4%	1%	-
						*	*				M		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**968**	**226**	**155**	**105**	**813**
Base	**970**	**226**	**157**	**108**	**813**
Net: Anywhere/wherever space	**885** **91%**	208 92%	151 96% E	105 97% E	734 90%
Anywhere	**57** **6%**	14 6%	9 6%	7 7%	48 6%
On the bottom shelf of the fridge	**604** **62%**	153 68% E	110 70% E	72 66%	494 61%
At the top of the fridge	**45** **5%**	11 5%	12 8%	11 10% E	33 4%
In a separate compartment e.g. a meat drawer or salad tray	**121** **12%**	29 13%	26 17%	16 15%	95 12%
In the middle of the fridge	**74** **8%**	10 5%	15 10%	13 12% B	59 7%
Wherever there is space	**70** **7%**	14 6%	9 6%	6 6%	61 8%
In the freezer	**1** *	- -	- -	- -	1 *
In a container	**-** **-**	- -	- -	- -	- -
Other	**-** **-**	- -	- -	- -	- -
Don't store raw meat\poultry in the fridge	**31** **3%**	7 3%	2 1%	1 1%	28 4%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry?

Base: All responsible for cooking and preparing food in the home and have a fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**970**	**226**	**157**	**108**	**813**
Don't buy or store meat or poultry at all	**54**	11	4	2	50
	6%	5%	3%	2%	6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	**882**	**440**	**442**	**89**	**153**	**127**	**165**	**148**	**200**	**233**	**255**	**155**	**239**	**488**	**394**
Base	**885**	**423**	**462**	**118**	**148**	**133**	**155**	**136**	**195**	**220**	**235**	**171**	**259**	**454**	**431**
Net: Anywhere/wherever space	**885** **100%**	423 100%	462 100%	118 100% *	148 100%	133 100%	155 100%	136 100%	195 100%	220 100%	235 100%	171 100%	259 100%	454 100%	431 100%
Anywhere	**57** **6%**	26 6%	31 7%	15 12% I*	16 11% I	7 5%	8 5%	7 5%	4 2%	12 6%	21 9% M	13 8%	11 4%	33 7%	24 6%
On the bottom shelf of the fridge	**604** **68%**	270 64%	334 72% B	70 59% *	91 62%	92 69%	118 76% DEH	88 64%	145 75% DE	157 71%	148 63%	117 68%	182 70%	305 67%	298 69%
At the top of the fridge	**45** **5%**	25 6%	20 4%	6 5% *	12 8% I	7 5%	7 4%	9 7%	5 3%	9 4%	12 5%	12 7%	13 5%	21 5%	24 6%
In a separate compartment e.g. a meat drawer or salad tray	**121** **14%**	61 14%	60 13%	17 14% *	18 12%	19 15%	15 10%	19 14%	33 17%	34 15%	25 11%	25 15%	37 14%	58 13%	62 14%
In the middle of the fridge	**74** **8%**	43 10%	31 7%	15 13% *	15 10%	7 5%	8 5%	11 8%	18 9%	14 6%	24 10%	13 8%	22 9%	38 8%	36 8%
Wherever there is space	**70** **8%**	38 9%	33 7%	16 13% I*	18 12% GI	14 10% I	8 5%	9 7%	6 3%	15 7%	24 10%	11 6%	20 8%	40 9%	31 7%
In the freezer	**1** *****	1 *	- -	1 1% *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -
In a container	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't store raw meat\poultry in the fridge	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**885**	**423**	**462**	**118**	**148**	**133**	**155**	**136**	**195**	**220**	**235**	**171**	**259**	**454**	**431**
Don't buy or store meat or poultry at all	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	882	191	356	155	180	257	625
Base	885	186	354	158	186	262	624
Net: Anywhere/wherever space	885 100%	186 100%	354 100%	158 100%	186 100%	262 100%	624 100%
Anywhere	57 6%	10 6%	20 6%	13 8%	14 7%	25 10% U	32 5%
On the bottom shelf of the fridge	604 68%	119 64%	247 70%	107 68%	131 70%	177 68%	427 68%
At the top of the fridge	45 5%	11 6%	17 5%	6 4%	11 6%	16 6%	30 5%
In a separate compartment e.g. a meat drawer or salad tray	121 14%	33 18% S	51 14%	20 13%	17 9%	28 11%	93 15%
In the middle of the fridge	74 8%	15 8%	28 8%	13 8%	19 10%	27 10%	47 8%
Wherever there is space	70 8%	11 6%	33 9%	13 8%	14 7%	21 8%	49 8%
In the freezer	1 *	1 1%	-	-	-	-	1 *
In a container	- -	-	-	-	-	-	-
Other	- -	-	-	-	-	-	-
Don't store raw meat\poultry in the fridge	- -	-	-	-	-	-	-

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	885	186	354	158	186	262	624
Don't buy or store meat or poultry at all	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	882	213	610	59	531	351	147	274	100	574	308	-	230	155	324	166	613	269
Base	885	213	614	58	531	354	150	274	98	577	309	-	232	153	318	176	616	269
Net: Anywhere/wherever space	**885** **100%**	213 100%	614 100%	58 100% *	531 100%	354 100%	150 100%	274 100%	98 100% *	577 100%	309 100%	- -	232 100%	153 100%	318 100%	176 100%	616 100%	269 100%
Anywhere	**57** **6%**	17 8%	34 5%	6 10% *	30 6%	27 8%	10 7%	12 5%	6 7% *	31 5%	26 8%	- -	16 7%	11 7%	12 4%	17 10% O	33 5%	24 9%
On the bottom shelf of the fridge	**604** **68%**	150 71%	409 67%	44 76% *	366 69%	238 67%	106 71%	196 72% I	57 58% *	403 70%	201 65%	- -	154 67%	107 70%	222 70%	114 65%	418 68%	185 69%
At the top of the fridge	**45** **5%**	11 5%	34 6%	- - *	33 6%	12 3%	13 8%	19 7%	2 2% *	30 5%	16 5%	- -	14 6%	7 5%	17 5%	7 4%	33 5%	12 5%
In a separate compartment e.g. a meat drawer or salad tray	**121** **14%**	29 14%	85 14%	7 12% *	87 16% F	34 10%	24 16%	51 19%	12 12% *	79 14%	42 14%	- -	36 15%	19 13%	43 13%	23 13%	92 15%	29 11%
In the middle of the fridge	**74** **8%**	14 6%	56 9%	4 7% *	48 9%	26 7%	15 10%	20 7%	14 14% *	40 7%	34 11%	- -	23 10%	8 5%	30 9%	14 8%	57 9%	17 6%
Wherever there is space	**70** **8%**	16 8%	51 8%	3 5% *	36 7%	34 10%	10 7%	14 5%	12 12% H*	44 8%	27 9%	- -	17 7%	11 7%	26 8%	16 9%	46 8%	24 9%
In the freezer	**1** *	- -	1 *	- - *	- -	1 *	- -	- -	- - *	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -
In a container	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't store raw meat\poultry in the fridge	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	885	213	614	58	531	354	150	274	98	577	309	-	232	153	318	176	616	269
Don't buy or store meat or poultry at all	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*					*									

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**882**	**125**	**757**
Base	**885**	**131**	**754**
Net: Anywhere/wherever space	**885** **100%**	131 100%	754 100%
Anywhere	**57** **6%**	10 7%	47 6%
On the bottom shelf of the fridge	**604** **68%**	91 70%	513 68%
At the top of the fridge	**45** **5%**	7 5%	39 5%
In a separate compartment e.g. a meat drawer or salad tray	**121** **14%**	20 16%	100 13%
In the middle of the fridge	**74** **8%**	14 11%	60 8%
Wherever there is space	**70** **8%**	11 8%	59 8%
In the freezer	**1** *	- -	1 *
In a container	**-** **-**	- -	- -
Other	**-** **-**	- -	- -
Don't store raw meat\poultry in the fridge	**-** **-**	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**885**	**131**	**754**
Don't buy or store meat or poultry at all	**-**	-	-
	-	-	-

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**882**	**245**	**623**	**375**	**507**	**83**	**92**	**193**	**469**	**237**	**155**	**171**	**101**
Base	**885**	**242**	**629**	**375**	**511**	**86**	**92**	**189**	**468**	**237**	**157**	**177**	**114**
Net: Anywhere/wherever space	**885** **100%**	242 100%	629 100%	375 100%	511 100%	86 100% *	92 100% *	189 100%	468 100%	237 100%	157 100%	177 100%	114 100% *
Anywhere	**57** **6%**	9 4%	47 7%	28 7%	29 6%	8 9% *	8 9% *	11 6%	22 5%	18 8%	14 9%	18 10%	11 10% *
On the bottom shelf of the fridge	**604** **68%**	167 69%	425 68%	248 66%	356 70%	49 57% *	53 58% *	141 75% FG	336 72% J	151 64%	102 65%	120 68%	77 67% *
At the top of the fridge	**45** **5%**	12 5%	33 5%	22 6%	23 5%	12 14% H*	6 6% *	3 2%	25 5%	11 4%	10 6%	10 6%	8 7% *
In a separate compartment e.g. a meat drawer or salad tray	**121** **14%**	36 15%	84 13%	54 14%	67 13%	21 25% H*	12 13% *	20 11%	66 14%	36 15%	16 10%	16 9%	11 10% *
In the middle of the fridge	**74** **8%**	26 11%	48 8%	37 10%	37 7%	10 12% *	13 14% *	14 7%	40 9%	21 9%	10 6%	21 12%	14 12% *
Wherever there is space	**70** **8%**	14 6%	53 8%	35 9%	35 7%	9 10% *	9 10% *	16 9%	28 6%	22 9%	17 11%	15 8%	9 8% *
In the freezer	**1** *	- -	1 *	1 *	- -	- - *	1 1% *	- -	- -	- -	1 1%	- -	- - *
In a container	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- - *
Other	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- - *
Don't store raw meat\poultry in the fridge	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- - *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	885	242	629	375	511	86	92	189	468	237	157	177	114
Don't buy or store meat or poultry at all	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
						*	*						*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**882**	**208**	**149**	**102**	**733**
Base	**885**	**208**	**151**	**105**	**734**
Net: Anywhere/wherever space	**885** **100%**	208 100%	151 100%	105 100% *	734 100%
Anywhere	**57** **6%**	14 7%	9 6%	7 7% *	48 6%
On the bottom shelf of the fridge	**604** **68%**	153 74% E	110 73%	72 69% *	494 67%
At the top of the fridge	**45** **5%**	11 5%	12 8%	11 11% E*	33 5%
In a separate compartment e.g. a meat drawer or salad tray	**121** **14%**	29 14%	26 17%	16 15% *	95 13%
In the middle of the fridge	**74** **8%**	10 5%	15 10%	13 13% B*	59 8%
Wherever there is space	**70** **8%**	14 7%	9 6%	6 6% *	61 8%
In the freezer	**1** *	- -	- -	- - *	1 *
In a container	**-** **-**	- -	- -	- - *	- -
Other	**-** **-**	- -	- -	- - *	- -
Don't store raw meat\poultry in the fridge	**-** **-**	- -	- -	- - *	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q24. Where in the fridge do you store raw meat and poultry? - filtered

Base: All responsible for cooking and preparing food in the home and have a fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**885**	**208**	**151**	**105**	**734**
	-	-	-	-	-
Don't buy or store meat or poultry at all	-	-	-	-	-
				*	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q25. How do you store raw meat and poultry in the fridge?

Base: All responsible for cooking and preparing food in the home and store meat or poultry in the fridge.

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	882	440	442	89	153	127	165	148	200	233	255	155	239	488	394
Base	885	423	462	118	148	133	155	136	195	220	235	171	259	454	431
Away from cooked foods	**386**	198	188	40	49	61	83	61	92	103	97	69	117	200	186
	44%	47%	41%	34%	33%	46%	54%	45%	47%	47%	41%	40%	45%	44%	43%
				*		E	DE		E						
Covered with film \ foil	**244**	133	112	30	36	38	43	44	53	70	61	52	61	131	113
	28%	31%	24%	25%	24%	29%	28%	32%	27%	32%	26%	30%	24%	29%	26%
		C		*											
In a covered container	**369**	181	189	42	54	56	66	67	85	93	89	76	111	182	187
	42%	43%	41%	35%	36%	42%	43%	49%	44%	42%	38%	44%	43%	40%	43%
				*				E							
In its packaging	**526**	247	279	66	82	93	102	75	108	141	148	95	142	289	237
	59%	58%	60%	56%	56%	70%	66%	55%	56%	64%	63%	55%	55%	64%	55%
				*		EHI				MO	O			MO	
On a plate	**195**	98	97	18	30	28	39	33	47	47	41	48	58	88	106
	22%	23%	21%	15%	20%	21%	25%	24%	24%	21%	18%	28%	22%	19%	25%
				*								KN			
Other	**2**	2	-	-	-	-	1	-	1	-	-	-	2	-	2
	*	*	-	-	-	-	1%	-	1%	-	-	-	1%	-	*
				*											
None	**1**	-	1	-	1	-	-	-	-	-	1	-	-	1	-
	*	-	*	-	1%	-	-	-	-	-	*	-	-	*	-
				*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q25. How do you store raw meat and poultry in the fridge?

Base: All responsible for cooking and preparing food in the home and store meat or poultry in the fridge.

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	882	191	356	155	180	257	625
Base	885	186	354	158	186	262	624
Away from cooked foods	386	80	157	76	74	107	279
	44%	43%	44%	48%	40%	41%	45%
Covered with film \ foil	244	47	102	44	50	71	173
	28%	25%	29%	28%	27%	27%	28%
In a covered container	369	75	142	77	74	113	256
	42%	40%	40%	49%	40%	43%	41%
In its packaging	526	113	210	95	108	153	373
	59%	61%	59%	60%	58%	58%	60%
On a plate	195	41	80	38	36	55	139
	22%	22%	23%	24%	19%	21%	22%
Other	2	1	1	-	-	-	2
	*	1%	*	-	-	-	*
None	1	-	-	1	-	1	-
	*	-	-	1%	-	*	-

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q25. How do you store raw meat and poultry in the fridge?

Base: All responsible for cooking and preparing food in the home and store meat or poultry in the fridge.

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**882**	**213**	**610**	**59**	**531**	**351**	**147**	**274**	**100**	**574**	**308**	**-**	**230**	**155**	**324**	**166**	**613**	**269**
Base	**885**	**213**	**614**	**58**	**531**	**354**	**150**	**274**	**98**	**577**	**309**	**-**	**232**	**153**	**318**	**176**	**616**	**269**
Away from cooked foods	**386**	92	263	31	238	148	71	117	42	238	147	-	114	63	135	71	264	122
	44%	43%	43%	55% *	45%	42%	47%	43%	43% *	41%	48%	-	49%	41%	43%	40%	43%	45%
Covered with film \ foil	**244**	60	173	11	150	95	50	70	27	148	97	-	63	40	91	50	168	77
	28%	28%	28%	20% *	28%	27%	33%	26%	28% *	26%	31%	-	27%	26%	29%	29%	27%	28%
In a covered container	**369**	93	255	21	234	135	77	109	44	253	116	-	104	60	132	69	263	106
	42%	44%	41%	37% *	44%	38%	51% H	40%	45% *	44%	38%	-	45%	40%	42%	39%	43%	39%
In its packaging	**526**	128	360	38	302	224	78	160	59	340	186	-	132	98	178	113	351	175
	59%	60%	59%	66% *	57%	63%	52%	58%	60% *	59%	60%	-	57%	64%	56%	64%	57%	65% Q
On a plate	**195**	48	133	13	118	76	39	55	21	125	69	-	53	36	64	40	134	61
	22%	23%	22%	22% *	22%	22%	26%	20%	21% *	22%	22%	-	23%	24%	20%	22%	22%	23%
Other	**2**	1	1	-	-	2	-	-	-	2	-	-	-	1	-	1	2	-
	*****	*	*	- *	-	1%	-	-	- *	*	-	-	-	1%	-	1%	*	-
None	**1**	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-	1	-
	*****	-	*	- *	*	-	-	*	- *	-	*	-	-	-	*	-	*	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q25. How do you store raw meat and poultry in the fridge?

Base: All responsible for cooking and preparing food in the home and store meat or poultry in the fridge.

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**882**	**125**	**757**
Base	**885**	**131**	**754**
Away from cooked foods	**386**	55	331
	44%	42%	44%
Covered with film \ foil	**244**	42	202
	28%	32%	27%
In a covered container	**369**	61	308
	42%	47%	41%
In its packaging	**526**	78	448
	59%	60%	59%
On a plate	**195**	28	167
	22%	21%	22%
Other	**2**	2	-
	*	2% T	-
None	**1**	-	1
	*	-	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q25. How do you store raw meat and poultry in the fridge?

Base: All responsible for cooking and preparing food in the home and store meat or poultry in the fridge.

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**882**	**245**	**623**	**375**	**507**	**83**	**92**	**193**	**469**	**237**	**155**	**171**	**101**
Base	**885**	**242**	**629**	**375**	**511**	**86**	**92**	**189**	**468**	**237**	**157**	**177**	**114**
Away from cooked foods	**386**	121	257	171	215	29	33	104	204	109	62	72	45
	44%	50% C	41%	46%	42%	34% *	36% *	55% FG	44%	46%	39%	41%	39% *
Covered with film \ foil	**244**	81	159	109	135	24	20	62	130	73	35	44	25
	28%	33% C	25%	29%	26%	28% *	22% *	33%	28%	31%	22%	25%	22% *
In a covered container	**369**	103	259	172	197	41	42	86	203	96	57	73	47
	42%	43%	41%	46% E	39%	47% *	46% *	45%	43%	40%	36%	41%	41% *
In its packaging	**526**	139	381	231	295	42	53	133	258	151	102	98	64
	59%	57%	61%	62%	58%	49% *	57% *	70% FG	55%	64% I	65%	55%	56% *
On a plate	**195**	55	136	85	109	17	18	47	103	53	30	37	23
	22%	23%	22%	23%	21%	20% *	20% *	25%	22%	23%	19%	21%	20% *
Other	**2**	2	-	-	2	-	-	-	1	-	1	-	-
	*****	1%	-	-	*	- *	- *	-	*	-	1%	-	- *
None	**1**	-	1	1	-	-	-	1	1	-	-	1	-
	*****	-	*	*	-	- *	- *	*	*	-	-	*	- *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q25. How do you store raw meat and poultry in the fridge?

Base: All responsible for cooking and preparing food in the home and store meat or poultry in the fridge.

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**882**	**208**	**149**	**102**	**733**
Base	**885**	**208**	**151**	**105**	**734**
Away from cooked foods	**386** **44%**	84 40%	71 47%	48 46% *	315 43%
Covered with film \ foil	**244** **28%**	52 25%	43 29%	32 30% *	201 27%
In a covered container	**369** **42%**	85 41%	69 46%	48 46% *	300 41%
In its packaging	**526** **59%**	136 66% CD	79 52%	53 50% *	447 61%
On a plate	**195** **22%**	43 21%	37 25%	27 26% *	158 21%
Other	**2** *	- -	- -	- - *	2 *
None	**1** *	1 *	- -	- - *	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q207/FULL1. How often would you say your fridge is completely full?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
NET: All / mostly / occasionally	**833** **83%**	392 80%	441 86% B	121 91% GHI*	141 87% H	126 86% H	147 81%	115 76%	183 81%	216 86%	226 82%	159 86%	231 80%	442 84%	390 82%
All the time	**26** **3%**	12 2%	15 3%	5 4% *	12 8% GHI	3 2%	2 1%	1 1%	3 1%	8 3%	6 2%	6 3%	7 2%	14 3%	12 3%
Most of the time	**340** **34%**	151 31%	190 37%	62 46% FGHI*	57 35%	47 32%	61 34%	41 27%	73 32%	101 41% KMN	82 30%	74 40% KMO	83 29%	184 35% K	157 33% M
Occasionally	**466** **47%**	230 47%	236 46%	54 40% *	72 44%	76 52%	84 46%	73 48%	107 48%	107 43%	138 50%	80 43%	142 49%	244 47%	221 47%
NET: Rarely / never	**167** **17%**	95 20% C	72 14%	12 9% *	21 13%	21 14%	34 19% D	37 24% DEF	42 19% D	34 14%	49 18%	26 14%	59 20%	83 16%	85 18%
Rarely	**137** **14%**	75 15%	63 12%	11 8% *	16 10%	19 13%	28 16%	27 18% D	36 16%	26 10%	41 15%	21 11%	50 17% J	67 13%	70 15%
Never	**30** **3%**	20 4%	10 2%	1 1% *	5 3%	2 1%	6 3%	10 7% DF	6 2%	8 3%	8 3%	5 3%	9 3%	16 3%	14 3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q207/FULL1. How often would you say your fridge is completely full?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
NET: All / mostly / occasionally	**833**	137	347	159	189	256	576
	83%	62%	86% P	92% P	93% PQ	92% U	80%
All the time	**26**	2	9	5	10	11	15
	3%	1%	2%	3%	5% P	4%	2%
Most of the time	**340**	32	127	79	102	126	214
	34%	15%	31% P	46% PQ	50% PQ	45% U	30%
Occasionally	**466**	102	211	75	77	118	347
	47%	47%	52% S	43%	38%	42%	48%
NET: Rarely / never	**167**	82	56	14	15	24	144
	17%	38% QRS	14% S	8%	7%	8%	20% T
Rarely	**137**	67	45	13	12	19	119
	14%	31% QRS	11%	8%	6%	7%	16% T
Never	**30**	15	11	1	3	5	25
	3%	7% QRS	3%	1%	1%	2%	3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q207/FULL1. How often would you say your fridge is completely full?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
NET: All / mostly / occasionally	**833**	203	580	50	505	328	136	265	93	504	304	25	231	140	307	149	589	243
	83%	83%	84%	80%	86%	79%	84%	89%	80%	80%	89%	88%	89%	78%	86%	76%	85%	80%
				*	F			I			J	**	NP		NP			
All the time	**26**	5	22	-	21	6	12	8	1	19	6	2	8	3	14	2	19	7
	3%	2%	3%	-	4%	1%	8%	3%	1%	3%	2%	7%	3%	2%	4%	1%	3%	2%
				*			HI					**						
Most of the time	**340**	77	238	25	191	149	58	104	27	192	139	10	92	60	138	47	254	86
	34%	32%	34%	39%	33%	36%	36%	35%	23%	30%	40%	35%	36%	33%	39%	24%	36%	28%
				*			I	I			J	**	P		P		R	
Occasionally	**466**	121	320	25	293	173	66	153	65	293	160	13	131	77	154	100	316	150
	47%	49%	46%	40%	50%	42%	41%	51%	56%	47%	47%	46%	51%	43%	44%	51%	45%	50%
				*	F			G	G			**						
NET: Rarely / never	**167**	43	112	13	81	87	25	33	23	125	39	3	28	40	48	48	108	59
	17%	17%	16%	20%	14%	21%	16%	11%	20%	20%	11%	12%	11%	22%	14%	24%	15%	20%
				*		E			H	K		**		MO		MO		
Rarely	**137**	34	92	12	64	74	20	27	17	101	34	3	26	34	37	39	89	48
	14%	14%	13%	19%	11%	18%	12%	9%	15%	16%	10%	9%	10%	19%	10%	20%	13%	16%
				*		E				K		**		MO		MO		
Never	**30**	9	20	1	17	13	6	6	5	24	5	1	2	6	11	9	19	11
	3%	4%	3%	2%	3%	3%	4%	2%	5%	4%	1%	3%	1%	3%	3%	5%	3%	4%
				*								**				M		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q207/FULL1. How often would you say your fridge is completely full?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
NET: All / mostly / occasionally	**833** **83%**	122 89%	710 82%
All the time	**26** **3%**	10 7% T	16 2%
Most of the time	**340** **34%**	49 36%	291 34%
Occasionally	**466** **47%**	63 46%	402 47%
NET: Rarely / never	**167** **17%**	15 11%	152 18%
Rarely	**137** **14%**	14 10%	123 14%
Never	**30** **3%**	1 1%	29 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q207/FULL1. How often would you say your fridge is completely full?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
NET: All / mostly / occasionally	**833** **83%**	217 81%	599 84%	336 82%	496 84%	84 93% GH*	78 79% *	164 79%	444 84%	223 83%	141 80%	169 91% K	112 94% K
All the time	**26** **3%**	9 3%	18 2%	15 4%	12 2%	10 11% GH*	1 1% *	4 2%	20 4%	3 1%	3 2%	7 4%	4 3%
Most of the time	**340** **34%**	86 32%	244 34%	135 33%	205 35%	33 37% *	37 38% *	60 29%	181 34%	93 35%	56 32%	82 44% K	56 47% K
Occasionally	**466** **47%**	122 45%	337 47%	187 46%	279 47%	40 45% *	40 40% *	101 49%	243 46%	127 47%	81 46%	80 43%	52 43%
NET: Rarely / never	**167** **17%**	52 19%	112 16%	72 18%	95 16%	6 7% *	21 21% F*	43 21% F	82 16%	47 17%	34 20% LM	17 9%	8 6%
Rarely	**137** **14%**	43 16%	92 13%	65 16%	73 12%	6 7% *	15 15% *	41 20% F	67 13%	41 15%	27 16% LM	14 7%	8 6%
Never	**30** **3%**	9 4%	21 3%	7 2%	23 4%	- - *	5 5% H*	2 1%	15 3%	6 2%	7 4%	3 2%	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q207/FULL1. How often would you say your fridge is completely full?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
NET: All / mostly / occasionally	**833** **83%**	199 86%	139 87%	93 85%	694 83%
All the time	**26** **3%**	8 4%	10 6% E	6 5%	16 2%
Most of the time	**340** **34%**	81 35%	60 38%	41 38%	280 33%
Occasionally	**466** **47%**	109 47%	69 43%	45 42%	397 47%
NET: Rarely / never	**167** **17%**	33 14%	20 13%	16 15%	147 17%
Rarely	**137** **14%**	29 13%	20 12%	16 15%	118 14%
Never	**30** **3%**	4 2%	1 1%	- -	29 3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	830	410	420	92	147	121	156	125	189	228	246	143	213	474	356
Base	833	392	441	121	141	126	147	115	183	216	226	159	231	442	390
NET: Any	**690** **83%**	307 78%	383 87% B	107 89% I*	125 89% GI	111 88% I	115 79%	95 83%	136 75%	177 82%	188 83%	132 83%	192 83%	366 83%	324 83%
Pack it so that I can easily find the items I use most	**283** **34%**	125 32%	159 36%	47 39% *	45 32%	38 30%	46 32%	41 36%	65 36%	75 35%	75 33%	59 37%	75 33%	150 34%	134 34%
Pack it any way so I can to fit everything in	**188** **23%**	81 21%	107 24%	37 31% I*	40 28% I	33 26% I	29 20%	25 21%	25 14%	48 22%	58 26%	37 23%	45 19%	106 24%	82 21%
Throw out items that are old or have passed their use-by date	**431** **52%**	176 45%	256 58% B	70 58% I*	76 54% I	79 62% I	75 51%	57 50%	75 41%	113 52%	119 53%	79 50%	120 52%	232 52%	200 51%
Turn down the temperature to make it colder	**85** **10%**	39 10%	46 10%	5 4% *	17 12%	16 12%	19 13% D	17 15% DI	12 6%	21 10%	20 9%	15 9%	29 13%	41 9%	44 11%
Organise fridge to use oldest dated food first	**5** **1%**	4 1%	1 *	- - *	- -	- -	3 2%	1 1%	1 *	2 1%	- -	2 1%	1 *	2 *	3 1%
Put some food in 2nd / other fridge	**3** *	3 1%	- -	- - *	- -	- -	- -	1 1%	2 1%	1 *	1 *	- -	1 *	2 *	1 *
Use up some of the food	**2** *	2 *	- -	- - *	- -	- -	- -	1 1%	1 *	1 *	1 *	- -	- -	2 *	- -
Put some food in the freezer	**3** *	2 *	1 *	1 1% *	- -	- -	- -	2 1%	- -	1 *	2 1%	- -	- -	3 1%	- -
Fridge is never full	**3** *	2 *	1 *	- - *	- -	- -	- -	- -	3 1%	- -	3 1%	- -	- -	3 1%	- -
Other	**2** *	1 *	1 *	- - *	- -	- -	1 1%	- -	1 1%	- -	- -	1 1%	1 *	- -	2 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**833**	**392**	**441**	**121**	**141**	**126**	**147**	**115**	**183**	**216**	**226**	**159**	**231**	**442**	**390**
Nothing – do not doing anything differently	**131** **16%**	80 20% C	51 12%	11 9% *	14 10%	13 10%	29 20% DEF	18 16%	46 25% DEF	37 17%	35 15%	26 16%	34 15%	72 16%	59 15%
Don't know	**12** **1%**	4 1%	7 2%	3 2% *	2 1%	2 2%	2 1%	2 2%	1 *	2 1%	3 1%	1 1%	6 2%	5 1%	7 2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**830**	**141**	**351**	**156**	**182**	**251**	**579**
Base	**833**	**137**	**347**	**159**	**189**	**256**	**576**
NET: Any	**690** **83%**	104 76%	288 83%	129 81%	169 89% PR	222 86%	468 81%
Pack it so that I can easily find the items I use most	**283** **34%**	50 36%	114 33%	46 29%	73 39%	83 32%	200 35%
Pack it any way so I can to fit everything in	**188** **23%**	27 19%	71 20%	42 26%	49 26%	64 25%	124 21%
Throw out items that are old or have passed their use-by date	**431** **52%**	56 41%	187 54% P	82 52%	106 56% P	144 56%	288 50%
Turn down the temperature to make it colder	**85** **10%**	12 9%	42 12%	11 7%	20 11%	21 8%	63 11%
Organise fridge to use oldest dated food first	**5** **1%**	3 2%	2 1%	- -	- -	- -	5 1%
Put some food in 2nd / other fridge	**3** *****	- -	2 1%	- -	1 *	- -	3 *
Use up some of the food	**2** *****	- -	2 *	- -	- -	- -	2 *
Put some food in the freezer	**3** *****	1 1%	2 1%	- -	- -	- -	3 *
Fridge is never full	**3** *****	2 1%	1 *	- -	- -	- -	3 *
Other	**2** *****	- -	2 1%	- -	- -	- -	2 *

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**833**	**137**	**347**	**159**	**189**	**256**	**576**
Nothing – do not doing anything differently	**131** **16%**	29 21% S	56 16%	27 17%	19 10%	33 13%	98 17%
Don't know	**12** **1%**	4 3%	3 1%	3 2%	1 1%	2 1%	10 2%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**830**	**202**	**577**	**51**	**504**	**326**	**133**	**264**	**95**	**502**	**302**	**26**	**229**	**142**	**312**	**141**	**587**	**243**
Base	**833**	**203**	**580**	**50**	**505**	**328**	**136**	**265**	**93**	**504**	**304**	**25**	**231**	**140**	**307**	**149**	**589**	**243**
NET: Any	**690** **83%**	164 81%	485 84%	40 80% *	435 86% F	255 78%	122 90% I	236 89% I	69 74% *	421 84%	255 84%	14 57% **	192 83%	112 80%	253 83%	129 87%	512 87% R	178 73%
Pack it so that I can easily find the items I use most	**283** **34%**	65 32%	204 35%	14 29% *	171 34%	112 34%	50 37%	92 35%	28 30% *	181 36%	99 33%	3 12% **	77 34%	43 31%	109 35%	52 35%	212 36%	71 29%
Pack it any way so I can to fit everything in	**188** **23%**	41 20%	135 23%	12 23% *	113 22%	76 23%	31 23%	56 21%	23 25% *	110 22%	72 24%	6 23% **	54 24%	27 20%	72 24%	32 22%	137 23%	51 21%
Throw out items that are old or have passed their use-by date	**431** **52%**	107 53%	305 53%	19 38% *	278 55% F	154 47%	77 57%	155 59% I	42 45% *	265 53%	159 52%	7 29% **	130 56%	67 48%	147 48%	87 58%	316 54%	115 47%
Turn down the temperature to make it colder	**85** **10%**	22 11%	61 11%	2 4% *	65 13% F	20 6%	25 18% I	33 13%	6 7% *	57 11%	28 9%	- - **	29 13%	14 10%	32 11%	10 7%	73 12% R	12 5%
Organise fridge to use oldest dated food first	**5** **1%**	4 2% C	1 *	- - *	4 1%	1 *	1 1%	2 1%	1 1% *	4 1%	1 *	- - **	1 *	1 1%	2 1%	1 1%	5 1%	- -
Put some food in 2nd / other fridge	**3** *	- -	2 *	1 2% *	2 *	1 *	1 1%	1 *	- - *	1 *	2 1%	- - **	1 *	- -	2 1%	- -	3 *	- -
Use up some of the food	**2** *	1 *	1 *	- - *	1 *	1 *	- -	- -	- - *	1 *	1 *	- - **	2 1%	- -	- -	- -	1 *	1 *
Put some food in the freezer	**3** *	- -	3 *	- - *	- -	3 1%	- -	- -	- - *	3 1%	- -	- - **	1 1%	- -	1 *	- -	3 *	- -
Fridge is never full	**3** *	- -	3 *	- - *	1 *	2 1%	- -	1 *	- - *	2 *	1 *	- - **	1 *	2 1%	- -	- -	2 *	1 *
Other	**2** *	- -	2 *	- - *	1 *	1 *	1 1%	- -	- - *	- -	2 1%	- - **	1 *	- -	1 *	- -	2 *	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**833**	**203**	**580**	**50**	**505**	**328**	**136**	**265**	**93**	**504**	**304**	**25**	**231**	**140**	**307**	**149**	**589**	**243**
Nothing – do not doing anything differently	**131**	36	85	10	65	66	14	27	20	77	45	10	36	25	51	17	72	59
	16%	18%	15%	20%	13%	20%	10%	10%	22%	15%	15%	40%	16%	18%	16%	11%	12%	24%
				*		E			GH*			**						Q
Don't know	**12**	2	10	-	4	7	-	1	3	6	4	1	2	3	3	3	6	6
	1%	1%	2%	-	1%	2%	-	*	4%	1%	1%	3%	1%	2%	1%	2%	1%	2%
				*					*			**						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**830**	**117**	**713**
Base	**833**	**122**	**710**
NET: Any	**690** **83%**	107 88%	583 82%
Pack it so that I can easily find the items I use most	**283** **34%**	37 31%	246 35%
Pack it any way so I can to fit everything in	**188** **23%**	32 26%	156 22%
Throw out items that are old or have passed their use-by date	**431** **52%**	73 60%	358 50%
Turn down the temperature to make it colder	**85** **10%**	19 15%	66 9%
Organise fridge to use oldest dated food first	**5** **1%**	1 1%	4 1%
Put some food in 2nd / other fridge	**3** *	1 1%	2 *
Use up some of the food	**2** *	- -	2 *
Put some food in the freezer	**3** *	- -	3 *
Fridge is never full	**3** *	- -	3 *
Other	**2** *	- -	2 *

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**833**	**122**	**710**
Nothing – do not doing anything differently	**131** **16%**	14 12%	117 16%
Don't know	**12** **1%**	1 1%	11 2%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**830**	**220**	**593**	**336**	**494**	**80**	**79**	**168**	**445**	**223**	**138**	**163**	**99**
Base	**833**	**217**	**599**	**336**	**496**	**84**	**78**	**164**	**444**	**223**	**141**	**169**	**112**
NET: Any	**690** **83%**	178 82%	498 83%	294 87% E	396 80%	72 86% *	74 94% *	141 86%	374 84%	182 81%	116 83%	148 87%	99 88% *
Pack it so that I can easily find the items I use most	**283** **34%**	68 31%	210 35%	123 37%	160 32%	28 33% *	27 35% *	65 39%	164 37%	71 32%	43 31%	54 32%	35 31% *
Pack it any way so I can to fit everything in	**188** **23%**	41 19%	144 24%	91 27% E	97 20%	20 24% *	25 32% *	41 25%	90 20%	54 24%	36 26%	41 25%	28 25% *
Throw out items that are old or have passed their use-by date	**431** **52%**	114 52%	311 52%	189 56% E	242 49%	41 49% *	41 52% *	101 62%	236 53%	110 49%	76 54%	93 55%	62 56% *
Turn down the temperature to make it colder	**85** **10%**	29 13%	54 9%	40 12%	45 9%	20 23% GH*	8 10% *	12 7%	58 13% J	14 6%	11 8%	13 8%	8 7% *
Organise fridge to use oldest dated food first	**5** **1%**	3 1%	2 *	3 1%	2 *	1 1% *	- - *	2 1%	5 1%	- -	- -	- -	- - *
Put some food in 2nd / other fridge	**3** *	1 *	2 *	2 *	1 *	1 1% *	- - *	1 *	1 *	1 *	1 1%	- -	- - *
Use up some of the food	**2** *	1 *	1 *	- -	2 *	- - *	- - *	- -	1 *	1 *	- -	- -	- - *
Put some food in the freezer	**3** *	1 *	1 *	3 1%	- -	- - *	2 3% *	1 *	2 *	1 *	- -	- -	- - *
Fridge is never full	**3** *	1 *	2 *	1 *	2 *	- - *	1 1% *	- -	3 1%	- -	- -	- -	- - *
Other	**2** *	- -	2 *	1 *	1 *	- - *	- - *	1 1%	- -	- -	2 2%	- -	- - *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**833**	**217**	**599**	**336**	**496**	**84**	**78**	**164**	**444**	**223**	**141**	**169**	**112**
Nothing – do not doing anything differently	**131**	36	94	37	94	11	2	24	65	36	22	20	12
	16%	17%	16%	11%	19%	13%	2%	14%	15%	16%	16%	12%	11%
					D	G*	*	G					*
Don't know	**12**	3	8	5	6	1	3	-	4	5	2	1	1
	1%	1%	1%	2%	1%	1%	4%	-	1%	2%	1%	1%	1%
						*	*						*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**830**	**199**	**137**	**90**	**693**
Base	**833**	**199**	**139**	**93**	**694**
NET: Any	**690** **83%**	176 89% E	126 91% E	87 94% E*	564 81%
Pack it so that I can easily find the items I use most	**283** **34%**	60 30%	49 35%	35 38% *	234 34%
Pack it any way so I can to fit everything in	**188** **23%**	49 25%	36 26%	24 26% *	152 22%
Throw out items that are old or have passed their use-by date	**431** **52%**	121 61% E	76 55%	52 56% *	356 51%
Turn down the temperature to make it colder	**85** **10%**	21 10%	27 20% BE	18 20% BE*	58 8%
Organise fridge to use oldest dated food first	**5** **1%**	- -	3 2%	- - *	2 *
Put some food in 2nd / other fridge	**3** *	- -	1 1%	1 1% *	2 *
Use up some of the food	**2** *	- -	- -	- - *	2 *
Put some food in the freezer	**3** *	- -	- -	- - *	3 *
Fridge is never full	**3** *	- -	- -	- - *	3 *
Other	**2** *	- -	1 1%	1 1% *	1 *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q208/FULL2. Which of the following, if any, do you do when your fridge is completely full?

Base: All respondents who have a fridge and it is at least occasionally full

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**833**	**199**	**139**	**93**	**694**
Nothing – do not doing anything differently	**131** **16%**	18 9%	13 9%	6 6% *	118 17% BCD
Don't know	**12** **1%**	5 3%	- -	- - *	12 2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Any food spoils / goes off / bad	**583** **58%**	278 57%	304 59%	89 67% E*	81 50%	83 57%	116 64% E	87 58%	125 56%	158 63%	155 56%	104 56%	166 57%	313 60%	270 57%
Goes off/will go bad	**347** **35%**	152 31%	194 38% B	62 47% EGH*	43 27%	57 39% E	53 29%	50 33%	81 36%	95 38%	95 35%	64 35%	92 32%	191 36%	156 33%
Goes off/bad quickly	**102** **10%**	55 11%	47 9%	12 9% *	13 8%	16 11%	33 18% DEHI	12 8%	16 7%	27 11%	24 9%	16 9%	35 12%	51 10%	51 11%
It spoils/deteriorates	**112** **11%**	55 11%	57 11%	15 12% *	23 14%	10 7%	23 13%	21 14%	20 9%	26 10%	32 12%	24 13%	30 10%	58 11%	54 11%
It spoils/deteriorates quicker	**34** **3%**	21 4%	13 3%	1 1% *	4 2%	3 2%	10 5%	6 4%	10 5%	12 5%	8 3%	2 1%	12 4%	20 4%	14 3%
Any bacteria / unsafe / illness	**177** **18%**	86 18%	92 18%	22 17% *	16 10%	35 24% EI	37 20% E	35 23% EI	32 14%	45 18%	46 17%	28 15%	58 20%	91 17%	86 18%
Starts growing/produces bacteria/quickly	**147** **15%**	70 14%	78 15%	17 13% *	11 7%	31 21% EI	32 17% E	28 19% E	27 12%	38 15%	38 14%	24 13%	46 16%	76 15%	71 15%
Becomes unsafe (to eat)	**27** **3%**	13 3%	14 3%	1 1% *	3 2%	4 3%	4 2%	8 5%	7 3%	7 3%	8 3%	2 1%	10 4%	15 3%	12 3%
Can make you ill / food poisoning	**20** **2%**	9 2%	11 2%	4 3% *	3 2%	3 2%	3 2%	4 3%	3 1%	1 1%	5 2%	4 2%	9 3%	6 1%	14 3%
Any defrosts / warms up	**42** **4%**	22 4%	20 4%	6 4% *	5 3%	5 4%	9 5%	9 6%	8 3%	4 1%	14 5% J	12 7% J	12 4%	18 3% J	24 5% J
It defrosts	**14** **1%**	9 2%	5 1%	- - *	1 1%	2 1%	2 1%	4 2%	6 2%	3 1%	3 1%	4 2%	4 1%	6 1%	8 2%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
It gets warm/warms up	29 3%	12 3%	16 3%	6 4% *	4 2%	4 3%	8 4%	5 4%	2 1%	2 1%	11 4% J	8 4% J	8 3%	13 2% J	16 3%
Any mention of practical action	51 5%	27 5%	24 5%	3 2% *	4 2%	8 5%	12 7%	5 3%	20 9% DEH	12 5%	19 7%	7 4%	13 4%	31 6%	20 4%
Would throw it away/bin it	37 4%	19 4%	18 3%	3 2% *	4 2%	7 5%	10 6%	3 2%	11 5%	9 3%	13 5%	5 3%	11 4%	21 4%	16 3%
I reduce temperature of fridge	5 1%	4 1%	1 *	- - *	- -	1 1%	- -	- -	4 2%	- -	2 1%	1 1%	2 1%	2 *	3 1%
Use it / cook it	12 1%	6 1%	6 1%	- - *	- -	- -	3 1%	2 1%	8 3% E	5 2%	5 2%	2 1%	- -	10 2%	2 *
Reduces shelf life/doesn't keep as long	28 3%	12 2%	16 3%	4 3% *	2 1%	4 3%	5 3%	4 3%	8 4%	9 4%	7 3%	5 3%	6 2%	16 3%	12 2%
Becomes too cold/freezes/icy	87 9%	22 4%	66 13% B	10 7% *	26 16% FGH	10 7%	10 5%	8 6%	24 11%	13 5%	23 8%	17 9%	34 12% JN	36 7%	51 11% JN
Never had temperature too high/never happened	33 3%	20 4%	13 3%	2 2% *	3 2%	4 3%	7 4%	6 4%	10 4%	11 4%	14 5% O	3 2%	5 2%	24 5% O	8 2%
Fridge/food starts to smell	6 1%	4 1%	2 *	1 1% *	3 2%	- -	- -	- -	2 1%	4 1% O	2 1%	- -	- -	6 1%	- -
Would check food for safety	5 *	4 1%	1 *	- - *	- -	- -	- -	1 1%	4 2%	3 1%	1 *	- -	1 *	4 1%	1 *
Changes to consistency / texture / colour	10 1%	4 1%	6 1%	1 1% *	3 2%	- -	2 1%	2 1%	2 1%	2 1%	4 1%	1 1%	3 1%	6 1%	4 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Cross contamination	**4** *****	4 1%	- -	1 1% *	- -	- -	1 *	2 1%	- -	- -	1 *	2 1%	1 1%	1 *	3 1%
Not stated	**21** **2%**	10 2%	11 2%	3 2% *	10 6% FHI	- -	4 2%	2 1%	2 1%	5 2%	7 3%	6 3%	2 1%	12 2%	8 2%
Nothing / none	**12** **1%**	8 2%	3 1%	1 1% *	4 3%	- -	- -	3 2%	3 1%	2 1%	2 1%	4 2%	4 1%	4 1%	8 2%
Other	**29** **3%**	19 4%	10 2%	1 1% *	9 6%	6 4%	4 2%	4 3%	4 2%	12 5% MO	9 3%	4 2%	3 1%	21 4% MO	7 2%
DK	**67** **7%**	34 7%	33 6%	10 7% *	13 8% G	14 9% G	5 3%	13 9% G	12 6%	15 6%	15 6%	13 7%	24 8%	30 6%	37 8%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Any food spoils / goes off / bad	**583**	119	243	98	123	151	432
	58%	54%	60%	56%	60%	54%	60%
Goes off/will go bad	**347**	68	149	63	67	87	260
	35%	31%	37%	36%	33%	31%	36%
Goes off/bad quickly	**102**	21	41	16	24	30	73
	10%	10%	10%	9%	12%	11%	10%
It spoils/deteriorates	**112**	26	42	18	27	27	85
	11%	12%	10%	10%	13%	10%	12%
It spoils/deteriorates quicker	**34**	7	14	5	7	9	25
	3%	3%	4%	3%	4%	3%	4%
Any bacteria / unsafe / illness	**177**	47	75	24	31	50	127
	18%	21%	19%	14%	15%	18%	18%
Starts growing/produces bacteria/quickly	**147**	40	62	18	27	44	103
	15%	18% R	15%	10%	13%	16%	14%
Becomes unsafe (to eat)	**27**	7	13	5	3	6	21
	3%	3%	3%	3%	1%	2%	3%
Can make you ill / food poisoning	**20**	3	12	2	2	3	17
	2%	1%	3%	1%	1%	1%	2%
Any defrosts / warms up	**42**	14	18	4	6	8	34
	4%	7%	5%	2%	3%	3%	5%
It defrosts	**14**	5	7	2	-	2	12
	1%	2%	2%	1%	-	1%	2%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
It gets warm/warms up	**29**	9	12	2	6	5	23
	3%	4%	3%	1%	3%	2%	3%
Any mention of practical action	**51**	9	26	12	5	8	43
	5%	4%	6%	7%	2%	3%	6%
Would throw it away/bin it	**37**	5	18	9	4	7	29
	4%	2%	5%	5%	2%	3%	4%
I reduce temperature of fridge	**5**	2	1	2	-	-	5
	1%	1%	*	1%	-	-	1%
Use it / cook it	**12**	3	8	-	1	1	11
	1%	1%	2%	-	*	*	2%
Reduces shelf life/doesn't keep as long	**28**	10	11	4	4	9	19
	3%	4%	3%	2%	2%	3%	3%
Becomes too cold/freezes/icy	**87**	17	33	16	21	29	59
	9%	8%	8%	9%	10%	10%	8%
Never had temperature too high/never happened	**33**	12	11	4	6	6	27
	3%	5%	3%	2%	3%	2%	4%
Fridge/food starts to smell	**6**	-	3	-	3	2	4
	1%	-	1%	-	1%	1%	1%
Would check food for safety	**5**	-	5	-	-	-	5
	*****	-	1%	-	-	-	1%
Changes to consistency / texture / colour	**10**	1	5	1	2	3	6
	1%	*	1%	1%	1%	1%	1%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Cross contamination	**4** *****	1 *	- -	- -	3 2%	3 1%	1 *
Not stated	**21** **2%**	1 *	9 2%	6 3%	5 2%	12 4% U	9 1%
Nothing / none	**12** **1%**	1 *	5 1%	3 1%	3 2%	7 2%	5 1%
Other	**29** **3%**	5 2%	11 3%	8 5%	5 3%	9 3%	20 3%
DK	**67** **7%**	18 8%	22 6%	15 9%	12 6%	18 7%	49 7%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Any food spoils / goes off / bad	**583** **58%**	141 57%	403 58%	38 61% *	335 57%	247 60%	83 52%	183 62%	63 55%	360 57%	206 60%	16 57% **	148 57%	107 59%	210 59%	115 58%	413 59%	170 56%
Goes off/will go bad	**347** **35%**	76 31%	253 37%	17 28% *	207 35%	140 34%	57 35%	111 37%	36 31%	224 36%	112 33%	11 38% **	92 36%	64 36%	124 35%	65 33%	240 34%	106 35%
Goes off/bad quickly	**102** **10%**	32 13%	60 9%	10 16% *	60 10%	42 10%	13 8%	34 11%	12 11%	63 10%	38 11%	2 6% **	23 9%	15 8%	36 10%	28 14%	72 10%	30 10%
It spoils/deteriorates	**112** **11%**	27 11%	80 12%	5 8% *	59 10%	54 13%	13 8%	30 10%	16 14%	65 10%	45 13%	2 7% **	28 11%	22 12%	40 11%	20 10%	83 12%	29 10%
It spoils/deteriorates quicker	**34** **3%**	8 3%	21 3%	6 9% C*	18 3%	16 4%	4 2%	11 4%	1 1%	16 2%	17 5%	2 6% **	8 3%	8 4%	13 4%	5 2%	28 4%	6 2%
Any bacteria / unsafe / illness	**177** **18%**	60 25% CD	111 16%	7 11% *	100 17%	77 19%	25 15%	62 21% I	12 10%	118 19%	58 17%	2 8% **	45 17%	24 14%	62 18%	44 22% N	125 18%	52 17%
Starts growing/produces bacteria/quickly	**147** **15%**	50 21% C	91 13%	6 9% *	89 15%	58 14%	21 13%	57 19% I	10 8%	99 16%	47 14%	1 4% **	35 13%	19 11%	53 15%	39 20% N	100 14%	47 16%
Becomes unsafe (to eat)	**27** **3%**	7 3%	18 3%	2 3% *	9 1%	18 4% E	2 1%	6 2%	1 1%	19 3%	7 2%	1 3% **	7 3%	5 3%	11 3%	3 1%	20 3%	7 2%
Can make you ill / food poisoning	**20** **2%**	10 4% C	9 1%	1 1% *	14 2%	6 2%	5 3%	7 2%	1 1%	12 2%	8 2%	- - **	6 2%	4 2%	2 1%	8 4% O	18 3%	2 1%
Any defrosts / warms up	**42** **4%**	9 4%	32 5%	2 3% *	26 5%	16 4%	5 3%	15 5%	5 4%	32 5%	10 3%	- - **	9 4%	12 7%	11 3%	9 4%	30 4%	12 4%
It defrosts	**14** **1%**	4 2%	9 1%	2 3% *	10 2%	5 1%	3 2%	7 2%	- -	10 2%	5 1%	- - **	4 2%	7 4% O	2 1%	1 *	8 1%	7 2%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
It gets warm/warms up	**29**	6	23	-	18	11	3	9	5	24	5	-	6	5	9	8	23	6
	3%	2%	3%	-	3%	3%	2%	3%	4%	4%	1%	-	2%	3%	3%	4%	3%	2%
				*								**						
Any mention of practical action	**51**	14	35	2	31	20	5	20	6	28	22	1	13	4	18	15	41	10
	5%	6%	5%	3%	5%	5%	3%	7%	5%	4%	7%	3%	5%	2%	5%	7%	6%	3%
				*								**				N		
Would throw it away/bin it	**37**	9	26	1	22	15	4	14	4	22	15	-	11	4	10	12	30	7
	4%	4%	4%	2%	4%	4%	3%	5%	3%	3%	4%	-	4%	2%	3%	6%	4%	2%
				*								**						
I reduce temperature of fridge	**5**	2	3	-	3	2	1	1	1	4	1	-	1	-	2	1	3	2
	1%	1%	*	-	1%	*	1%	*	1%	1%	*	-	*	-	1%	1%	*	1%
				*								**						
Use it / cook it	**12**	4	6	1	7	5	-	6	1	4	7	1	3	-	8	2	10	2
	1%	2%	1%	2%	1%	1%	-	2%	1%	1%	2%	3%	1%	-	2%	1%	1%	1%
				*								**						
Reduces shelf life/doesn't keep as long	**28**	8	17	3	12	16	1	8	3	18	9	1	7	7	10	4	24	3
	3%	3%	2%	4%	2%	4%	1%	3%	3%	3%	3%	3%	3%	4%	3%	2%	3%	1%
				*								**						
Becomes too cold/freezes/icy	**87**	21	62	4	62	26	29	23	10	67	17	4	23	20	32	10	63	24
	9%	8%	9%	6%	11%	6%	18%	8%	9%	11%	5%	13%	9%	11%	9%	5%	9%	8%
				*	F		H			K		**						
Never had temperature too high/never happened	**33**	9	21	3	16	17	4	7	3	19	13	1	7	6	15	5	23	10
	3%	4%	3%	5%	3%	4%	2%	2%	2%	3%	4%	3%	3%	3%	4%	3%	3%	3%
				*								**						
Fridge/food starts to smell	**6**	-	6	-	3	3	2	-	1	4	2	-	-	1	2	3	5	1
	1%	-	1%	-	1%	1%	1%	-	1%	1%	1%	-	-	1%	*	2%	1%	*
				*								**						
Would check food for safety	**5**	-	5	-	1	4	1	-	-	3	2	-	2	-	3	-	4	1
	*	-	1%	-	*	1%	1%	-	-	*	1%	-	1%	-	1%	-	1%	*
				*								**						
Changes to consistency / texture / colour	**10**	2	6	2	6	4	2	4	-	7	3	-	5	1	2	2	7	3
	1%	1%	1%	3%	1%	1%	1%	1%	-	1%	1%	-	2%	1%	*	1%	1%	1%
				*								**						

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Cross contamination	**4** *****	- -	2 *	2 3% C*	3 1%	1 *	2 2%	1 *	- -	3 *	1 *	- - **	- -	- -	3 1%	1 *	2 *	2 1%
Not stated	**21** **2%**	5 2%	15 2%	1 2% *	13 2%	7 2%	4 3%	6 2%	4 3%	12 2%	7 2%	2 7% **	7 3%	3 2%	7 2%	3 1%	13 2%	8 3%
Nothing / none	**12** **1%**	3 1%	8 1%	1 2% *	8 1%	4 1%	3 2%	3 1%	1 1%	6 1%	6 2%	- - **	4 1%	4 2%	3 1%	1 *	8 1%	4 1%
Other	**29** **3%**	8 3%	20 3%	- - *	21 4%	8 2%	10 6%	6 2%	5 4%	15 2%	13 4%	1 3% **	5 2%	6 3%	13 4%	4 2%	23 3%	6 2%
DK	**67** **7%**	12 5%	52 8%	3 5% *	31 5%	36 9% E	6 4%	11 4%	13 11% GH	43 7%	22 6%	3 9% **	22 9%	8 5%	17 5%	19 10%	41 6%	26 9%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Any food spoils / goes off / bad	**583** **58%**	87 63%	496 58%
Goes off/will go bad	**347** **35%**	49 36%	298 35%
Goes off/bad quickly	**102** **10%**	18 13%	85 10%
It spoils/deteriorates	**112** **11%**	15 11%	97 11%
It spoils/deteriorates quicker	**34** **3%**	8 6%	26 3%
Any bacteria / unsafe / illness	**177** **18%**	22 16%	156 18%
Starts growing/produces bacteria/quickly	**147** **15%**	18 13%	129 15%
Becomes unsafe (to eat)	**27** **3%**	2 1%	25 3%
Can make you ill / food poisoning	**20** **2%**	6 5%	14 2%
Any defrosts / warms up	**42** **4%**	7 5%	35 4%
It defrosts	**14** **1%**	3 2%	11 1%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
It gets warm/warms up	**29** **3%**	5 4%	23 3%
Any mention of practical action	**51** **5%**	5 3%	46 5%
Would throw it away/bin it	**37** **4%**	3 2%	34 4%
I reduce temperature of fridge	**5** **1%**	1 1%	4 *
Use it / cook it	**12** **1%**	1 1%	11 1%
Reduces shelf life/doesn't keep as long	**28** **3%**	5 3%	23 3%
Becomes too cold/freezes/icy	**87** **9%**	8 6%	79 9%
Never had temperature too high/never happened	**33** **3%**	5 4%	28 3%
Fridge/food starts to smell	**6** **1%**	1 1%	5 1%
Would check food for safety	**5** *	1 1%	4 *
Changes to consistency / texture / colour	**10** **1%**	1 1%	9 1%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Cross contamination	**4** *****	1 1%	3 *
Not stated	**21** **2%**	5 4%	16 2%
Nothing / none	**12** **1%**	2 2%	9 1%
Other	**29** **3%**	9 6% T	20 2%
DK	**67** **7%**	8 6%	60 7%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Any food spoils / goes off / bad	**583**	162	410	249	333	52	57	133	320	151	96	96	57
	58%	60%	58%	61%	56%	57% *	58% *	64%	61%	56%	55%	51%	48%
Goes off/will go bad	**347**	97	240	134	213	34	28	68	179	99	61	50	30
	35%	36%	34%	33%	36%	38% *	28% *	33%	34%	37%	35%	27%	25%
Goes off/bad quickly	**102**	24	79	57	45	10	14	31	59	25	17	22	13
	10%	9%	11%	14% E	8%	12% *	14% *	15%	11%	9%	10%	12%	11%
It spoils/deteriorates	**112**	32	77	46	66	5	11	25	66	25	15	18	11
	11%	12%	11%	11%	11%	6% *	11% *	12%	13%	9%	9%	10%	10%
It spoils/deteriorates quicker	**34**	12	22	19	16	4	4	11	22	5	5	7	3
	3%	4%	3%	5%	3%	4% *	4% *	5%	4%	2%	3%	4%	3%
Any bacteria / unsafe / illness	**177**	48	126	81	96	14	17	47	92	44	39	26	14
	18%	18%	18%	20%	16%	16% *	17% *	23%	17%	16%	22% M	14%	12%
Starts growing/produces bacteria/quickly	**147**	40	104	67	81	13	15	38	73	39	31	23	12
	15%	15%	15%	16%	14%	15% *	15% *	18%	14%	15%	18%	13%	10%
Becomes unsafe (to eat)	**27**	7	20	12	15	1	1	8	20	4	2	4	2
	3%	3%	3%	3%	2%	1% *	1% *	4%	4%	1%	1%	2%	2%
Can make you ill / food poisoning	**20**	4	15	9	11	2	1	6	10	2	8	2	1
	2%	1%	2%	2%	2%	2% *	1% *	3%	2%	1%	5%	1%	1%
Any defrosts / warms up	**42**	11	30	13	29	2	2	9	19	15	6	7	6
	4%	4%	4%	3%	5%	2% *	2% *	4%	4%	5%	4%	4%	5%
It defrosts	**14**	4	10	1	14	-	-	1	6	8	1	2	2
	1%	2%	1%	*	2% D	- *	- *	*	1%	3%	1%	1%	2%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
It gets warm/warms up	**29** **3%**	7 2%	21 3%	13 3%	16 3%	2 2% *	2 2% *	8 4%	15 3%	7 3%	5 3%	4 2%	4 3%
Any mention of practical action	**51** **5%**	16 6%	35 5%	17 4%	34 6%	4 4% *	4 4% *	6 3%	33 6%	13 5%	4 2%	6 3%	1 1%
Would throw it away/bin it	**37** **4%**	11 4%	26 4%	12 3%	25 4%	4 4% *	2 2% *	5 2%	23 4%	10 4%	3 2%	6 3%	1 1%
I reduce temperature of fridge	**5** **1%**	2 1%	3 *	2 1%	3 *	- - *	- - *	1 1%	4 1%	1 *	- -	- -	- -
Use it / cook it	**12** **1%**	4 2%	7 1%	5 1%	7 1%	- - *	2 2% *	3 1%	9 2%	2 1%	1 *	1 *	- -
Reduces shelf life/doesn't keep as long	**28** **3%**	8 3%	20 3%	14 3%	14 2%	2 3% *	3 3% *	9 4%	12 2%	9 3%	7 4%	9 5%	5 4%
Becomes too cold/freezes/icy	**87** **9%**	25 9%	60 8%	41 10%	46 8%	8 9% *	13 13% *	20 9%	51 10%	15 6%	18 10%	21 12%	17 14%
Never had temperature too high/never happened	**33** **3%**	9 3%	24 3%	11 3%	22 4%	2 2% *	3 3% *	6 3%	21 4%	9 3%	1 1%	2 1%	2 2%
Fridge/food starts to smell	**6** **1%**	2 1%	4 1%	3 1%	3 1%	1 1% *	- - *	2 1%	4 1%	1 *	1 1%	- -	- -
Would check food for safety	**5** *	1 *	4 1%	1 *	4 1%	- - *	- - *	1 *	4 1%	- -	- -	- -	- -
Changes to consistency / texture / colour	**10** **1%**	3 1%	7 1%	4 1%	6 1%	1 1% *	1 1% *	2 1%	6 1%	3 1%	- -	3 2%	1 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Cross contamination	4 *	1 1%	3 *	2 1%	2 *	- - *	2 2% *	- -	3 1%	1 1%	- -	2 1%	2 2%
Not stated	21 2%	5 2%	15 2%	10 2%	10 2%	4 5% *	3 3% *	3 1%	16 3%	3 1%	1 1%	9 5% K	6 5% K
Nothing / none	12 1%	5 2%	5 1%	5 1%	7 1%	4 4% H*	1 1% *	- -	7 1%	- -	3 2%	4 2%	4 3%
Other	29 3%	4 1%	24 3%	13 3%	16 3%	6 6% *	1 1% *	6 3%	13 2%	7 3%	8 5%	5 3%	3 3%
DK	67 7%	17 6%	48 7%	16 4%	51 9% D	4 5% *	5 5% *	7 3%	20 4%	32 12% I	13 8%	14 8%	12 10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Any food spoils / goes off / bad	583 58%	127 55%	94 59%	66 61%	488 58%
Goes off/will go bad	347 35%	72 31%	55 35%	37 34%	292 35%
Goes off/bad quickly	102 10%	27 12%	22 14%	16 15%	81 10%
It spoils/deteriorates	112 11%	25 11%	16 10%	11 10%	96 11%
It spoils/deteriorates quicker	34 3%	6 3%	7 5%	5 5%	27 3%
Any bacteria / unsafe / illness	177 18%	37 16%	35 22%	21 20%	142 17%
Starts growing/produces bacteria/quickly	147 15%	32 14%	26 16%	14 13%	121 14%
Becomes unsafe (to eat)	27 3%	5 2%	7 4%	5 4%	20 2%
Can make you ill / food poisoning	20 2%	5 2%	7 5% E	5 5% E	13 1%
Any defrosts / warms up	42 4%	8 4%	5 3%	5 5%	37 4%
It defrosts	14 1%	3 1%	- -	- -	14 2%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Base	1000	232	159	109	841
It gets warm/warms up	29 3%	6 3%	5 3%	5 5%	23 3%
Any mention of practical action	51 5%	11 5%	6 4%	5 4%	44 5%
Would throw it away/bin it	37 4%	10 4%	4 2%	3 3%	33 4%
I reduce temperature of fridge	5 1%	1 1%	- -	- -	5 1%
Use it / cook it	12 1%	- -	3 2%	3 2%	8 1%
Reduces shelf life/doesn't keep as long	28 3%	4 2%	6 4%	2 2%	22 3%
Becomes too cold/freezes/icy	87 9%	35 15% E	20 12%	13 12%	68 8%
Never had temperature too high/never happened	33 3%	7 3%	- -	- -	33 4% C
Fridge/food starts to smell	6 1%	1 *	- -	- -	6 1%
Would check food for safety	5 *	- -	- -	- -	5 1%
Changes to consistency / texture / colour	10 1%	3 1%	2 1%	1 1%	8 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q209/CHILLER. What happens to the food in your fridge if the temperature is too high?

Base: All respondents who have a fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Cross contamination	**4** *****	- -	2 1%	2 2%	2 *
Not stated	**21** **2%**	9 4%	4 2%	3 3%	17 2%
Nothing / none	**12** **1%**	2 1%	1 1%	- -	11 1%
Other	**29** **3%**	6 3%	7 5%	7 7% E	22 3%
DK	**67** **7%**	15 6%	8 5%	5 4%	59 7%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
How it looks (e.g. mould, discolouration)	**165** **16%**	75 15%	90 18%	31 23% FI*	28 17%	19 13%	28 15%	30 19%	30 13%	33 13%	52 19%	25 13%	55 19%	85 16%	80 17%
How it smells	**298** **30%**	149 31%	149 29%	25 19% *	41 25%	40 27%	55 30% D	62 41% DEF	76 34% D	80 32%	80 29%	51 28%	87 30%	160 30%	138 29%
How it tastes	**20** **2%**	9 2%	11 2%	3 2% *	8 5% I	4 3%	2 1%	2 1%	1 *	6 2%	6 2%	4 2%	5 2%	12 2%	8 2%
What it feels like / the texture	**12** **1%**	7 1%	5 1%	1 1% *	3 2%	3 2%	3 2%	- -	2 1%	3 1%	5 2%	3 2%	1 *	8 1%	4 1%
Whether it has been stored correctly	**40** **4%**	18 4%	22 4%	5 4% *	10 6% G	8 6% G	2 1%	5 3%	10 4%	10 4%	6 2%	9 5%	14 5%	17 3%	23 5%
Whether it's packaged properly	**12** **1%**	7 1%	5 1%	2 2% *	- -	1 1%	3 2%	1 1%	4 2%	4 1%	2 1%	3 2%	4 1%	5 1%	7 1%
Net: Any date	**448** **45%**	218 45%	230 45%	65 49% H*	73 45% H	73 49% H	87 48% H	51 33%	101 45% H	112 45%	123 45%	90 49%	124 43%	235 45%	214 45%
Best before date	**99** **10%**	58 12% C	40 8%	16 12% *	17 11%	15 10%	16 9%	11 7%	24 11%	25 10%	22 8%	29 15% KMNO	24 8%	46 9%	52 11% M
Use by date	**302** **30%**	139 29%	163 32%	38 29% *	46 28%	52 35% H	59 33% H	35 23%	72 32%	79 32%	83 30%	56 30%	84 29%	162 31%	140 29%
Sell by or display until date	**38** **4%**	19 4%	19 4%	8 6% *	4 2%	5 4%	12 7% I	4 3%	5 2%	7 3%	14 5%	4 2%	13 4%	22 4%	17 4%
Other date	**9** **1%**	2 *	8 1%	3 2% *	6 4% GI	- -	- -	1 1%	- -	1 1%	4 1%	1 1%	3 1%	5 1%	4 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
How it looks and smells	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*											
	4	3	2	-	-	-	1	3	1	3	1	-	1	3	1
Most/ combination of the above	*****	1%	*	-	-	-	1%	2%	*	1%	*	-	*	1%	*
				*											
	1	1	-	-	-	-	-	-	1	-	1	-	-	1	-
Other	*****	*	-	-	-	-	-	-	*	-	*	-	-	*	-
				*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
How it looks (e.g. mould, discolouration)	**165** **16%**	44 20%	59 15%	23 13%	39 19%	38 14%	127 18%
How it smells	**298** **30%**	76 35% S	133 33% S	44 25%	44 21%	71 25%	227 31%
How it tastes	**20** **2%**	3 1%	9 2%	2 1%	6 3%	6 2%	14 2%
What it feels like / the texture	**12** **1%**	1 *	4 1%	3 2%	4 2%	6 2%	6 1%
Whether it has been stored correctly	**40** **4%**	12 6% Q	9 2%	9 5%	10 5%	15 6%	25 3%
Whether it's packaged properly	**12** **1%**	4 2%	3 1%	3 2%	2 1%	4 1%	9 1%
Net: Any date	**448** **45%**	78 35%	182 45% P	89 52% P	100 49% P	140 50%	308 43%
Best before date	**99** **10%**	14 7%	46 11%	20 12%	18 9%	28 10%	71 10%
Use by date	**302** **30%**	57 26%	120 30%	60 35%	64 31%	89 32%	213 30%
Sell by or display until date	**38** **4%**	5 2%	13 3%	5 3%	15 8% PQ	17 6% U	21 3%
Other date	**9** **1%**	1 1%	3 1%	3 2%	2 1%	5 2%	4 1%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
	-	-	-	-	-	-	-
How it looks and smells	**-**	-	-	-	-	-	-
	4	1	3	-	-	-	4
Most/ combination of the above	*****	*	1%	-	-	-	1%
	1	-	1	-	-	-	1
Other	*****	-	*	-	-	-	*

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
How it looks (e.g. mould, discolouration)	**165**	44	111	10	92	73	20	50	20	106	55	4	44	27	59	34	125	40
	16%	18%	16%	15% *	16%	18%	12%	17%	17%	17%	16%	13% **	17%	15%	17%	17%	18%	13%
How it smells	**298**	72	205	21	168	130	43	81	37	204	87	6	68	59	110	58	204	94
	30%	29%	30%	33% *	29%	31%	27%	27%	32%	32% K	26%	22% **	26%	33%	31%	29%	29%	31%
How it tastes	**20**	7	12	1	11	9	6	4	2	11	8	-	4	4	7	4	15	5
	2%	3%	2%	2% *	2%	2%	3%	1%	2%	2%	2%	- **	2%	2%	2%	2%	2%	2%
What it feels like / the texture	**12**	3	6	2	11	1	1	8	2	5	6	1	3	5	3	1	8	4
	1%	1%	1%	4% *	2% F	*	1%	3%	2%	1%	2%	3% **	1%	3%	1%	1%	1%	1%
Whether it has been stored correctly	**40**	9	28	3	25	15	5	14	5	28	11	1	10	7	17	6	31	9
	4%	4%	4%	5% *	4%	4%	3%	5%	5%	4%	3%	4% **	4%	4%	5%	3%	5%	3%
Whether it's packaged properly	**12**	1	9	2	8	4	4	1	3	10	2	-	3	3	3	4	9	3
	1%	*	1%	3% *	1%	1%	2%	*	2%	2%	1%	- **	1%	1%	1%	2%	1%	1%
Net: Any date	**448**	106	319	24	271	177	83	139	46	262	171	15	125	76	154	89	301	147
	45%	43%	46%	38% *	46%	43%	51%	47%	40%	42%	50% J	54% **	48%	42%	43%	45%	43%	49%
Best before date	**99**	19	77	3	60	39	18	29	12	57	37	5	31	19	30	17	70	29
	10%	8%	11%	5% *	10%	9%	11%	10%	11%	9%	11%	17% **	12%	11%	9%	9%	10%	9%
Use by date	**302**	82	204	16	184	118	60	94	28	184	109	9	85	52	97	64	203	99
	30%	33%	29%	26% *	31%	29%	37% I	32%	24%	29%	32%	31% **	33%	29%	27%	33%	29%	33%
Sell by or display until date	**38**	5	30	4	22	16	4	12	6	17	19	2	7	3	22	7	23	15
	4%	2%	4%	6% *	4%	4%	3%	4%	5%	3%	6%	7% **	3%	2%	6% N	3%	3%	5%
Other date	**9**	1	7	1	5	4	1	4	-	3	6	-	2	2	5	1	5	4
	1%	*	1%	1% *	1%	1%	1%	1%	-	1%	2%	- **	1%	1%	1%	*	1%	1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
How it looks and smells	-	-	-	- *	-	-	-	-	-	-	-	- **	-	-	-	-	-	-
Most/ combination of the above	4 *	2 1%	3 *	- - *	1 *	4 1%	- -	- -	1 1%	4 1%	1 *	- - **	1 *	- -	2 *	1 1%	4 1%	1 *
Other	1 *	1 *	- -	- - *	- -	1 *	- -	- -	- -	- -	- -	1 3% **	1 *	- -	- -	- -	- -	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
How it looks (e.g. mould, discolouration)	**165** **16%**	24 18%	141 16%
How it smells	**298** **30%**	35 26%	263 30%
How it tastes	**20** **2%**	3 2%	17 2%
What it feels like / the texture	**12** **1%**	2 2%	9 1%
Whether it has been stored correctly	**40** **4%**	15 11% T	25 3%
Whether it's packaged properly	**12** **1%**	4 3%	8 1%
Net: Any date	**448** **45%**	52 38%	396 46%
Best before date	**99** **10%**	8 6%	91 11%
Use by date	**302** **30%**	30 22%	272 32% S
Sell by or display until date	**38** **4%**	10 7% T	28 3%
Other date	**9** **1%**	4 3% T	5 1%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
	-	-	-
How it looks and smells	**-**	-	-
	4	1	3
Most/ combination of the above	*****	1%	*
	1	1	-
Other	*****	1%	-

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
How it looks (e.g. mould, discolouration)	**165**	42	120	63	101	18	16	27	83	50	23	28	18
	16%	16%	17%	16%	17%	21% *	16% *	13%	16%	18%	13%	15%	15%
How it smells	**298**	79	214	119	179	22	35	60	165	71	54	44	26
	30%	29%	30%	29%	30%	25% *	35% *	29%	31%	26%	31%	24%	22%
How it tastes	**20**	5	12	8	12	4	1	3	8	10	1	3	1
	2%	2%	2%	2%	2%	5% *	1% *	1%	2%	4%	1%	1%	1%
What it feels like / the texture	**12**	4	8	6	5	2	1	2	7	5	-	4	2
	1%	1%	1%	2%	1%	2% *	1% *	1%	1%	2%	-	2%	2%
Whether it has been stored correctly	**40**	7	31	18	22	8	1	8	23	10	7	10	7
	4%	3%	4%	4%	4%	9% G*	1% *	4%	4%	4%	4%	5%	6%
Whether it's packaged properly	**12**	5	7	6	6	1	2	3	8	2	1	2	1
	1%	2%	1%	1%	1%	1% *	2% *	2%	1%	1%	1%	1%	1%
Net: Any date	**448**	125	317	186	263	34	44	103	230	121	88	95	64
	45%	46%	45%	45%	44%	37% *	44% *	50%	44%	45%	50%	51%	53%
Best before date	**99**	25	72	43	55	9	13	21	48	28	22	16	12
	10%	9%	10%	11%	9%	10% *	13% *	10%	9%	10%	13%	9%	10%
Use by date	**302**	84	214	119	183	19	22	72	151	80	62	64	44
	30%	31%	30%	29%	31%	21% *	22% *	35% FG	29%	30%	36%	35%	37%
Sell by or display until date	**38**	16	22	18	21	2	8	8	25	11	2	10	5
	4%	6%	3%	4%	3%	3% *	8% *	4%	5%	4%	1%	5% K	4%
Other date	**9**	-	8	6	3	3	1	2	6	2	2	4	3
	1%	-	1%	2%	1%	3% *	1% *	1%	1%	1%	1%	2%	3%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
	-	-	-	-	-	-	-	-	-	-	-	-	-
How it looks and smells	-	-	-	-	-	- *	- *	-	-	-	-	-	-
Most/ combination of the above	4 *	3 1%	2 *	2 *	3 *	- - *	- - *	2 1%	3 1%	- -	1 1%	- -	- -
Other	1 *	1 *	- -	- -	1 *	- - *	- - *	- -	- -	1 *	- -	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 07/12/2017 - 20/12/2017

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
How it looks (e.g. mould, discolouration)	**165** **16%**	39 17% C	14 8%	10 10%	151 18% CD
How it smells	**298** **30%**	59 26%	46 29%	30 28%	252 30%
How it tastes	**20** **2%**	6 2%	5 3%	5 4%	14 2%
What it feels like / the texture	**12** **1%**	4 2%	5 3%	4 4% E	7 1%
Whether it has been stored correctly	**40** **4%**	11 5%	5 3%	1 1%	35 4%
Whether it's packaged properly	**12** **1%**	3 1%	2 1%	- -	10 1%
Net: Any date	**448** **45%**	110 47%	82 52%	58 54%	366 44%
Best before date	**99** **10%**	20 9%	20 12%	14 13%	79 9%
Use by date	**302** **30%**	75 32%	53 33%	37 34%	249 30%
Sell by or display until date	**38** **4%**	10 4%	8 5%	6 5%	31 4%
Other date	**9** **1%**	5 2%	2 1%	2 2%	7 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
	-	-	-	-	-
How it looks and smells	**-**	-	-	-	-
	4	-	-	-	4
Most/ combination of the above	*****	-	-	-	1%
	1	-	-	-	1
Other	*****	-	-	-	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q27. Which of these is the best indicator of whether food is safe to eat?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Use by date	**692**	334	359	81	105	109	128	111	158	189	196	117	190	385	307
	69%	69%	70%	61%	65%	74%	71%	73%	70%	76%	71%	63%	65%	73%	65%
				*						LMO				LMO	
Best before date	**192**	93	99	34	30	28	32	24	44	44	49	44	56	92	100
	19%	19%	19%	25%	18%	19%	18%	16%	20%	18%	18%	24%	19%	18%	21%
				*											
Sell by date	**46**	23	22	6	15	4	6	4	10	5	14	8	20	18	27
	5%	5%	4%	5%	9%	3%	3%	3%	5%	2%	5%	4%	7%	3%	6%
				*	FGH								J		J
Display until date	**35**	17	18	7	8	3	8	3	7	8	8	11	8	16	19
	3%	3%	4%	5%	5%	2%	4%	2%	3%	3%	3%	6%	3%	3%	4%
				*											
Don't know	**35**	20	15	4	5	4	7	10	5	4	9	5	16	13	22
	3%	4%	3%	3%	3%	2%	4%	6%	2%	2%	3%	3%	6%	3%	5%
				*									JN		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q27. Which of these is the best indicator of whether food is safe to eat?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Use by date	**692**	162	284	117	129	185	507
	69%	74% S	71%	68%	63%	66%	70%
Best before date	**192**	32	75	35	49	57	135
	19%	15%	19%	20%	24% P	20%	19%
Sell by date	**46**	5	21	10	10	17	29
	5%	2%	5%	6%	5%	6%	4%
Display until date	**35**	8	11	7	10	12	23
	3%	4%	3%	4%	5%	4%	3%
Don't know	**35**	12	11	5	7	9	26
	3%	5%	3%	3%	4%	3%	4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q27. Which of these is the best indicator of whether food is safe to eat?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Use by date	692 69%	171 70%	476 69%	46 73% *	409 70%	283 68%	105 65%	213 72%	83 72%	449 71%	225 66%	18 65% **	176 68%	120 67%	255 72%	134 68%	482 69%	211 70%
Best before date	192 19%	51 21%	132 19%	9 14% *	113 19%	79 19%	41 25% H	48 16%	22 19%	114 18%	71 21%	7 25% **	56 22%	32 18%	61 17%	42 21%	140 20%	52 17%
Sell by date	46 5%	9 4%	32 5%	5 8% *	31 5%	15 4%	8 5%	21 7% I	2 1%	23 4%	22 6%	1 4% **	11 4%	8 4%	18 5%	9 5%	35 5%	10 3%
Display until date	35 3%	7 3%	26 4%	2 3% *	24 4%	11 3%	7 4%	12 4%	5 4%	23 4%	11 3%	1 4% **	6 2%	13 7% M	11 3%	6 3%	25 4%	10 3%
Don't know	35 3%	8 3%	26 4%	1 2% *	8 1%	27 6% E	1 1%	4 1%	4 3%	20 3%	14 4%	1 3% **	10 4%	8 4%	10 3%	7 3%	15 2%	20 7% Q

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q27. Which of these is the best indicator of whether food is safe to eat?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Use by date	**692**	101	591
	69%	74%	69%
Best before date	**192**	23	169
	19%	17%	20%
Sell by date	**46**	7	39
	5%	5%	4%
Display until date	**35**	3	32
	3%	2%	4%
Don't know	**35**	3	32
	3%	2%	4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q27. Which of these is the best indicator of whether food is safe to eat?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	692	185	495	285	408	51	67	159	365	180	123	123	80
Use by date	**69%**	69%	70%	70%	69%	57% *	68% *	77% F	69%	67%	70%	66%	66%
	192	55	133	77	115	20	20	33	104	56	30	33	22
Best before date	**19%**	20%	19%	19%	19%	23% *	20% *	16%	20%	21%	17%	18%	19%
	46	13	32	23	22	9	5	9	24	12	8	16	10
Sell by date	**5%**	5%	4%	6%	4%	10% *	5% *	4%	5%	4%	5%	9%	9%
	35	9	24	14	21	6	4	4	22	8	4	9	5
Display until date	**3%**	3%	3%	3%	4%	7% *	4% *	2%	4%	3%	2%	5%	4%
	35	7	28	9	26	3	3	2	10	15	9	6	3
Don't know	**3%**	3%	4%	2%	4%	3% *	3% *	1%	2%	5% I	5%	3%	2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q27. Which of these is the best indicator of whether food is safe to eat?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Use by date	**692**	161	108	69	585
	69%	69%	68%	63%	70%
Best before date	**192**	42	33	25	159
	19%	18%	21%	23%	19%
Sell by date	**46**	13	10	10	36
	5%	6%	6%	9%	4%
Display until date	**35**	7	9	6	26
	3%	3%	5%	5%	3%
Don't know	**35**	9	-	-	35
	3%	4%	-	-	4%
		C			C

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26/Q27. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

	Base	Use by date	Best before date	Sell by date	Display until date	Don't know
		B	C	D	E	F
Unweighted Base	**1000**	**697**	**189**	**45**	**34**	**35**
Base	**1000**	**692**	**192**	**46**	**35**	**35**
How it looks (e.g. mould, discolouration)	**165** **16%**	115 17%	30 16%	5 11% *	7 20% *	8 24% *
How it smells	**298** **30%**	219 32%	51 26%	11 25% *	6 17% *	11 31% *
How it tastes	**20** **2%**	9 1%	7 4%	1 2% *	2 7% *	- - *
What it feels like / the texture	**12** **1%**	6 1%	1 *	1 3% *	3 9% *	1 3% *
Whether it has been stored correctly	**40** **4%**	22 3%	12 6%	2 5% *	2 5% *	2 5% *
Whether it's packaged properly	**12** **1%**	6 1%	2 1%	1 2% *	2 5% *	1 3% *
Net: Any date	**448** **45%**	311 45%	88 46%	24 52% *	13 37% *	12 34% *
Best before date	**99** **10%**	39 6%	45 24% B	6 13% *	4 11% *	5 15% *
Use by date	**302** **30%**	252 36% C	30 16%	9 20% *	6 17% *	5 15% *
Sell by or display until date	**38** **4%**	20 3%	13 7% B	2 4% *	2 6% *	2 4% *
Other date	**9** **1%**	1 *	- -	7 15% *	1 4% *	- - *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q26/Q27. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

Base: All respondents

	Base	Use by date	Best before date	Sell by date	Display until date	Don't know
		B	C	D	E	F
Base	**1000**	**692**	**192**	**46**	**35**	**35**
How it looks and smells	**-** **-**	- -	- -	- - *	- - *	- - *
Most/ combination of the above	**4** *****	4 1%	1 *	- - *	- - *	- - *
Other	**1** *****	1 *	- -	- - *	- - *	- - *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q28. Do you check use-by dates when you are buying food?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Yes	**902**	441	462	118	143	135	162	139	206	234	244	163	261	478	424
	90%	91%	90%	89%	88%	91%	89%	91%	92%	94%	89%	88%	90%	91%	89%
				*						KN					
Yes, always	**648**	314	334	73	100	97	125	99	154	169	157	134	187	326	321
	65%	64%	65%	55%	62%	65%	69%	65%	69%	68%	57%	73%	65%	62%	68%
				*			D		D	KN		KN		K	K
Yes, depending on the food type	**255**	127	128	46	42	38	37	39	52	65	86	29	74	152	103
	25%	26%	25%	34%	26%	26%	21%	26%	23%	26%	31%	16%	25%	29%	22%
				G*						L	LO		LO	LO	L
Sometimes	**87**	42	45	13	18	12	16	10	18	15	27	20	25	42	45
	9%	9%	9%	10%	11%	8%	9%	7%	8%	6%	10%	11%	9%	8%	9%
				*											
Never	**11**	5	6	1	2	1	3	3	1	1	5	1	4	5	5
	1%	1%	1%	1%	1%	1%	2%	2%	*	*	2%	1%	1%	1%	1%
				*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q28. Do you check use-by dates when you are buying food?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Yes	**902**	196	361	162	184	251	651
	90%	89%	90%	93%	90%	90%	90%
Yes, always	**648**	120	269	126	133	187	461
	65%	55%	67% P	73% P	65% P	67%	64%
Yes, depending on the food type	**255**	76	92	36	50	64	191
	25%	35% QRS	23%	21%	24%	23%	26%
Sometimes	**87**	21	36	12	18	26	61
	9%	10%	9%	7%	9%	9%	8%
Never	**11**	2	6	-	3	3	8
	1%	1%	1%	-	1%	1%	1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q28. Do you check use-by dates when you are buying food?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Yes	902 90%	217 89%	628 91%	58 92% *	547 93% F	355 86%	152 94%	284 96% I	103 89%	561 89%	319 93%	23 80% **	241 93% NP	156 86%	330 93% NP	168 85%	641 92% R	261 86%
Yes, always	648 65%	141 57%	465 67% B	43 68% *	402 69% F	246 59%	113 70%	208 70%	75 64%	404 64%	224 65%	20 70% **	175 68%	117 65%	236 67%	116 58%	467 67% R	181 60%
Yes, depending on the food type	255 25%	76 31% C	163 24%	15 24% *	145 25%	110 27%	38 24%	77 26%	28 24%	157 25%	95 28%	3 10% **	66 26%	39 22%	93 26%	52 26%	174 25%	80 27%
Sometimes	87 9%	25 10%	59 8%	3 5% *	36 6%	51 12% E	8 5%	12 4%	12 11% H	59 9%	24 7%	4 14% **	15 6%	22 12% M	23 7%	26 13% MO	53 8%	34 11%
Never	11 1%	3 1%	6 1%	2 3% *	3 *	8 2%	1 1%	1 *	1 1%	9 1%	- -	2 6% **	2 1%	3 2%	2 *	4 2%	3 *	8 3% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q28. Do you check use-by dates when you are buying food?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Yes	**902**	125	777
	90%	91%	90%
Yes, always	**648**	89	559
	65%	65%	65%
Yes, depending on the food type	**255**	36	218
	25%	26%	25%
Sometimes	**87**	12	75
	9%	9%	9%
Never	**11**	-	11
	1%	-	1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q28. Do you check use-by dates when you are buying food?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Yes	**902** **90%**	245 91%	640 90%	375 92%	527 89%	84 93% *	88 89% *	194 94%	479 91%	235 87%	163 93%	167 90%	108 90%
Yes, always	**648** **65%**	176 65%	462 65%	262 64%	386 65%	57 63% *	63 64% *	135 65%	350 67% J	159 59%	127 72%	127 68%	84 70%
Yes, depending on the food type	**255** **25%**	69 26%	179 25%	114 28%	141 24%	27 30% *	25 25% *	60 29%	128 24%	76 28%	37 21%	40 22%	23 20%
Sometimes	**87** **9%**	20 7%	64 9%	30 7%	57 10%	5 6% *	10 10% *	12 6%	43 8%	29 11%	11 6%	17 9%	12 10%
Never	**11** **1%**	4 1%	7 1%	3 1%	8 1%	1 1% *	1 1% *	1 *	5 1%	5 2%	1 1%	1 1%	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q28. Do you check use-by dates when you are buying food?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Yes	**902** **90%**	206 89%	150 94%	102 94%	752 89%
Yes, always	**648** **65%**	146 63%	117 74% BE	80 73%	531 63%
Yes, depending on the food type	**255** **25%**	60 26%	33 21%	22 20%	222 26%
Sometimes	**87** **9%**	21 9%	9 6%	7 6%	78 9%
Never	**11** **1%**	4 2%	- -	- -	11 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q29. Do you check use-by dates when you are about to cook or prepare food?

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Net: Yes	**866**	406	460	117	144	133	153	134	185	218	234	160	253	453	413
	89%	87%	91%	90% *	90%	93%	88%	90%	86%	92%	88%	88%	88%	90%	88%
Yes, always	**603**	289	314	70	97	100	117	90	128	153	154	120	176	307	296
	62%	62%	62%	54% *	60%	70% D	68% D	61%	59%	64%	58%	66%	62%	61%	63%
Yes, depending on the food type	**263**	116	146	47	47	33	36	43	57	65	80	41	77	145	117
	27%	25%	29%	36% FG*	29%	23%	21%	29%	26%	27%	30%	22%	27%	29%	25%
Sometimes	**86**	49	36	9	15	9	20	10	23	18	25	19	23	43	42
	9%	11%	7%	7% *	9%	6%	11%	7%	11%	8%	9%	10%	8%	9%	9%
Never	**20**	12	9	4	2	1	1	5	8	1	8	2	9	9	12
	2%	3%	2%	3% *	1%	1%	1%	3%	4%	*	3% J	1%	3% J	2% J	3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q29. Do you check use-by dates when you are about to cook or prepare food?

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
Net: Yes	866	181	342	158	185	256	610
	89%	84%	88%	93% P	93% P	93% U	87%
Yes, always	603	119	237	116	131	181	422
	62%	55%	61%	68% P	66% P	66%	61%
Yes, depending on the food type	263	61	105	42	54	75	187
	27%	28%	27%	25%	27%	27%	27%
Sometimes	86	29	35	12	11	17	69
	9%	13% S	9%	7%	5%	6%	10%
Never	20	7	10	-	3	2	18
	2%	3%	3%	-	2%	1%	3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q29. Do you check use-by dates when you are about to cook or prepare food?

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Net: Yes	**866**	211	599	56	524	342	149	270	97	549	316	-	230	147	314	167	609	256
	89%	89%	89%	90% *	91% F	86%	93%	92%	87%	87%	92% J	-	92% N	83%	91% N	87%	89%	88%
Yes, always	**603**	140	424	39	387	216	107	203	70	395	208	-	159	106	215	117	435	168
	62%	59%	63%	64% *	67% F	54%	67%	70%	63%	63%	61%	-	64%	60%	62%	61%	64%	58%
Yes, depending on the food type	**263**	71	175	16	136	126	41	66	27	155	108	-	71	41	99	50	174	88
	27%	30%	26%	26% *	24%	32% E	26%	23%	24%	25%	31% J	-	28%	23%	29%	26%	26%	30%
Sometimes	**86**	19	64	3	46	40	9	21	14	63	23	-	16	24	26	19	60	26
	9%	8%	9%	5% *	8%	10%	6%	7%	12%	10%	7%	-	7%	14% MO	8%	10%	9%	9%
Never	**20**	7	11	3	5	16	2	1	1	17	4	-	3	6	4	6	12	8
	2%	3%	2%	5% *	1%	4% E	1%	*	1%	3%	1%	-	1%	4%	1%	3%	2%	3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q29. Do you check use-by dates when you are about to cook or prepare food?

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Net: Yes	**866**	121	744
	89%	91%	89%
Yes, always	**603**	81	522
	62%	60%	62%
Yes, depending on the food type	**263**	41	222
	27%	31%	26%
Sometimes	**86**	10	76
	9%	7%	9%
Never	**20**	2	18
	2%	2%	2%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q29. Do you check use-by dates when you are about to cook or prepare food?

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Net: Yes	**866**	225	626	363	502	80	84	191	457	226	156	174	116
	89%	87%	90%	91%	88%	92% *	88% *	93%	89%	87%	93%	95%	97%
Yes, always	**603**	160	436	251	352	52	59	136	328	137	122	123	81
	62%	62%	63%	63%	62%	59% *	61% *	66%	64% J	53%	72%	67%	68%
Yes, depending on the food type	**263**	65	190	112	150	28	25	55	129	89	35	51	35
	27%	25%	27%	28%	26%	33% *	26% *	27%	25%	34% I	20%	28%	29%
Sometimes	**86**	23	60	30	56	6	8	14	46	25	12	9	3
	9%	9%	9%	7%	10%	7% *	8% *	7%	9%	10%	7%	5%	3%
Never	**20**	10	11	7	13	1	4	-	9	9	1	1	-
	2%	4%	2%	2%	2%	1% *	4% H*	-	2%	4%	1%	1%	-

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q29. Do you check use-by dates when you are about to cook or prepare food?

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Net: Yes	**866**	210	146	100	719
	89%	92%	93%	93%	88%
Yes, always	**603**	148	107	72	496
	62%	65%	68%	67%	61%
Yes, depending on the food type	**263**	61	40	28	223
	27%	27%	25%	26%	27%
Sometimes	**86**	15	11	8	75
	9%	7%	7%	7%	9%
Never	**20**	3	-	-	20
	2%	1%	-	-	3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
13 January	**10** **1%**	2 *	8 2%	2 1% *	3 2%	2 2%	- -	1 1%	2 1%	- -	2 1%	1 1%	7 2% JN	2 *	8 2%
14 January	**143** **14%**	60 12%	83 16%	30 22% H*	21 13%	21 14%	28 16%	14 9%	30 13%	32 13%	29 11%	42 23% JKMNO	40 14%	61 12%	82 17% KMN
15 January	**643** **64%**	320 66%	323 63%	83 63% *	107 66%	91 62%	125 69%	95 62%	143 64%	171 68% LO	190 69% LO	102 55%	180 62%	361 69% LO	282 59%
Net: Any after 15th January	**201** **20%**	103 21%	97 19%	18 14% *	32 19%	32 22%	28 15%	42 28% DG	49 22%	47 19%	54 20%	39 21%	60 21%	101 19%	100 21%
Net: Any date after 15th January	**61** **6%**	31 6%	30 6%	8 6% *	15 9%	10 7%	7 4%	8 5%	14 6%	15 6%	14 5%	15 8%	18 6%	29 5%	33 7%
16 January	**34** **3%**	15 3%	19 4%	2 2% *	11 7% G	6 4%	2 1%	4 3%	9 4%	10 4%	9 3%	5 3%	11 4%	18 3%	16 3%
17 January	**21** **2%**	9 2%	12 2%	6 4% *	3 2%	3 2%	3 2%	3 2%	3 1%	3 1%	5 2%	6 3%	7 2%	8 1%	13 3%
18 January	**6** **1%**	6 1% C	- -	- - *	- -	1 1%	2 1%	1 1%	2 1%	2 1%	- -	4 2%	- -	2 *	4 1% M
19 January	**1** *****	1 *	- -	- - *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -
20 January	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No specific date	**7** **1%**	5 1%	3 1%	1 1% *	1 1%	1 1%	2 1%	2 1%	1 *	3 1%	2 1%	1 1%	2 1%	4 1%	3 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
It depends on the condition of the food	**132** **13%**	68 14%	64 12%	9 7% *	16 10%	21 14%	19 10%	33 22% DEG	34 15%	30 12%	38 14%	23 13%	41 14%	68 13%	64 13%
Don't know	**3** *	1 *	2 *	- - *	1 1%	1 1%	- -	- -	1 *	- -	- -	- -	3 1%	- -	3 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
13 January	**10** **1%**	2 1%	4 1%	1 1%	3 1%	1 *	9 1%
14 January	**143** **14%**	26 12%	50 12%	27 15%	41 20% PQ	50 18%	93 13%
15 January	**643** **64%**	130 60%	260 64%	120 69%	133 65%	188 67%	456 63%
Net: Any after 15th January	**201** **20%**	59 27% RS	89 22% S	26 15%	27 13%	41 15%	159 22% T
Net: Any date after 15th January	**61** **6%**	10 5%	30 7%	11 6%	10 5%	20 7%	41 6%
16 January	**34** **3%**	7 3%	16 4%	6 3%	5 3%	11 4%	23 3%
17 January	**21** **2%**	2 1%	10 3%	4 2%	4 2%	6 2%	15 2%
18 January	**6** **1%**	1 *	3 1%	1 1%	1 *	3 1%	3 *
19 January	**1** *****	- -	1 *	- -	- -	- -	1 *
20 January	**-** **-**	- -	- -	- -	- -	- -	- -
No specific date	**7** **1%**	2 1%	3 1%	1 1%	2 1%	2 1%	5 1%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
It depends on the condition of the food	**132**	47	56	14	15	19	112
	13%	22%	14%	8%	7%	7%	16%
		QRS	S				T
Don't know	**3**	1	1	-	1	-	3
	*****	1%	*	-	1%	-	*

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
13 January	**10** **1%**	3 1%	6 1%	1 1% *	6 1%	3 1%	1 1%	4 1%	1 1%	6 1%	4 1%	- - **	5 2%	2 1%	3 1%	- -	7 1%	2 1%
14 January	**143** **14%**	32 13%	104 15%	7 11% *	91 16%	52 13%	31 19%	43 15%	16 14%	91 14%	50 15%	2 9% **	35 14%	26 14%	48 14%	33 17%	104 15%	39 13%
15 January	**643** **64%**	160 65%	446 64%	38 60% *	373 64%	270 65%	91 56%	203 68% G	71 61%	394 63%	230 67%	19 69% **	177 69%	116 65%	219 62%	127 64%	444 64%	199 66%
Net: Any after 15th January	**201** **20%**	51 21%	134 19%	16 26% *	114 20%	86 21%	38 24% H	46 15%	27 24%	137 22%	57 17%	6 23% **	40 15%	37 20%	84 24% M	37 19%	139 20%	62 20%
Net: Any date after 15th January	**61** **6%**	15 6%	42 6%	4 7% *	48 8% F	14 3%	18 11%	22 7%	7 6%	37 6%	22 6%	3 10% **	14 5%	7 4%	28 8%	11 6%	50 7%	12 4%
16 January	**34** **3%**	9 4%	24 3%	1 2% *	26 5% F	8 2%	10 6%	13 5%	3 2%	18 3%	14 4%	2 7% **	8 3%	4 2%	14 4%	7 4%	30 4% R	4 1%
17 January	**21** **2%**	5 2%	15 2%	1 2% *	15 3%	5 1%	6 4%	6 2%	3 3%	16 2%	5 1%	- - **	3 1%	2 1%	12 3%	4 2%	14 2%	7 2%
18 January	**6** **1%**	2 1%	3 *	1 2% *	5 1%	1 *	2 1%	2 1%	1 1%	3 *	2 1%	1 4% **	3 1%	1 1%	2 1%	- -	5 1%	1 *
19 January	**1** *****	- -	- -	1 1% *	1 *	- -	- -	1 *	- -	- -	1 *	- - **	1 *	- -	- -	- -	1 *	- -
20 January	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
No specific date	**7** **1%**	2 1%	6 1%	- - *	3 *	5 1%	1 1%	1 *	1 1%	5 1%	3 1%	- - **	1 *	1 1%	5 1%	1 1%	3 *	5 2%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
It depends on the condition of the food	**132** **13%**	33 14%	86 12%	12 19% *	64 11%	68 16% E	19 12%	23 8%	19 17% H	96 15% K	33 10%	3 12% **	25 10%	29 16%	51 14%	25 12%	87 12%	45 15%
Don't know	**3** *	- -	2 *	1 2% *	1 *	2 1%	- -	1 *	- -	1 *	2 1%	- - **	2 1%	- -	- -	1 1%	2 *	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
13 January	**10** **1%**	4 3%	6 1%
14 January	**143** **14%**	21 15%	122 14%
15 January	**643** **64%**	88 64%	555 64%
Net: Any after 15th January	**201** **20%**	24 17%	177 21%
Net: Any date after 15th January	**61** **6%**	6 4%	55 6%
16 January	**34** **3%**	5 4%	29 3%
17 January	**21** **2%**	1 1%	19 2%
18 January	**6** **1%**	- -	6 1%
19 January	**1** *****	- -	1 *
20 January	**-** **-**	- -	- -
No specific date	**7** **1%**	1 1%	6 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
It depends on the condition of the food	**132** **13%**	16 12%	115 13%
Don't know	**3** *	1 1%	2 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
13 January	**10**	7	3	7	3	4	-	2	5	4	1	1	1
	1%	3%	*	2%	1%	5%	-	1%	1%	1%	*	1%	1%
		C				*	*						
14 January	**143**	52	91	60	84	20	14	22	70	42	28	34	21
	14%	19%	13%	15%	14%	22%	14%	10%	13%	15%	16%	19%	17%
		C				H*	*						
15 January	**643**	156	477	273	371	48	68	151	335	170	120	124	82
	64%	58%	67%	67%	63%	53%	69%	73%	64%	63%	69%	67%	69%
			B			*	F*	F					
Net: Any after 15th January	**201**	54	139	70	131	17	16	32	115	53	25	26	16
	20%	20%	19%	17%	22%	19%	17%	16%	22%	19%	14%	14%	13%
						*	*						
Net: Any date after 15th January	**61**	20	40	27	34	12	7	9	43	13	4	13	10
	6%	7%	6%	7%	6%	13%	7%	4%	8%	5%	2%	7%	8%
						H*	*					K	K
16 January	**34**	13	20	18	16	8	6	5	22	9	2	9	6
	3%	5%	3%	5%	3%	9%	6%	2%	4%	3%	1%	5%	5%
						H*	*						
17 January	**21**	3	18	7	14	3	1	3	15	3	2	4	3
	2%	1%	2%	2%	2%	3%	1%	2%	3%	1%	1%	2%	3%
						*	*						
18 January	**6**	3	3	2	4	1	-	1	5	1	-	-	-
	1%	1%	*	*	1%	1%	-	*	1%	*	-	-	-
						*	*						
19 January	**1**	1	-	-	1	-	-	-	1	-	-	-	-
	*****	*	-	-	*	-	-	-	*	-	-	-	-
						*	*						
20 January	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
						*	*						
No specific date	**7**	-	7	3	5	-	-	3	3	3	1	2	2
	1%	-	1%	1%	1%	-	-	1%	1%	1%	1%	1%	2%
						*	*						

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
It depends on the condition of the food	**132** **13%**	34 13%	92 13%	40 10%	92 16% D	6 6% *	10 10% *	21 10%	69 13%	37 14%	20 11% M	10 6%	4 4%
Don't know	**3** *	1 *	2 *	- -	3 1%	- - *	- - *	- -	- -	2 1%	1 1%	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
13 January	**10** **1%**	4 2%	4 2%	2 2%	6 1%
14 January	**143** **14%**	41 18%	18 11%	14 13%	125 15%
15 January	**643** **64%**	142 61%	112 70%	73 67%	531 63%
Net: Any after 15th January	**201** **20%**	42 18%	26 16%	20 18%	175 21%
Net: Any date after 15th January	**61** **6%**	12 5%	15 10%	13 12% BE	46 5%
16 January	**34** **3%**	10 4%	6 4%	5 5%	28 3%
17 January	**21** **2%**	2 1%	6 4%	5 5% B	14 2%
18 January	**6** **1%**	- -	3 2%	3 3% BE	3 *
19 January	**1** *****	- -	- -	- -	1 *
20 January	**-** **-**	- -	- -	- -	- -
No specific date	**7** **1%**	1 *	1 1%	1 1%	6 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
It depends on the condition of the food	**132** **13%**	30 13% CD	9 6%	5 5%	122 15% CD
Don't know	**3** *	2 1%	- -	- -	3 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
13 January	**14** **1%**	3 1%	11 2%	4 3% *	3 2%	2 2%	2 1%	1 1%	2 1%	- -	5 2%	3 1%	7 2% J	5 1%	10 2%
14 January	**195** **19%**	98 20%	97 19%	20 15% *	35 21%	22 15%	29 16%	33 22%	57 25% DFG	41 16%	42 15%	50 27% JKN	62 21%	83 16%	112 24% JKN
15 January	**185** **18%**	93 19%	92 18%	37 28% HI*	34 21% I	29 20% I	36 20% I	24 16%	25 11%	43 17%	53 19%	36 19%	53 18%	95 18%	89 19%
Net: Any after 15th January	**597** **60%**	287 59%	310 60%	71 54% *	90 55%	92 62%	112 62%	93 61%	139 62%	165 66% LMO	171 62% L	96 52%	165 57%	336 64% LO	261 55%
Net: Any date after 15th January	**124** **12%**	62 13%	62 12%	15 12% *	25 16%	21 14%	15 9%	15 10%	32 14%	31 12%	37 13%	22 12%	35 12%	67 13%	57 12%
16 January	**47** **5%**	21 4%	25 5%	5 4% *	13 8%	10 7%	5 3%	4 2%	10 4%	13 5%	13 5%	7 4%	14 5%	26 5%	21 4%
17 January	**40** **4%**	18 4%	23 4%	7 5% *	5 3%	6 4%	4 2%	7 5%	12 5%	7 3%	13 5%	8 4%	12 4%	20 4%	20 4%
18 January	**25** **3%**	17 3%	8 2%	1 1% *	5 3%	3 2%	4 2%	5 3%	7 3%	6 3%	6 2%	8 4%	5 2%	12 2%	13 3%
19 January	**3** *****	1 *	2 *	1 1% *	2 1%	- -	- -	- -	- -	- -	3 1%	- -	- -	3 1%	- -
20 January	**9** **1%**	5 1%	4 1%	1 1% *	1 1%	1 1%	2 1%	- -	4 2%	4 2%	2 1%	- -	3 1%	6 1%	3 1%
No specific date	**77** **8%**	38 8%	39 8%	10 8% *	13 8%	10 7%	16 9%	10 6%	17 8%	26 10%	22 8%	9 5%	19 7%	48 9%	29 6%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
It depends on the condition of the food	**396** **40%**	187 38%	209 41%	46 34% *	51 31%	60 41%	81 45% E	68 45% E	90 40%	109 44%	112 41%	64 35%	111 38%	221 42%	175 37%
Don't know	**9** **1%**	6 1%	3 1%	1 1% *	2 1%	2 1%	2 1%	1 1%	2 1%	2 1%	4 2%	- -	3 1%	6 1%	3 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
13 January	**14** **1%**	2 1%	4 1%	4 2%	4 2%	4 1%	11 1%
14 January	**195** **19%**	38 17%	82 20%	33 19%	41 20%	50 18%	145 20%
15 January	**185** **18%**	28 13%	71 18%	37 21% P	49 24% P	69 25% U	116 16%
Net: Any after 15th January	**597** **60%**	148 67% RS	240 60%	98 57%	111 54%	158 56%	440 61%
Net: Any date after 15th January	**124** **12%**	27 12%	51 13%	22 13%	25 12%	40 14%	84 12%
16 January	**47** **5%**	8 4%	18 4%	9 5%	12 6%	21 7% U	26 4%
17 January	**40** **4%**	9 4%	20 5%	7 4%	5 2%	7 3%	33 5%
18 January	**25** **3%**	8 4%	8 2%	5 3%	5 2%	8 3%	17 2%
19 January	**3** *****	1 *	1 *	- -	1 *	1 *	2 *
20 January	**9** **1%**	2 1%	4 1%	1 1%	2 1%	3 1%	6 1%
No specific date	**77** **8%**	23 11%	27 7%	13 7%	14 7%	18 6%	59 8%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
It depends on the condition of the food	**396**	97	163	64	72	100	296
	40%	44%	40%	37%	35%	36%	41%
Don't know	**9**	3	6	1	-	-	9
	1%	1%	1%	1%	-	-	1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
13 January	**14**	3	12	-	10	4	3	5	2	8	6	-	4	4	6	-	11	3
	1%	1%	2%	- *	2%	1%	2%	2%	2%	1%	2%	- **	2%	2%	2%	-	2%	1%
14 January	**195**	40	141	14	117	78	40	57	19	135	55	4	52	39	53	49	130	65
	19%	16%	20%	22% *	20%	19%	25%	19%	16%	21%	16%	16% **	20%	22%	15%	25% O	19%	21%
15 January	**185**	48	131	6	110	74	34	54	20	111	67	6	45	39	61	38	130	54
	18%	19%	19%	10% *	19%	18%	21%	18%	17%	18%	19%	23% **	17%	22%	17%	19%	19%	18%
Net: Any after 15th January	**597**	150	404	43	342	255	83	177	75	367	213	17	155	97	231	110	418	179
	60%	61%	58%	68% *	58%	62%	51%	59%	65% G	58%	62%	61% **	60%	54%	65% NP	56%	60%	59%
Net: Any date after 15th January	**124**	28	89	7	77	47	22	41	13	71	49	5	29	20	49	25	101	24
	12%	12%	13%	11% *	13%	11%	13%	14%	11%	11%	14%	18% **	11%	11%	14%	13%	14% R	8%
16 January	**47**	13	32	2	29	18	8	14	7	25	20	2	12	9	15	11	40	7
	5%	5%	5%	3% *	5%	4%	5%	5%	6%	4%	6%	7% **	4%	5%	4%	6%	6% R	2%
17 January	**40**	6	31	3	28	12	8	18	2	25	14	1	10	5	16	8	31	10
	4%	3%	5%	5% *	5%	3%	5%	6%	2%	4%	4%	3% **	4%	3%	5%	4%	4%	3%
18 January	**25**	8	16	2	16	9	5	8	3	15	9	2	5	4	11	5	20	5
	3%	3%	2%	3% *	3%	2%	3%	3%	3%	2%	3%	8% **	2%	2%	3%	2%	3%	2%
19 January	**3**	-	3	-	2	1	1	1	-	2	1	-	-	1	1	1	3	-
	*	-	*	- *	*	*	1%	*	-	*	*	- **	-	*	*	1%	*	-
20 January	**9**	2	7	-	2	7	-	1	1	4	5	-	2	2	5	-	7	2
	1%	1%	1%	- *	*	2%	-	*	1%	1%	2%	- **	1%	1%	1%	-	1%	1%
No specific date	**77**	18	53	6	48	29	16	22	11	48	29	-	26	11	25	14	52	24
	8%	7%	8%	10% *	8%	7%	10%	7%	9%	8%	8%	- **	10%	6%	7%	7%	7%	8%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
It depends on the condition of the food	**396**	104	263	29	217	179	45	114	51	248	135	12	100	66	158	71	265	131
	40%	42%	38%	47%	37%	43%	28%	38%	44%	40%	39%	44%	39%	36%	44%	36%	38%	43%
				*				G	G			**						
Don't know	**9**	5	4	-	6	3	1	4	-	7	2	-	2	2	4	1	7	2
	1%	2%	1%	-	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%
				*								**						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
13 January	**14** **1%**	4 3%	11 1%
14 January	**195** **19%**	19 14%	176 20%
15 January	**185** **18%**	28 20%	157 18%
Net: Any after 15th January	**597** **60%**	86 63%	511 59%
Net: Any date after 15th January	**124** **12%**	19 14%	106 12%
16 January	**47** **5%**	9 6%	38 4%
17 January	**40** **4%**	8 6%	33 4%
18 January	**25** **3%**	2 1%	23 3%
19 January	**3** *****	- -	3 *
20 January	**9** **1%**	- -	9 1%
No specific date	**77** **8%**	10 7%	66 8%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
It depends on the condition of the food	**396** **40%**	57 42%	339 39%
Don't know	**9** **1%**	1 1%	8 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
13 January	**14**	8	6	9	5	5	1	3	10	4	1	4	3
	1%	3% C	1%	2%	1%	6% *	1% *	1%	2%	1%	*	2%	2%
14 January	**195**	60	132	81	114	19	26	32	94	56	42	35	24
	19%	22%	19%	20%	19%	21% *	26% H*	15%	18%	21%	24%	19%	20%
15 January	**185**	44	136	77	108	23	17	34	94	47	36	42	28
	18%	16%	19%	19%	18%	26% *	17% *	16%	18%	18%	21%	23%	23%
Net: Any after 15th January	**597**	155	431	240	357	42	55	138	323	161	94	106	66
	60%	58%	61%	59%	60%	46% *	56% *	66% F	61%	59%	54%	57%	55%
Net: Any date after 15th January	**124**	41	81	50	74	20	10	20	72	30	21	32	20
	12%	15%	11%	12%	12%	22% H*	10% *	10%	14%	11%	12%	17%	17%
16 January	**47**	19	26	16	31	6	5	5	25	14	7	17	11
	5%	7% C	4%	4%	5%	7% *	5% *	2%	5%	5%	4%	9%	9%
17 January	**40**	11	29	18	23	6	3	9	28	6	6	6	4
	4%	4%	4%	4%	4%	6% *	3% *	4%	5%	2%	3%	3%	4%
18 January	**25**	8	18	11	14	6	1	4	13	9	3	6	5
	3%	3%	2%	3%	2%	6% *	1% *	2%	2%	3%	2%	3%	4%
19 January	**3**	-	3	2	1	-	1	1	3	-	-	1	-
	*****	-	*	*	*	- *	1% *	*	1%	-	-	*	-
20 January	**9**	3	6	4	5	2	1	1	3	1	5	1	-
	1%	1%	1%	1%	1%	2% *	1% *	1%	1%	*	3%	*	-
No specific date	**77**	17	59	30	47	4	8	18	34	28	13	9	5
	8%	6%	8%	7%	8%	4% *	8% *	8%	7%	10%	7%	5%	4%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
It depends on the condition of the food	**396**	98	291	159	237	18	37	100	217	103	60	65	41
	40%	36%	41%	39%	40%	20%	37%	48%	41%	38%	34%	35%	34%
						*	F*	F					
Don't know	**9**	2	6	2	8	1	-	1	5	3	1	-	-
	1%	1%	1%	*	1%	1%	-	*	1%	1%	1%	-	-
						*	*						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FIELDWORK : 07/12/2017 - 20/12/2017

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
13 January	**14** **1%**	5 2%	6 4% E	4 4% E	8 1%
14 January	**195** **19%**	41 18%	31 19%	20 18%	164 20%
15 January	**185** **18%**	42 18%	33 21%	21 20%	152 18%
Net: Any after 15th January	**597** **60%**	142 61%	88 56%	63 58%	509 61%
Net: Any date after 15th January	**124** **12%**	29 12%	27 17%	21 19% E	97 12%
16 January	**47** **5%**	13 5%	8 5%	7 6%	39 5%
17 January	**40** **4%**	7 3%	10 6%	9 8%	31 4%
18 January	**25** **3%**	6 3%	8 5%	4 4%	18 2%
19 January	**3** *****	1 *	1 1%	1 1%	2 *
20 January	**9** **1%**	2 1%	1 1%	1 1%	8 1%
No specific date	**77** **8%**	17 7%	8 5%	8 7%	69 8%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q31. If a food label says 'best before 15 January' what is the last date you should eat it?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
It depends on the condition of the food	**396** **40%**	96 42%	53 33%	34 31%	343 41%
Don't know	**9** **1%**	2 1%	1 1%	- -	8 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Up to one day	37 4%	21 4%	16 3%	4 3% *	6 3%	3 2%	7 4%	6 4%	11 5%	6 3%	10 4%	8 4%	13 5%	16 3%	21 4%
Up to two days	187 19%	87 18%	100 19%	31 23% *	30 18%	21 14%	31 17%	35 23%	40 18%	46 18%	48 17%	34 18%	60 21%	94 18%	93 20%
Net: More than three days	485 48%	240 49%	244 48%	51 39% *	83 51%	89 60% DGHI	87 48%	68 45%	107 47%	114 46%	128 47%	108 59% JKMNO	134 46%	242 46%	242 51% M
Up to three days	287 29%	145 30%	141 28%	21 16% *	40 25%	53 36% DE	61 34% D	43 28% D	69 31% D	64 26%	70 26%	73 39% JKMNO	79 27%	135 26%	152 32% MN
Up to four days	91 9%	37 8%	54 10%	20 15% GHI*	18 11%	18 12% G	9 5%	8 6%	17 7%	21 8%	21 8%	21 11%	28 9%	43 8%	48 10%
Up to five days	78 8%	41 9%	37 7%	8 6% *	17 11%	9 6%	13 7%	13 8%	18 8%	19 8%	30 11% O	10 6%	19 6%	49 9%	29 6%
More than five days	29 3%	16 3%	12 2%	1 1% *	7 4%	8 6% I	5 3%	4 3%	3 1%	9 4%	6 2%	4 2%	9 3%	16 3%	13 3%
Net: Refer to label	223 22%	110 23%	114 22%	33 25% *	29 18%	29 19%	44 24%	32 21%	56 25%	65 26% LO	70 25% LO	28 15%	61 21%	135 26% LO	89 19%
Follow the storage information on the product	142 14%	69 14%	73 14%	23 18% *	19 12%	18 12%	30 17%	17 11%	34 15%	40 16%	42 15%	18 10%	42 14%	82 16%	60 13%
Look at the use-by date	81 8%	41 8%	40 8%	10 8% *	10 6%	11 7%	14 7%	15 10%	22 10%	24 10%	28 10%	10 5%	19 6%	52 10% O	29 6%
Not applicable – don't ever eat or use this food item	68 7%	28 6%	39 8%	13 10% *	15 9%	6 4%	11 6%	11 7%	11 5%	19 8%	19 7%	7 4%	22 8%	38 7%	30 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Up to one day	37 4%	8 4%	17 4%	7 4%	5 3%	10 4%	27 4%
Up to two days	187 19%	39 18%	72 18%	31 18%	45 22%	54 19%	133 19%
Net: More than three days	485 48%	100 46%	196 49%	89 52%	99 48%	150 53%	335 47%
Up to three days	287 29%	60 28%	120 30%	52 30%	54 27%	81 29%	206 29%
Up to four days	91 9%	17 8%	33 8%	19 11%	22 11%	36 13% U	55 8%
Up to five days	78 8%	19 9%	30 7%	14 8%	15 7%	22 8%	56 8%
More than five days	29 3%	3 1%	13 3%	5 3%	8 4%	11 4%	18 2%
Net: Refer to label	223 22%	54 25%	86 21%	40 23%	44 21%	53 19%	170 24%
Follow the storage information on the product	142 14%	33 15%	53 13%	25 14%	31 15%	33 12%	109 15%
Look at the use-by date	81 8%	20 9%	33 8%	15 8%	13 6%	20 7%	61 8%
Not applicable – don't ever eat or use this food item	68 7%	19 9%	31 8%	7 4%	11 6%	13 5%	55 8%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Up to one day	37 4%	9 4%	26 4%	2 3% *	27 5%	10 2%	11 7%	13 4%	3 2%	24 4%	13 4%	- - **	10 4%	8 4%	14 4%	5 2%	29 4%	8 3%
Up to two days	187 19%	46 19%	133 19%	8 14% *	114 19%	73 18%	44 27% HI	54 18%	16 14%	125 20%	56 16%	7 23% **	50 19%	31 17%	65 18%	42 21%	135 19%	52 17%
Net: More than three days	485 48%	107 44%	342 49%	36 57% *	292 50%	193 47%	73 45%	153 52%	63 55%	305 48%	172 50%	7 26% **	131 51%	82 45%	165 47%	100 50%	333 48%	151 50%
Up to three days	287 29%	63 26%	203 29%	21 33% *	175 30%	112 27%	43 27%	91 30%	40 34%	184 29%	98 29%	5 17% **	88 34% O	47 26%	91 26%	57 29%	192 28%	94 31%
Up to four days	91 9%	22 9%	61 9%	7 12% *	54 9%	37 9%	12 7%	32 11%	11 9%	58 9%	31 9%	2 6% **	20 8%	15 8%	30 8%	23 12%	66 9%	25 8%
Up to five days	78 8%	18 7%	55 8%	6 9% *	45 8%	33 8%	16 10%	19 6%	9 8%	49 8%	29 8%	1 3% **	17 7%	13 7%	35 10%	13 7%	56 8%	22 7%
More than five days	29 3%	4 1%	23 3%	2 3% *	17 3%	11 3%	2 1%	12 4%	3 3%	14 2%	15 4%	- - **	6 2%	6 3%	9 2%	6 3%	19 3%	10 3%
Net: Refer to label	223 22%	66 27% C	142 21%	14 23% *	124 21%	100 24%	27 17%	66 22%	24 21%	136 22%	78 23%	10 34% **	54 21%	45 25%	85 24%	38 19%	149 21%	74 24%
Follow the storage information on the product	142 14%	45 18% C	87 13%	11 17% *	81 14%	61 15%	16 10%	49 17%	11 10%	82 13%	51 15%	10 34% **	38 15%	28 16%	52 15%	24 12%	92 13%	50 17%
Look at the use-by date	81 8%	22 9%	55 8%	4 6% *	42 7%	38 9%	11 7%	17 6%	13 11%	54 9%	27 8%	- - **	16 6%	17 10%	33 9%	13 7%	57 8%	24 8%
Not applicable – don't ever eat or use this food item	68 7%	18 7%	48 7%	2 4% *	30 5%	38 9% E	6 4%	12 4%	10 8%	39 6%	24 7%	5 16% **	13 5%	15 8%	25 7%	14 7%	51 7%	17 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Up to one day	**37** **4%**	4 3%	33 4%
Up to two days	**187** **19%**	28 21%	159 18%
Net: More than three days	**485** **48%**	60 44%	425 49%
Up to three days	**287** **29%**	35 25%	252 29%
Up to four days	**91** **9%**	16 12%	75 9%
Up to five days	**78** **8%**	7 5%	71 8%
More than five days	**29** **3%**	2 1%	27 3%
Net: Refer to label	**223** **22%**	42 31% T	181 21%
Follow the storage information on the product	**142** **14%**	25 18%	118 14%
Look at the use-by date	**81** **8%**	17 13%	63 7%
Not applicable – don't ever eat or use this food item	**68** **7%**	3 2%	65 7% S

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Up to one day	37 4%	14 5%	22 3%	17 4%	20 3%	6 7% *	3 3% *	8 4%	21 4%	8 3%	7 4%	8 4%	5 4%
Up to two days	187 19%	48 18%	136 19%	71 17%	116 20%	27 30% GH*	9 10% *	32 16%	96 18%	51 19%	34 19%	37 20%	21 18%
Net: More than three days	485 48%	141 52%	333 47%	214 52%	271 46%	43 47% *	60 60% *	108 52%	243 46%	139 51%	89 51%	104 56%	71 59%
Up to three days	287 29%	81 30%	200 28%	116 28%	170 29%	19 21% *	30 31% *	65 31%	143 27%	81 30%	53 30%	58 31%	41 34%
Up to four days	91 9%	27 10%	61 9%	42 10%	49 8%	9 10% *	16 16% *	16 8%	51 10%	22 8%	16 9%	23 13%	18 15%
Up to five days	78 8%	23 8%	55 8%	42 10% E	36 6%	10 11% *	11 11% *	21 10%	40 8%	25 9%	12 7%	17 9%	8 7%
More than five days	29 3%	11 4%	18 3%	13 3%	15 3%	4 5% *	3 3% *	6 3%	10 2%	11 4%	7 4%	6 3%	4 4%
Net: Refer to label	223 22%	56 21%	167 23%	85 21%	139 23%	13 14% *	20 21% *	51 24%	127 24%	51 19%	41 23%	30 16%	19 16%
Follow the storage information on the product	142 14%	36 14%	106 15%	56 14%	87 15%	8 9% *	15 15% *	32 16%	80 15%	32 12%	28 16%	18 10%	14 12%
Look at the use-by date	81 8%	20 7%	61 9%	29 7%	52 9%	5 5% *	6 6% *	18 9%	47 9%	19 7%	13 7%	12 6%	5 4%
Not applicable – don't ever eat or use this food item	68 7%	10 4%	53 7%	22 5%	46 8%	2 2% *	7 7% *	8 4%	39 7%	21 8%	4 3%	6 3%	5 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Up to one day	**37** **4%**	7 3%	11 7% E	8 7%	26 3%
Up to two days	**187** **19%**	38 16%	29 18%	16 15%	158 19%
Net: More than three days	**485** **48%**	125 54% E	90 57% E	69 63% CE	394 47%
Up to three days	**287** **29%**	75 32%	47 30%	34 32%	240 29%
Up to four days	**91** **9%**	26 11%	21 13%	18 16% E	70 8%
Up to five days	**78** **8%**	16 7%	17 10%	13 12%	62 7%
More than five days	**29** **3%**	8 4%	6 4%	4 4%	22 3%
Net: Refer to label	**223** **22%**	44 19%	27 17%	16 15%	196 23%
Follow the storage information on the product	**142** **14%**	28 12%	17 11%	14 13%	126 15%
Look at the use-by date	**81** **8%**	15 7%	10 6% D	3 2%	71 8%
Not applicable – don't ever eat or use this food item	**68** **7%**	19 8% CD	2 1%	- -	66 8% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it? - Rebased

Base: All who ever store sliced meat in the fridge

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	933	478	455	91	153	135	181	153	220	246	279	161	247	525	408
Base	932	459	474	120	147	141	170	141	213	231	256	178	268	487	445
Up to one day	**37**	21	16	4	6	3	7	6	11	6	10	8	13	16	21
	4%	5%	3%	4% *	4%	2%	4%	4%	5%	3%	4%	4%	5%	3%	5%
Up to two days	**187**	87	100	31	30	21	31	35	40	46	48	34	60	94	93
	20%	19%	21%	26% *	20%	15%	18%	25% F	19%	20%	19%	19%	22%	19%	21%
Net: More than three days	**485**	240	244	51	83	89	87	68	107	114	128	108	134	242	242
	52%	52%	52%	43% *	56%	63% DHI	51%	49%	50%	49%	50%	61% JKMNO	50%	50%	54% M
Up to three days	**287**	145	141	21	40	53	61	43	69	64	70	73	79	135	152
	31%	32%	30%	18% *	27%	38% D	36% D	30% D	32% D	28%	27%	41% JKMNO	30%	28%	34% MN
Up to four days	**91**	37	54	20	18	18	9	8	17	21	21	21	28	43	48
	10%	8%	11%	17% GHI*	12% G	13% G	5%	6%	8%	9%	8%	12%	10%	9%	11%
Up to five days	**78**	41	37	8	17	9	13	13	18	19	30	10	19	49	29
	8%	9%	8%	7% *	12%	6%	7%	9%	9%	8%	12% O	6%	7%	10%	7%
More than five days	**29**	16	12	1	7	8	5	4	3	9	6	4	9	16	13
	3%	4%	3%	1% *	5%	6% I	3%	3%	1%	4%	2%	2%	3%	3%	3%
Net: Refer to label	**223**	110	114	33	29	29	44	32	56	65	70	28	61	135	89
	24%	24%	24%	28% *	20%	20%	26%	23%	26%	28% LO	27% LO	16%	23%	28% LO	20%
Follow the storage information on the product	**142**	69	73	23	19	18	30	17	34	40	42	18	42	82	60
	15%	15%	16%	19% *	13%	13%	18%	12%	16%	18%	16%	10%	16%	17%	14%
Look at the use-by date	**81**	41	40	10	10	11	14	15	22	24	28	10	19	52	29
	9%	9%	8%	9% *	7%	8%	8%	10%	10%	10%	11% O	6%	7%	11% O	6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it? - Rebased

Base: All who ever store sliced meat in the fridge

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	933	207	376	163	187	262	671
Base	932	200	372	166	193	267	666
Up to one day	37 4%	8 4%	17 5%	7 4%	5 3%	10 4%	27 4%
Up to two days	187 20%	39 19%	72 19%	31 18%	45 23%	54 20%	133 20%
Net: More than three days	485 52%	100 50%	196 53%	89 54%	99 51%	150 56%	335 50%
Up to three days	287 31%	60 30%	120 32%	52 31%	54 28%	81 30%	206 31%
Up to four days	91 10%	17 9%	33 9%	19 11%	22 11%	36 13% U	55 8%
Up to five days	78 8%	19 10%	30 8%	14 8%	15 8%	22 8%	56 8%
More than five days	29 3%	3 1%	13 3%	5 3%	8 4%	11 4%	18 3%
Net: Refer to label	223 24%	54 27%	86 23%	40 24%	44 23%	53 20%	170 26%
Follow the storage information on the product	142 15%	33 17%	53 14%	25 15%	31 16%	33 12%	109 16%
Look at the use-by date	81 9%	20 10%	33 9%	15 9%	13 7%	20 8%	61 9%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it? - Rebased

Base: All who ever store sliced meat in the fridge

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	933	228	643	62	556	377	152	286	108	589	319	25	245	168	338	174	647	286
Base	932	228	644	60	556	376	155	285	106	589	319	24	245	165	330	184	646	286
Up to one day	**37** **4%**	9 4%	26 4%	2 3% *	27 5%	10 3%	11 7%	13 5%	3 2%	24 4%	13 4%	- - **	10 4%	8 5%	14 4%	5 3%	29 4%	8 3%
Up to two days	**187** **20%**	46 20%	133 21%	8 14% *	114 21%	73 19%	44 28% HI	54 19%	16 15%	125 21%	56 17%	7 28% **	50 20%	31 19%	65 20%	42 23%	135 21%	52 18%
Net: More than three days	**485** **52%**	107 47%	342 53%	36 59% *	292 52%	193 51%	73 47%	153 54%	63 60%	305 52%	172 54%	7 31% **	131 54%	82 49%	165 50%	100 54%	333 52%	151 53%
Up to three days	**287** **31%**	63 28%	203 32%	21 35% *	175 31%	112 30%	43 28%	91 32%	40 38%	184 31%	98 31%	5 20% **	88 36%	47 29%	91 28%	57 31%	192 30%	94 33%
Up to four days	**91** **10%**	22 10%	61 10%	7 12% *	54 10%	37 10%	12 8%	32 11%	11 10%	58 10%	31 10%	2 8% **	20 8%	15 9%	30 9%	23 13%	66 10%	25 9%
Up to five days	**78** **8%**	18 8%	55 8%	6 9% *	45 8%	33 9%	16 10%	19 7%	9 9%	49 8%	29 9%	1 4% **	17 7%	13 8%	35 11%	13 7%	56 9%	22 8%
More than five days	**29** **3%**	4 2%	23 4%	2 3% *	17 3%	11 3%	2 1%	12 4%	3 3%	14 2%	15 5%	- - **	6 3%	6 4%	9 3%	6 4%	19 3%	10 3%
Net: Refer to label	**223** **24%**	66 29% C	142 22%	14 24% *	124 22%	100 27%	27 17%	66 23%	24 23%	136 23%	78 24%	10 41% **	54 22%	45 27%	85 26%	38 20%	149 23%	74 26%
Follow the storage information on the product	**142** **15%**	45 20% C	87 14%	11 17% *	81 15%	61 16%	16 10%	49 17%	11 11%	82 14%	51 16%	10 41% **	38 15%	28 17%	52 16%	24 13%	92 14%	50 18%
Look at the use-by date	**81** **9%**	22 10%	55 9%	4 6% *	42 8%	38 10%	11 7%	17 6%	13 12% H	54 9%	27 8%	- - **	16 7%	17 10%	33 10%	13 7%	57 9%	24 8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it? - Rebased

Base: All who ever store sliced meat in the fridge

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**933**	**129**	**804**
Base	**932**	**134**	**798**
Up to one day	**37** **4%**	4 3%	33 4%
Up to two days	**187** **20%**	28 21%	159 20%
Net: More than three days	**485** **52%**	60 45%	425 53%
Up to three days	**287** **31%**	35 26%	252 32%
Up to four days	**91** **10%**	16 12%	75 9%
Up to five days	**78** **8%**	7 5%	71 9%
More than five days	**29** **3%**	2 1%	27 3%
Net: Refer to label	**223** **24%**	42 32% T	181 23%
Follow the storage information on the product	**142** **15%**	25 19%	118 15%
Look at the use-by date	**81** **9%**	17 13%	63 8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it? - Rebased

Base: All who ever store sliced meat in the fridge

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**933**	**264**	**654**	**388**	**545**	**85**	**93**	**204**	**491**	**250**	**168**	**173**	**102**
Base	**932**	**259**	**659**	**387**	**546**	**88**	**92**	**199**	**487**	**249**	**170**	**179**	**115**
Up to one day	**37** **4%**	14 5%	22 3%	17 4%	20 4%	6 7% *	3 3% *	8 4%	21 4%	8 3%	7 4%	8 4%	5 4%
Up to two days	**187** **20%**	48 18%	136 21%	71 18%	116 21%	27 30% GH*	9 10% *	32 16%	96 20%	51 21%	34 20%	37 21%	21 18%
Net: More than three days	**485** **52%**	141 55%	333 51%	214 55%	271 50%	43 48% *	60 65% F*	108 54%	243 50%	139 56%	89 52%	104 58%	71 61%
Up to three days	**287** **31%**	81 31%	200 30%	116 30%	170 31%	19 22% *	30 33% *	65 32%	143 29%	81 32%	53 31%	58 32%	41 35%
Up to four days	**91** **10%**	27 10%	61 9%	42 11%	49 9%	9 10% *	16 17% H*	16 8%	51 10%	22 9%	16 10%	23 13%	18 15%
Up to five days	**78** **8%**	23 9%	55 8%	42 11% E	36 7%	10 12% *	11 12% *	21 10%	40 8%	25 10%	12 7%	17 9%	8 7%
More than five days	**29** **3%**	11 4%	18 3%	13 3%	15 3%	4 5% *	3 3% *	6 3%	10 2%	11 4%	7 4%	6 3%	4 4%
Net: Refer to label	**223** **24%**	56 22%	167 25%	85 22%	139 25%	13 15% *	20 22% *	51 25%	127 26%	51 21%	41 24%	30 17%	19 16%
Follow the storage information on the product	**142** **15%**	36 14%	106 16%	56 14%	87 16%	8 9% *	15 16% *	32 16%	80 16%	32 13%	28 16%	18 10%	14 12%
Look at the use-by date	**81** **9%**	20 8%	61 9%	29 7%	52 10%	5 5% *	6 6% *	18 9%	47 10%	19 8%	13 8%	12 7%	5 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it? - Rebased

Base: All who ever store sliced meat in the fridge

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**933**	**213**	**155**	**106**	**778**
Base	**932**	**213**	**157**	**109**	**775**
Up to one day	**37** **4%**	7 3%	11 7%	8 7%	26 3%
Up to two days	**187** **20%**	38 18%	29 18%	16 15%	158 20%
Net: More than three days	**485** **52%**	125 59% E	90 58%	69 63% E	394 51%
Up to three days	**287** **31%**	75 35%	47 30%	34 32%	240 31%
Up to four days	**91** **10%**	26 12%	21 13%	18 16% E	70 9%
Up to five days	**78** **8%**	16 7%	17 11%	13 12%	62 8%
More than five days	**29** **3%**	8 4%	6 4%	4 4%	22 3%
Net: Refer to label	**223** **24%**	44 21%	27 17%	16 15%	196 25% CD
Follow the storage information on the product	**142** **15%**	28 13%	17 11%	14 13%	126 16%
Look at the use-by date	**81** **9%**	15 7%	10 6% D	3 2%	71 9% D

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q33. How many times would you consider re-heating food after it was cooked for the first time?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Not at all (0)	**130** **13%**	73 15%	57 11%	10 7% *	14 8%	15 10%	26 15%	20 13%	46 20% DEF	33 13%	30 11%	22 12%	45 15%	63 12%	67 14%
Once (1)	**752** **75%**	364 75%	388 76%	93 70% *	108 66%	121 82% DE	146 81% E	120 79% E	165 73%	189 76%	206 75%	140 76%	216 75%	395 75%	357 75%
Twice (2)	**71** **7%**	26 5%	46 9% B	22 17% FGHI*	24 15% FGHI	5 3%	6 3%	8 5%	6 3%	17 7%	20 7%	17 9%	17 6%	38 7%	34 7%
Three times (3)	**18** **2%**	8 2%	10 2%	4 3% *	11 7% FGHI	2 1%	- -	- -	1 *	3 1%	9 3%	3 2%	3 1%	12 2%	6 1%
More than three times (4)	**6** **1%**	3 1%	3 1%	1 1% *	2 1%	1 1%	- -	- -	2 1%	1 *	3 1%	2 1%	- -	4 1%	2 *
Don't know	**23** **2%**	12 3%	10 2%	3 3% *	4 2%	4 3%	3 2%	3 2%	5 2%	6 2%	7 3%	- -	10 3% L	13 2%	10 2% L
Mean score	**1**	0.95	1.04 B	1.18 FGHI*	1.25 FGHI	0.99 I	0.88	0.92	0.85	0.97	1.07 MO	1.04 MO	0.92	1.02 M	0.97 M
Standard Deviation	**0.58**	0.577	0.581	0.646	0.758	0.51	0.411	0.429	0.558	0.544	0.648	0.619	0.502	0.602	0.554
Standard Error	**0.019**	0.026	0.026	0.057	0.06	0.043	0.031	0.035	0.038	0.035	0.04	0.046	0.03	0.027	0.026

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q33. How many times would you consider re-heating food after it was cooked for the first time?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Not at all (0)	**130**	20	61	19	30	35	95
	13%	9%	15% P	11%	15%	12%	13%
Once (1)	**752**	167	303	133	149	212	540
	75%	76%	75%	77%	73%	76%	75%
Twice (2)	**71**	20	21	12	18	21	51
	7%	9%	5%	7%	9%	7%	7%
Three times (3)	**18**	4	5	5	4	7	11
	2%	2%	1%	3%	2%	3%	2%
More than three times (4)	**6**	1	2	2	1	3	3
	1%	*	1%	1%	*	1%	*
Don't know	**23**	7	10	3	2	2	21
	2%	3%	3%	2%	1%	1%	3%
Mean score	**1**	1.05 Q	0.95	1.04	1	1.03	0.98
Standard Deviation	**0.58**	0.545	0.562	0.622	0.607	0.63	0.559
Standard Error	**0.019**	0.037	0.028	0.048	0.043	0.038	0.021

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q33. How many times would you consider re-heating food after it was cooked for the first time?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Not at all (0)	**130**	29	91	10	91	39	29	40	22	81	46	4	43	21	48	17	93	37
	13%	12%	13%	16% *	15% F	9%	18%	13%	19%	13%	13%	13% **	17% P	11%	14%	9%	13%	12%
Once (1)	**752**	187	520	45	426	326	106	233	79	471	261	20	189	140	258	159	518	234
	75%	76%	75%	71% *	73%	79% E	65%	78% GI	68%	75%	76%	71% **	73%	78%	73%	80%	74%	77%
Twice (2)	**71**	20	49	3	43	28	15	17	9	52	19	-	14	12	31	13	52	19
	7%	8%	7%	5% *	7%	7%	9%	6%	8%	8%	6%	- **	5%	7%	9%	7%	7%	6%
Three times (3)	**18**	4	11	3	9	9	6	3	1	10	8	-	5	4	6	3	16	2
	2%	2%	2%	5% *	2%	2%	4%	1%	1%	2%	2%	- **	2%	2%	2%	2%	2%	1%
More than three times (4)	**6**	2	4	-	5	1	3	1	1	5	1	-	2	1	2	1	4	2
	1%	1%	1%	- *	1%	*	2%	*	1%	1%	*	- **	1%	*	1%	1%	1%	1%
Don't know	**23**	3	18	2	12	11	3	4	5	10	8	5	5	3	10	4	14	9
	2%	1%	3%	3% *	2%	3%	2%	1%	4%	2%	2%	16% **	2%	2%	3%	2%	2%	3%
Mean score	**1**	1.03	0.99	0.98 *	0.97	1.03	1.04	0.95	0.93	1.01	0.98	0.85 **	0.95	1.01	1	1.03	1.01	0.97
Standard Deviation	**0.58**	0.6	0.567	0.641	0.611	0.532	0.776	0.505	0.615	0.593	0.566	0.366	0.618	0.563	0.592	0.523	0.605	0.518
Standard Error	**0.019**	0.039	0.022	0.082	0.026	0.026	0.062	0.029	0.058	0.024	0.031	0.075	0.039	0.042	0.032	0.038	0.023	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q33. How many times would you consider re-heating food after it was cooked for the first time?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Not at all (0)	**130**	21	109
	13%	15%	13%
Once (1)	**752**	93	659
	75%	67%	76% S
Twice (2)	**71**	11	60
	7%	8%	7%
Three times (3)	**18**	6	12
	2%	5% T	1%
More than three times (4)	**6**	4	2
	1%	3% T	*
Don't know	**23**	2	20
	2%	2%	2%
Mean score	**1**	1.12 T	0.98
Standard Deviation	**0.58**	0.838	0.525
Standard Error	**0.019**	0.072	0.018

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q33. How many times would you consider re-heating food after it was cooked for the first time?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Not at all (0)	**130**	49	79	46	84	14	12	19	72	33	21	27	19
	13%	18% C	11%	11%	14%	15% *	12% *	9%	14%	12%	12%	14%	16%
Once (1)	**752**	209	530	304	448	54	72	173	391	208	135	136	84
	75%	77%	74%	74%	76%	60% *	72% *	84% FG	74%	77%	77%	73%	70%
Twice (2)	**71**	6	64	37	34	11	13	12	38	17	12	16	13
	7%	2%	9% B	9%	6%	12% *	13% *	6%	7%	6%	7%	9%	11%
Three times (3)	**18**	2	15	12	6	7	1	2	12	2	4	4	2
	2%	1%	2%	3%	1%	8% H*	1% *	1%	2%	1%	2%	2%	2%
More than three times (4)	**6**	-	6	4	2	2	-	1	5	1	-	2	1
	1%	-	1%	1%	*	2% *	- *	1%	1%	*	-	1%	1%
Don't know	**23**	4	17	5	18	3	2	-	9	10	2	1	1
	2%	1%	2%	1%	3%	3% *	2% *	-	2%	4%	1%	1%	1%
Mean score	**1**	0.85	1.05 B	1.07 E	0.94	1.19 H*	1.02 *	1	1.01	0.96	1	1.02	1.01
Standard Deviation	**0.58**	0.462	0.61	0.646	0.523	0.881	0.541	0.487	0.628	0.507	0.537	0.643	0.644
Standard Error	**0.019**	0.028	0.023	0.032	0.022	0.094	0.055	0.034	0.028	0.031	0.041	0.047	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q33. How many times would you consider re-heating food after it was cooked for the first time?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Not at all (0)	**130**	27	21	14	109
	13%	12%	13%	13%	13%
Once (1)	**752**	169	117	82	635
	75%	73%	74%	75%	75%
Twice (2)	**71**	22	12	8	60
	7%	9%	7%	7%	7%
Three times (3)	**18**	7	7	4	11
	2%	3%	4% E	3%	1%
More than three times (4)	**6**	1	2	1	4
	1%	*	1%	1%	*
Don't know	**23**	6	-	-	23
	2%	3%	-	-	3%
Mean score	**1**	1.05 E	1.06	1.04	0.98
Standard Deviation	**0.58**	0.612	0.701	0.653	0.553
Standard Error	**0.019**	0.041	0.056	0.063	0.019

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**868**	**431**	**437**	**94**	**155**	**127**	**164**	**144**	**184**	**230**	**265**	**146**	**227**	**495**	**373**
Base	**870**	**414**	**456**	**123**	**149**	**133**	**154**	**132**	**179**	**217**	**245**	**163**	**245**	**462**	**408**
Net: Any	**845** **97%**	403 97%	442 97%	120 98% *	141 95%	130 98%	151 98%	129 98%	174 97%	212 98%	237 97%	160 98%	236 96%	449 97%	396 97%
Steam coming from it	**173** **20%**	70 17%	103 22%	36 29% HI*	36 24%	23 18%	31 20%	20 15%	27 15%	46 21%	50 20%	30 18%	47 19%	96 21%	77 19%
Taste it	**137** **16%**	56 13%	82 18%	25 21% *	27 18%	15 11%	21 14%	26 20%	23 13%	31 14%	48 19%	23 14%	35 14%	79 17%	58 14%
Check the middle is hot	**454** **52%**	194 47%	260 57% B	75 61% E*	65 44%	71 53%	80 52%	68 51%	96 54%	113 52%	132 54%	85 52%	124 51%	245 53%	209 51%
Check it's an even temperature throughout	**271** **31%**	131 32%	140 31%	38 31% *	40 27%	44 33%	62 40% EH	35 26%	53 30%	73 34%	69 28%	48 30%	80 33%	143 31%	128 31%
Put hand over it/touch it	**60** **7%**	26 6%	34 7%	12 10% *	14 10%	13 10%	9 6%	5 4%	7 4%	17 8%	18 7%	9 5%	17 7%	35 7%	26 6%
Use a thermometer/probe	**124** **14%**	68 16%	56 12%	13 11% *	16 11%	23 18%	17 11%	22 17%	31 18%	24 11%	33 14%	29 18%	38 16%	57 12%	67 16%
Use a timer to ensure it has been cooked for a certain amount of time	**95** **11%**	54 13%	41 9%	15 12% *	15 10%	13 10%	20 13%	16 12%	17 10%	32 15% KN	20 8%	19 12%	24 10%	52 11% K	43 11%
It looks hot / is bubbling / sizzling	**313** **36%**	148 36%	165 36%	43 35% *	48 32%	47 35%	56 36%	56 42%	64 36%	85 39%	94 38%	54 33%	80 32%	179 39%	134 33%
Other	**1** *****	- -	1 *	- - *	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
I don't check	**15** **2%**	7 2%	7 2%	- - *	4 3%	2 2%	3 2%	2 1%	4 2%	3 1%	6 2%	1 1%	5 2%	8 2%	6 2%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**870**	**414**	**456**	**123**	**149**	**133**	**154**	**132**	**179**	**217**	**245**	**163**	**245**	**462**	**408**
	10	4	7	3	4	1	1	1	1	2	3	2	4	5	6
Don't know	**1%**	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
				*											

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**868**	**205**	**344**	**152**	**167**	**240**	**628**
Base	**870**	**199**	**342**	**154**	**175**	**245**	**625**
Net: Any	**845** **97%**	191 96%	335 98%	149 97%	170 97%	240 98%	605 97%
Steam coming from it	**173** **20%**	47 24%	57 17%	25 16%	44 25% Q	53 22%	120 19%
Taste it	**137** **16%**	28 14%	52 15%	25 16%	31 18%	34 14%	104 17%
Check the middle is hot	**454** **52%**	99 50%	188 55%	77 50%	90 52%	127 52%	327 52%
Check it's an even temperature throughout	**271** **31%**	62 31%	118 34% R	38 25%	53 30%	75 30%	197 31%
Put hand over it/touch it	**60** **7%**	15 8%	23 7%	11 7%	11 6%	15 6%	46 7%
Use a thermometer/probe	**124** **14%**	25 12%	57 17%	21 14%	21 12%	31 13%	93 15%
Use a timer to ensure it has been cooked for a certain amount of time	**95** **11%**	16 8%	40 12%	21 14%	18 10%	25 10%	71 11%
It looks hot / is bubbling / sizzling	**313** **36%**	83 42% R	117 34%	40 26%	73 42% R	87 35%	226 36%
Other	**1** *	- -	- -	1 1%	- -	- -	1 *
I don't check	**15** **2%**	6 3%	4 1%	3 2%	2 1%	4 2%	11 2%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**870**	**199**	**342**	**154**	**175**	**245**	**625**
Don't know	**10**	2	4	2	3	1	9
	1%	1%	1%	1%	2%	*	2%

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**868**	**216**	**599**	**53**	**495**	**373**	**130**	**257**	**96**	**547**	**295**	**26**	**213**	**163**	**314**	**170**	**602**	**266**
Base	**870**	**216**	**601**	**53**	**495**	**375**	**132**	**257**	**94**	**548**	**297**	**25**	**215**	**160**	**307**	**181**	**604**	**266**
Net: Any	**845** **97%**	207 96%	589 98%	50 94% *	487 98% F	358 95%	131 99%	256 99% I	89 95% *	535 98%	291 98%	19 79% **	209 97%	157 98%	299 97%	174 96%	594 98% R	251 94%
Steam coming from it	**173** **20%**	46 21%	119 20%	7 13% *	95 19%	78 21%	23 17%	48 19%	22 23% *	110 20%	61 20%	2 8% **	46 21%	24 15%	58 19%	42 24%	126 21%	47 18%
Taste it	**137** **16%**	31 14%	101 17%	6 10% *	74 15%	63 17%	23 18%	33 13%	16 17% *	82 15%	52 18%	3 11% **	30 14%	35 22%	45 15%	24 13%	99 16%	38 14%
Check the middle is hot	**454** **52%**	108 50%	321 53%	25 48% *	257 52%	197 52%	66 50%	142 55%	45 47% *	279 51%	163 55%	11 47% **	114 53%	77 48%	168 55%	92 51%	315 52%	139 52%
Check it's an even temperature throughout	**271** **31%**	64 30%	187 31%	20 38% *	168 34%	103 27%	49 37%	82 32%	33 35% *	176 32%	91 31%	5 19% **	74 34%	48 30%	91 30%	56 31%	197 33%	74 28%
Put hand over it/touch it	**60** **7%**	16 8%	41 7%	3 6% *	32 6%	28 7%	9 7%	13 5%	10 10% *	36 7%	23 8%	2 7% **	16 7%	13 8%	14 5%	17 10%	49 8%	11 4%
Use a thermometer/probe	**124** **14%**	34 16%	82 14%	8 15% *	84 17% F	40 11%	28 21% I	47 18% I	8 8% *	78 14%	43 14%	3 12% **	36 17%	18 11%	42 14%	25 14%	87 14%	37 14%
Use a timer to ensure it has been cooked for a certain amount of time	**95** **11%**	21 10%	72 12%	3 5% *	55 11%	40 11%	23 17% H	19 7%	12 13% *	50 9%	41 14%	4 18% **	29 13%	13 8%	40 13%	14 8%	78 13% R	17 6%
It looks hot / is bubbling / sizzling	**313** **36%**	77 35%	224 37%	12 24% *	182 37%	131 35%	45 34%	95 37%	36 39% *	211 39%	96 32%	6 23% **	77 36%	54 34%	105 34%	72 40%	222 37%	91 34%
Other	**1** *****	- -	1 *	- - *	- -	1 *	- -	- -	- - *	- -	1 *	- - **	- -	- -	1 *	- -	1 *	- -
I don't check	**15** **2%**	4 2%	9 1%	2 4% *	3 1%	12 3% E	- -	1 *	2 2% *	9 2%	3 1%	3 11% **	2 1%	3 2%	4 1%	6 3%	5 1%	10 4% Q

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**870**	**216**	**601**	**53**	**495**	**375**	**132**	**257**	**94**	**548**	**297**	**25**	**215**	**160**	**307**	**181**	**604**	**266**
	10	6	4	1	5	6	1	1	3	5	3	3	4	-	4	1	5	6
Don't know	**1%**	3%	1%	2%	1%	1%	1%	*	3%	1%	1%	11%	2%	-	1%	*	1%	2%
				*					*			**						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**868**	**111**	**757**
Base	**870**	**117**	**753**
Net: Any	**845** **97%**	115 98%	730 97%
Steam coming from it	**173** **20%**	23 20%	150 20%
Taste it	**137** **16%**	16 13%	122 16%
Check the middle is hot	**454** **52%**	68 58%	386 51%
Check it's an even temperature throughout	**271** **31%**	48 41% T	223 30%
Put hand over it/touch it	**60** **7%**	13 11%	48 6%
Use a thermometer/probe	**124** **14%**	20 17%	104 14%
Use a timer to ensure it has been cooked for a certain amount of time	**95** **11%**	19 16%	77 10%
It looks hot / is bubbling / sizzling	**313** **36%**	38 33%	274 36%
Other	**1** *	1 1%	- -
I don't check	**15** **2%**	- -	15 2%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**870**	**117**	**753**
Don't know	**10**	2	9
	1%	2%	1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**868**	**223**	**628**	**362**	**506**	**73**	**88**	**191**	**456**	**237**	**151**	**153**	**89**
Base	**870**	**220**	**633**	**362**	**508**	**76**	**87**	**188**	**454**	**237**	**154**	**159**	**101**
Net: Any	**845** **97%**	218 99%	611 97%	356 98%	489 96%	76 100% *	84 97% *	185 98%	443 98%	228 96%	150 98%	156 98%	99 98% *
Steam coming from it	**173** **20%**	41 19%	128 20%	86 24% E	87 17%	13 17% *	25 29% *	43 23%	88 19%	46 19%	34 22%	31 19%	19 19% *
Taste it	**137** **16%**	30 14%	103 16%	68 19% E	69 14%	12 16% *	17 19% *	39 21%	71 16%	38 16%	22 14%	18 11%	10 10% *
Check the middle is hot	**454** **52%**	115 52%	331 52%	199 55%	255 50%	34 44% *	41 47% *	119 63% FG	238 52%	116 49%	88 57%	86 54%	56 55% *
Check it's an even temperature throughout	**271** **31%**	69 31%	193 30%	129 36% E	142 28%	22 29% *	32 37% *	73 39%	139 31%	74 31%	47 30%	46 29%	26 26% *
Put hand over it/touch it	**60** **7%**	13 6%	47 7%	35 10% E	25 5%	11 14% *	8 9% *	15 8%	32 7%	17 7%	11 7%	7 4%	5 4% *
Use a thermometer/probe	**124** **14%**	38 17%	85 13%	50 14%	74 15%	15 20% *	9 10% *	23 12%	68 15%	38 16%	13 9%	22 14%	16 16% *
Use a timer to ensure it has been cooked for a certain amount of time	**95** **11%**	31 14%	61 10%	54 15% E	42 8%	12 16% *	7 8% *	33 18%	58 13%	18 8%	15 10%	12 7%	6 6% *
It looks hot / is bubbling / sizzling	**313** **36%**	81 37%	227 36%	145 40% E	168 33%	27 35% *	33 38% *	80 43%	173 38% J	69 29%	56 36%	56 35%	35 35% *
Other	**1** *****	1 *	- -	1 *	- -	- - *	1 1% *	- -	- -	- -	- -	- -	- - *
I don't check	**15** **2%**	3 1%	12 2%	6 2%	9 2%	- - *	2 2% *	3 2%	5 1%	7 3%	3 2%	2 1%	1 1% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	870	220	633	362	508	76	87	188	454	237	154	159	101
Don't know	**10**	-	10	1	10	-	1	-	6	3	1	1	1
	1%	-	2%	*	2%	-	1%	-	1%	1%	1%	1%	1%
						*	*						*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	868	205	136	92	732
Base	870	205	138	94	732
Net: Any	845 97%	196 95%	136 99%	93 99% *	709 97%
Steam coming from it	173 20%	44 21%	27 19%	19 20% *	146 20%
Taste it	137 16%	33 16%	17 13%	12 13% *	120 16%
Check the middle is hot	454 52%	110 54%	67 49%	46 48% *	387 53%
Check it's an even temperature throughout	271 31%	63 31%	51 37%	30 32% *	220 30%
Put hand over it/touch it	60 7%	15 7%	14 10%	8 9% *	46 6%
Use a thermometer/probe	124 14%	27 13%	30 22% BE	26 27% BE*	94 13%
Use a timer to ensure it has been cooked for a certain amount of time	95 11%	15 7%	21 15% B	14 15% *	75 10%
It looks hot / is bubbling / sizzling	313 36%	68 33%	56 41%	36 38% *	256 35%
Other	1 *	1 1%	- -	- - *	1 *
I don't check	15 2%	5 3%	2 1%	1 1% *	13 2%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q34. And how do you usually tell that food has been re-heated properly?

Base: All who ever reheat food

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**870**	**205**	**138**	**94**	**732**
Don't know	**10**	4	-	-	10
	1%	2%	-	-	1%
				*	

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q36. Have you personally ever had food poisoning and if so when was the last occasion?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Yes	**285**	137	148	44	58	46	53	37	46	83	80	41	81	163	122
	29%	28%	29%	33%	36%	31%	29%	25%	21%	33%	29%	22%	28%	31%	26%
				I*	HI	I				LO				L	
Yes, in the last year	**58**	25	32	13	21	10	6	2	6	21	19	4	14	39	18
	6%	5%	6%	10%	13%	7%	3%	1%	3%	8%	7%	2%	5%	7%	4%
				HI*	GHI	H				LO				LO	
Yes, more than a year ago	**227**	112	115	31	37	37	46	35	41	63	61	37	67	124	104
	23%	23%	22%	24%	23%	25%	26%	23%	18%	25%	22%	20%	23%	24%	22%
				*											
I think so but I'm not sure it was food poisoning	**123**	67	56	17	24	15	18	17	32	32	40	10	41	72	51
	12%	14%	11%	13%	15%	10%	10%	11%	14%	13%	15%	6%	14%	14%	11%
				*						L	L		LO	L	L
No	**552**	265	287	65	74	77	105	94	137	128	149	120	155	276	275
	55%	54%	56%	49%	46%	52%	58%	62%	61%	51%	54%	65%	54%	53%	58%
				*			E	E	E			JKMNO			M
Don't know	**40**	17	23	7	7	9	5	4	9	7	6	14	13	14	26
	4%	4%	4%	5%	4%	6%	3%	2%	4%	3%	2%	7%	4%	3%	6%
				*								KN			N

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q36. Have you personally ever had food poisoning and if so when was the last occasion?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Yes	**285**	58	116	48	63	85	200
	29%	26%	29%	28%	31%	30%	28%
Yes, in the last year	**58**	8	22	13	16	23	34
	6%	4%	5%	7%	8%	8% U	5%
Yes, more than a year ago	**227**	50	95	35	48	61	166
	23%	23%	24%	20%	23%	22%	23%
I think so but I'm not sure it was food poisoning	**123**	34	43	21	25	34	90
	12%	16%	11%	12%	12%	12%	12%
No	**552**	122	225	99	105	150	401
	55%	56%	56%	57%	51%	54%	56%
Don't know	**40**	5	18	5	11	11	29
	4%	2%	5%	3%	6%	4%	4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q36. Have you personally ever had food poisoning and if so when was the last occasion?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Yes	**285** **29%**	58 24%	212 31%	14 23% *	174 30%	111 27%	49 31%	91 31%	31 27%	188 30%	90 26%	7 26% **	84 33%	45 25%	100 28%	54 27%	214 31% R	71 23%
Yes, in the last year	**58** **6%**	10 4%	46 7%	2 3% *	35 6%	22 5%	22 13% HI	11 4%	3 3%	43 7%	13 4%	2 7% **	7 3%	8 5%	29 8% M	14 7% M	48 7% R	10 3%
Yes, more than a year ago	**227** **23%**	48 20%	166 24%	13 20% *	138 24%	89 21%	28 17%	80 27% G	28 24%	145 23%	77 22%	5 19% **	77 30% NOP	36 20%	71 20%	40 20%	166 24%	62 20%
I think so but I'm not sure it was food poisoning	**123** **12%**	32 13%	81 12%	10 16% *	68 12%	55 13%	14 8%	41 14%	13 11%	76 12%	48 14%	- - **	30 12%	22 12%	47 13%	24 12%	90 13%	33 11%
No	**552** **55%**	143 58%	371 54%	37 60% *	326 56%	225 54%	96 60%	157 53%	65 56%	345 55%	191 56%	16 55% **	130 50%	108 60%	194 55%	113 57%	367 53%	185 61% Q
Don't know	**40** **4%**	12 5%	27 4%	1 1% *	18 3%	22 5%	2 1%	9 3%	7 6%	20 3%	15 4%	5 19% **	14 5%	6 4%	14 4%	6 3%	27 4%	13 4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q36. Have you personally ever had food poisoning and if so when was the last occasion?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Yes	**285** **29%**	54 39% T	231 27%
Yes, in the last year	**58** **6%**	13 10%	45 5%
Yes, more than a year ago	**227** **23%**	41 30%	187 22%
I think so but I'm not sure it was food poisoning	**123** **12%**	18 13%	106 12%
No	**552** **55%**	59 43%	492 57% S
Don't know	**40** **4%**	6 5%	34 4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q36. Have you personally ever had food poisoning and if so when was the last occasion?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Yes	**285**	88	193	285	-	81	54	141	161	63	54	51	31
	29%	33%	27%	70%	-	90%	54%	68%	31%	23%	31%	27%	26%
				E		GH*	*	G	J				
Yes, in the last year	**58**	19	39	58	-	22	6	25	43	4	10	12	8
	6%	7%	5%	14%	-	24%	7%	12%	8%	2%	6%	7%	6%
				E		GH*	*		J				
Yes, more than a year ago	**227**	69	154	227	-	59	47	115	119	59	44	39	24
	23%	26%	22%	56%	-	66%	48%	56%	23%	22%	25%	21%	20%
				E		G*	*						
I think so but I'm not sure it was food poisoning	**123**	31	89	123	-	9	45	66	61	39	20	20	14
	12%	12%	12%	30%	-	10%	46%	32%	12%	15%	11%	11%	12%
				E		*	FH*	F					
No	**552**	141	403	-	552	-	-	-	289	154	90	106	66
	55%	52%	57%	-	93%	-	-	-	55%	57%	51%	57%	55%
					D	*	*						
Don't know	**40**	10	27	-	40	-	-	-	14	14	11	9	9
	4%	4%	4%	-	7%	-	-	-	3%	5%	7%	5%	7%
					D	*	*						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q36. Have you personally ever had food poisoning and if so when was the last occasion?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Yes	**285** **29%**	69 30%	69 43% BE	48 44% BE	216 26%
Yes, in the last year	**58** **6%**	18 8% E	22 14% E	15 14% E	35 4%
Yes, more than a year ago	**227** **23%**	51 22%	47 29% E	33 30%	181 22%
I think so but I'm not sure it was food poisoning	**123** **12%**	26 11%	26 17%	16 15%	97 12%
No	**552** **55%**	125 54% CD	61 38%	41 38%	491 58% CD
Don't know	**40** **4%**	13 5%	3 2%	3 3%	37 4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**409**	**215**	**194**	**47**	**85**	**59**	**77**	**60**	**81**	**121**	**130**	**47**	**111**	**251**	**158**
Base	**408**	**205**	**204**	**61**	**82**	**62**	**71**	**54**	**78**	**115**	**120**	**52**	**122**	**235**	**173**
From something you ate in a café/restaurant	**141** **34%**	62 30%	79 39%	21 35% *	17 21% *	16 26% *	24 34% *	22 40% E*	41 52% EFG*	56 48% KLMNO	39 33%	11 21% *	35 29%	95 40% KLMO	46 26%
From a take-away	**112** **27%**	60 29%	52 26%	16 26% *	28 35% I*	25 40% HI*	18 26% *	11 21% *	13 17% *	29 25%	29 24%	17 33% *	37 30%	58 25%	54 31%
From a barbeque	**13** **3%**	6 3%	7 3%	- - *	7 9% *	1 2% *	2 2% *	2 4% *	1 1% *	4 4%	3 3%	4 8% *	1 1%	8 3%	5 3%
From a meal prepared at home	**27** **7%**	15 7%	13 6%	7 11% *	10 13% I*	4 7% *	2 3% *	3 5% *	1 1% *	4 4%	7 6%	8 15% JN*	8 7%	11 5%	16 9%
From a meal prepared by family/friend in their home	**21** **5%**	7 3%	14 7%	5 8% *	6 7% *	3 5% *	3 4% *	3 6% *	1 1% *	6 5%	10 9% O	1 2% *	3 3%	16 7%	4 3%
From food bought from an independent retailer eg butcher/fishmonger or farmers' market	**19** **5%**	7 3%	12 6%	5 9% *	2 3% *	5 8% *	2 3% *	2 3% *	3 3% *	6 5%	6 5%	2 4% *	5 4%	12 5%	7 4%
From something you ate past its use by date	**13** **3%**	9 4%	5 2%	4 7% *	5 6% *	3 5% *	1 1% *	1 1% *	- - *	1 1%	7 6%	2 4% *	3 2%	8 4%	5 3%
From food that was not cooked properly	**45** **11%**	27 13%	18 9%	12 20% H*	10 12% *	5 9% *	7 11% *	2 4% *	8 10% *	12 10%	10 8%	8 16% *	15 13%	22 9%	23 14%
From food that was not stored properly	**19** **5%**	11 5%	9 4%	4 7% *	8 9% *	3 5% *	2 2% *	2 3% *	1 1% *	5 4%	7 6%	4 7% *	4 3%	12 5%	8 5%
Other	**27** **7%**	15 7%	11 6%	5 8% *	4 5% *	2 3% *	4 5% *	3 5% *	9 12% *	5 5%	12 10%	3 6% *	6 5%	17 7%	9 5%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**408**	**205**	**204**	**61**	**82**	**62**	**71**	**54**	**78**	**115**	**120**	**52**	**122**	**235**	**173**
	44	25	19	2	7	5	13	8	9	11	12	3	18	23	21
Don't know	**11%**	12%	10%	4% *	8% *	9% *	18% D*	15% *	11% *	10%	10%	6% *	15%	10%	12%

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**409**	**95**	**161**	**69**	**84**	**116**	**293**
Base	**408**	**92**	**160**	**69**	**88**	**118**	**290**
From something you ate in a café/restaurant	**141**	33	59	26	22	33	108
	34%	36%	37%	38%	25%	28%	37%
		*		*	*		
From a take-away	**112**	19	41	23	29	44	68
	27%	21%	26%	34%	33%	37%	24%
		*		*	*	U	
From a barbeque	**13**	3	3	1	6	7	6
	3%	3%	2%	1%	6%	6%	2%
		*		*	*		
From a meal prepared at home	**27**	2	9	4	12	13	14
	7%	2%	6%	6%	13%	11%	5%
		*		*	P*		
From a meal prepared by family/friend in their home	**21**	3	10	3	5	7	14
	5%	3%	6%	4%	6%	6%	5%
		*		*	*		
From food bought from an independent retailer eg butcher/fishmonger or farmers' market	**19**	3	8	2	6	10	9
	5%	3%	5%	3%	7%	8%	3%
		*		*	*		
From something you ate past its use by date	**13**	3	1	7	2	4	9
	3%	3%	1%	10%	3%	4%	3%
		*		Q*	*		
From food that was not cooked properly	**45**	6	15	6	19	15	31
	11%	6%	9%	9%	21%	12%	11%
		*		*	PQ*		
From food that was not stored properly	**19**	3	6	2	9	8	11
	5%	3%	4%	3%	10%	7%	4%
		*		*	*		
Other	**27**	11	13	1	2	-	27
	7%	12%	8%	1%	2%	-	9%
		RS*		*	*		T

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**408**	**92**	**160**	**69**	**88**	**118**	**290**
Don't know	**44**	14	17	7	6	8	36
	11%	16%	10%	11%	7%	7%	12%
		*		*	*		

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	409	90	294	25	241	168	61	132	45	264	137	8	113	68	151	75	303	106
Base	408	90	294	24	242	167	63	132	44	264	137	7	114	66	147	79	304	104
From something you ate in a café/restaurant	**141**	29	104	8	83	57	15	52	16	87	49	4	37	27	55	22	104	37
	34%	32%	35%	32%	35%	34%	24%	39%	37%	33%	36%	60%	32%	41%	38%	28%	34%	35%
		*		**			*		*			**		*		*		
From a take-away	**112**	25	79	8	72	40	24	36	12	79	31	2	29	17	43	23	83	29
	27%	28%	27%	33%	30%	24%	38%	27%	27%	30%	23%	23%	26%	25%	29%	29%	27%	28%
		*		**			*		*			**		*		*		
From a barbeque	**13**	4	9	-	12	1	6	6	1	8	5	-	5	3	6	-	10	3
	3%	4%	3%	-	5%	1%	9%	4%	2%	3%	4%	-	4%	4%	4%	-	3%	3%
		*		**	F		*		*			**		*		*		
From a meal prepared at home	**27**	4	22	1	15	12	6	7	2	12	15	-	9	4	9	6	21	6
	7%	4%	8%	4%	6%	7%	9%	5%	6%	5%	11%	-	8%	6%	6%	8%	7%	6%
		*		**			*		*		J	**		*		*		
From a meal prepared by family/friend in their home	**21**	2	19	-	17	4	7	9	1	12	8	-	6	2	9	3	17	4
	5%	2%	6%	-	7%	2%	11%	7%	3%	5%	6%	-	5%	3%	6%	4%	6%	4%
		*		**			*		*			**		*		*		
From food bought from an independent retailer eg butcher/fishmonger or farmers' market	**19**	8	9	2	14	4	6	8	1	15	4	-	8	4	3	3	15	4
	5%	8%	3%	8%	6%	3%	9%	6%	2%	6%	3%	-	7%	6%	2%	4%	5%	4%
		*		**			*		*			**		*		*		
From something you ate past its use by date	**13**	2	11	1	10	4	3	4	2	7	6	-	5	-	7	1	9	5
	3%	2%	4%	4%	4%	2%	5%	3%	6%	3%	5%	-	5%	-	5%	2%	3%	4%
		*		**			*		*			**		*		*		
From food that was not cooked properly	**45**	10	29	6	26	20	13	12	1	24	20	1	18	5	18	4	36	10
	11%	11%	10%	25%	11%	12%	20%	9%	2%	9%	15%	11%	16%	8%	12%	5%	12%	9%
		*		**			I*		*			**		*		*		
From food that was not stored properly	**19**	4	15	1	13	7	3	9	1	13	7	-	6	2	8	4	15	4
	5%	4%	5%	4%	5%	4%	5%	7%	2%	5%	5%	-	5%	3%	5%	4%	5%	4%
		*		**			*		*			**		*		*		
Other	**27**	7	20	-	9	17	1	5	3	20	7	-	6	5	9	4	23	4
	7%	7%	7%	-	4%	10%	1%	4%	6%	8%	5%	-	6%	8%	6%	5%	7%	4%
		*		**		E	*		*			**		*		*		

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**408**	**90**	**294**	**24**	**242**	**167**	**63**	**132**	**44**	**264**	**137**	**7**	**114**	**66**	**147**	**79**	**304**	**104**
Don't know	**44**	11	31	2	19	26	3	7	8	29	13	2	9	6	11	17	30	15
	11%	12%	11%	9%	8%	15%	5%	6%	17%	11%	10%	28%	8%	10%	8%	22%	10%	14%
		*		**		E	*		H*			**		*		MO*		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**409**	**69**	**340**
Base	**408**	**72**	**337**
From something you ate in a café/restaurant	**141** **34%**	27 37% *	114 34%
From a take-away	**112** **27%**	17 24% *	95 28%
From a barbeque	**13** **3%**	3 4% *	10 3%
From a meal prepared at home	**27** **7%**	8 12% *	19 6%
From a meal prepared by family/friend in their home	**21** **5%**	5 7% *	15 5%
From food bought from an independent retailer eg butcher/fishmonger or farmers' market	**19** **5%**	8 11% T*	11 3%
From something you ate past its use by date	**13** **3%**	5 6% *	9 3%
From food that was not cooked properly	**45** **11%**	12 16% *	34 10%
From food that was not stored properly	**19** **5%**	2 3% *	17 5%
Other	**27** **7%**	2 3% *	25 7%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**408**	**72**	**337**
	44	6	39
Don't know	**11%**	8%	11%
		*	

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	409	119	282	409	-	87	100	211	225	102	73	68	40
Base	408	119	282	408	-	90	99	207	223	103	73	71	46
From something you ate in a café/restaurant	**141**	47	92	141	-	30	36	71	92	25	21	13	7
	34%	39%	33%	34%	-	33%	37%	34%	41%	24%	29%	18%	16%
						*	*		J	*	*	*	*
From a take-away	**112**	37	73	112	-	25	25	60	58	30	23	30	22
	27%	31%	26%	27%	-	28%	25%	29%	26%	29%	32%	42%	48%
						*	*			*	*	*	*
From a barbeque	**13**	3	10	13	-	8	2	4	8	3	2	3	2
	3%	2%	4%	3%	-	8%	2%	2%	4%	3%	2%	4%	5%
						H*	*			*	*	*	*
From a meal prepared at home	**27**	8	18	27	-	11	4	12	12	9	5	8	4
	7%	7%	6%	7%	-	13%	4%	6%	5%	9%	7%	11%	9%
						*	*			*	*	*	*
From a meal prepared by family/friend in their home	**21**	4	17	21	-	10	1	10	13	2	6	3	-
	5%	3%	6%	5%	-	11%	1%	5%	6%	2%	8%	5%	-
						G*	*			*	*	*	*
From food bought from an independent retailer eg butcher/fishmonger or farmers' market	**19**	4	14	19	-	6	3	9	12	6	1	5	3
	5%	3%	5%	5%	-	7%	3%	4%	5%	6%	1%	6%	6%
						*	*			*	*	*	*
From something you ate past its use by date	**13**	-	13	13	-	4	2	7	5	5	3	3	3
	3%	-	5%	3%	-	5%	2%	3%	2%	5%	4%	5%	6%
			B			*	*			*	*	*	*
From food that was not cooked properly	**45**	15	29	45	-	13	9	19	23	14	9	12	7
	11%	13%	10%	11%	-	14%	9%	9%	10%	13%	12%	17%	16%
						*	*			*	*	*	*
From food that was not stored properly	**19**	5	14	19	-	7	2	10	13	3	3	5	3
	5%	4%	5%	5%	-	7%	2%	5%	6%	3%	4%	7%	7%
						*	*			*	*	*	*
Other	**27**	4	21	27	-	6	8	13	14	6	5	-	-
	7%	4%	8%	7%	-	7%	8%	6%	6%	6%	6%	-	-
						*	*			*	*	*	*

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**408**	**119**	**282**	**408**	**-**	**90**	**99**	**207**	**223**	**103**	**73**	**71**	**46**
	44	13	31	44	-	4	16	21	18	16	8	5	3
Don't know	**11%**	11%	11%	11%	-	5% *	16% F*	10%	8%	15% *	10% *	7% *	7% *

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**409**	**95**	**94**	**63**	**315**
Base	**408**	**95**	**95**	**64**	**313**
From something you ate in a café/restaurant	**141** **34%**	28 29% *	27 28% *	17 26% *	114 36%
From a take-away	**112** **27%**	32 33% E*	37 39% E*	24 37% *	75 24%
From a barbeque	**13** **3%**	6 6% E*	8 9% E*	6 9% E*	5 1%
From a meal prepared at home	**27** **7%**	8 8% *	8 8% *	4 6% *	19 6%
From a meal prepared by family/friend in their home	**21** **5%**	6 6% *	4 4% *	3 5% *	17 5%
From food bought from an independent retailer eg butcher/fishmonger or farmers' market	**19** **5%**	5 6% *	12 13% E*	10 16% E*	7 2%
From something you ate past its use by date	**13** **3%**	2 2% *	5 5% *	4 6% *	8 3%
From food that was not cooked properly	**45** **11%**	8 9% *	11 12% *	9 14% *	34 11%
From food that was not stored properly	**19** **5%**	5 5% *	5 5% *	3 5% *	14 5%
Other	**27** **7%**	4 4% *	- - *	- - *	27 9% CD

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q37. On the last occasion, how do you think you got food poisoning?

Base: All who have ever had food posioning

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**408**	**95**	**95**	**64**	**313**
Don't know	**44**	9	3	2	41
	11%	9%	3%	3%	13%
		*	*	*	CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q210/FPOISON3. Did you confirm with your GP or local doctor's surgery that you had had food poisoning, and if so, did they tell you what strain or type of food poisoning you had?

Base: All who have ever had food poisoning

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	409	215	194	47	85	59	77	60	81	121	130	47	111	251	158
Base	408	205	204	61	82	62	71	54	78	115	120	52	122	235	173
No – never visited GP/Doctor's surgery	**207**	106	101	23	32	35	43	29	45	61	69	20	57	130	77
	51%	52%	50%	38%	39%	56%	60%	53%	58%	53%	58%	39%	47%	55%	44%
				*	*	*	DE*	*	E*		LO	*		O	
NET: Any contact with GP	**189**	97	92	33	47	25	28	25	32	51	47	29	63	98	91
	46%	47%	45%	54%	57%	40%	40%	45%	41%	44%	39%	55%	51%	42%	53%
				*	G*	*	*	*	*			*			KN
NET: Yes	**90**	44	46	14	22	16	16	10	13	22	16	17	36	37	53
	22%	22%	22%	23%	27%	26%	22%	19%	16%	19%	13%	33%	29%	16%	30%
				*	*	*	*	*	*			KN*	KN		JKN
Yes, told me it was campylobacter	**20**	13	7	2	3	8	5	1	2	4	3	1	13	6	14
	5%	6%	4%	2%	4%	13%	7%	1%	2%	3%	2%	2%	10%	3%	8%
				*	*	I*	*	*	*			*	KN		N
Yes, told me it was salmonella	**25**	11	14	3	6	3	5	3	6	6	2	7	10	8	17
	6%	5%	7%	4%	7%	5%	7%	6%	8%	5%	1%	13%	9%	3%	10%
				*	*	*	*	*	*			KN*	K		KN
Yes, told me it was e-coli	**10**	6	4	2	4	1	1	1	2	4	2	3	1	6	4
	2%	3%	2%	2%	5%	2%	1%	1%	3%	3%	2%	5%	1%	3%	2%
				*	*	*	*	*	*			*			
Yes, told me it was listeria	**5**	5	-	-	5	-	-	1	-	2	2	2	-	3	2
	1%	3%	-	-	6%	-	-	2%	-	1%	1%	4%	-	1%	1%
				*	*	*	*	*	*			*			
Yes, told me it was something else	**29**	10	20	8	5	4	5	5	3	6	7	5	11	13	16
	7%	5%	10%	14%	6%	6%	7%	9%	4%	5%	6%	9%	9%	6%	9%
				*	*	*	*	*	*			*			
No, not told by my GP/not confirmed	**99**	52	47	19	25	9	12	15	19	30	31	12	27	61	38
	24%	25%	23%	31%	31%	14%	18%	27%	24%	26%	26%	22%	22%	26%	22%
				*	F*	*	*	*	*			*			
Don't know	**12**	2	10	5	3	2	-	1	1	3	4	3	2	7	6
	3%	1%	5%	8%	3%	4%	-	2%	1%	3%	3%	6%	2%	3%	3%
			B	*	*	*	*	*	*			*			

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q210/FPOISON3. Did you confirm with your GP or local doctor's surgery that you had had food poisoning, and if so, did they tell you what strain or type of food poisoning you had?

Base: All who have ever had food poisoning

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	409	95	161	69	84	116	293
Base	408	92	160	69	88	118	290
No – never visited GP/Doctor's surgery	207 51%	47 51% *	87 55% S	40 58% S*	33 37% *	56 47%	151 52%
NET: Any contact with GP	189 46%	45 49% *	65 41%	27 39% *	53 60% QR*	60 51%	129 44%
NET: Yes	90 22%	13 14% *	34 21%	14 20% *	30 34% PQ*	34 28%	56 19%
Yes, told me it was campylobacter	20 5%	4 4% *	7 4%	2 3% *	7 8% *	9 8%	11 4%
Yes, told me it was salmonella	25 6%	2 2% *	9 6%	2 4% *	11 13% P*	10 8%	16 5%
Yes, told me it was e-coli	10 2%	- - *	5 3%	3 4% *	2 3% *	4 3%	6 2%
Yes, told me it was listeria	5 1%	- - *	2 1%	1 1% *	3 3% *	4 3%	2 1%
Yes, told me it was something else	29 7%	6 7% *	11 7%	5 7% *	7 8% *	8 6%	22 8%
No, not told by my GP/not confirmed	99 24%	32 35% QR*	31 20%	13 19% *	23 26% *	26 22%	73 25%
Don't know	12 3%	- - *	8 5%	2 3% *	3 3% *	2 2%	10 3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q210/FPOISON3. Did you confirm with your GP or local doctor's surgery that you had had food poisoning, and if so, did they tell you what strain or type of food poisoning you had?

Base: All who have ever had food poisoning

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**409**	**90**	**294**	**25**	**241**	**168**	**61**	**132**	**45**	**264**	**137**	**8**	**113**	**68**	**151**	**75**	**303**	**106**
Base	**408**	**90**	**294**	**24**	**242**	**167**	**63**	**132**	**44**	**264**	**137**	**7**	**114**	**66**	**147**	**79**	**304**	**104**
No – never visited GP/Doctor's surgery	**207** **51%**	49 54% *	146 50%	12 49% **	115 47%	92 55%	24 38% *	63 48%	26 59% *	133 50%	73 53%	2 23% **	51 44%	33 50% *	79 53%	43 55% *	145 48%	62 59%
NET: Any contact with GP	**189** **46%**	37 41% *	141 48%	12 47% **	124 51% F	65 39%	37 58% *	68 52%	18 41% *	126 48%	57 42%	6 77% **	61 54%	31 47% *	67 45%	30 38% *	150 49%	39 38%
NET: Yes	**90** **22%**	19 22% *	66 23%	4 17% **	66 27% F	24 15%	24 38% I*	34 26%	7 16% *	58 22%	29 21%	3 40% **	37 32% P	12 18% *	31 21%	11 14% *	74 24%	16 15%
Yes, told me it was campylobacter	**20** **5%**	6 6% *	12 4%	2 8% **	13 5%	7 4%	7 10% *	4 3%	2 5% *	14 5%	5 4%	1 16% **	8 7%	2 3% *	7 5%	2 3% *	14 5%	6 6%
Yes, told me it was salmonella	**25** **6%**	4 5% *	20 7%	1 4% **	24 10% F	1 1%	8 13% *	15 11%	1 2% *	17 6%	7 5%	1 12% **	10 9%	3 5% *	8 6%	3 4% *	21 7%	4 4%
Yes, told me it was e-coli	**10** **2%**	1 1% *	8 3%	1 4% **	7 3%	3 2%	1 1% *	5 4%	1 2% *	4 1%	6 5%	- - **	4 4%	2 3% *	3 2%	1 1% *	9 3%	1 1%
Yes, told me it was listeria	**5** **1%**	- - *	5 2%	- - **	5 2%	- -	5 7% H*	- -	1 2% *	4 1%	2 1%	- - **	2 2%	1 1% *	3 2%	- - *	5 2%	- -
Yes, told me it was something else	**29** **7%**	8 9% *	21 7%	- - **	16 7%	13 8%	4 7% *	10 8%	2 5% *	20 8%	9 6%	1 11% **	12 10%	4 6% *	10 6%	4 5% *	25 8%	5 5%
No, not told by my GP/not confirmed	**99** **24%**	17 19% *	74 25%	7 30% **	58 24%	41 25%	13 20% *	34 26%	11 24% *	68 26%	28 20%	3 37% **	25 21%	19 29% *	36 25%	19 24% *	75 25%	24 23%
Don't know	**12** **3%**	4 5% *	7 2%	1 4% **	3 1%	9 5% E	2 4% *	1 1%	- - *	5 2%	7 5%	- - **	2 2%	2 3% *	2 1%	6 7% O*	9 3%	3 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q210/FPOISON3. Did you confirm with your GP or local doctor's surgery that you had had food poisoning, and if so, did they tell you what strain or type of food poisoning you had?

Base: All who have ever had food poisoning

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**409**	**69**	**340**
Base	**408**	**72**	**337**
No – never visited GP/Doctor's surgery	**207** **51%**	33 46% *	174 52%
NET: Any contact with GP	**189** **46%**	36 50% *	153 45%
NET: Yes	**90** **22%**	24 34% T*	65 19%
Yes, told me it was campylobacter	**20** **5%**	5 7% *	15 5%
Yes, told me it was salmonella	**25** **6%**	4 6% *	21 6%
Yes, told me it was e-coli	**10** **2%**	1 1% *	9 3%
Yes, told me it was listeria	**5** **1%**	3 4% *	3 1%
Yes, told me it was something else	**29** **7%**	12 16% T*	18 5%
No, not told by my GP/not confirmed	**99** **24%**	12 16% *	87 26%
Don't know	**12** **3%**	2 3% *	10 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q210/FPOISON3. Did you confirm with your GP or local doctor's surgery that you had had food poisoning, and if so, did they tell you what strain or type of food poisoning you had?

Base: All who have ever had food poisoning

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**409**	**119**	**282**	**409**	**-**	**87**	**100**	**211**	**225**	**102**	**73**	**68**	**40**
Base	**408**	**119**	**282**	**408**	**-**	**90**	**99**	**207**	**223**	**103**	**73**	**71**	**46**
No – never visited GP/Doctor's surgery	**207**	57	145	207	-	-	-	207	113	48	40	31	17
	51%	48%	52%	51%	-	-	-	100%	51%	47%	55%	43%	38%
						*	*	FG		*	*	*	*
NET: Any contact with GP	**189**	61	126	189	-	90	99	-	105	49	31	39	28
	46%	51%	45%	46%	-	100%	100%	-	47%	48%	43%	55%	62%
						H*	H*			*	*	*	*
NET: Yes	**90**	38	52	90	-	90	-	-	51	23	14	24	19
	22%	32%	18%	22%	-	100%	-	-	23%	23%	20%	33%	43%
		C				GH*	*			*	*	*	K*
Yes, told me it was campylobacter	**20**	6	14	20	-	20	-	-	8	7	5	8	7
	5%	5%	5%	5%	-	22%	-	-	3%	7%	7%	11%	16%
						GH*	*			*	*	*	*
Yes, told me it was salmonella	**25**	11	14	25	-	25	-	-	19	4	1	6	6
	6%	9%	5%	6%	-	28%	-	-	9%	4%	1%	9%	12%
						GH*	*			*	*	*	K*
Yes, told me it was e-coli	**10**	3	7	10	-	10	-	-	6	2	2	2	1
	2%	2%	2%	2%	-	11%	-	-	3%	1%	3%	3%	2%
						GH*	*			*	*	*	*
Yes, told me it was listeria	**5**	4	2	5	-	5	-	-	4	2	-	2	2
	1%	3%	1%	1%	-	6%	-	-	2%	2%	-	3%	4%
						GH*	*			*	*	*	*
Yes, told me it was something else	**29**	14	15	29	-	29	-	-	14	9	6	5	4
	7%	11%	5%	7%	-	33%	-	-	7%	8%	9%	7%	8%
						GH*	*			*	*	*	*
No, not told by my GP/not confirmed	**99**	23	74	99	-	-	99	-	54	26	17	15	9
	24%	20%	26%	24%	-	-	100%	-	24%	25%	23%	21%	19%
						*	FH*			*	*	*	*
Don't know	**12**	1	11	12	-	-	-	-	5	5	2	1	-
	3%	1%	4%	3%	-	-	-	-	2%	5%	3%	2%	-
						*	*			*	*	*	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q210/FPOISON3. Did you confirm with your GP or local doctor's surgery that you had had food poisoning, and if so, did they tell you what strain or type of food poisoning you had?

Base: All who have ever had food poisoning

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**409**	**95**	**94**	**63**	**315**
Base	**408**	**95**	**95**	**64**	**313**
No – never visited GP/Doctor's surgery	**207** **51%**	47 49% *	42 44% *	26 40% *	165 53%
NET: Any contact with GP	**189** **46%**	44 46% *	53 56% E*	39 60% E*	136 43%
NET: Yes	**90** **22%**	21 22% *	34 35% BE*	23 36% E*	56 18%
Yes, told me it was campylobacter	**20** **5%**	6 6% *	7 7% *	6 9% *	13 4%
Yes, told me it was salmonella	**25** **6%**	7 7% *	10 10% *	5 8% *	16 5%
Yes, told me it was e-coli	**10** **2%**	3 3% *	3 3% *	2 3% *	7 2%
Yes, told me it was listeria	**5** **1%**	- - *	4 4% *	2 3% *	2 1%
Yes, told me it was something else	**29** **7%**	6 6% *	11 11% *	8 13% *	19 6%
No, not told by my GP/not confirmed	**99** **24%**	23 24% *	20 21% *	16 25% *	79 25%
Don't know	**12** **3%**	4 5% *	- - *	- - *	12 4%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Ever look at food labels	**945**	454	491	125	151	138	173	143	215	242	261	175	267	503	442
	95%	93%	96%	94% *	93%	94%	96%	94%	95%	97% M	95%	94%	92%	96% M	93%
Ingredients	**457**	216	241	50	56	67	84	77	123	136	118	74	130	253	204
	46%	44%	47%	38% *	34%	46%	46% E	50% E	55% DE	54% KLMNO	43%	40%	45%	48% K	43%
Cooking instructions	**405**	205	199	38	51	60	68	77	111	103	115	70	117	218	187
	40%	42%	39%	28% *	31%	41%	37%	51% DEG	49% DEG	41%	42%	38%	40%	41%	39%
Allergy information	**141**	60	82	24	16	20	24	23	35	42	28	32	39	70	72
	14%	12%	16%	18% *	10%	13%	13%	15%	15%	17% KN	10%	17% K	14%	13% K	15%
Colour coded nutrition information on the front of the pack	**201**	90	110	25	22	28	35	36	55	60	59	24	58	118	82
	20%	19%	21%	19% *	14%	19%	19%	24% E	24% E	24% LO	21% L	13%	20%	23% L	17%
Calorie content / number of calories	**257**	110	148	37	42	40	41	39	59	76	74	44	63	150	107
	26%	23%	29% B	28% *	26%	27%	22%	26%	26%	31% MO	27%	24%	22%	29% MO	23%
Storage information	**307**	155	153	13	36	42	61	60	95	77	84	57	89	161	146
	31%	32%	30%	10% *	22% D	28% D	34% DE	40% DE	42% DEF	31%	31%	31%	31%	31%	31%
Use-by dates / best before dates	**761**	374	388	86	109	111	147	117	192	207	209	132	214	416	345
	76%	77%	76%	65% *	67%	75%	81% DE	77% D	85% DEFH	83% LMO	76%	71%	74%	79% LO	73%
Country of origin	**267**	136	130	13	26	30	54	51	93	80	65	48	74	145	122
	27%	28%	25%	9% *	16%	20% D	30% DE	34% DEF	41% DEFG	32% K	24%	26%	25%	28% K	26%
Organic / sustainable / Fairtrade	**146**	62	83	28	15	17	25	27	33	44	36	26	39	80	65
	15%	13%	16%	21% E*	10%	11%	14%	18% E	15%	18%	13%	14%	13%	15%	14%
Manufacturer	**118**	63	55	9	12	16	15	23	43	35	21	27	35	56	62
	12%	13%	11%	7% *	7%	11%	8%	15% E	19% DEFG	14% KN	7%	15% K	12%	11% K	13% K

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Number of people it serves	**238** **24%**	104 21%	134 26%	35 26% *	29 18%	28 19%	41 23%	34 23%	70 31% EF	63 25%	53 19%	43 23%	78 27% K	117 22%	121 26%
Weight/volume of product	**262** **26%**	136 28%	126 25%	23 18% *	26 16%	32 22%	58 32% DE	49 33% DEF	73 33% DEF	79 32% LO	75 27% L	34 19%	74 26%	154 29% LO	108 23%
Serving suggestions	**96** **10%**	39 8%	57 11%	14 10% *	11 7%	15 10%	16 9%	17 12%	22 10%	28 11%	25 9%	18 10%	26 9%	53 10%	43 9%
Price, when it is shown on the food label	**575** **57%**	286 59%	289 56%	70 53% *	87 53%	82 55%	112 62%	94 62%	131 58%	146 58%	163 59%	103 56%	162 56%	309 59%	266 56%
Salt content	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sugar content	**4** *****	3 1%	1 *	- - *	1 1%	- -	- -	2 1%	1 *	1 *	2 1%	- -	1 *	3 *	1 *
Fat content	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Suitable for vegetarians/vegans	**3** *****	1 *	2 *	- - *	- -	- -	3 1%	- -	- -	1 *	2 1%	- -	- -	3 1%	- -
Carbohydrate content	**3** *****	3 1%	- -	- - *	- -	- -	1 *	- -	2 1%	3 1%	- -	- -	- -	3 1%	- -
Other	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I never look at labelling on food products	**55** **5%**	33 7%	22 4%	8 6% *	11 7%	10 6%	8 4%	9 6%	10 5%	8 3%	14 5%	10 6%	23 8% JN	22 4%	33 7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Ever look at food labels	**945** **95%**	207 94%	382 95%	162 94%	194 95%	265 95%	680 94%
Ingredients	**457** **46%**	114 52% QR	174 43%	70 40%	100 49%	113 40%	344 48% T
Cooking instructions	**405** **40%**	102 46% S	164 41% S	74 43% S	65 32%	95 34%	310 43% T
Allergy information	**141** **14%**	26 12%	65 16%	19 11%	31 15%	34 12%	107 15%
Colour coded nutrition information on the front of the pack	**201** **20%**	45 21%	85 21%	36 21%	34 17%	44 16%	157 22% T
Calorie content / number of calories	**257** **26%**	56 25%	107 27%	42 24%	52 25%	63 23%	194 27%
Storage information	**307** **31%**	77 35% R	136 34% R	40 23%	54 27%	74 26%	233 32%
Use-by dates / best before dates	**761** **76%**	170 78%	309 77%	136 78%	146 72%	198 71%	563 78% T
Country of origin	**267** **27%**	72 33% RS	123 31% RS	37 21%	35 17%	47 17%	220 31% T
Organic / sustainable / Fairtrade	**146** **15%**	35 16%	58 14%	19 11%	33 16%	36 13%	110 15%
Manufacturer	**118** **12%**	32 15% S	48 12%	21 12%	16 8%	24 9%	93 13%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Number of people it serves	**238** **24%**	48 22%	102 25%	42 24%	46 23%	59 21%	179 25%
Weight/volume of product	**262** **26%**	62 28%	115 28%	37 21%	49 24%	52 19%	210 29% T
Serving suggestions	**96** **10%**	16 7%	35 9%	19 11%	25 12%	29 10%	67 9%
Price, when it is shown on the food label	**575** **57%**	121 55%	249 62% S	97 56%	107 52%	140 50%	435 60% T
Salt content	**-** **-**	- -	- -	- -	- -	- -	- -
Sugar content	**4** *****	2 1%	1 *	1 1%	- -	- -	4 *
Fat content	**-** **-**	- -	- -	- -	- -	- -	- -
Suitable for vegetarians/vegans	**3** *****	- -	1 *	- -	2 1%	2 1%	1 *
Carbohydrate content	**3** *****	- -	3 1%	- -	- -	- -	3 *
Other	**-** **-**	- -	- -	- -	- -	- -	- -
I never look at labelling on food products	**55** **5%**	12 6%	21 5%	11 6%	10 5%	15 5%	40 6%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Ever look at food labels	**945** **95%**	233 95%	654 94%	59 93% *	562 96% F	383 92%	156 97%	291 98% I	106 92%	596 95%	323 94%	26 91% **	248 96%	166 92%	341 96%	183 93%	682 98% R	264 87%
Ingredients	**457** **46%**	112 46%	320 46%	25 40% *	273 47%	184 44%	84 52%	137 46%	47 40%	302 48%	149 44%	5 19% **	107 41%	88 49%	179 51% MP	78 39%	359 51% R	98 32%
Cooking instructions	**405** **40%**	85 34%	296 43% B	24 38% *	235 40%	170 41%	70 43%	121 41%	42 36%	261 41%	132 39%	12 41% **	115 45%	73 41%	141 40%	73 37%	300 43% R	105 35%
Allergy information	**141** **14%**	29 12%	102 15%	10 15% *	92 16%	50 12%	27 17%	51 17%	12 10%	83 13%	56 16%	2 7% **	44 17% P	26 14%	52 15%	19 10%	129 19% R	12 4%
Colour coded nutrition information on the front of the pack	**201** **20%**	48 20%	140 20%	12 20% *	129 22%	71 17%	41 26% I	70 23% I	16 14%	121 19%	70 20%	10 35% **	51 20%	35 19%	77 22%	36 18%	167 24% R	34 11%
Calorie content / number of calories	**257** **26%**	60 24%	181 26%	17 27% *	160 27%	97 24%	40 25%	87 29%	30 26%	165 26%	86 25%	6 23% **	61 23%	37 21%	104 29% N	55 28%	218 31% R	39 13%
Storage information	**307** **31%**	74 30%	213 31%	19 31% *	191 33%	117 28%	63 39%	93 31%	33 28%	201 32%	98 29%	8 28% **	86 33%	50 28%	116 33%	53 27%	242 35% R	65 22%
Use-by dates / best before dates	**761** **76%**	184 75%	530 77%	47 76% *	457 78%	305 74%	119 74%	248 83% GI	85 73%	474 75%	267 78%	21 73% **	199 77%	128 71%	285 80% N	144 73%	545 78% R	216 71%
Country of origin	**267** **27%**	78 32% C	168 24%	21 33% *	170 29%	97 23%	53 33%	81 27%	33 28%	176 28%	88 26%	3 9% **	62 24%	64 35% MP	101 28% P	39 20%	214 31% R	53 17%
Organic / sustainable / Fairtrade	**146** **15%**	38 15%	101 15%	7 11% *	82 14%	63 15%	25 15%	37 12%	20 18%	93 15%	52 15%	1 3% **	19 7%	38 21% M	56 16% M	30 15% M	118 17% R	28 9%
Manufacturer	**118** **12%**	27 11%	86 12%	4 6% *	75 13%	43 10%	27 17%	36 12%	12 10%	77 12%	39 11%	2 6% **	40 16% P	27 15% P	36 10%	14 7%	92 13% R	25 8%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Number of people it serves	**238** **24%**	53 21%	168 24%	17 28% *	147 25%	91 22%	54 33% I	73 24%	19 16%	140 22%	91 26%	8 27% **	71 27%	40 22%	80 22%	46 23%	173 25%	65 21%
Weight/volume of product	**262** **26%**	60 24%	185 27%	17 27% *	148 25%	114 28%	42 26%	75 25%	29 25%	154 24%	106 31% J	3 9% **	76 30% P	46 26%	99 28% P	37 19%	193 28%	69 23%
Serving suggestions	**96** **10%**	24 10%	69 10%	3 5% *	54 9%	42 10%	23 14% I	24 8%	7 6%	59 9%	36 10%	1 3% **	26 10%	16 9%	31 9%	22 11%	77 11% R	19 6%
Price, when it is shown on the food label	**575** **57%**	142 58%	397 57%	36 58% *	333 57%	241 58%	92 57%	178 60%	59 51%	365 58%	196 57%	13 48% **	149 58%	96 53%	211 59%	116 59%	419 60% R	155 51%
Salt content	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Sugar content	**4** *	- -	3 *	1 1% *	1 *	3 1%	- -	- -	- -	2 *	1 *	1 3% **	- -	2 1%	1 *	1 1%	4 1%	- -
Fat content	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Suitable for vegetarians/vegans	**3** *	- -	3 *	- - *	2 *	1 *	1 1%	1 *	- -	3 *	- -	- - **	- -	3 1%	- -	- -	3 *	- -
Carbohydrate content	**3** *	1 *	2 *	- - *	1 *	2 *	- -	- -	1 1%	1 *	2 1%	- - **	- -	2 1%	1 *	- -	3 *	- -
Other	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
I never look at labelling on food products	**55** **5%**	12 5%	38 6%	4 7% *	23 4%	31 8% E	6 3%	6 2%	10 8% H	33 5%	20 6%	3 9% **	11 4%	14 8%	14 4%	15 7%	16 2%	39 13% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Ever look at food labels	**945** **95%**	135 98%	810 94%
Ingredients	**457** **46%**	82 59% T	375 44%
Cooking instructions	**405** **40%**	47 34%	358 41%
Allergy information	**141** **14%**	63 46% T	78 9%
Colour coded nutrition information on the front of the pack	**201** **20%**	30 22%	171 20%
Calorie content / number of calories	**257** **26%**	38 28%	220 25%
Storage information	**307** **31%**	43 32%	264 31%
Use-by dates / best before dates	**761** **76%**	97 70%	665 77%
Country of origin	**267** **27%**	37 27%	230 27%
Organic / sustainable / Fairtrade	**146** **15%**	27 19%	119 14%
Manufacturer	**118** **12%**	17 12%	101 12%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Number of people it serves	**238** **24%**	31 22%	207 24%
Weight/volume of product	**262** **26%**	39 28%	224 26%
Serving suggestions	**96** **10%**	12 9%	83 10%
Price, when it is shown on the food label	**575** **57%**	84 61%	491 57%
Salt content	**-** **-**	- -	- -
Sugar content	**4** *****	- -	4 *
Fat content	**-** **-**	- -	- -
Suitable for vegetarians/vegans	**3** *****	- -	3 *
Carbohydrate content	**3** *****	- -	3 *
Other	**-** **-**	- -	- -
I never look at labelling on food products	**55** **5%**	2 2%	52 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Ever look at food labels	**945** **95%**	260 97%	667 94%	397 97% E	548 93%	88 98% *	94 95% *	204 99%	509 97% J	242 90%	168 96%	175 94%	113 94%
Ingredients	**457** **46%**	129 48%	320 45%	205 50% E	252 43%	44 49% *	57 58% *	102 49%	273 52% J	112 42%	62 35%	65 35%	45 37%
Cooking instructions	**405** **40%**	124 46% C	275 39%	178 44%	226 38%	35 39% *	40 41% *	102 49%	214 41%	111 41%	73 41%	62 34%	37 30%
Allergy information	**141** **14%**	45 17%	94 13%	66 16%	75 13%	19 21% *	12 12% *	34 16%	92 17% J	28 10%	19 11%	19 10%	16 13%
Colour coded nutrition information on the front of the pack	**201** **20%**	72 27% C	127 18%	97 24% E	104 18%	22 25% *	22 22% *	50 24%	126 24% J	33 12%	38 22%	30 16%	16 13%
Calorie content / number of calories	**257** **26%**	75 28%	180 25%	123 30% E	134 23%	30 33% *	28 29% *	64 31%	160 30% J	53 20%	36 21%	39 21%	27 23%
Storage information	**307** **31%**	96 36%	205 29%	123 30%	184 31%	22 25% *	30 30% *	69 33%	171 32%	75 28%	51 29%	52 28%	31 26%
Use-by dates / best before dates	**761** **76%**	213 79%	536 75%	315 77%	446 75%	54 60% *	74 75% F*	182 88% FG	407 77% J	190 70%	143 82% LM	132 71%	84 70%
Country of origin	**267** **27%**	80 30%	182 26%	123 30% E	144 24%	27 30% *	21 21% *	73 35% G	172 33% J	55 20%	32 18%	28 15%	17 14%
Organic / sustainable / Fairtrade	**146** **15%**	39 14%	102 14%	69 17%	77 13%	11 12% *	17 17% *	39 19%	97 19% J	27 10%	18 10%	22 12%	16 13%
Manufacturer	**118** **12%**	38 14%	77 11%	54 13%	64 11%	12 13% *	12 12% *	28 13%	72 14%	23 9%	20 12%	12 6%	8 7%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Number of people it serves	**238** **24%**	64 24%	171 24%	101 25%	137 23%	22 25% *	24 24% *	49 24%	130 25%	53 20%	46 27%	35 19%	21 18%
Weight/volume of product	**262** **26%**	78 29%	183 26%	124 30% E	138 23%	23 25% *	24 25% *	72 35%	147 28%	66 24%	39 22% M	28 15%	15 13%
Serving suggestions	**96** **10%**	32 12%	64 9%	45 11%	51 9%	15 17% *	8 8% *	21 10%	52 10%	22 8%	18 11%	17 9%	11 9%
Price, when it is shown on the food label	**575** **57%**	159 59%	404 57%	237 58%	337 57%	41 46% *	61 61% *	131 63% F	302 57%	145 54%	110 63% LM	95 51%	55 46%
Salt content	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Sugar content	**4** *****	3 1%	1 *	2 *	2 *	1 1% *	- - *	1 *	2 *	- -	1 *	- -	- -
Fat content	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Suitable for vegetarians/vegans	**3** *****	- -	3 *	2 *	1 *	- - *	1 1% *	1 *	3 1%	- -	- -	1 *	- -
Carbohydrate content	**3** *****	2 1%	1 *	2 *	1 *	- - *	1 1% *	1 *	3 1%	- -	- -	- -	- -
Other	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
I never look at labelling on food products	**55** **5%**	9 3%	45 6%	11 3%	44 7% D	2 2% *	5 5% *	3 1%	17 3%	27 10% I	7 4%	10 6%	8 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Net: Ever look at food labels	945 95%	218 94%	158 99% BE	109 100% BE	787 94%
Ingredients	457 46%	98 42%	84 53% B	59 55% B	373 44%
Cooking instructions	405 40%	82 35%	68 43%	46 42%	337 40%
Allergy information	141 14%	32 14%	32 20% E	22 20%	110 13%
Colour coded nutrition information on the front of the pack	201 20%	38 16%	44 27% BE	30 27% B	157 19%
Calorie content / number of calories	257 26%	53 23%	46 29%	28 25%	211 25%
Storage information	307 31%	67 29%	61 39% BE	40 37%	246 29%
Use-by dates / best before dates	761 76%	173 75%	123 77%	85 78%	638 76%
Country of origin	267 27%	51 22%	64 41% BE	42 38% BE	202 24%
Organic / sustainable / Fairtrade	146 15%	26 11%	33 21% BE	19 18%	113 13%
Manufacturer	118 12%	20 9%	30 19% BE	21 19% BE	88 10%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39. What information are you looking for when you read food labels when shopping?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Number of people it serves	**238** **24%**	49 21%	54 34% BE	38 35% BE	184 22%
Weight/volume of product	**262** **26%**	41 18%	50 31% B	32 30% B	212 25% B
Serving suggestions	**96** **10%**	23 10%	23 15% E	16 15%	72 9%
Price, when it is shown on the food label	**575** **57%**	131 57%	98 62%	70 64%	477 57%
Salt content	**-** **-**	- -	- -	- -	- -
Sugar content	**4** *****	- -	- -	- -	4 *
Fat content	**-** **-**	- -	- -	- -	- -
Suitable for vegetarians/vegans	**3** *****	2 1%	- -	- -	3 *
Carbohydrate content	**3** *****	- -	1 1%	- -	2 *
Other	**-** **-**	- -	- -	- -	- -
I never look at labelling on food products	**55** **5%**	14 6% CD	1 1%	- -	54 6% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

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FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Ever look at food labels	**941** **94%**	457 94%	483 94%	124 93% *	148 91%	135 92%	176 97% EF	142 94%	216 96%	239 95%	257 94%	175 95%	269 93%	496 94%	444 94%
Ingredients	**231** **23%**	112 23%	119 23%	25 19% *	29 18%	34 23%	40 22%	42 28% E	60 27%	59 24%	57 21%	35 19%	80 27%	116 22%	115 24%
Cooking instructions	**621** **62%**	297 61%	324 63%	67 51% *	79 49%	92 62% E	119 66% DE	99 65% DE	164 73% DEF	159 64%	173 63%	108 58%	181 62%	332 63%	289 61%
Allergy information	**87** **9%**	44 9%	42 8%	12 9% *	11 6%	12 8%	13 7%	16 10%	24 11%	28 11% KN	13 5%	22 12% K	24 8%	41 8% K	46 10% K
Colour coded nutrition information on the front of pack	**92** **9%**	46 9%	47 9%	11 9% *	14 9%	10 7%	19 10%	22 14% I	16 7%	23 9%	24 9%	17 9%	28 10%	47 9%	46 10%
Calorie content / number of calories	**149** **15%**	59 12%	89 17% B	27 20% E*	15 9%	25 17%	27 15%	26 17%	30 13%	40 16%	47 17%	25 14%	36 13%	87 17%	61 13%
Storage information	**371** **37%**	182 37%	189 37%	44 33% *	46 28%	40 27%	68 38%	75 49% DEFG	98 44% EF	90 36%	86 31%	72 39%	123 42% KN	175 33%	195 41% KN
Use-by dates / best before dates	**719** **72%**	365 75%	355 69%	89 67% *	94 58%	105 71% E	140 77% E	117 77% E	175 78% E	189 76%	196 71%	132 71%	203 70%	385 73%	334 70%
Country of origin	**85** **8%**	46 9%	39 8%	7 5% *	10 6%	9 6%	13 7%	20 13% E	26 11%	24 10% KN	12 4%	19 10% K	30 10% K	36 7% K	48 10% K
Organic / sustainable / Fairtrade	**54** **5%**	26 5%	28 5%	7 5% *	8 5%	4 3%	7 4%	16 10% FG	14 6%	19 8%	11 4%	14 7%	10 4%	30 6%	24 5%
Manufacturer	**60** **6%**	35 7%	26 5%	5 4% *	7 4%	8 6%	7 4%	14 9%	19 8%	18 7%	11 4%	12 7%	18 6%	30 6%	31 6%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Number of people it serves	**182** **18%**	87 18%	95 19%	20 15% *	27 16%	28 19%	27 15%	27 18%	54 24% G	48 19%	42 15%	37 20%	55 19%	90 17%	92 19%
Weight/volume of product	**120** **12%**	61 13%	59 11%	13 10% *	15 9%	14 9%	24 13%	28 18% EF	26 12%	36 14%	25 9%	28 15%	31 11%	60 11%	60 13%
Serving suggestions	**189** **19%**	86 18%	103 20%	24 18% *	25 15%	28 19%	27 15%	28 19%	55 25% EG	52 21%	41 15%	35 19%	60 21%	94 18%	95 20%
Price, when it is shown on the food label	**92** **9%**	48 10%	44 9%	7 5% *	21 13% I	14 10%	16 9%	19 13% I	14 6%	11 5%	21 8%	29 16% JKN	31 11% JN	32 6%	60 13% JKN
Other	**2** *	1 *	1 *	- - *	1 1%	- -	1 1%	- -	- -	1 *	1 *	- -	- -	2 *	- -
Carbohydrate content	**3** *	2 *	1 *	- - *	- -	1 1%	- -	- -	2 1%	2 1%	1 *	- -	- -	3 1%	- -
I never look at labelling on food products	**57** **6%**	29 6%	29 6%	9 7% *	14 9% G	12 8% G	5 3%	9 6%	8 3%	11 5%	18 6%	10 5%	19 6%	29 6%	28 6%
Dk/nothing	**2** *	1 *	1 *	- - *	1 1%	- -	- -	- -	1 *	- -	- -	- -	2 1%	- -	2 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Ever look at food labels	941 94%	208 95%	381 94%	160 92%	192 94%	263 94%	678 94%
Ingredients	231 23%	61 28% Q	78 19%	40 23%	52 25%	50 18%	181 25% T
Cooking instructions	621 62%	157 72% RS	257 64% S	95 55%	111 54%	151 54%	470 65% T
Allergy information	87 9%	21 10%	24 6%	19 11%	22 11%	29 10%	58 8%
Colour coded nutrition information on the front of pack	92 9%	18 8%	38 9%	13 8%	24 12%	23 8%	70 10%
Calorie content / number of calories	149 15%	31 14%	68 17%	22 13%	28 14%	32 12%	116 16%
Storage information	371 37%	94 43% S	158 39%	56 33%	63 31%	89 32%	282 39% T
Use-by dates / best before dates	719 72%	160 73%	296 73%	123 71%	141 69%	191 68%	529 73%
Country of origin	85 8%	24 11%	34 9%	15 8%	11 5%	16 6%	69 10%
Organic / sustainable / Fairtrade	54 5%	12 6%	23 6%	7 4%	12 6%	16 6%	38 5%
Manufacturer	60 6%	11 5%	29 7%	14 8%	7 3%	12 4%	48 7%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Number of people it serves	**182** **18%**	39 18%	80 20%	30 17%	33 16%	46 16%	137 19%
Weight/volume of product	**120** **12%**	25 12%	53 13%	16 9%	26 12%	28 10%	92 13%
Serving suggestions	**189** **19%**	40 18%	82 20%	31 18%	34 17%	47 17%	141 20%
Price, when it is shown on the food label	**92** **9%**	22 10%	31 8%	17 10%	22 11%	25 9%	66 9%
Other	**2** *****	1 *	- -	- -	1 *	1 *	1 *
Carbohydrate content	**3** *****	- -	3 1%	- -	- -	- -	3 *
I never look at labelling on food products	**57** **6%**	11 5%	21 5%	12 7%	12 6%	17 6%	40 6%
Dk/nothing	**2** *****	- -	1 *	1 1%	- -	- -	2 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Ever look at food labels	**941** **94%**	226 92%	657 95%	58 92% *	564 96% F	377 91%	155 96%	292 98% I	106 91%	597 95%	319 93%	24 85% **	245 95%	172 95%	332 94%	185 94%	677 97% R	264 87%
Ingredients	**231** **23%**	49 20%	168 24%	14 22% *	143 24%	87 21%	45 28% I	83 28% I	13 12%	154 25%	72 21%	4 14% **	59 23%	44 24%	83 23%	43 22%	189 27% R	42 14%
Cooking instructions	**621** **62%**	157 64%	428 62%	35 56% *	359 61%	262 63%	95 59%	194 65%	66 57%	404 64%	202 59%	14 51% **	172 67%	109 60%	223 63%	114 58%	456 65% R	165 55%
Allergy information	**87** **9%**	17 7%	64 9%	6 9% *	60 10% F	27 6%	21 13%	27 9%	10 9%	51 8%	34 10%	2 6% **	23 9%	14 8%	31 9%	19 10%	77 11% R	9 3%
Colour coded nutrition information on the front of pack	**92** **9%**	18 7%	71 10%	3 5% *	64 11% F	29 7%	15 10%	33 11%	15 13%	53 8%	35 10%	4 16% **	25 10%	16 9%	33 9%	17 9%	83 12% R	10 3%
Calorie content / number of calories	**149** **15%**	37 15%	106 15%	6 9% *	88 15%	61 15%	26 16%	46 15%	13 12%	83 13%	62 18%	4 14% **	39 15%	23 13%	57 16%	29 15%	133 19% R	15 5%
Storage information	**371** **37%**	99 40%	249 36%	23 36% *	217 37%	153 37%	60 37%	110 37%	44 38%	235 37%	128 37%	8 28% **	106 41%	58 32%	136 38%	67 34%	288 41% R	83 27%
Use-by dates / best before dates	**719** **72%**	170 69%	499 72%	51 81% *	437 75% F	282 68%	117 72%	226 76%	86 74%	446 71%	253 74%	20 73% **	195 75%	126 70%	251 71%	142 72%	510 73%	209 69%
Country of origin	**85** **8%**	21 9%	58 8%	5 8% *	58 10%	27 6%	18 11%	27 9%	12 10%	61 10%	22 7%	1 3% **	22 9%	19 10%	29 8%	14 7%	69 10% R	15 5%
Organic / sustainable / Fairtrade	**54** **5%**	14 6%	39 6%	1 2% *	35 6%	19 5%	14 8%	13 5%	6 5%	33 5%	20 6%	- - **	9 4%	12 7%	18 5%	13 7%	46 7% R	8 3%
Manufacturer	**60** **6%**	12 5%	46 7%	2 3% *	45 8% F	16 4%	17 11%	21 7%	7 6%	36 6%	25 7%	- - **	19 7%	10 5%	22 6%	10 5%	50 7% R	11 4%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Number of people it serves	**182** **18%**	35 14%	135 20%	13 20% *	114 19%	69 17%	38 24%	56 19%	18 16%	112 18%	66 19%	5 16% **	57 22%	30 17%	61 17%	32 16%	138 20%	45 15%
Weight/volume of product	**120** **12%**	30 12%	86 12%	5 7% *	82 14% F	38 9%	27 17%	42 14%	12 10%	67 11%	50 15%	3 11% **	39 15%	19 11%	40 11%	21 10%	96 14% R	24 8%
Serving suggestions	**189** **19%**	46 19%	131 19%	12 19% *	122 21%	67 16%	37 23% I	69 23% I	15 13%	114 18%	70 20%	4 16% **	53 21%	37 20%	62 17%	34 17%	159 23% R	29 10%
Price, when it is shown on the food label	**92** **9%**	17 7%	73 11%	2 3% *	66 11% F	26 6%	19 12%	33 11%	14 12%	59 9%	33 10%	- - **	25 10%	17 9%	33 9%	18 9%	75 11% R	17 6%
Other	**2** *	- -	2 *	- - *	1 *	1 *	- -	- -	- -	2 *	- -	- - **	- -	2 1%	- -	- -	2 *	- -
Carbohydrate content	**3** *	- -	3 *	- - *	2 *	1 *	- -	1 *	1 1%	- -	3 1%	- - **	1 *	2 1%	- -	- -	3 *	- -
I never look at labelling on food products	**57** **6%**	19 8%	33 5%	5 8% *	22 4%	36 9% E	6 4%	5 2%	10 9% H	31 5%	22 6%	4 15% **	13 5%	9 5%	21 6%	12 6%	20 3%	38 12% Q
Dk/nothing	**2** *	- -	2 *	- - *	- -	2 1%	- -	- -	- -	- -	2 1%	- - **	- -	- -	2 1%	- -	1 *	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Ever look at food labels	**941** **94%**	135 98% T	805 93%
Ingredients	**231** **23%**	32 24%	198 23%
Cooking instructions	**621** **62%**	91 67%	529 61%
Allergy information	**87** **9%**	36 26% T	50 6%
Colour coded nutrition information on the front of pack	**92** **9%**	18 13%	75 9%
Calorie content / number of calories	**149** **15%**	20 14%	129 15%
Storage information	**371** **37%**	57 41%	314 36%
Use-by dates / best before dates	**719** **72%**	91 66%	628 73%
Country of origin	**85** **8%**	18 13%	67 8%
Organic / sustainable / Fairtrade	**54** **5%**	10 7%	44 5%
Manufacturer	**60** **6%**	9 7%	51 6%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Number of people it serves	**182** **18%**	28 20%	155 18%
Weight/volume of product	**120** **12%**	19 14%	101 12%
Serving suggestions	**189** **19%**	25 18%	164 19%
Price, when it is shown on the food label	**92** **9%**	16 12%	76 9%
Other	**2** *****	- -	2 *
Carbohydrate content	**3** *****	- -	3 *
I never look at labelling on food products	**57** **6%**	2 2%	55 6%
Dk/nothing	**2** *****	- -	2 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Ever look at food labels	**941** **94%**	258 96%	665 93%	394 96% E	546 92%	87 97% *	95 96% *	202 97%	506 96% J	240 89%	167 96%	174 94%	112 94%
Ingredients	**231** **23%**	66 25%	161 23%	106 26%	125 21%	23 25% *	28 28% *	50 24%	131 25%	55 20%	35 20%	31 17%	19 16%
Cooking instructions	**621** **62%**	175 65%	439 62%	264 65%	357 60%	52 58% *	63 63% *	143 69%	339 64% J	147 54%	120 69% LM	102 55%	67 56%
Allergy information	**87** **9%**	31 11%	55 8%	43 11%	44 7%	12 13% *	11 11% *	19 9%	55 10%	18 7%	11 6%	16 9%	10 9%
Colour coded nutrition information on the front of pack	**92** **9%**	28 10%	63 9%	43 11%	49 8%	12 14% *	8 8% *	22 10%	55 11%	21 8%	14 8%	15 8%	8 7%
Calorie content / number of calories	**149** **15%**	43 16%	102 14%	69 17%	79 13%	7 8% *	18 18% *	41 20% F	87 16%	33 12%	23 13%	15 8%	14 12%
Storage information	**371** **37%**	115 43% C	250 35%	156 38%	215 36%	31 34% *	39 40% *	84 40%	207 39% J	80 30%	70 40%	57 31%	40 33%
Use-by dates / best before dates	**719** **72%**	206 77%	502 71%	298 73%	422 71%	49 55% *	71 72% F*	171 82% FG	380 72%	186 69%	135 77% LM	121 65%	76 63%
Country of origin	**85** **8%**	29 11%	56 8%	35 9%	49 8%	15 16% H*	8 8% *	13 6%	53 10%	16 6%	14 8%	8 4%	7 6%
Organic / sustainable / Fairtrade	**54** **5%**	18 7%	34 5%	22 5%	32 5%	4 4% *	6 6% *	11 5%	33 6%	9 3%	10 6%	8 4%	7 6%
Manufacturer	**60** **6%**	17 6%	42 6%	29 7%	31 5%	8 9% *	5 5% *	14 7%	35 7%	15 6%	9 5%	3 2%	3 3%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Number of people it serves	**182** **18%**	49 18%	131 18%	87 21% E	95 16%	24 27% *	17 17% *	42 20%	97 18%	42 16%	37 21%	29 15%	18 15%
Weight/volume of product	**120** **12%**	40 15%	79 11%	64 16% E	56 9%	16 18% *	14 15% *	31 15%	64 12%	35 13%	16 9%	9 5%	8 6%
Serving suggestions	**189** **19%**	60 22%	127 18%	81 20%	108 18%	17 18% *	26 26% *	35 17%	113 21%	43 16%	28 16%	34 18%	23 20%
Price, when it is shown on the food label	**92** **9%**	28 10%	60 8%	35 9%	57 10%	9 11% *	10 10% *	16 8%	44 8%	32 12%	12 7%	22 12%	14 12%
Other	**2** *	- -	2 *	1 *	1 *	- - *	- - *	1 *	1 *	- -	- -	- -	- -
Carbohydrate content	**3** *	2 1%	1 *	2 *	1 *	- - *	1 1% *	1 *	3 1%	- -	- -	- -	- -
I never look at labelling on food products	**57** **6%**	11 4%	45 6%	13 3%	44 7% D	3 3% *	4 4% *	4 2%	20 4%	29 11% I	7 4%	11 6%	8 6%
Dk/nothing	**2** *	- -	2 *	1 *	1 *	- - *	- - *	1 1%	- -	1 *	1 1%	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Net: Ever look at food labels	941 94%	212 91%	157 99% BE	107 98% B	784 93%
Ingredients	231 23%	46 20%	42 27%	32 29%	188 22%
Cooking instructions	621 62%	139 60%	100 63%	71 65%	521 62%
Allergy information	87 9%	20 9%	24 15% E	17 15% E	62 7%
Colour coded nutrition information on the front of pack	92 9%	16 7%	27 17% BE	19 17% BE	66 8%
Calorie content / number of calories	149 15%	30 13%	27 17%	17 15%	122 14%
Storage information	371 37%	78 34%	66 41%	46 42%	305 36%
Use-by dates / best before dates	719 72%	153 66%	112 70%	74 68%	607 72% B
Country of origin	85 8%	11 5%	24 15% BE	18 16% BE	61 7%
Organic / sustainable / Fairtrade	54 5%	9 4%	14 9%	10 9%	40 5%
Manufacturer	60 6%	8 4%	15 10% B	11 10% B	45 5%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q40. What information are you looking for when you read food labels at home?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Number of people it serves	**182** **18%**	41 18%	41 26% E	30 28% BE	141 17%
Weight/volume of product	**120** **12%**	22 9%	26 16% B	22 20% BE	94 11%
Serving suggestions	**189** **19%**	46 20%	41 26% E	29 27% E	147 18%
Price, when it is shown on the food label	**92** **9%**	26 11%	19 12%	15 14%	73 9%
Other	**2** *****	1 *	- -	- -	2 *
Carbohydrate content	**3** *****	1 *	1 1%	1 1%	2 *
I never look at labelling on food products	**57** **6%**	20 9% CD	2 1%	2 2%	55 7% C
Dk/nothing	**2** *****	- -	- -	- -	2 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Ever look at food labels	**964** **96%**	466 96%	498 97%	128 96% *	154 95%	140 95%	178 98%	146 96%	218 97%	243 97%	267 97%	178 96%	276 95%	510 97%	453 95%
Ingredients	**512** **51%**	243 50%	269 53%	58 44% *	67 41%	75 51%	99 55% E	79 52%	134 60% DE	148 59% KLNO	132 48%	82 44%	150 52%	280 53% K	232 49%
Cooking instructions	**693** **69%**	331 68%	362 71%	78 59% *	99 61%	99 67%	132 73% DE	111 73% DE	174 77% DEF	174 70%	194 71%	126 68%	198 68%	369 70%	324 68%
Allergy information	**172** **17%**	75 15%	97 19%	30 23% *	24 15%	22 15%	29 16%	25 16%	42 19%	51 20% KN	34 12%	40 22% K	46 16%	85 16% K	86 18%
Colour coded nutrition information on the front of the pack	**236** **24%**	108 22%	127 25%	31 23% *	30 19%	30 20%	44 24%	43 28%	58 26%	67 27% L	69 25%	32 17%	68 23%	136 26% L	100 21%
Calorie content / number of calories	**304** **30%**	130 27%	173 34% B	48 36% *	47 29%	49 33%	51 28%	45 29%	64 29%	87 35% MO	90 33%	51 28%	75 26%	177 34% MO	126 27%
Storage information	**497** **50%**	242 50%	255 50%	49 37% *	68 42%	65 44%	94 52% D	88 58% DEF	132 59% DEF	119 48%	129 47%	94 51%	155 54%	248 47%	249 52%
Use-by dates / best before dates	**843** **84%**	415 85%	428 83%	106 80% *	121 75%	122 83%	162 90% DE	128 84%	203 90% DE	222 89% MO	233 85%	152 82%	236 81%	454 87%	388 82%
Country of origin	**286** **29%**	145 30%	141 27%	17 13% *	29 18%	32 22%	58 32% DEF	53 35% DEF	97 43% DEFG	82 33% K	68 25%	53 29%	82 28%	151 29% K	135 28%
Organic / sustainable / Fairtrade	**160** **16%**	73 15%	87 17%	30 22% E*	16 10%	19 13%	28 15%	32 21% E	36 16%	47 19%	41 15%	29 15%	43 15%	88 17%	72 15%
Manufacturer	**138** **14%**	76 16%	62 12%	12 9% *	17 11%	20 14%	17 10%	25 17%	47 21% DEG	42 17% KN	27 10%	29 16%	41 14%	68 13% K	70 15%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Number of people it serves	**305** **31%**	135 28%	170 33%	41 31% *	46 28%	38 26%	50 28%	44 29%	85 38% FG	79 32%	74 27%	60 32%	93 32%	152 29%	153 32%
Weight/volume of product	**307** **31%**	158 32%	149 29%	30 23% *	35 21%	39 26%	65 36% DE	57 37% DE	81 36% DE	90 36% LO	86 31%	48 26%	82 28%	176 34% O	130 27%
Serving suggestions	**234** **23%**	102 21%	132 26%	34 25% *	31 19%	35 24%	34 19%	37 24%	63 28% EG	64 25%	56 20%	44 24%	70 24%	120 23%	114 24%
Price, when it is shown on the food label	**612** **61%**	303 62%	308 60%	75 57% *	101 62%	87 59%	117 65%	98 65%	133 59%	147 59%	172 63%	114 62%	179 62%	319 61%	293 62%
Other	**2** *****	1 *	1 *	- - *	1 1%	- -	1 1%	- -	- -	1 *	1 *	- -	- -	2 *	- -
I never look at labelling on food products	**77** **8%**	41 9%	35 7%	12 9% *	17 10%	15 10%	9 5%	12 8%	12 5%	14 5%	23 8%	13 7%	27 9%	37 7%	40 8%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Ever look at food labels	**964** **96%**	213 97%	390 97%	163 94%	197 96%	270 97%	693 96%
Ingredients	**512** **51%**	124 57% Q	191 47%	82 47%	115 56%	130 46%	383 53%
Cooking instructions	**693** **69%**	169 77% RS	283 70%	113 65%	128 63%	177 63%	516 72% T
Allergy information	**172** **17%**	31 14%	70 17%	30 17%	40 19%	48 17%	123 17%
Colour coded nutrition information on the front of the pack	**236** **24%**	48 22%	100 25%	40 23%	47 23%	56 20%	179 25%
Calorie content / number of calories	**304** **30%**	66 30%	130 32%	48 27%	60 29%	73 26%	231 32%
Storage information	**497** **50%**	119 54% S	215 53% RS	76 44%	87 42%	127 45%	370 51%
Use-by dates / best before dates	**843** **84%**	189 86%	341 85%	147 85%	166 81%	227 81%	616 86%
Country of origin	**286** **29%**	77 35% S	128 32% S	44 25%	36 18%	51 18%	235 33% T
Organic / sustainable / Fairtrade	**160** **16%**	39 18%	62 15%	24 14%	35 17%	41 15%	119 16%
Manufacturer	**138** **14%**	34 16%	57 14%	28 16%	19 9%	30 11%	109 15%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Number of people it serves	**305** **31%**	63 29%	134 33%	51 29%	58 28%	79 28%	227 31%
Weight/volume of product	**307** **31%**	67 31%	138 34% R	41 24%	60 30%	67 24%	240 33% T
Serving suggestions	**234** **23%**	49 22%	95 24%	41 24%	49 24%	64 23%	170 24%
Price, when it is shown on the food label	**612** **61%**	128 59%	257 64%	107 62%	119 58%	156 56%	456 63% T
Other	**2** *****	1 *	- -	- -	1 *	1 *	1 *
I never look at labelling on food products	**77** **8%**	17 8%	30 8%	13 8%	15 8%	23 8%	54 7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Ever look at food labels	**964**	239	665	60	570	394	158	295	107	612	326	26	250	175	341	189	687	276
	96%	97%	96%	95% *	97%	95%	98%	99% I	92%	97%	95%	91% **	97%	97%	96%	96%	99% R	91%
Ingredients	**512**	127	356	29	308	204	94	161	48	341	164	7	123	96	199	89	399	113
	51%	52%	51%	47% *	53%	49%	58% I	54% I	42%	54%	48%	27% **	48%	53%	56% MP	45%	57% R	37%
Cooking instructions	**693**	164	490	38	403	290	110	212	77	445	231	17	190	118	249	132	504	189
	69%	67%	71%	61% *	69%	70%	68%	71%	66%	71%	67%	61% **	74%	66%	70%	67%	72% R	62%
Allergy information	**172**	33	126	13	112	59	36	59	16	99	69	4	53	28	58	32	155	17
	17%	13%	18%	21% *	19%	14%	22%	20%	14%	16%	20%	13% **	21%	16%	16%	16%	22% R	6%
Colour coded nutrition information on the front of the pack	**236**	54	168	13	156	80	46	81	26	136	90	10	59	41	92	42	199	37
	24%	22%	24%	21% *	27% F	19%	28%	27%	23%	22%	26%	35% **	23%	23%	26%	21%	29% R	12%
Calorie content / number of calories	**304**	69	215	20	183	121	46	101	33	188	107	8	76	44	118	64	258	46
	30%	28%	31%	31% *	31%	29%	29%	34%	29%	30%	31%	30% **	29%	25%	33%	32%	37% R	15%
Storage information	**497**	127	339	30	296	201	87	148	56	318	168	11	138	78	186	89	384	113
	50%	52%	49%	49% *	51%	48%	54%	50%	49%	50%	49%	38% **	53%	43%	53%	45%	55% R	37%
Use-by dates / best before dates	**843**	204	585	54	503	339	134	265	95	524	295	24	226	144	302	165	601	242
	84%	83%	85%	85% *	86%	82%	83%	89%	82%	83%	86%	84% **	87% N	80%	85%	84%	86% R	80%
Country of origin	**286**	84	181	22	180	106	58	84	34	191	92	4	68	68	105	45	229	57
	29%	34% C	26%	34% *	31%	26%	36%	28%	30%	30%	27%	12% **	26%	38% MP	30%	23%	33% R	19%
Organic / sustainable / Fairtrade	**160**	42	111	7	95	64	32	40	21	101	58	1	25	39	61	32	130	30
	16%	17%	16%	11% *	16%	16%	20%	13%	18%	16%	17%	3% **	10%	22% M	17% M	16%	19% R	10%
Manufacturer	**138**	31	102	5	92	47	34	44	14	89	48	2	48	28	45	16	111	28
	14%	13%	15%	8% *	16%	11%	21%	15%	12%	14%	14%	6% **	19% P	16% P	13%	8%	16% R	9%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Number of people it serves	**305** **31%**	65 27%	219 32%	21 34% *	185 32%	121 29%	66 41% HI	90 30%	27 23%	184 29%	112 33%	9 33% **	93 36%	50 28%	104 29%	57 29%	222 32%	83 28%
Weight/volume of product	**307** **31%**	72 29%	217 31%	17 27% *	183 31%	124 30%	54 34%	92 31%	34 30%	175 28%	125 37% J	6 20% **	92 36% P	52 29%	113 32% P	45 23%	231 33% R	75 25%
Serving suggestions	**234** **23%**	55 23%	166 24%	13 20% *	143 24%	91 22%	50 31% I	74 25% I	17 15%	144 23%	86 25%	4 16% **	66 25%	45 25%	77 22%	43 22%	192 28% R	42 14%
Price, when it is shown on the food label	**612** **61%**	146 60%	429 62%	36 58% *	361 62%	251 61%	104 65%	190 64%	63 54%	390 62%	209 61%	13 48% **	159 62%	103 57%	224 63%	121 61%	448 64% R	163 54%
Other	**2** *****	- -	2 *	- - *	1 *	1 *	- -	- -	- -	2 *	- -	- - **	- -	2 1%	- -	- -	2 *	- -
I never look at labelling on food products	**77** **8%**	25 10%	46 7%	6 10% *	31 5%	46 11% E	8 5%	9 3%	12 10% H	47 7%	25 7%	4 15% **	16 6%	18 10%	21 6%	19 10%	26 4%	50 17% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Ever look at food labels	**964** **96%**	136 99%	827 96%
Ingredients	**512** **51%**	85 62% T	427 50%
Cooking instructions	**693** **69%**	98 71%	595 69%
Allergy information	**172** **17%**	71 52% T	100 12%
Colour coded nutrition information on the front of the pack	**236** **24%**	39 28%	197 23%
Calorie content / number of calories	**304** **30%**	47 34%	257 30%
Storage information	**497** **50%**	71 52%	426 49%
Use-by dates / best before dates	**843** **84%**	107 78%	735 85%
Country of origin	**286** **29%**	44 32%	242 28%
Organic / sustainable / Fairtrade	**160** **16%**	29 21%	131 15%
Manufacturer	**138** **14%**	21 15%	118 14%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Number of people it serves	**305** **31%**	44 32%	261 30%
Weight/volume of product	**307** **31%**	46 33%	261 30%
Serving suggestions	**234** **23%**	30 22%	204 24%
Price, when it is shown on the food label	**612** **61%**	92 67%	520 60%
Other	**2** *****	- -	2 *
I never look at labelling on food products	**77** **8%**	3 2%	73 8% S

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Ever look at food labels	964 96%	264 98%	682 96%	402 98% E	561 95%	89 99% *	97 98% *	205 99%	516 98% J	249 92%	171 98%	179 97%	114 95%
Ingredients	512 51%	144 54%	359 50%	226 55% E	286 48%	50 56% *	61 62% *	110 53%	301 57% J	124 46%	72 41%	76 41%	50 42%
Cooking instructions	693 69%	190 71%	493 69%	290 71%	403 68%	58 65% *	69 70% *	156 76%	373 71% J	171 64%	132 75% LM	117 63%	74 62%
Allergy information	172 17%	57 21%	112 16%	79 19%	92 16%	23 26% *	15 15% *	39 19%	107 20% J	38 14%	23 13%	28 15%	22 18%
Colour coded nutrition information on the front of the pack	236 24%	81 30% C	153 22%	114 28% E	121 21%	27 30% *	27 27% *	58 28%	150 28% J	40 15%	41 24%	39 21%	20 17%
Calorie content / number of calories	304 30%	88 33%	213 30%	149 37% E	155 26%	34 37% *	35 35% *	78 37%	187 36% J	64 24%	43 24%	44 24%	33 27%
Storage information	497 50%	148 55% C	340 48%	205 50%	292 49%	41 46% *	48 48% *	113 54%	275 52% J	114 42%	89 51%	86 46%	53 45%
Use-by dates / best before dates	843 84%	236 87%	592 83%	347 85%	495 84%	63 70% *	85 86% F*	192 93% F	449 85%	220 82%	150 86%	148 80%	94 78%
Country of origin	286 29%	85 32%	196 28%	127 31%	159 27%	30 34% *	22 22% *	73 35% G	182 35% J	59 22%	37 21%	32 17%	20 17%
Organic / sustainable / Fairtrade	160 16%	44 16%	111 16%	73 18%	87 15%	12 13% *	19 20% *	40 19%	105 20% J	30 11%	22 12%	24 13%	17 14%
Manufacturer	138 14%	43 16%	93 13%	64 16%	75 13%	16 18% *	13 13% *	31 15%	83 16%	30 11%	22 13%	14 7%	10 9%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Number of people it serves	**305** **31%**	80 30%	223 31%	137 34%	168 28%	36 40% *	29 29% *	65 32%	168 32%	71 26%	58 33%	51 27%	29 24%
Weight/volume of product	**307** **31%**	88 33%	216 30%	146 36% E	161 27%	35 39% *	29 29% *	76 37%	173 33%	79 29%	44 25%	34 18%	20 16%
Serving suggestions	**234** **23%**	72 27%	160 22%	101 25%	133 23%	26 29% *	28 28% *	44 21%	133 25%	56 21%	38 22%	42 23%	27 23%
Price, when it is shown on the food label	**612** **61%**	171 63%	429 60%	253 62%	359 61%	48 53% *	64 65% *	137 66% F	319 61%	159 59%	114 65%	109 59%	65 54%
Other	**2** *****	- -	2 *	1 *	1 *	- - *	- - *	1 *	1 *	- -	- -	- -	- -
I never look at labelling on food products	**77** **8%**	14 5%	61 9%	18 4%	58 10% D	4 4% *	7 7% *	5 3%	28 5%	36 13% I	10 6%	15 8%	9 7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Ever look at food labels	**964** **96%**	221 95%	159 100% BE	109 100% B	805 96%
Ingredients	**512** **51%**	112 48%	89 56%	62 57%	423 50%
Cooking instructions	**693** **69%**	155 67%	115 72%	79 72%	578 69%
Allergy information	**172** **17%**	39 17%	39 24% E	27 25% E	133 16%
Colour coded nutrition information on the front of the pack	**236** **24%**	46 20%	57 36% BE	39 36% BE	179 21%
Calorie content / number of calories	**304** **30%**	64 28%	55 35%	35 32%	248 30%
Storage information	**497** **50%**	115 50%	90 56%	60 55%	407 48%
Use-by dates / best before dates	**843** **84%**	187 81%	134 84%	93 86%	708 84%
Country of origin	**286** **29%**	53 23%	68 43% BE	45 41% BE	218 26%
Organic / sustainable / Fairtrade	**160** **16%**	27 12%	38 24% BE	23 21% B	122 15%
Manufacturer	**138** **14%**	23 10%	35 22% BE	24 22% BE	103 12%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q39/Q40. Summary table: Information looked for when reading food labels

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Number of people it serves	**305** **31%**	68 29%	66 42% BE	46 43% BE	239 28%
Weight/volume of product	**307** **31%**	50 22%	61 38% BE	43 39% B	245 29% B
Serving suggestions	**234** **23%**	56 24%	49 31% E	33 31%	185 22%
Price, when it is shown on the food label	**612** **61%**	144 62%	107 67%	75 69%	505 60%
Other	**2** *****	1 *	- -	- -	2 *
I never look at labelling on food products	**77** **8%**	23 10% CD	3 2%	2 2%	73 9% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on FRONT of pack (seconds)

Base: All who look at food labels when shopping or at home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0-5	**114**	53	61	33	39	15	17	4	4	25	32	30	26	57	57
	11%	11%	12%	25% FGHI*	24% FGHI	10% HI	10% HI	3%	2%	10%	12%	16% M	9%	11%	12% M
6-10	**238**	122	116	45	42	43	45	26	35	61	73	48	56	133	104
	24%	25%	23%	34% HI*	26% I	29% HI	25% I	17%	16%	24%	26%	26%	19%	25%	22%
11-15	**216**	115	101	20	34	29	42	44	47	54	56	29	76	111	105
	22%	24%	20%	15% *	21%	20%	23%	29% D	21%	22%	20%	16%	26% LO	21%	22% L
16-20	**143**	71	72	15	17	11	25	22	54	37	42	27	37	79	64
	14%	14%	14%	11% *	10%	7%	14%	14%	24% DEFGH	15%	15%	15%	13%	15%	13%
21-25	**106**	35	72	4	12	18	23	16	34	25	23	18	39	49	58
	11%	7%	14% B	3% *	7%	12% D	13% D	11% D	15% DE	10%	8%	10%	14%	9%	12%
26-30	**59**	25	34	4	9	6	8	15	18	13	19	8	19	32	27
	6%	5%	7%	3% *	5%	4%	4%	10%	8%	5%	7%	4%	7%	6%	6%
30+	**125**	67	57	12	10	24	20	25	33	35	30	24	36	65	60
	12%	14%	11%	9% *	6%	16% E	11%	16% E	15% E	14%	11%	13%	12%	12%	13%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on FRONT of pack (seconds)

Base: All who look at food labels when shopping or at home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0-5	**114**	12	46	25	30	52	62
	11%	6%	11% P	14% P	15% P	18% U	9%
6-10	**238**	38	95	50	55	75	163
	24%	17%	24%	29% P	27% P	27%	23%
11-15	**216**	56	82	37	41	62	154
	22%	25%	20%	22%	20%	22%	21%
16-20	**143**	38	61	18	26	23	120
	14%	18%	15%	10%	13%	8%	17% T
21-25	**106**	23	53	16	15	25	81
	11%	10%	13% S	9%	7%	9%	11%
26-30	**59**	14	24	8	12	13	46
	6%	7%	6%	5%	6%	5%	6%
30+	**125**	37	41	19	27	30	95
	12%	17% Q	10%	11%	13%	11%	13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on FRONT of pack (seconds)

Base: All who look at food labels when shopping or at home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
0-5	**114**	26	83	5	80	33	23	40	17	59	49	6	31	15	44	22	74	40
	11%	11%	12%	8%	14%	8%	14%	13%	14%	9%	14%	20%	12%	8%	12%	11%	11%	13%
				*	F						J	**						
6-10	**238**	62	166	10	150	87	40	73	35	143	90	4	57	38	80	60	153	84
	24%	25%	24%	16%	26%	21%	25%	25%	30%	23%	26%	15%	22%	21%	22%	30%	22%	28%
				*								**						
11-15	**216**	55	148	13	111	105	29	58	21	140	68	8	59	36	81	40	155	61
	22%	22%	21%	21%	19%	25%	18%	19%	18%	22%	20%	28%	23%	20%	23%	20%	22%	20%
				*		E						**						
16-20	**143**	38	94	11	77	65	25	41	11	95	44	4	39	30	47	25	108	35
	14%	15%	14%	18%	13%	16%	16%	14%	10%	15%	13%	14%	15%	17%	13%	13%	15%	12%
				*								**						
21-25	**106**	24	78	5	68	38	19	36	11	74	31	2	25	25	33	23	79	27
	11%	10%	11%	8%	12%	9%	12%	12%	10%	12%	9%	7%	10%	14%	9%	12%	11%	9%
				*								**						
26-30	**59**	9	43	7	33	26	10	13	9	38	21	-	15	12	20	11	48	11
	6%	4%	6%	11%	6%	6%	6%	4%	8%	6%	6%	-	6%	7%	6%	6%	7%	3%
				*								**					R	
30+	**125**	32	81	12	66	59	15	36	12	80	41	4	33	22	49	16	80	45
	12%	13%	12%	19%	11%	14%	9%	12%	10%	13%	12%	15%	13%	12%	14%	8%	11%	15%
				*								**						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on FRONT of pack (seconds)

Base: All who look at food labels when shopping or at home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0-5	**114**	26	88
	11%	19% T	10%
6-10	**238**	26	212
	24%	19%	25%
11-15	**216**	24	192
	22%	18%	22%
16-20	**143**	20	123
	14%	14%	14%
21-25	**106**	14	92
	11%	10%	11%
26-30	**59**	13	46
	6%	9%	5%
30+	**125**	15	110
	12%	11%	13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on FRONT of pack (seconds)

Base: All who look at food labels when shopping or at home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0-5	114 11%	13 5%	94 13% B	44 11%	70 12%	19 21% GH*	9 9% *	12 6%	52 10%	39 14%	18 10%	36 19% K	22 18%
6-10	238 24%	59 22%	174 24%	97 24%	141 24%	16 17% *	31 32% F*	46 22%	123 23%	64 24%	43 25%	51 27%	35 30%
11-15	216 22%	51 19%	163 23%	83 20%	133 22%	10 11% *	21 22% *	52 25% F	99 19%	64 24%	49 28%	44 23%	29 24%
16-20	143 14%	43 16%	98 14%	47 12%	95 16%	11 12% *	10 10% *	22 11%	83 16%	33 12%	21 12%	18 10%	9 8%
21-25	106 11%	38 14% C	66 9%	57 14% E	49 8%	16 17% *	11 11% *	30 15%	59 11%	27 10%	18 10%	13 7%	7 6%
26-30	59 6%	23 9%	35 5%	30 7%	29 5%	4 5% *	10 11% *	15 7%	41 8%	11 4%	7 4%	7 4%	4 3%
30+	125 12%	42 16%	82 11%	50 12%	75 13%	15 16% *	7 7% *	29 14%	68 13%	32 12%	20 11%	18 9%	14 12%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on FRONT of pack (seconds)

Base: All who look at food labels when shopping or at home

	Base	Total	Food labelling
		B	C
Unweighted Base	**1000**	**1000**	**184**
Base	**1000**	**1000**	**183**
0-5	**114** **11%**	114 11%	21 11%
6-10	**238** **24%**	238 24%	39 21%
11-15	**216** **22%**	216 22%	44 24%
16-20	**143** **14%**	143 14%	23 12%
21-25	**106** **11%**	106 11%	26 14%
26-30	**59** **6%**	59 6%	11 6%
30+	**125** **12%**	125 12%	20 11%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on FRONT of pack (seconds)

Base: All who look at food labels when shopping or at home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0-5	**114**	29	24	18	89
	11%	13%	15%	17%	11%
6-10	**238**	59	38	27	199
	24%	25%	24%	25%	24%
11-15	**216**	49	33	21	183
	22%	21%	21%	19%	22%
16-20	**143**	22	19	11	124
	14%	9%	12%	10%	15% B
21-25	**106**	35	22	15	84
	11%	15% E	14%	14%	10%
26-30	**59**	14	8	8	51
	6%	6%	5%	7%	6%
30+	**125**	25	16	9	109
	12%	11%	10%	8%	13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on BACK of pack (seconds)

Base: All who look at food labels when shopping or at home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	178	89	90	48	51	29	21	14	15	42	57	38	41	99	80
0-5	**18%**	18%	17%	36% FGHI*	31% FGHI	20% GHI	11%	9%	7%	17%	21%	21%	14%	19%	17%
	236	124	112	39	42	38	40	36	41	57	55	52	73	112	125
6-10	**24%**	26%	22%	30% I*	26%	25%	22%	23%	18%	23%	20%	28%	25%	21%	26%
	156	75	81	18	28	25	28	21	36	42	43	27	45	85	72
11-15	**16%**	15%	16%	14% *	17%	17%	16%	14%	16%	17%	16%	14%	16%	16%	15%
	122	61	61	6	15	17	30	25	29	29	33	28	33	62	60
16-20	**12%**	13%	12%	5% *	10%	12%	16% D	16% D	13% D	12%	12%	15%	11%	12%	13%
	71	30	41	10	2	13	18	10	18	14	22	13	22	36	35
21-25	**7%**	6%	8%	8% E*	1%	9% E	10% E	7% E	8% E	6%	8%	7%	7%	7%	7%
	52	26	27	1	7	5	9	11	19	15	11	7	20	26	26
26-30	**5%**	5%	5%	1% *	4%	4%	5%	7% D	9% D	6%	4%	4%	7%	5%	6%
	183	81	101	9	17	20	36	35	66	51	54	21	57	105	78
30+	**18%**	17%	20%	7% *	11%	13%	20% DE	23% DEF	29% DEFG	20% L	20% L	11%	19% L	20% L	16% L

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on BACK of pack (seconds)

Base: All who look at food labels when shopping or at home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0-5	**178**	28	67	39	45	64	115
	18%	13%	17%	23% P	22% P	23% U	16%
6-10	**236**	45	99	45	47	71	165
	24%	21%	25%	26%	23%	25%	23%
11-15	**156**	39	60	25	33	42	114
	16%	18%	15%	14%	16%	15%	16%
16-20	**122**	29	48	19	26	37	85
	12%	13%	12%	11%	13%	13%	12%
21-25	**71**	11	27	14	19	20	52
	7%	5%	7%	8%	9%	7%	7%
26-30	**52**	16	22	9	5	8	44
	5%	7% S	5%	5%	3%	3%	6%
30+	**183**	50	79	22	31	38	145
	18%	23% R	20%	13%	15%	13%	20% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on BACK of pack (seconds)

Base: All who look at food labels when shopping or at home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
0-5	**178**	35	131	12	109	69	32	52	22	102	69	7	39	29	61	46	113	65
	18%	14%	19%	20% *	19%	17%	20%	18%	19%	16%	20%	27% **	15%	16%	17%	23% M	16%	22%
6-10	**236**	57	172	8	147	89	32	81	31	138	90	8	68	35	82	50	155	81
	24%	23%	25% D	13% *	25%	22%	20%	27%	27%	22%	26%	29% **	26%	19%	23%	25%	22%	27%
11-15	**156**	41	104	11	88	68	24	43	20	104	48	4	44	25	51	37	99	57
	16%	17%	15%	18% *	15%	16%	15%	15%	17%	17%	14%	16% **	17%	14%	14%	19%	14%	19%
16-20	**122**	24	89	9	76	46	16	42	16	81	40	2	34	21	48	19	89	33
	12%	10%	13%	14% *	13%	11%	10%	14%	14%	13%	12%	6% **	13%	12%	13%	10%	13%	11%
21-25	**71**	24	42	5	41	30	19	14	8	48	21	2	21	12	28	10	52	19
	7%	10%	6%	8% *	7%	7%	12% H	5%	7%	8%	6%	7% **	8%	7%	8%	5%	7%	6%
26-30	**52**	8	40	5	31	21	9	17	4	33	19	-	13	12	20	8	41	11
	5%	3%	6%	7% *	5%	5%	5%	6%	4%	5%	6%	- **	5%	7%	6%	4%	6%	4%
30+	**183**	57	113	13	93	90	29	48	14	123	56	4	40	46	66	28	148	35
	18%	23% C	16%	20% *	16%	22% E	18%	16%	12%	20%	16%	15% **	16%	26% MP	19%	14%	21% R	12%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on BACK of pack (seconds)

Base: All who look at food labels when shopping or at home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0-5	**178**	26	152
	18%	19%	18%
6-10	**236**	28	208
	24%	21%	24%
11-15	**156**	16	141
	16%	11%	16%
16-20	**122**	15	107
	12%	11%	12%
21-25	**71**	14	58
	7%	10%	7%
26-30	**52**	7	45
	5%	5%	5%
30+	**183**	31	152
	18%	22%	18%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on BACK of pack (seconds)

Base: All who look at food labels when shopping or at home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0-5	178 18%	34 12%	139 20% B	70 17%	108 18%	25 28% H*	20 20% H*	19 9%	77 15%	69 26% I	24 13%	43 23% K	26 22%
6-10	236 24%	53 20%	177 25%	97 24%	139 23%	16 18% *	25 25% *	53 25%	122 23%	66 25%	43 24%	47 25%	36 30%
11-15	156 16%	38 14%	118 17%	67 16%	90 15%	10 11% *	20 20% *	37 18%	78 15%	37 14%	42 24% L	28 15%	19 16%
16-20	122 12%	35 13%	86 12%	47 11%	76 13%	13 14% *	9 9% *	23 11%	65 12%	28 10%	22 13%	29 16%	18 15%
21-25	71 7%	26 10%	46 6%	26 6%	45 8%	8 9% *	5 6% *	11 5%	37 7%	24 9%	9 5%	10 5%	4 4%
26-30	52 5%	12 4%	40 6%	22 5%	31 5%	2 2% *	3 3% *	17 8%	32 6%	14 5%	6 3%	5 3%	2 2%
30+	183 18%	73 27% C	106 15%	80 20%	103 17%	16 17% *	16 17% *	47 23%	116 22% J	32 12%	30 17%	24 13%	14 12%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on BACK of pack (seconds)

Base: All who look at food labels when shopping or at home

			Food labelling
	Base	Total	Food labelling
		B	**C**
Unweighted Base	**1000**	**1000**	**184**
Base	**1000**	**1000**	**183**
0-5	**178**	178	25
	18%	18%	14%
6-10	**236**	236	37
	24%	24%	20%
11-15	**156**	156	31
	16%	16%	17%
16-20	**122**	122	30
	12%	12%	17%
21-25	**71**	71	9
	7%	7%	5%
26-30	**52**	52	13
	5%	5%	7%
30+	**183**	183	37
	18%	18%	20%

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. Time spent looking at labelling on BACK of pack (seconds)

Base: All who look at food labels when shopping or at home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0-5	**178** **18%**	47 20%	26 17%	17 16%	152 18%
6-10	**236** **24%**	54 23%	34 22%	23 21%	202 24%
11-15	**156** **16%**	42 18%	23 14%	16 15%	133 16%
16-20	**122** **12%**	28 12%	25 16%	18 17%	97 12%
21-25	**71** **7%**	14 6%	13 8%	10 9%	58 7%
26-30	**52** **5%**	8 3%	9 6%	6 5%	43 5%
30+	**183** **18%**	39 17%	28 18%	18 17%	155 18%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. TOTAL time spent looking at labelling on pack (seconds)

Base: All who look at food labels when shopping or at home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0-5	**18**	8	9	6	8	1	2	-	1	2	11	4	1	13	5
	2%	2%	2%	4%	5%	1%	1%	-	*	1%	4%	2%	*	2%	1%
				H*	GHI						JMO			J	
6-10	**78**	35	43	19	25	12	12	3	5	22	20	16	20	42	36
	8%	7%	8%	15%	16%	8%	7%	2%	2%	9%	7%	9%	7%	8%	8%
				HI*	GHI	HI	I								
11-15	**113**	61	51	28	23	18	18	12	14	28	30	30	25	58	55
	11%	13%	10%	21%	14%	12%	10%	8%	6%	11%	11%	16%	8%	11%	12%
				GHI*	I							MO			M
16-20	**108**	61	47	14	22	17	21	19	15	30	25	19	34	56	53
	11%	13%	9%	11%	14%	12%	12%	12%	7%	12%	9%	10%	12%	11%	11%
				*	I										
21-25	**113**	57	57	17	20	22	16	11	27	24	29	23	36	54	59
	11%	12%	11%	13%	12%	15%	9%	8%	12%	10%	11%	12%	13%	10%	12%
				*											
26-30	**93**	45	48	16	15	13	16	17	17	20	30	18	26	50	43
	9%	9%	9%	12%	9%	9%	9%	11%	8%	8%	11%	10%	9%	10%	9%
				*											
30+	**477**	220	257	33	49	64	95	89	146	123	130	75	149	253	224
	48%	45%	50%	25%	30%	44%	53%	59%	65%	49%	47%	41%	51%	48%	47%
				*		DE	DE	DEF	DEFG				LO		L

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. TOTAL time spent looking at labelling on pack (seconds)

Base: All who look at food labels when shopping or at home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
0-5	18	1	11	3	3	7	11
	2%	*	3%	2%	1%	3%	1%
6-10	78	12	33	14	19	29	49
	8%	5%	8%	8%	9%	11%	7%
11-15	113	14	42	31	26	43	70
	11%	7%	10%	18% PQ	13%	15% U	10%
16-20	108	25	45	16	22	28	80
	11%	11%	11%	9%	11%	10%	11%
21-25	113	22	37	24	30	40	73
	11%	10%	9%	14%	15%	14%	10%
26-30	93	27	40	13	13	21	72
	9%	12%	10%	7%	7%	8%	10%
30+	477	118	194	73	91	112	365
	48%	54% R	48%	42%	45%	40%	51% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. TOTAL time spent looking at labelling on pack (seconds)

Base: All who look at food labels when shopping or at home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
0-5	**18** **2%**	1 *	14 2%	3 4% *	12 2%	6 1%	5 3%	6 2%	1 1%	9 1%	6 2%	3 9% **	5 2%	3 2%	7 2%	3 2%	12 2%	6 2%
6-10	**78** **8%**	20 8%	56 8%	2 3% *	51 9%	27 7%	16 10%	23 8%	11 10%	40 6%	33 10%	5 17% **	17 7%	11 6%	30 8%	19 10%	53 8%	25 8%
11-15	**113** **11%**	26 11%	81 12%	5 8% *	72 12%	40 10%	19 12%	39 13%	14 12%	65 10%	47 14%	- - **	29 11%	16 9%	36 10%	29 15%	79 11%	34 11%
16-20	**108** **11%**	31 13%	71 10%	6 9% *	66 11%	43 10%	16 10%	33 11%	14 12%	69 11%	37 11%	3 9% **	31 12%	19 11%	35 10%	23 12%	57 8%	51 17% Q
21-25	**113** **11%**	25 10%	82 12%	6 10% *	62 11%	51 12%	13 8%	36 12%	13 11%	69 11%	40 12%	4 16% **	29 11%	18 10%	39 11%	27 13%	79 11%	34 11%
26-30	**93** **9%**	19 8%	69 10%	5 8% *	58 10%	35 9%	13 8%	31 10%	14 12%	63 10%	26 8%	4 14% **	27 10%	18 10%	30 8%	19 10%	68 10%	25 8%
30+	**477** **48%**	122 50%	319 46%	35 56% *	265 45%	212 51%	80 50%	129 43%	49 43%	313 50%	153 45%	10 35% **	120 47%	96 53% P	178 50% P	77 39%	348 50% R	129 43%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. TOTAL time spent looking at labelling on pack (seconds)

Base: All who look at food labels when shopping or at home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0-5	**18**	5	13
	2%	3%	2%
6-10	**78**	13	65
	8%	9%	8%
11-15	**113**	23	89
	11%	17% T	10%
16-20	**108**	4	105
	11%	3%	12% S
21-25	**113**	15	98
	11%	11%	11%
26-30	**93**	5	89
	9%	4%	10% S
30+	**477**	73	404
	48%	53%	47%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. TOTAL time spent looking at labelling on pack (seconds)

Base: All who look at food labels when shopping or at home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0-5	18 2%	3 1%	14 2%	11 3%	7 1%	7 8% GH*	1 1% *	2 1%	13 3%	3 1%	2 1%	5 3%	4 3%
6-10	78 8%	13 5%	62 9%	26 6%	52 9%	11 12% H*	8 8% *	6 3%	31 6%	28 10% I	13 8%	18 10%	9 8%
11-15	113 11%	26 10%	83 12%	43 11%	70 12%	5 6% *	13 13% *	23 11%	60 11%	31 11%	18 10%	27 14%	17 14%
16-20	108 11%	22 8%	85 12%	47 11%	62 10%	5 5% *	16 16% F*	23 11%	56 11%	31 11%	20 11%	21 11%	18 15%
21-25	113 11%	29 11%	81 11%	47 12%	66 11%	9 10% *	14 14% *	23 11%	50 10%	41 15% I	22 13%	29 16%	22 18%
26-30	93 9%	20 8%	73 10%	36 9%	58 10%	6 6% *	11 11% *	19 9%	42 8%	18 7%	31 18% LM	14 8%	9 7%
30+	477 48%	156 58% C	314 44%	199 49%	278 47%	48 53% G*	37 37% *	111 53% G	274 52% J	119 44%	68 39%	71 38%	40 34%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. TOTAL time spent looking at labelling on pack (seconds)

Base: All who look at food labels when shopping or at home

	Base	Total	Food labelling
		B	C
Unweighted Base	**1000**	**1000**	**184**
Base	**1000**	**1000**	**183**
0-5	**18** **2%**	18 2%	4 2%
6-10	**78** **8%**	78 8%	16 9%
11-15	**113** **11%**	113 11%	16 9%
16-20	**108** **11%**	108 11%	14 8%
21-25	**113** **11%**	113 11%	26 14%
26-30	**93** **9%**	93 9%	19 11%
30+	**477** **48%**	477 48%	88 48%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q41. TOTAL time spent looking at labelling on pack (seconds)

Base: All who look at food labels when shopping or at home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0-5	**18**	4	6	2	12
	2%	2%	4%	2%	1%
6-10	**78**	22	11	10	67
	8%	10%	7%	9%	8%
11-15	**113**	27	20	14	92
	11%	12%	13%	13%	11%
16-20	**108**	24	13	9	95
	11%	10%	8%	8%	11%
21-25	**113**	27	16	11	97
	11%	12%	10%	10%	12%
26-30	**93**	21	17	13	76
	9%	9%	11%	12%	9%
30+	**477**	107	75	50	401
	48%	46%	47%	46%	48%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Any friend/family/colleague	**199**	89	111	43	41	33	34	24	25	44	53	36	66	96	103
	20%	18%	22%	32% GHI*	25% I	22% I	19% I	16%	11%	17%	19%	20%	23%	18%	22%
Family and friends	**163**	72	91	31	31	29	29	20	22	38	42	26	56	80	83
	16%	15%	18%	23% I*	19% I	20% I	16%	13%	10%	15%	15%	14%	19%	15%	17%
School / college / a course	**38**	13	25	12	8	5	6	5	3	6	10	8	15	15	23
	4%	3%	5%	9% I*	5%	3%	3%	3%	1%	2%	4%	4%	5%	3%	5%
Work	**9**	8	1	1	5	1	1	1	-	1	2	5	1	3	6
	1%	2% C	*	1% *	3% I	1%	1%	1%	-	*	1%	3%	*	1%	1%
Retailers (e.g. supermarkets)	**64**	36	28	12	7	9	15	10	12	16	13	12	22	30	35
	6%	7%	6%	9% *	4%	6%	8%	6%	6%	7%	5%	7%	8%	6%	7%
Newspapers	**24**	19	5	2	5	2	7	1	7	5	4	6	8	10	15
	2%	4% C	1%	2% *	3%	1%	4%	1%	3%	2%	2%	3%	3%	2%	3%
News websites	**36**	21	15	5	7	6	5	4	8	7	8	4	17	15	21
	4%	4%	3%	4% *	4%	4%	3%	3%	4%	3%	3%	2%	6%	3%	4%
Food TV shows / cooking programmes	**123**	54	69	22	21	14	20	18	29	26	27	24	47	53	71
	12%	11%	14%	16% *	13%	9%	11%	12%	13%	10%	10%	13%	16% KN	10%	15% N
Food magazines	**98**	43	55	15	12	13	15	14	30	26	26	19	27	52	46
	10%	9%	11%	11% *	7%	9%	8%	9%	13%	10%	9%	10%	9%	10%	10%
Cookery books	**211**	108	103	30	21	22	35	36	67	51	52	41	67	103	108
	21%	22%	20%	23% *	13%	15%	19%	23% E	30% EFG	20%	19%	22%	23%	20%	23%
Net: Any online/social media	**646**	306	340	101	107	106	114	88	130	169	189	110	177	358	288
	65%	63%	66%	76% GHI*	66%	72% HI	63%	58%	58%	68%	69% O	60%	61%	68% O	61%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Food Standards Scotland website	**302** **30%**	148 30%	154 30%	39 30% *	36 22%	45 31%	56 31%	45 30%	80 36% E	78 31%	85 31%	53 28%	86 30%	163 31%	139 29%
Other food websites	**135** **14%**	68 14%	68 13%	25 19% *	18 11%	22 15%	22 12%	17 11%	31 14%	32 13%	35 13%	19 10%	49 17%	67 13%	68 14%
Internet search engine	**441** **44%**	212 44%	229 45%	71 54% HI*	78 48% I	80 54% HI	77 43%	57 37%	77 34%	122 49% MO	141 51% LMO	73 40%	104 36%	263 50% LMO	178 37%
Social media	**36** **4%**	20 4%	16 3%	7 5% I*	10 6% I	8 6% I	8 4% I	2 1%	1 *	9 4%	6 2%	4 2%	16 5%	16 3%	20 4%
TV / radio campaigns	**37** **4%**	21 4%	16 3%	5 4% *	7 4%	5 3%	5 3%	4 2%	11 5%	9 4%	6 2%	6 3%	16 5%	15 3%	22 5%
Books	**53** **5%**	33 7%	21 4%	11 8% F*	9 6%	2 2%	12 7% F	8 6%	10 4%	13 5%	10 4%	15 8% K	15 5%	22 4%	31 7%
Product packaging	**372** **37%**	166 34%	207 40%	49 37% *	43 27%	52 35%	68 37% E	56 37%	105 47% EF	102 41%	101 37%	72 39%	97 33%	203 39%	169 36%
Doctor / GP	**30** **3%**	16 3%	14 3%	6 5% *	8 5%	2 1%	4 2%	2 1%	7 3%	7 3%	7 3%	8 4%	9 3%	14 3%	17 4%
Personal experience/ common sense	**6** **1%**	5 1%	2 *	- - *	- -	- -	1 1%	1 1%	5 2%	2 1%	3 1%	- -	2 1%	4 1%	2 *
Other	**2** *****	2 *	- -	- - *	- -	1 1%	- -	- -	1 *	2 1%	- -	- -	- -	2 *	- -
I don't look for information on food safety	**153** **15%**	86 18%	68 13%	10 8% *	18 11%	19 13%	30 16%	38 25% DEF	38 17% D	39 16%	34 12%	26 14%	55 19% K	73 14%	81 17%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	1	-	1	-	-	-	-	-	1	-	-	-	1	-	1
Dk/nothing	*****	-	*	-	-	-	-	-	*	-	-	-	*	-	*
				*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Any friend/family/colleague	199 20%	39 18%	76 19%	27 16%	57 28% PQR	65 23%	135 19%
Family and friends	163 16%	30 14%	64 16%	23 13%	45 22% PR	53 19%	110 15%
School / college / a course	38 4%	9 4%	13 3%	5 3%	11 5%	12 4%	26 4%
Work	9 1%	1 *	4 1%	1 1%	3 2%	4 1%	5 1%
Retailers (e.g. supermarkets)	64 6%	17 8%	20 5%	14 8%	14 7%	19 7%	45 6%
Newspapers	24 2%	1 *	11 3%	5 3%	7 3%	12 4% U	12 2%
News websites	36 4%	14 6%	12 3%	6 3%	4 2%	10 4%	26 4%
Food TV shows / cooking programmes	123 12%	28 13%	54 13%	14 8%	28 13%	33 12%	91 13%
Food magazines	98 10%	19 9%	45 11%	11 6%	23 11%	27 10%	71 10%
Cookery books	211 21%	46 21%	88 22%	31 18%	46 23%	52 19%	159 22%
Net: Any online/social media	646 65%	135 61%	244 60%	119 68%	149 73% PQ	201 72% U	445 62%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	1000	219	403	173	205	280	720
Food Standards Scotland website	302 30%	70 32%	118 29%	63 36% S	51 25%	80 29%	222 31%
Other food websites	135 14%	22 10%	59 15%	27 15%	27 13%	42 15%	93 13%
Internet search engine	441 44%	93 42%	167 41%	76 44%	105 51% Q	137 49%	303 42%
Social media	36 4%	4 2%	9 2%	8 5%	14 7% PQ	21 8% U	14 2%
TV / radio campaigns	37 4%	12 5%	15 4%	4 2%	7 3%	9 3%	28 4%
Books	53 5%	10 5%	23 6%	9 5%	11 6%	15 5%	38 5%
Product packaging	372 37%	83 38%	149 37%	71 41%	70 34%	96 34%	277 38%
Doctor / GP	30 3%	5 2%	11 3%	10 6%	5 2%	12 4%	18 3%
Personal experience/ common sense	6 1%	1 *	4 1%	1 1%	1 *	- -	6 1%
Other	2 *	- -	2 *	- -	- -	- -	2 *
I don't look for information on food safety	153 15%	43 20% RS	73 18% S	19 11%	19 9%	27 10%	126 18% T

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
	1	-	1	-	-	-	1
Dk/nothing	*****	-	*	-	-	-	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Any friend/family/colleague	**199**	47	146	7	124	75	31	70	22	112	85	3	60	25	67	47	153	46
	20%	19%	21%	11% *	21%	18%	19%	24%	19%	18%	25% J	10% **	23% N	14%	19%	24% N	22% R	15%
Family and friends	**163**	41	115	7	98	65	20	57	20	89	71	3	50	21	58	34	122	40
	16%	17%	17%	11% *	17%	16%	12%	19%	17%	14%	21% J	10% **	19% N	12%	16%	17%	18%	13%
School / college / a course	**38**	7	30	1	25	13	9	12	3	26	12	-	11	2	10	14	31	7
	4%	3%	4%	2% *	4%	3%	6%	4%	3%	4%	4%	- **	4%	1%	3%	7% NO	4%	2%
Work	**9**	1	8	-	7	3	4	2	1	5	4	-	3	3	2	1	9	-
	1%	*	1%	- *	1%	1%	2%	1%	1%	1%	1%	- **	1%	2%	1%	1%	1%	-
Retailers (e.g. supermarkets)	**64**	11	49	4	43	21	18	21	3	36	26	2	18	8	26	12	55	9
	6%	5%	7%	7% *	7%	5%	11% I	7%	3%	6%	8%	6% **	7%	4%	7%	6%	8% R	3%
Newspapers	**24**	6	19	-	16	8	6	9	1	12	11	1	5	4	12	3	18	6
	2%	2%	3%	- *	3%	2%	4%	3%	1%	2%	3%	4% **	2%	2%	3%	2%	3%	2%
News websites	**36**	12	24	-	23	13	13	7	4	24	12	-	12	9	10	4	28	8
	4%	5%	3%	- *	4%	3%	8% H	2%	3%	4%	3%	- **	5%	5%	3%	2%	4%	3%
Food TV shows / cooking programmes	**123**	32	82	9	74	50	25	34	15	74	49	-	45	23	36	18	100	24
	12%	13%	12%	14% *	13%	12%	15%	11%	13%	12%	14%	- **	18% OP	13%	10%	9%	14% R	8%
Food magazines	**98**	27	66	4	66	32	21	32	12	66	31	-	30	11	41	15	81	17
	10%	11%	10%	6% *	11%	8%	13%	11%	11%	11%	9%	- **	11%	6%	11%	8%	12% R	6%
Cookery books	**211**	53	140	18	138	73	40	75	22	134	74	3	57	32	77	42	158	53
	21%	22%	20%	28% *	24% F	17%	25%	25%	19%	21%	21%	11% **	22%	18%	22%	21%	23%	17%
Net: Any online/social media	**646**	157	452	37	404	242	117	210	69	406	223	16	169	114	230	128	473	172
	65%	64%	65%	60% *	69% F	58%	72% I	71% I	60%	65%	65%	58% **	65%	63%	65%	65%	68% R	57%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Food Standards Scotland website	**302** **30%**	78 32%	211 30%	13 21% *	214 37% F	88 21%	68 42% I	117 39% I	27 23%	194 31%	99 29%	9 33% **	82 32%	52 29%	110 31%	56 28%	233 33% R	69 23%
Other food websites	**135** **14%**	37 15%	92 13%	6 10% *	90 15%	45 11%	22 14%	47 16%	20 17%	81 13%	54 16%	1 4% **	37 14%	25 14%	42 12%	29 15%	91 13%	44 15%
Internet search engine	**441** **44%**	106 43%	309 45%	26 41% *	257 44%	183 44%	56 35%	147 50% G	48 41%	271 43%	158 46%	11 40% **	114 44%	68 38%	165 46%	91 46%	324 46% R	116 38%
Social media	**36** **4%**	5 2%	25 4%	5 8% *	25 4%	11 3%	10 6%	9 3%	5 5%	19 3%	16 5%	- - **	18 7% O	7 4%	5 1%	6 3%	24 3%	11 4%
TV / radio campaigns	**37** **4%**	8 3%	29 4%	- - *	26 4%	11 3%	8 5%	14 5%	4 3%	26 4%	10 3%	1 3% **	8 3%	4 2%	17 5%	8 4%	30 4%	7 2%
Books	**53** **5%**	9 4%	40 6%	4 7% *	42 7% F	11 3%	15 9%	22 7%	5 4%	28 5%	25 7%	- - **	19 7%	6 3%	18 5%	10 5%	40 6%	13 4%
Product packaging	**372** **37%**	86 35%	260 38%	25 40% *	224 38%	148 36%	63 39%	122 41%	39 33%	233 37%	135 39%	4 16% **	99 38%	64 35%	135 38%	71 36%	284 41% R	88 29%
Doctor / GP	**30** **3%**	7 3%	22 3%	1 2% *	20 3%	11 3%	8 5%	10 3%	1 1%	18 3%	12 4%	- - **	6 2%	2 1%	17 5%	6 3%	23 3%	7 2%
Personal experience/ common sense	**6** **1%**	1 *	5 1%	1 1% *	2 *	5 1%	- -	1 *	1 1%	2 *	5 1%	- - **	- -	1 1%	5 1%	1 *	5 1%	2 1%
Other	**2** *	- -	1 *	1 1% *	1 *	1 *	- -	1 *	- -	1 *	1 *	- - **	1 *	1 1%	- -	- -	2 *	- -
I don't look for information on food safety	**153** **15%**	40 16%	101 15%	13 20% *	63 11%	90 22% E	7 4%	28 9%	25 21% GH	99 16%	46 13%	9 32% **	37 15%	29 16%	45 13%	39 20%	72 10%	82 27% Q

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Dk/nothing	**1**	-	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-
	*	-	*	-	*	-	1%	-	-	*	-	-	*	-	-	-	*	-
				*								**						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any friend/family/colleague	**199** **20%**	41 30% T	158 18%
Family and friends	**163** **16%**	29 21%	134 16%
School / college / a course	**38** **4%**	11 8% T	27 3%
Work	**9** **1%**	3 2%	6 1%
Retailers (e.g. supermarkets)	**64** **6%**	10 7%	55 6%
Newspapers	**24** **2%**	6 4%	19 2%
News websites	**36** **4%**	6 5%	29 3%
Food TV shows / cooking programmes	**123** **12%**	21 16%	102 12%
Food magazines	**98** **10%**	14 10%	84 10%
Cookery books	**211** **21%**	38 28%	173 20%
Net: Any online/social media	**646** **65%**	89 65%	557 65%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Food Standards Scotland website	**302** **30%**	40 29%	262 30%
Other food websites	**135** **14%**	20 15%	115 13%
Internet search engine	**441** **44%**	60 44%	381 44%
Social media	**36** **4%**	10 7% T	25 3%
TV / radio campaigns	**37** **4%**	10 7%	27 3%
Books	**53** **5%**	9 7%	44 5%
Product packaging	**372** **37%**	61 44%	312 36%
Doctor / GP	**30** **3%**	6 4%	25 3%
Personal experience/ common sense	**6** **1%**	- -	6 1%
Other	**2** *****	- -	2 *
I don't look for information on food safety	**153** **15%**	15 11%	138 16%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Dk/nothing	**1**	-	1
	*	-	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Any friend/family/colleague	199 20%	58 22%	135 19%	85 21%	115 19%	21 23% *	15 15% *	47 23%	105 20%	54 20%	37 21%	46 25%	34 28%
Family and friends	163 16%	44 16%	114 16%	68 17%	95 16%	14 15% *	12 12% *	40 19%	86 16%	41 15%	32 18%	37 20%	29 24%
School / college / a course	38 4%	16 6%	22 3%	16 4%	22 4%	5 6% *	3 3% *	8 4%	17 3%	13 5%	5 3%	9 5%	5 4%
Work	9 1%	4 1%	4 1%	5 1%	5 1%	4 4% *	- - *	1 *	4 1%	3 1%	2 1%	3 2%	2 2%
Retailers (e.g. supermarkets)	64 6%	22 8%	42 6%	35 9% E	29 5%	9 10% *	9 9% *	15 7%	36 7%	13 5%	14 8%	8 5%	8 6%
Newspapers	24 2%	6 2%	18 3%	12 3%	12 2%	3 3% *	2 2% *	6 3%	10 2%	10 4%	4 2%	5 3%	4 4%
News websites	36 4%	8 3%	26 4%	22 5% E	14 2%	6 7% *	9 9% *	7 3%	20 4%	10 4%	5 3%	5 3%	3 2%
Food TV shows / cooking programmes	123 12%	32 12%	87 12%	68 17% E	56 9%	15 16% *	11 11% *	40 19%	61 12%	36 13%	24 14%	23 12%	16 14%
Food magazines	98 10%	36 13% C	60 8%	39 10%	59 10%	9 10% *	7 7% *	21 10%	54 10%	27 10%	15 8%	12 7%	8 6%
Cookery books	211 21%	68 25%	139 20%	81 20%	130 22%	23 25% *	13 13% *	44 21%	122 23%	59 22%	26 15%	36 19%	22 18%
Net: Any online/social media	646 65%	180 67%	457 64%	279 68% E	366 62%	58 64% *	69 70% *	146 70%	347 66%	169 62%	114 65%	139 75% K	89 74%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Food Standards Scotland website	**302** **30%**	96 36% C	202 28%	131 32%	170 29%	28 31% *	26 26% *	74 36%	166 32%	76 28%	48 28%	54 29%	32 27%
Other food websites	**135** **14%**	37 14%	96 13%	62 15%	73 12%	15 17% *	13 13% *	33 16%	65 12%	41 15%	24 14%	31 17%	21 17%
Internet search engine	**441** **44%**	114 42%	320 45%	192 47%	248 42%	29 33% *	48 48% F*	111 54% F	234 44%	120 44%	80 46%	91 49%	57 48%
Social media	**36** **4%**	13 5%	21 3%	25 6% E	10 2%	12 14% H*	5 5% *	7 4%	13 3%	13 5%	9 5%	13 7%	10 8%
TV / radio campaigns	**37** **4%**	17 6% C	19 3%	24 6% E	13 2%	6 7% *	7 7% *	11 6%	18 3%	10 4%	8 5%	6 3%	6 5%
Books	**53** **5%**	12 5%	39 5%	32 8% E	22 4%	8 8% *	9 9% *	13 6%	27 5%	15 6%	10 6%	11 6%	9 7%
Product packaging	**372** **37%**	116 43% C	251 35%	155 38%	217 37%	26 29% *	39 40% *	88 42% F	204 39%	88 33%	66 38%	64 34%	42 35%
Doctor / GP	**30** **3%**	8 3%	23 3%	18 5% E	12 2%	5 5% *	5 5% *	8 4%	14 3%	9 3%	6 3%	9 5%	6 5%
Personal experience/ common sense	**6** **1%**	2 1%	5 1%	2 *	4 1%	- - *	- - *	2 1%	4 1%	1 *	1 1%	- -	- -
Other	**2** *****	2 1%	- -	2 *	- -	1 1% *	- - *	1 *	2 *	- -	- -	- -	- -
I don't look for information on food safety	**153** **15%**	39 15%	113 16%	51 12%	103 17% D	8 9% *	14 14% *	26 12%	72 14%	46 17%	30 17% LM	12 6%	8 7%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
	1	-	1	-	1	-	-	-	1	-	-	-	-
Dk/nothing	*	-	*	-	*	-	-	-	*	-	-	-	-
						*	*						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any friend/family/colleague	**199** **20%**	48 21%	50 32% BE	34 31% BE	149 18%
Family and friends	**163** **16%**	43 19%	37 23% E	26 24% E	126 15%
School / college / a course	**38** **4%**	7 3%	14 9% BE	8 7% E	24 3%
Work	**9** **1%**	1 1%	5 3% E	4 4% E	5 1%
Retailers (e.g. supermarkets)	**64** **6%**	8 4%	22 14% BE	15 14% BE	42 5%
Newspapers	**24** **2%**	2 1%	9 6% BE	6 6% BE	15 2%
News websites	**36** **4%**	7 3%	12 8% E	11 10% BE	23 3%
Food TV shows / cooking programmes	**123** **12%**	26 11%	35 22% BE	21 19% E	88 10%
Food magazines	**98** **10%**	22 9%	23 15% E	15 14%	74 9%
Cookery books	**211** **21%**	36 15%	47 29% BE	30 28% B	164 20%
Net: Any online/social media	**646** **65%**	155 67%	112 70%	78 71%	534 63%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Food Standards Scotland website	**302** **30%**	65 28%	55 35%	35 32%	247 29%
Other food websites	**135** **14%**	33 14%	24 15%	17 16%	112 13%
Internet search engine	**441** **44%**	108 46%	77 49%	57 52%	363 43%
Social media	**36** **4%**	9 4%	14 9% E	12 11% BE	21 3%
TV / radio campaigns	**37** **4%**	8 3%	18 11% BE	12 11% BE	19 2%
Books	**53** **5%**	6 3%	17 11% BE	12 11% BE	36 4%
Product packaging	**372** **37%**	85 37%	84 53% BE	57 52% BE	288 34%
Doctor / GP	**30** **3%**	9 4%	9 6%	7 7% E	21 3%
Personal experience/ common sense	**6** **1%**	- -	- -	- -	6 1%
Other	**2** *****	- -	- -	- -	2 *
I don't look for information on food safety	**153** **15%**	32 14% CD	5 3%	4 4%	148 18% CD

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
	1	-	-	-	1
Dk/nothing	*	-	-	-	*

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
0	**685** **69%**	348 72%	337 66%	87 65% *	99 61%	109 74% E	135 75% E	108 71%	148 66%	152 61%	185 67%	127 69%	222 76% JKN	336 64%	349 73% JN
1	**234** **23%**	105 21%	130 25%	28 21% *	49 30% G	31 21%	30 17%	34 22%	63 28% G	72 29% MO	68 25%	43 23%	52 18%	139 27% MO	95 20%
2	**60** **6%**	24 5%	36 7%	14 11% *	10 6%	6 4%	12 7%	6 4%	11 5%	22 9% O	16 6%	9 5%	13 5%	38 7%	22 5%
3	**10** **1%**	7 1%	3 1%	1 1% *	4 2%	1 1%	1 *	2 1%	2 1%	4 2%	4 1%	1 1%	1 *	8 2%	2 *
4	**5** **1%**	2 *	3 1%	- - *	1 1%	1 1%	1 1%	1 1%	1 *	1 *	- -	3 2%	1 *	1 *	4 1%
5	**3** *	1 *	2 *	2 2% *	- -	- -	1 1%	- -	- -	- -	2 1%	1 1%	- -	2 *	1 *
6	**1** *	- -	1 *	- - *	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	1 *
7	**1** *	- -	1 *	- - *	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	1 *
8-14	**-** -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
15-21	**-** -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean score	**0.44**	0.38	0.49 B	0.55 *	0.51 F	0.34	0.4	0.4	0.42	0.52 MO	0.45 M	0.48 M	0.32	0.49 MO	0.38 M

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**1.385**	1.349	1.413	1.581 I*	1.317 *	1.301 *	1.588 I*	1.4 *	1.236 *	1.332	1.377 *	1.536 *	1.344 *	1.354	1.432
Standard Deviation	**0.796**	0.718	0.862	0.949	0.764	0.67	0.912	0.818	0.67	0.753	0.797	0.971	0.691	0.777	0.815
Standard Error	**0.025**	0.032	0.039	0.094	0.059	0.056	0.066	0.064	0.044	0.046	0.046	0.075	0.042	0.033	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**685**	157	267	124	136	196	489
	69%	72%	66%	72%	67%	70%	68%
1	**234**	48	98	38	49	59	175
	23%	22%	24%	22%	24%	21%	24%
2	**60**	8	27	10	15	20	40
	6%	4%	7%	6%	7%	7%	6%
3	**10**	2	5	1	2	3	8
	1%	1%	1%	1%	1%	1%	1%
4	**5**	3	1	-	1	1	4
	1%	1%	*	-	1%	*	1%
5	**3**	1	2	-	-	-	3
	*****	*	1%	-	-	-	*
6	**1**	-	1	-	-	1	-
	*****	-	*	-	-	*	-
7	**1**	-	-	-	1	-	1
	*****	-	-	-	1%	-	*
8-14	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean score	**0.44**	0.4	0.48	0.35	0.47	0.42	0.44

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Mean score(Excluding 0)	**1.385**	1.399 *	1.414	1.242 *	1.418 *	1.407 *	1.377
Standard Deviation	**0.796**	0.789	0.834	0.614	0.861	0.779	0.804
Standard Error	**0.025**	0.053	0.041	0.047	0.061	0.047	0.03

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
0	**685** **69%**	166 68%	476 69%	43 69% *	392 67%	293 71%	111 69%	191 64%	82 71%	448 71% K	216 63%	20 71% **	165 64%	132 73% MO	229 64%	151 76% MO	446 64%	239 79% Q
1	**234** **23%**	57 23%	163 24%	14 22% *	148 25%	86 21%	34 21%	83 28%	28 24%	136 22%	90 26%	7 25% **	68 26%	37 20%	92 26%	38 19%	183 26% R	51 17%
2	**60** **6%**	17 7%	39 6%	4 6% *	31 5%	29 7%	10 6%	17 6%	4 4%	28 4%	31 9% J	1 3% **	18 7%	8 5%	27 8%	7 3%	49 7%	11 4%
3	**10** **1%**	2 1%	6 1%	2 3% *	7 1%	3 1%	2 2%	4 1%	1 1%	8 1%	3 1%	- - **	3 1%	3 2%	3 1%	1 1%	10 1%	- -
4	**5** **1%**	1 *	4 1%	- - *	4 1%	1 *	2 1%	2 1%	- -	5 1%	- -	- - **	2 1%	- -	3 1%	- -	4 1%	1 *
5	**3** *	1 *	2 *	- - *	1 *	2 1%	1 1%	- -	- -	1 *	2 1%	- - **	1 *	- -	1 *	1 1%	3 1%	- -
6	**1** *	- -	1 *	- - *	1 *	- -	1 1%	- -	- -	1 *	- -	- - **	1 *	- -	- -	- -	- -	1 *
7	**1** *	1 *	- -	- - *	1 *	- -	- -	1 *	- -	1 *	- -	- - **	1 *	- -	- -	- -	1 *	- -
8-14	**-** -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
15-21	**-** -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Mean score	**0.44**	0.47	0.43	0.43 *	0.46	0.41	0.5	0.48	0.34	0.41	0.5	0.32 **	0.54 NP	0.34	0.49 NP	0.31	0.51 R	0.27

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**1.385**	1.442 *	1.364	1.388 **	1.382	1.39	1.605 I*	1.349	1.185 *	1.413	1.363	1.108 **	1.485 *	1.291 *	1.37	1.295 *	1.406	1.302 *
Standard Deviation	**0.796**	0.873	0.773	0.744	0.824	0.755	0.973	0.823	0.594	0.809	0.788	0.536	0.963	0.642	0.787	0.663	0.845	0.644
Standard Error	**0.025**	0.056	0.029	0.093	0.034	0.037	0.077	0.048	0.055	0.032	0.043	0.098	0.06	0.047	0.041	0.049	0.032	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**685** **69%**	84 61%	601 70%
1	**234** **23%**	35 26%	199 23%
2	**60** **6%**	13 9%	47 5%
3	**10** **1%**	3 2%	7 1%
4	**5** **1%**	1 1%	4 *
5	**3** *****	- -	3 *
6	**1** *****	- -	1 *
7	**1** *****	1 1%	- -
8-14	**-** **-**	- -	- -
15-21	**-** **-**	- -	- -
Mean score	**0.44**	0.59 T	0.41

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**1.385**	1.53 *	1.356
Standard Deviation	**0.796**	0.988	0.759
Standard Error	**0.025**	0.086	0.026

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0	**685**	192	478	246	440	51	55	133	349	193	122	140	93
	69%	71%	67%	60%	74% D	57% *	56% *	64%	66%	71%	70%	75%	78%
1	**234**	62	169	114	120	27	28	54	129	61	38	36	21
	23%	23%	24%	28% E	20%	30% *	29% *	26%	25%	22%	22%	20%	17%
2	**60**	9	50	32	28	6	10	15	35	11	13	7	5
	6%	4%	7%	8%	5%	7% *	10% *	7%	7%	4%	7%	4%	4%
3	**10**	6	4	10	-	5	2	4	5	2	2	1	-
	1%	2% C	1%	3% E	-	5% *	2% *	2%	1%	1%	1%	*	-
4	**5**	-	5	3	2	1	1	1	3	2	-	1	1
	1%	-	1%	1%	*	1% *	1% *	*	1%	1%	-	1%	1%
5	**3**	-	3	2	1	-	1	-	3	-	-	-	-
	*	-	*	1%	*	- *	1% *	-	1%	-	-	-	-
6	**1**	-	1	1	-	-	1	-	-	1	-	-	-
	*	-	*	*	-	- *	1% *	-	-	*	-	-	-
7	**1**	-	1	-	1	-	-	-	1	-	-	-	-
	*	-	*	-	*	- *	- *	-	*	-	-	-	-
8-14	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
Mean score	**0.44**	0.37	0.47	0.59 E	0.33	0.64 *	0.72 H*	0.48	0.48	0.39	0.39	0.31	0.29

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Mean score(Excluding 0)	**1.385**	1.284 *	1.425	1.469	1.295	1.483 *	1.619 *	1.344 *	1.421	1.351 *	1.308 *	1.271 *	1.304 **
Standard Deviation	**0.796**	0.666	0.846	0.914	0.686	0.911	1.102	0.75	0.853	0.761	0.667	0.629	0.633
Standard Error	**0.025**	0.04	0.032	0.045	0.028	0.098	0.11	0.052	0.037	0.046	0.051	0.047	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**685** **69%**	157 68%	97 61%	72 66%	589 70% C
1	**234** **23%**	59 25%	37 23%	23 21%	197 23%
2	**60** **6%**	12 5%	17 11% E	9 9%	43 5%
3	**10** **1%**	2 1%	5 3% E	4 3% E	5 1%
4	**5** **1%**	1 *	2 1%	1 1%	3 *
5	**3** *	- -	1 1%	- -	2 *
6	**1** *	- -	- -	- -	1 *
7	**1** *	1 *	- -	- -	1 *
8-14	**-** **-**	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- -	- -
Mean score	**0.44**	0.43	0.63 BDE	0.52	0.4

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Restaurant / sit-in café (not fast food)

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**1.385**	1.337 *	1.609 E*	1.527 *	1.33
Standard Deviation	**0.796**	0.804	0.971	0.859	0.754
Standard Error	**0.025**	0.053	0.077	0.083	0.026

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**668**	336	332	60	85	78	128	118	200	175	178	117	197	353	314
	67%	69%	65%	45% *	52%	53%	71% DEF	78% DEF	89% DEFGH	70%	65%	63%	68%	67%	66%
1	**236**	116	120	59	44	43	39	29	22	58	72	47	59	130	106
	24%	24%	23%	45% EFGHI*	27% I	29% I	22% I	19% I	10%	23%	26%	25%	20%	25%	22%
2	**68**	25	43	8	26	16	11	5	2	12	15	18	22	27	41
	7%	5%	8%	6% I*	16% DGHI	11% HI	6% I	3%	1%	5%	6%	10% N	8%	5%	9%
3	**20**	5	15	3	7	7	3	-	1	4	5	3	8	8	11
	2%	1%	3%	2% *	4% HI	5% HI	1%	-	*	1%	2%	2%	3%	2%	2%
4	**7**	3	4	1	2	4	-	-	-	1	5	-	1	6	1
	1%	1%	1%	1% *	1%	3%	-	-	-	*	2%	-	*	1%	*
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-
6	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-
8-14	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-
15-21	**1**	1	-	1	-	-	-	-	-	-	-	-	1	-	1
	*****	*	-	1% *	-	-	-	-	-	-	-	-	1%	-	*
Mean score	**0.49**	0.46	0.52	0.9 GHI*	0.76 GHI	0.75 GHI	0.38 HI	0.25 I	0.13	0.39	0.49	0.5	0.57	0.44	0.54

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**1.475**	1.486	1.465	1.642 *	1.576 GH*	1.584 GH*	1.308 *	1.138 *	1.171 **	1.298 *	1.404 *	1.36 *	1.774 *	1.358	1.599
Standard Deviation	**1.098**	1.326	0.827	2.268	0.947	0.995	0.668	0.502	0.402	0.686	0.822	0.743	1.661	0.762	1.377
Standard Error	**0.035**	0.059	0.037	0.226	0.073	0.084	0.048	0.039	0.026	0.042	0.048	0.057	0.101	0.032	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**668**	174	290	99	106	139	529
	67%	79% RS	72% RS	57%	52%	50%	73% T
1	**236**	32	88	45	71	95	141
	24%	15%	22% P	26% P	35% PQ	34% U	20%
2	**68**	8	21	19	20	32	36
	7%	4%	5%	11% PQ	10% P	12% U	5%
3	**20**	1	4	7	7	11	9
	2%	*	1%	4% PQ	4%	4% U	1%
4	**7**	4	-	2	1	3	4
	1%	2% Q	-	1%	1%	1%	1%
5	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
6	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
7	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
8-14	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
15-21	**1**	-	-	1	-	-	1
	*****	-	-	1%	-	-	*
Mean score	**0.49**	0.31	0.35	0.83 PQ	0.67 PQ	0.73 U	0.4

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Mean score(Excluding 0)	**1.475**	1.494 *	1.263	1.916 Q*	1.375 *	1.449	1.494
Standard Deviation	**1.098**	0.734	0.631	2.081	0.831	0.891	1.156
Standard Error	**0.035**	0.049	0.031	0.16	0.059	0.054	0.043

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
0	**668** **67%**	171 70%	453 66%	43 69% *	379 65%	288 70%	99 61%	190 64%	83 71%	419 67%	227 66%	22 77% **	167 65%	126 70%	249 70% P	120 61%	455 65%	212 70%
1	**236** **24%**	47 19%	174 25%	15 25% *	148 25%	88 21%	43 26%	78 26%	23 20%	149 24%	82 24%	5 19% **	65 25% N	29 16%	90 25% N	49 25%	173 25%	63 21%
2	**68** **7%**	22 9%	43 6%	3 5% *	43 7%	25 6%	15 9%	21 7%	8 7%	41 7%	27 8%	- - **	18 7% O	18 10% O	10 3%	21 11% O	48 7%	20 6%
3	**20** **2%**	4 2%	16 2%	- - *	13 2%	6 2%	4 2%	7 2%	2 2%	15 2%	4 1%	1 3% **	5 2%	5 3%	5 1%	5 2%	14 2%	6 2%
4	**7** **1%**	1 *	5 1%	1 1% *	2 *	5 1%	1 1%	1 *	- -	6 1%	1 *	- - **	3 1%	2 1%	1 *	1 *	5 1%	2 1%
5	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
6	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
7	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
8-14	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
15-21	**1** *****	- -	1 *	- - *	- -	1 *	- -	- -	- -	- -	1 *	- - **	- -	- -	- -	1 1%	1 *	- -
Mean score	**0.49**	0.44	0.52	0.4 *	0.48	0.5	0.54	0.49	0.39	0.48	0.53	0.29 **	0.5 O	0.49	0.36	0.72 O	0.52	0.42

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**1.475**	1.441 *	1.5	1.29 **	1.365	1.654	1.408 *	1.352	1.367 *	1.421	1.582	1.296 **	1.414 O*	1.614 O*	1.216	1.812 O*	1.497	1.414 *
Standard Deviation	**1.098**	0.754	1.223	0.714	0.757	1.451	0.808	0.757	0.699	0.797	1.523	0.651	0.813	0.858	0.637	1.943	1.217	0.756
Standard Error	**0.035**	0.048	0.047	0.089	0.031	0.071	0.064	0.044	0.064	0.032	0.082	0.119	0.051	0.063	0.033	0.142	0.046	0.043

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**668** **67%**	83 60%	585 68%
1	**236** **24%**	35 26%	201 23%
2	**68** **7%**	11 8%	57 7%
3	**20** **2%**	5 4%	14 2%
4	**7** **1%**	1 1%	6 1%
5	**-** **-**	- -	- -
6	**-** **-**	- -	- -
7	**-** **-**	- -	- -
8-14	**-** **-**	- -	- -
15-21	**1** *****	1 1%	- -
Mean score	**0.49**	0.79 T	0.44

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**1.475**	2 T*	1.371
Standard Deviation	**1.098**	2.279	0.749
Standard Error	**0.035**	0.198	0.025

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
0	**668**	183	474	235	433	54	62	113	375	169	104	92	58
	67%	68%	67%	58%	73% D	60% *	63% *	54%	71% J	63%	60% L	50%	48%
1	**236**	63	169	115	121	24	24	62	121	71	37	57	38
	24%	23%	24%	28% E	20%	27% *	24% *	30%	23%	26%	21%	31% K	31%
2	**68**	12	54	43	25	9	10	23	24	21	22	25	18
	7%	4%	8%	11% E	4%	10% *	10% *	11%	5%	8%	13%	13%	15%
3	**20**	8	9	9	11	3	1	5	5	6	8	9	6
	2%	3%	1%	2%	2%	3% *	1% *	2%	1%	2%	5%	5%	5%
4	**7**	2	5	5	2	-	2	3	1	3	3	3	1
	1%	1%	1%	1%	*	- *	2% *	1%	*	1%	2%	2%	1%
5	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
6	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
8-14	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
15-21	**1**	1	-	1	-	-	-	1	-	-	-	-	-
	*****	1%	-	*	-	- *	- *	1%	-	-	-	-	-
Mean score	**0.49**	0.56	0.46	0.68 E	0.36	0.57 *	0.56 *	0.8	0.36	0.52 I	0.67	0.78	0.79

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Mean score(Excluding 0)	**1.475**	1.736 *	1.37	1.607	1.33	1.411 *	1.496 *	1.749 *	1.241	1.406 I*	1.676 *	1.542 *	1.524 *
Standard Deviation	**1.098**	1.706	0.752	1.492	0.68	0.806	0.883	1.922	0.63	0.812	0.984	0.953	0.932
Standard Error	**0.035**	0.103	0.028	0.074	0.028	0.086	0.088	0.132	0.027	0.049	0.075	0.071	0.091

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**668** **67%**	133 57%	82 51%	53 49%	586 70% BCD
1	**236** **24%**	52 22%	50 31% BE	35 32% E	186 22%
2	**68** **7%**	31 13% E	24 15% E	18 17% E	44 5%
3	**20** **2%**	12 5% E	3 2%	2 2%	17 2%
4	**7** **1%**	4 2%	- -	- -	7 1%
5	**-** **-**	- -	- -	- -	- -
6	**-** **-**	- -	- -	- -	- -
7	**-** **-**	- -	- -	- -	- -
8-14	**-** **-**	- -	- -	- -	- -
15-21	**1** *****	- -	- -	- -	1 *
Mean score	**0.49**	0.72 E	0.68 E	0.71 E	0.45

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - takeaway

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**1.475**	1.679 CD*	1.392 *	1.4 *	1.499
Standard Deviation	**1.098**	0.996	0.801	0.809	1.143
Standard Error	**0.035**	0.065	0.064	0.079	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**833** **83%**	397 82%	436 85%	103 78% *	122 75%	113 76%	151 84%	137 90% DEF	207 92% DEFG	206 82%	233 85%	147 79%	248 86%	438 83%	395 83%
1	**135** **14%**	71 15%	64 12%	27 20% HI*	31 19% HI	27 18% HI	21 11%	15 10%	14 6%	40 16%	36 13%	27 15%	32 11%	76 14%	59 12%
2	**25** **2%**	14 3%	10 2%	1 1% *	5 3%	7 5% H	9 5% H	- -	3 1%	2 1%	5 2%	8 4% J	10 3%	7 1%	17 4% JN
3	**6** **1%**	3 1%	3 1%	2 1% *	4 2%	1 1%	- -	- -	- -	2 1%	1 *	4 2%	- -	3 1%	4 1%
4	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
5	**1** *****	1 *	- -	- - *	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -
6	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
7	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
8-14	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean score	**0.21**	0.23	0.18	0.26 HI*	0.35 GHI	0.3 HI	0.21 HI	0.1	0.09	0.21	0.18	0.29 KM	0.18	0.2	0.22 M

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**1.243**	1.265 *	1.218 *	1.142 **	1.384 *	1.251 *	1.298 *	1 **	1.183 **	1.203 *	1.168 *	1.382 *	1.234 *	1.186 *	1.305 *
Standard Deviation	**0.518**	0.557	0.479	0.529	0.729	0.586	0.514	0.295	0.337	0.545	0.454	0.636	0.463	0.5	0.539
Standard Error	**0.016**	0.025	0.022	0.053	0.056	0.049	0.037	0.023	0.022	0.033	0.026	0.049	0.028	0.021	0.026

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**833**	197	340	131	164	212	621
	83%	90% RS	85% R	76%	80%	76%	86% T
1	**135**	19	51	36	29	50	85
	14%	9%	13%	21% PQ	14%	18% U	12%
2	**25**	3	9	5	7	12	13
	2%	1%	2%	3%	3%	4% U	2%
3	**6**	-	2	1	4	5	1
	1%	-	*	1%	2%	2% U	*
4	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
5	**1**	-	-	-	1	1	-
	*****	-	-	-	*	*	-
6	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
7	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
8-14	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean score	**0.21**	0.11	0.19 P	0.28 PQ	0.29 PQ	0.34 U	0.16

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Mean score(Excluding 0)	**1.243**	1.141 **	1.2 *	1.169 *	1.442 *	1.381 U*	1.148 *
Standard Deviation	**0.518**	0.36	0.47	0.547	0.684	0.697	0.42
Standard Error	**0.016**	0.024	0.023	0.042	0.049	0.042	0.016

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
0	**833** **83%**	205 84%	574 83%	54 86% *	473 81%	360 87% E	121 75%	246 83%	97 84%	529 84%	276 81%	28 100% **	202 78%	157 87% M	298 84%	169 86%	568 81%	265 88% Q
1	**135** **14%**	36 15%	94 14%	6 9% *	85 14%	50 12%	29 18% I	43 15%	10 9%	79 13%	56 16%	- - **	41 16%	21 11%	49 14%	23 12%	108 15% R	27 9%
2	**25** **2%**	4 2%	18 3%	2 3% *	20 3% F	4 1%	8 5%	7 3%	5 5%	17 3%	8 2%	- - **	12 5% O	3 2%	5 1%	4 2%	16 2%	9 3%
3	**6** **1%**	- -	5 1%	1 2% *	6 1%	- -	2 1%	1 *	3 3%	4 1%	3 1%	- - **	4 1%	- -	2 1%	1 *	5 1%	1 *
4	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
5	**1** *****	- -	1 *	- - *	1 *	- -	1 1%	- -	- -	1 *	- -	- - **	- -	- -	1 *	- -	1 *	- -
6	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
7	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
8-14	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Mean score	**0.21**	0.18	0.22	0.21 *	0.25 F	0.14	0.34 H	0.2	0.27	0.2	0.23	- **	0.29 NOP	0.15	0.2	0.17	0.23	0.16

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**1.243**	1.106 *	1.273	1.466 **	1.324 F	1.078 *	1.377 *	1.179 *	1.638 **	1.27 *	1.203 *	-	1.338 *	1.134 **	1.215 *	1.211 **	1.228	1.295 *
Standard Deviation	**0.518**	0.428	0.542	0.58	0.594	0.378	0.709	0.481	0.684	0.525	0.525	-	0.621	0.404	0.516	0.461	0.54	0.463
Standard Error	**0.016**	0.027	0.021	0.073	0.025	0.019	0.056	0.028	0.063	0.021	0.028	-	0.039	0.03	0.027	0.034	0.02	0.027

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**833** **83%**	107 78%	726 84%
1	**135** **14%**	26 19%	109 13%
2	**25** **2%**	3 2%	22 2%
3	**6** **1%**	1 1%	5 1%
4	**-** **-**	- -	- -
5	**1** *****	- -	1 *
6	**-** **-**	- -	- -
7	**-** **-**	- -	- -
8-14	**-** **-**	- -	- -
15-21	**-** **-**	- -	- -
Mean score	**0.21**	0.26	0.2

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**1.243**	1.165 **	1.261
Standard Deviation	**0.518**	0.529	0.517
Standard Error	**0.016**	0.046	0.018

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
0	**833** **83%**	227 84%	592 83%	325 79%	508 86% D	61 68% *	83 84% F*	172 83% F	437 83%	229 85%	139 80%	140 75%	94 78%
1	**135** **14%**	31 12%	100 14%	68 17% E	67 11%	21 23% *	13 13% *	30 15%	77 15%	30 11%	26 15%	34 18%	20 16%
2	**25** **2%**	9 3%	15 2%	8 2%	16 3%	4 5% *	1 1% *	3 1%	9 2%	8 3%	7 4%	10 5%	6 5%
3	**6** **1%**	1 *	5 1%	6 2% E	- -	3 3% *	2 2% *	2 1%	2 *	2 1%	3 1%	2 1%	1 1%
4	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
5	**1** *****	1 *	- -	1 *	- -	1 1% *	- - *	- -	1 *	- -	- -	- -	- -
6	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
7	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
8-14	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Mean score	**0.21**	0.21	0.2	0.26 E	0.17	0.47 GH*	0.21 *	0.2	0.2	0.19	0.27	0.32	0.28

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Mean score(Excluding 0)	**1.243**	1.341 *	1.212	1.288 *	1.198 *	1.472 **	1.293 **	1.173 *	1.186 *	1.296 *	1.34 *	1.301 *	1.291 **
Standard Deviation	**0.518**	0.564	0.5	0.608	0.443	0.857	0.546	0.483	0.5	0.509	0.608	0.625	0.59
Standard Error	**0.016**	0.034	0.019	0.03	0.018	0.092	0.055	0.033	0.022	0.031	0.046	0.047	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**833** **83%**	191 83% CD	115 73%	76 70%	718 85% CD
1	**135** **14%**	31 14%	32 20% E	24 22% E	103 12%
2	**25** **2%**	7 3%	9 6% E	8 7% E	16 2%
3	**6** **1%**	2 1%	3 2%	1 1%	3 *
4	**-** **-**	- -	- -	- -	- -
5	**1** *****	- -	- -	- -	1 *
6	**-** **-**	- -	- -	- -	- -
7	**-** **-**	- -	- -	- -	- -
8-14	**-** **-**	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- -	- -
Mean score	**0.21**	0.22	0.37 BE	0.39 BE	0.18

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Fast food - sit-in

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**1.243**	1.266 *	1.341 *	1.294 *	1.208
Standard Deviation	**0.518**	0.529	0.679	0.661	0.477
Standard Error	**0.016**	0.035	0.054	0.064	0.016

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**873** **87%**	424 87%	449 88%	100 76% *	132 81%	117 79%	162 90% DEF	141 93% DEF	221 98% DEFGH	216 86%	241 88% L	147 80%	269 93% JLNO	457 87% L	416 88% L
1	**52** **5%**	25 5%	27 5%	13 10% HI*	16 10% HI	11 8% HI	8 5% HI	1 1%	2 1%	17 7% M	12 4%	16 9% MO	7 2%	29 6%	23 5% M
2	**34** **3%**	12 3%	21 4%	11 8% HI*	7 4% I	9 6% I	5 3% I	2 1%	- -	10 4% M	11 4% M	11 6% MO	2 1%	21 4% M	13 3% M
3	**13** **1%**	6 1%	7 1%	3 2% *	3 2%	3 2%	1 *	3 2%	- -	2 1%	3 1%	5 3%	3 1%	5 1%	8 2%
4	**13** **1%**	8 2%	4 1%	4 3% *	1 1%	4 3%	2 1%	2 1%	- -	2 1%	5 2%	1 1%	4 1%	7 1%	6 1%
5	**13** **1%**	9 2%	4 1%	- - *	4 2%	3 2%	3 2%	2 1%	1 *	1 *	3 1%	5 3%	4 1%	4 1%	9 2%
6	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
7	**1** *****	1 *	- -	- - *	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	1 *	- -
8-14	**2** *****	2 *	- -	1 1% *	- -	- -	- -	- -	1 *	2 1%	- -	- -	- -	2 *	- -
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean score	**0.3**	0.35	0.25	0.54 GHI*	0.37 I	0.48 GI	0.24 I	0.24 I	0.07	0.3	0.29	0.45 MO	0.2	0.3	0.3 M

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**2.358**	2.707 C*	2.013 *	2.221 **	2.002 *	2.298 **	2.269 **	3.543 **	4.069 **	2.23 *	2.379 *	2.191 **	2.84 **	2.304 *	2.421 *
Standard Deviation	**0.987**	1.163	0.783	1.324	0.98	1.119	0.85	0.987	0.671	1.102	0.942	1.083	0.843	1.021	0.95
Standard Error	**0.031**	0.052	0.035	0.132	0.075	0.094	0.061	0.077	0.044	0.068	0.054	0.084	0.052	0.043	0.046

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**873**	206	351	147	170	230	643
	87%	94% QRS	87%	85%	83%	82%	89% T
1	**52**	7	22	8	15	19	32
	5%	3%	6%	4%	7%	7%	4%
2	**34**	1	17	5	10	11	22
	3%	*	4% P	3%	5% P	4%	3%
3	**13**	2	2	5	4	7	6
	1%	1%	1%	3%	2%	2%	1%
4	**13**	1	5	4	3	7	6
	1%	*	1%	2%	1%	3%	1%
5	**13**	3	4	4	2	5	8
	1%	1%	1%	2%	1%	2%	1%
6	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
7	**1**	-	1	-	-	-	1
	*****	-	*	-	-	-	*
8-14	**2**	-	1	-	1	-	2
	*****	-	*	-	1%	-	*
15-21	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean score	**0.3**	0.15	0.29	0.4 P	0.39 P	0.42 U	0.25

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Mean score(Excluding 0)	**2.358**	2.4 **	2.233 *	2.687 **	2.283 *	2.337 *	2.372 *
Standard Deviation	**0.987**	0.708	0.956	1.113	1.162	1.068	0.951
Standard Error	**0.031**	0.047	0.047	0.085	0.083	0.065	0.035

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
	873	212	606	55	502	371	132	256	103	557	292	25	224	156	315	171	601	273
0	87%	87%	88%	87% *	86%	90%	82%	86%	89%	89%	85%	88% **	86%	86%	89%	86%	86%	90%
	52	15	34	3	37	15	14	17	5	36	15	1	16	10	12	13	44	8
1	5%	6%	5%	5% *	6%	4%	9%	6%	4%	6%	4%	3% **	6%	6%	3%	7%	6% R	3%
	34	8	23	3	19	14	5	10	4	16	15	2	6	6	11	10	24	9
2	3%	3%	3%	5% *	3%	3%	3%	3%	3%	3%	4%	9% **	2%	3%	3%	5%	3%	3%
	13	2	10	1	10	3	1	9	-	8	5	-	4	3	5	1	12	1
3	1%	1%	1%	2% *	2%	1%	1%	3%	-	1%	1%	- **	1%	2%	1%	1%	2%	*
	13	3	9	1	6	7	3	2	1	6	7	-	8	1	3	1	8	4
4	1%	1%	1%	1% *	1%	2%	2%	1%	1%	1%	2%	- **	3%	1%	1%	1%	1%	1%
	13	4	9	-	9	4	4	3	2	7	6	-	-	4	7	2	7	6
5	1%	2%	1%	- *	2%	1%	3%	1%	2%	1%	2%	- **	-	2%	2%	1%	1%	2%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6	-	-	-	- *	-	-	-	-	-	-	-	- **	-	-	-	-	-	-
	1	1	-	-	1	-	-	-	1	-	1	-	1	-	-	-	-	1
7	*	*	-	- *	*	-	-	-	1%	-	*	- **	*	-	-	-	-	*
	2	-	2	-	1	1	1	-	-	-	2	-	-	-	2	-	1	1
8-14	*	-	*	- *	*	*	1%	-	-	-	1%	- **	-	-	1%	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15-21	-	-	-	- *	-	-	-	-	-	-	-	- **	-	-	-	-	-	-
Mean score	0.3	0.31	0.3	0.25 *	0.33	0.26	0.45	0.29	0.28	0.24	0.42 J	0.21 **	0.3	0.31	0.32	0.26	0.29	0.31

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**2.358**	2.276 *	2.424 *	1.987 **	2.313 *	2.445 *	2.528 **	2.099 *	2.511 **	2.069 *	2.807 J*	1.74 **	2.188 *	2.274 **	2.871 *	1.891 **	2.116 *	3.129 **
Standard Deviation	**0.987**	0.975	1.011	0.749	1.035	0.916	1.342	0.856	1.005	0.801	1.272	0.595	0.913	0.947	1.159	0.786	0.901	1.164
Standard Error	**0.031**	0.062	0.038	0.094	0.043	0.045	0.107	0.05	0.093	0.032	0.069	0.109	0.057	0.07	0.061	0.057	0.034	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**873** **87%**	113 82%	760 88%
1	**52** **5%**	9 6%	43 5%
2	**34** **3%**	6 5%	27 3%
3	**13** **1%**	5 3%	8 1%
4	**13** **1%**	1 1%	12 1%
5	**13** **1%**	1 1%	12 1%
6	**-** **-**	- -	- -
7	**1** *	- -	1 *
8-14	**2** *	2 2% T	- -
15-21	**-** **-**	- -	- -
Mean score	**0.3**	0.48 T	0.27

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**2.358**	2.74 **	2.268 *
Standard Deviation	**0.987**	1.454	0.889
Standard Error	**0.031**	0.127	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0	873 87% 92% C	247 86%	611 84% 89% D	344 84%	530 89% *	71 79% *	87 88% *	175 85%	460 87%	238 88%	147 84%	155 83%	100 84%
1	52 5% 4%	10 6%	40 6% 8% E	31 4%	21 4% 14% H*	12 7% *	7 11 5%	31 6%	8 3%	13 7%	11 6%	7 6%	
2	34 3% 2%	5 4%	28 3% 2% *	14 3%	20 3% 3% *	3 4%	8 17 3%	7 3%	8 5%	5 3%	3 2%		
3	13 1% 1%	3 1%	10 1% 4% *	9 2% E	3 1% -	6 3%	6 1%	6 2%	1 1%	6 3%	5 4%		
4	13 1% 1%	2 1%	10 1% 2% *	6 1%	7 1% 1%	3 2%	3 1%	3 1%	5 2%	4 2%	5 3%	2 2%	
5	13 1% 2%	11 2%	3 1% -	10 2%	-	3 1%	7 1%	4 2%	2 1%	4 2%	3 3%		
6	- - -	-	-	-	-	-	-	-	-	-	-	-	-
7	1 * -	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-
8-14	2 * 1%	1 *	1 *	1 *	1 *	-	-	1 1%	2 *	-	-	-	-
15-21	- - -	-	-	-	-	-	-	-	-	-	-	-	-
Mean score	0.3	0.2	0.33	0.34	0.27	0.34 *	0.21 *	0.4	0.29	0.32	0.34	0.43	0.43

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Mean score(Excluding 0)	2.358	2.432 **	2.356 *	2.144 *	2.581 *	1.651 **	1.766 **	2.622 *	2.279 *	2.759 **	2.108 **	2.578 **	2.615 **
Standard Deviation	0.987	0.859	1.031	1.013	0.969	0.807	0.69	1.221	1.004	1.029	0.938	1.132	1.142
Standard Error	0.031	0.052	0.039	0.05	0.04	0.087	0.069	0.084	0.044	0.063	0.072	0.085	0.111

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**873** **87%**	198 85% C	122 77%	83 77%	752 89% CD
1	**52** **5%**	16 7% E	18 11% E	10 10% E	34 4%
2	**34** **3%**	8 4%	8 5%	8 7%	26 3%
3	**13** **1%**	3 1%	5 3% E	3 3%	7 1%
4	**13** **1%**	2 1%	3 2%	3 3%	10 1%
5	**13** **1%**	4 2%	2 1%	1 1%	11 1%
6	**-** **-**	- -	- -	- -	- -
7	**1** *****	- -	- -	- -	1 *
8-14	**2** *****	- -	1 1%	- -	1 *
15-21	**-** **-**	- -	- -	- -	- -
Mean score	**0.3**	0.31	0.5 BE	0.49 E	0.26

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Canteen/cafeteria at workplace, University or College

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**2.358**	2.105 *	2.16 *	2.076 **	2.441 *
Standard Deviation	**0.987**	0.911	1.207	1.051	0.936
Standard Error	**0.031**	0.06	0.096	0.102	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**836** **84%**	406 83%	430 84%	108 81% *	125 77%	117 79%	153 85%	132 87% E	201 90% EF	220 88% LMO	239 87% LMO	145 78%	232 80%	459 87% LMO	377 79%
1	**109** **11%**	59 12%	49 10%	16 12% *	20 12%	19 13%	20 11%	15 10%	18 8%	21 8%	25 9%	23 12%	40 14% N	46 9%	62 13% N
2	**37** **4%**	14 3%	23 4%	6 4% *	8 5%	10 7% I	6 3%	4 3%	4 2%	5 2%	8 3%	11 6%	13 4%	13 2%	24 5%
3	**10** **1%**	4 1%	6 1%	1 1% *	6 4% I	1 1%	1 1%	1 1%	- -	3 1%	- -	4 2% K	3 1%	3 1%	7 2%
4	**5** *	2 *	3 1%	- - *	4 2%	1 1%	- -	- -	- -	1 *	2 1%	1 1%	1 *	3 1%	2 *
5	**2** *	1 *	1 *	1 1% *	1 1%	- -	- -	- -	- -	- -	1 *	1 1%	- -	1 *	1 *
6	**-** -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
7	**1** *	- -	1 *	- - *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
8-14	**-** -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
15-21	**-** -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean score	**0.25**	0.24	0.27	0.3 *	0.45 GHI	0.31 HI	0.19	0.17	0.15	0.18	0.19	0.37 JKN	0.3 JN	0.18	0.33 JKN

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**1.535**	1.42 *	1.646 *	1.572 **	1.904 *	1.483 **	1.288 **	1.296 **	1.452 **	1.47 **	1.467 *	1.706 *	1.492 *	1.468 *	1.58 *
Standard Deviation	**0.689**	0.631	0.74	0.762	0.976	0.689	0.506	0.479	0.609	0.552	0.597	0.849	0.75	0.576	0.79
Standard Error	**0.022**	0.028	0.033	0.076	0.075	0.058	0.037	0.037	0.04	0.034	0.035	0.066	0.046	0.024	0.038

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**836**	191	349	132	163	217	619
	84%	87%	87%	76%	80%	77%	86%
		R	RS				T
1	**109**	19	40	22	27	40	68
	11%	9%	10%	13%	13%	14%	10%
						U	
2	**37**	8	7	13	9	13	24
	4%	4%	2%	7%	4%	5%	3%
				Q			
3	**10**	-	2	4	4	7	3
	1%	-	*	2%	2%	3%	*
						U	
4	**5**	1	2	1	1	2	3
	*****	*	*	1%	*	1%	*
5	**2**	-	1	1	-	1	1
	*****	-	*	*	-	*	*
6	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
7	**1**	-	1	-	-	-	1
	*****	-	*	-	-	-	*
8-14	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean score	**0.25**	0.18	0.21	0.4	0.3	0.35	0.21
				PQ		U	

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	1000	219	403	173	205	280	720
Mean score(Excluding 0)	1.535	1.403 **	1.543 *	1.674 *	1.476 *	1.574 *	1.511 *
Standard Deviation	0.689	0.529	0.688	0.84	0.685	0.786	0.644
Standard Error	0.022	0.035	0.034	0.064	0.049	0.047	0.024

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
0	**836** **84%**	209 85%	574 83%	53 84% *	468 80%	368 89% E	116 72%	243 82% G	100 86% G	529 84%	283 82%	25 88% **	207 80%	152 85%	302 85%	166 84%	572 82%	264 87%
1	**109** **11%**	22 9%	79 11%	8 13% *	78 13% F	30 7%	30 18%	36 12%	11 9%	69 11%	38 11%	1 4% **	31 12%	20 11%	40 11%	18 9%	80 12%	28 9%
2	**37** **4%**	10 4%	25 4%	2 3% *	27 5%	10 2%	10 6%	15 5%	2 2%	22 3%	13 4%	2 9% **	16 6% O	5 3%	8 2%	7 4%	30 4%	7 2%
3	**10** **1%**	3 1%	7 1%	- - *	8 1%	2 1%	5 3%	2 1%	1 1%	7 1%	3 1%	- - **	3 1%	3 2%	2 1%	2 1%	8 1%	2 1%
4	**5** *	2 1%	3 *	- - *	3 *	2 *	1 1%	1 *	1 1%	1 *	4 1%	- - **	1 *	- -	1 *	3 1%	4 1%	1 *
5	**2** *	- -	2 *	- - *	1 *	1 *	- -	- -	1 1%	1 *	1 *	- - **	1 *	- -	- -	1 1%	1 *	1 *
6	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
7	**1** *	- -	1 *	- - *	- -	1 *	- -	- -	- -	- -	1 *	- - **	- -	- -	1 *	- -	1 *	- -
8-14	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Mean score	**0.25**	0.24	0.26	0.19 *	0.3 F	0.19	0.43 HI	0.26	0.23	0.23	0.3	0.21 **	0.31	0.22	0.21	0.29	0.28 R	0.18

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**1.535**	1.601 *	1.543	1.203 **	1.473	1.691 *	1.501 *	1.408 *	1.67 **	1.428 *	1.703 *	1.699 **	1.549 *	1.414 **	1.419 *	1.817 **	1.565	1.438 *
Standard Deviation	**0.689**	0.659	0.716	0.47	0.688	0.687	0.794	0.612	0.719	0.602	0.831	0.591	0.723	0.58	0.643	0.815	0.731	0.576
Standard Error	**0.022**	0.042	0.027	0.059	0.028	0.034	0.063	0.035	0.066	0.024	0.045	0.108	0.045	0.043	0.034	0.06	0.028	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**836** **84%**	104 76%	732 85% S
1	**109** **11%**	21 15%	87 10%
2	**37** **4%**	7 5%	30 3%
3	**10** **1%**	5 4% T	5 1%
4	**5** *	- -	5 1%
5	**2** *	- -	2 *
6	**-** -	- -	- -
7	**1** *	- -	1 *
8-14	**-** -	- -	- -
15-21	**-** -	- -	- -
Mean score	**0.25**	0.37 T	0.23

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**1.535**	1.517 *	1.54
Standard Deviation	**0.689**	0.75	0.678
Standard Error	**0.022**	0.065	0.023

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0	836 84%	225 84%	598 84%	325 79%	511 86% D	64 71% *	80 81% *	172 83% F	451 86%	221 82%	138 79%	142 77%	89 74%
1	109 11%	30 11%	74 10%	57 14% E	51 9%	17 19% *	13 13% *	23 11%	56 11%	31 12%	20 12%	30 16%	23 19%
2	37 4%	8 3%	29 4%	21 5% E	15 3%	6 7% *	4 4% *	10 5%	13 2%	14 5%	9 5%	7 4%	4 4%
3	10 1%	4 2%	6 1%	3 1%	7 1%	2 2% *	1 1% *	- -	3 1%	1 *	5 3%	4 2%	4 4%
4	5 *	2 1%	3 *	1 *	4 1%	- - *	1 1% *	- -	1 *	3 1%	1 1%	2 1%	- -
5	2 *	- -	1 *	- -	2 *	- - *	- - *	- -	2 *	- -	- -	1 *	- -
6	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
7	1 *	- -	1 *	1 *	- -	- - *	- - *	1 1%	- -	- -	1 1%	- -	- -
8-14	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
15-21	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Mean score	0.25	0.24	0.24	0.3	0.22	0.4 *	0.28 *	0.25	0.2	0.27	0.38	0.37	0.37

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Mean score(Excluding 0)	**1.535**	1.492 *	1.529	1.438 *	1.636 *	1.409 **	1.443 **	1.48 *	1.407 *	1.499 *	1.793 *	1.561 *	1.414 **
Standard Deviation	**0.689**	0.647	0.677	0.705	0.677	0.725	0.668	0.712	0.593	0.672	0.926	0.812	0.724
Standard Error	**0.022**	0.039	0.025	0.035	0.028	0.078	0.067	0.049	0.026	0.041	0.071	0.061	0.07

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**836** **84%**	187 81%	118 74%	79 73%	718 85% BCD
1	**109** **11%**	21 9%	27 17% BE	21 19% BE	82 10%
2	**37** **4%**	15 6% E	11 7% E	7 7%	25 3%
3	**10** **1%**	5 2%	3 2%	2 2%	7 1%
4	**5** *	3 1%	- -	- -	5 1%
5	**2** *	1 *	- -	- -	2 *
6	**-** -	- -	- -	- -	- -
7	**1** *	- -	- -	- -	1 *
8-14	**-** -	- -	- -	- -	- -
15-21	**-** -	- -	- -	- -	- -
Mean score	**0.25**	0.35 E	0.37 E	0.38 E	0.23

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Bakery

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**1.535**	1.823 C*	1.434 *	1.388 **	1.569
Standard Deviation	**0.689**	0.842	0.71	0.703	0.683
Standard Error	**0.022**	0.055	0.057	0.068	0.024

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**849** **85%**	415 85%	434 85%	105 79% *	128 79%	119 81%	157 87%	136 89% DE	204 91% DEF	207 83%	238 86%	148 80%	256 88% LO	445 85%	404 85% L
1	**104** **10%**	50 10%	54 11%	16 12% *	24 15% I	19 13%	16 9%	11 7%	17 7%	29 12%	31 11%	19 10%	25 8%	60 11%	44 9%
2	**34** **3%**	16 3%	18 3%	10 7% I*	6 3%	6 4%	7 4%	4 2%	2 1%	9 4%	5 2%	14 7% KMNO	6 2%	15 3%	20 4% M
3	**6** **1%**	3 1%	3 1%	- - *	2 1%	2 2%	- -	- -	2 1%	2 1%	- -	2 1%	2 1%	2 *	4 1%
4	**2** *	1 *	1 *	- - *	- -	- -	1 *	1 1%	- -	1 *	- -	1 1%	- -	1 *	1 *
5	**4** *	2 *	2 *	2 1% *	3 2%	- -	- -	- -	- -	1 *	1 *	1 1%	2 1%	2 *	3 1%
6	**1** *	- -	1 *	- - *	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -
7	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
8-14	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean score	**0.23**	0.22	0.24	0.33 HI*	0.37 GHI	0.26 I	0.18	0.15	0.12	0.27	0.17	0.34 KMNO	0.18	0.21 K	0.24 M

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**1.488**	1.45	1.521	1.572	1.711	1.393	1.385	1.428	1.293	1.54	1.238	1.679	1.486	1.4	1.586
		*	*	**	*	**	**	**	**	*	*	K*	**	*	K*
Standard Deviation	**0.644**	0.61	0.675	0.775	0.937	0.615	0.532	0.509	0.422	0.728	0.492	0.787	0.583	0.617	0.673
Standard Error	**0.02**	0.027	0.03	0.077	0.072	0.052	0.038	0.04	0.028	0.045	0.028	0.061	0.036	0.026	0.032

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**849**	195	347	139	167	225	623
	85%	89% R	86%	80%	82%	81%	87% T
1	**104**	20	36	25	23	34	70
	10%	9%	9%	14%	11%	12%	10%
2	**34**	-	16	8	11	17	17
	3%	-	4% P	4% P	5% P	6% U	2%
3	**6**	3	3	-	-	1	5
	1%	1%	1%	-	-	*	1%
4	**2**	-	1	1	-	1	1
	*****	-	*	*	-	*	*
5	**4**	1	-	1	2	1	3
	*****	*	-	*	1%	*	*
6	**1**	-	-	-	1	1	-
	*****	-	-	-	*	*	-
7	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
8-14	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean score	**0.23**	0.16	0.2	0.28	0.3 P	0.3 U	0.2

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Mean score(Excluding 0)	**1.488**	1.427 **	1.444 *	1.402 *	1.67 *	1.544 *	1.456 *
Standard Deviation	**0.644**	0.561	0.56	0.671	0.828	0.742	0.6
Standard Error	**0.02**	0.037	0.028	0.051	0.059	0.045	0.022

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
0	**849**	206	586	56	476	372	124	245	97	539	285	25	218	156	291	175	580	268
	85%	84%	85%	89% *	81%	90% E	77%	82%	84%	86%	83%	90% **	84%	86%	82%	89%	83%	89% Q
1	**104**	27	73	4	76	28	28	34	14	66	38	-	23	17	50	14	79	25
	10%	11%	11%	6% *	13% F	7%	17%	11%	12%	10%	11%	- **	9%	9%	14% P	7%	11%	8%
2	**34**	7	25	2	26	8	6	16	4	17	15	3	11	6	10	7	28	6
	3%	3%	4%	3% *	4%	2%	3%	5%	3%	3%	4%	10% **	4%	3%	3%	4%	4%	2%
3	**6**	2	4	-	3	3	2	1	-	4	2	-	3	1	2	-	5	1
	1%	1%	1%	- *	1%	1%	1%	*	-	1%	1%	- **	1%	1%	1%	-	1%	*
4	**2**	1	1	-	2	-	1	-	1	1	1	-	-	-	1	1	1	1
	*	*	*	- *	*	-	1%	-	1%	*	*	- **	-	-	*	*	*	*
5	**4**	2	1	1	1	3	-	1	-	2	2	-	3	1	1	-	3	2
	*	1%	*	1% *	*	1%	-	*	-	*	1%	- **	1%	*	*	-	*	1%
6	**1**	-	1	-	1	-	1	-	-	1	-	-	1	-	-	-	1	-
	*	-	*	- *	*	-	1%	-	-	*	-	- **	*	-	-	-	*	-
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	- **	-	-	-	-	-	-
8-14	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	- **	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	- **	-	-	-	-	-	-
Mean score	**0.23**	0.25	0.22	0.2 *	0.27 F	0.17	0.34	0.25	0.22	0.21	0.26	0.19 **	0.28	0.2	0.24	0.16	0.25	0.17

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**1.488**	1.592 *	1.428	1.826 **	1.429	1.637 *	1.47 *	1.433 *	1.36 **	1.445 *	1.53 *	2 **	1.777 O*	1.477 **	1.325 *	1.435 **	1.48	1.515 *
Standard Deviation	**0.644**	0.73	0.605	0.715	0.662	0.615	0.789	0.625	0.576	0.617	0.695	0.6	0.812	0.602	0.597	0.513	0.663	0.596
Standard Error	**0.02**	0.047	0.023	0.089	0.027	0.03	0.063	0.036	0.053	0.025	0.038	0.109	0.051	0.044	0.031	0.038	0.025	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**849** **85%**	113 83%	735 85%
1	**104** **10%**	16 12%	87 10%
2	**34** **3%**	5 4%	29 3%
3	**6** **1%**	- -	6 1%
4	**2** *****	- -	2 *
5	**4** *****	2 1%	3 *
6	**1** *****	1 1%	- -
7	**-** **-**	- -	- -
8-14	**-** **-**	- -	- -
15-21	**-** **-**	- -	- -
Mean score	**0.23**	0.29	0.22

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**1.488**	1.648 **	1.458
Standard Deviation	**0.644**	0.834	0.609
Standard Error	**0.02**	0.073	0.021

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0	849 85%	234 87%	599 84%	332 81%	517 87% D	65 72% *	88 89% F*	173 83% F	449 85%	228 84%	147 84%	153 83%	97 81%
1	104 10%	23 9%	79 11%	53 13% E	51 9%	14 16% *	9 9% *	25 12%	57 11%	29 11%	14 8%	21 11%	13 10%
2	34 3%	8 3%	25 3%	19 5%	15 3%	10 11% GH*	2 2% *	7 4%	14 3%	10 4%	10 6%	10 5%	9 7%
3	6 1%	2 1%	4 1%	1 *	5 1%	- - *	- - *	1 *	4 1%	1 *	1 1%	1 1%	1 1%
4	2 *	- -	2 *	1 *	1 *	- - *	- - *	1 *	1 *	- -	1 *	- -	- -
5	4 *	3 1%	2 *	2 1%	2 *	2 2% *	- - *	- -	- -	3 1%	2 1%	1 *	- -
6	1 *	- -	1 *	- -	1 *	- - *	- - *	- -	1 *	- -	- -	- -	- -
7	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
8-14	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
15-21	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Mean score	0.23	0.22	0.23	0.27	0.2	0.46 GH*	0.13 *	0.22	0.2	0.24	0.28	0.26	0.28

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Mean score(Excluding 0)	**1.488**	1.626 *	1.446	1.433 *	1.543 *	1.627 **	1.186 **	1.342 *	1.389 *	1.526 *	1.791 **	1.48 *	1.499 **
Standard Deviation	**0.644**	0.682	0.631	0.668	0.626	0.901	0.4	0.567	0.58	0.684	0.786	0.656	0.645
Standard Error	**0.02**	0.041	0.024	0.033	0.026	0.097	0.04	0.039	0.025	0.042	0.06	0.049	0.063

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**849**	193	118	82	730
	85%	83%	74%	76%	87%
		C			CD
1	**104**	26	22	14	82
	10%	11%	14%	13%	10%
2	**34**	8	16	11	19
	3%	3%	10%	10%	2%
			BE	BE	
3	**6**	3	1	-	5
	1%	1%	1%	-	1%
4	**2**	-	-	-	2
	*****	-	-	-	*
5	**4**	1	3	2	2
	*****	*	2%	1%	*
6	**1**	1	-	-	1
	*****	*	-	-	*
7	**-**	-	-	-	-
	-	-	-	-	-
8-14	**-**	-	-	-	-
	-	-	-	-	-
15-21	**-**	-	-	-	-
	-	-	-	-	-
Mean score	**0.23**	0.26	0.43	0.4	0.19
		E	BE	E	

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Sandwich shop / deli

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**1.488**	1.57 *	1.681 *	1.627 **	1.416
Standard Deviation	**0.644**	0.731	0.897	0.847	0.577
Standard Error	**0.02**	0.048	0.072	0.082	0.02

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**807** **81%**	399 82%	408 80%	80 60% *	118 73% D	115 78% D	155 86% DE	139 91% DEF	201 90% DEF	200 80%	209 76%	150 81%	248 86% KN	409 78%	398 84% KN
1	**114** **11%**	49 10%	65 13%	31 23% GHI*	28 17% GHI	19 13% I	13 7%	9 6%	14 6%	34 14% M	38 14% MO	20 11%	21 7%	72 14% MO	41 9%
2	**44** **4%**	28 6%	17 3%	10 8% *	7 4%	6 4%	9 5%	4 3%	8 4%	9 4%	11 4%	10 5%	15 5%	20 4%	25 5%
3	**20** **2%**	7 1%	13 3%	6 4% *	5 3%	5 4%	3 1%	- -	1 *	4 2%	8 3%	4 2%	3 1%	12 2%	7 2%
4	**3** *	2 *	1 *	2 2% *	1 1%	- -	- -	- -	- -	1 1%	2 1%	- -	- -	3 1%	- -
5	**9** **1%**	3 1%	6 1%	2 2% *	3 2%	2 1%	2 1%	- -	- -	2 1%	6 2% O	- -	1 *	8 2%	1 *
6	**1** *	- -	1 *	- - *	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *
7	**2** *	- -	2 *	2 1% *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	2 *
8-14	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean score	**0.34**	0.31	0.37	0.76 FGHI*	0.5 GHI	0.39 HI	0.26 H	0.12	0.15	0.31	0.45 MO	0.32	0.27	0.39	0.29

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**1.754**	1.685 *	1.813 *	1.893 *	1.834 *	1.773 *	1.813 **	1.333 **	1.437 **	1.564 *	1.895 *	1.663 *	1.84 *	1.751	1.759 *
Standard Deviation	**0.869**	0.772	0.951	1.293	1.076	0.911	0.762	0.403	0.476	0.773	1.03	0.793	0.817	0.919	0.807
Standard Error	**0.027**	0.034	0.043	0.129	0.083	0.077	0.055	0.031	0.031	0.047	0.06	0.061	0.05	0.039	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**807**	192	335	129	150	200	607
	81%	88% RS	83% RS	75%	73%	71%	84% T
1	**114**	15	36	25	37	51	63
	11%	7%	9%	15% P	18% PQ	18% U	9%
2	**44**	5	21	9	9	16	29
	4%	2%	5%	5%	5%	6%	4%
3	**20**	6	6	6	2	6	14
	2%	3%	1%	4%	1%	2%	2%
4	**3**	-	1	1	1	2	1
	*****	-	*	1%	1%	1%	*
5	**9**	1	4	2	2	3	6
	1%	*	1%	1%	1%	1%	1%
6	**1**	-	-	-	1	1	-
	*****	-	-	-	1%	*	-
7	**2**	-	-	-	2	2	-
	*****	-	-	-	1%	1%	-
8-14	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean score	**0.34**	0.21	0.3	0.45 P	0.46 PQ	0.5 U	0.28

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Mean score(Excluding 0)	**1.754**	1.753 **	1.762 *	1.762 *	1.74 *	1.752 *	1.756
Standard Deviation	**0.869**	0.675	0.796	0.948	1.075	1.068	0.769
Standard Error	**0.027**	0.045	0.039	0.073	0.077	0.065	0.029

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
0	**807** **81%**	194 79%	562 81%	51 82% *	455 78%	352 85% E	117 72%	231 78%	97 84% G	521 83% K	263 77%	23 82% **	205 79%	147 82%	287 81%	158 80%	553 79%	254 84%
1	**114** **11%**	32 13%	74 11%	8 12% *	75 13%	38 9%	22 14%	44 15%	9 8%	64 10%	47 14%	2 8% **	28 11%	18 10%	46 13%	22 11%	85 12%	28 9%
2	**44** **4%**	12 5%	29 4%	3 5% *	35 6% F	10 2%	13 8%	17 6%	4 3%	20 3%	21 6% J	3 10% **	16 6%	7 4%	15 4%	6 3%	36 5%	9 3%
3	**20** **2%**	5 2%	15 2%	- - *	13 2%	7 2%	6 3%	4 1%	3 3%	13 2%	7 2%	- - **	4 2%	4 2%	6 2%	6 3%	13 2%	6 2%
4	**3** *	- -	3 *	- - *	2 *	1 *	2 1%	- -	- -	1 *	2 1%	- - **	1 *	1 *	- -	1 1%	2 *	1 *
5	**9** **1%**	2 1%	7 1%	- - *	6 1%	4 1%	2 1%	1 *	3 2%	7 1%	2 1%	- - **	3 1%	3 2%	1 *	2 1%	5 1%	4 1%
6	**1** *	- -	- -	1 2% *	- -	1 *	- -	- -	- -	1 *	- -	- - **	1 *	- -	- -	- -	1 *	- -
7	**2** *	- -	2 *	- - *	- -	2 *	- -	- -	- -	2 *	- -	- - **	- -	- -	- -	2 1%	2 *	- -
8-14	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Mean score	**0.34**	0.34	0.34	0.32 *	0.37	0.29	0.51 H	0.32	0.34	0.32	0.38	0.29 **	0.38	0.36	0.28	0.4	0.36	0.3

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**1.754**	1.61 *	1.815	1.708 **	1.683	1.903 *	1.829 H*	1.453 *	2.138 **	1.845	1.646 *	1.548 **	1.855 O*	1.936 O*	1.449 *	1.995 O*	1.717	1.866 *
Standard Deviation	**0.869**	0.793	0.891	0.908	0.849	0.894	0.995	0.706	0.968	0.893	0.838	0.649	0.935	0.931	0.662	1.046	0.875	0.853
Standard Error	**0.027**	0.051	0.034	0.114	0.035	0.044	0.079	0.041	0.089	0.036	0.045	0.119	0.058	0.069	0.035	0.076	0.033	0.049

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**807** **81%**	100 73%	707 82% S
1	**114** **11%**	23 17%	91 11%
2	**44** **4%**	7 5%	37 4%
3	**20** **2%**	4 3%	16 2%
4	**3** *****	- -	3 *
5	**9** **1%**	2 1%	8 1%
6	**1** *****	- -	1 *
7	**2** *****	2 1%	- -
8-14	**-** **-**	- -	- -
15-21	**-** **-**	- -	- -
Mean score	**0.34**	0.5 T	0.31

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**1.754**	1.849 *	1.732
Standard Deviation	**0.869**	1.128	0.818
Standard Error	**0.027**	0.098	0.028

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	807	233	559	310	497	70	77	155	431	219	133	132	86
0	**81%**	86% C	78%	76%	84% D	78% *	78% *	75%	82%	81%	76%	71%	72%
	114	24	87	58	56	12	13	29	63	32	17	33	20
1	**11%**	9%	12%	14% E	9%	13% *	13% *	14%	12%	12%	9%	17% K	17%
	44	7	37	24	20	7	3	15	16	9	17	11	6
2	**4%**	2%	5%	6%	3%	7% *	3% *	7%	3%	3%	10%	6%	5%
	20	2	17	9	11	1	3	5	11	5	5	5	4
3	**2%**	1%	2%	2%	2%	1% *	3% *	2%	2%	2%	3%	2%	3%
	3	1	2	2	1	1	-	1	2	1	-	1	-
4	*****	*	*	1%	*	1% *	- *	1%	*	*	-	1%	-
	9	1	9	4	6	-	1	2	4	2	3	2	1
5	**1%**	*	1%	1%	1%	- *	1% *	1%	1%	1%	2%	1%	1%
	1	-	1	-	1	-	-	-	-	-	1	1	1
6	*****	-	*	-	*	- *	- *	-	-	-	1%	1%	1%
	2	2	-	2	-	-	2	-	-	2	-	2	2
7	*****	1%	-	*	-	- *	2% *	-	-	1%	-	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-
8-14	**-**	-	-	-	-	- *	- *	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
15-21	**-**	-	-	-	-	- *	- *	-	-	-	-	-	-
Mean score	**0.34**	0.23	0.38 B	0.42 E	0.29	0.35 *	0.46 *	0.43	0.29	0.34	0.5	0.54	0.55

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Mean score(Excluding 0)	**1.754**	1.727 *	1.761	1.73 *	1.779 *	1.56 **	2.061 **	1.719 *	1.619 *	1.78 *	2.055 *	1.856 *	1.964 **
Standard Deviation	**0.869**	0.792	0.896	0.942	0.81	0.748	1.185	0.91	0.765	0.919	1.082	1.152	1.236
Standard Error	**0.027**	0.048	0.034	0.047	0.033	0.08	0.118	0.063	0.033	0.056	0.082	0.086	0.12

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**807** **81%**	181 78%	113 71%	77 71%	694 83% CD
1	**114** **11%**	32 14%	25 16%	17 15%	88 11%
2	**44** **4%**	6 2%	14 9% BE	9 8% B	30 4%
3	**20** **2%**	8 3%	4 2%	3 2%	16 2%
4	**3** *	- -	2 1%	2 2%	1 *
5	**9** **1%**	4 2%	1 1%	1 1%	8 1%
6	**1** *	1 *	- -	- -	1 *
7	**2** *	- -	- -	- -	2 *
8-14	**-** **-**	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- -	- -
Mean score	**0.34**	0.39	0.49 E	0.52 E	0.31

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - 'meal deal'

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**1.754**	1.808	1.701	1.793	1.771
		*	*	**	
Standard Deviation	**0.869**	0.968	0.937	1.007	0.852
Standard Error	**0.027**	0.064	0.075	0.098	0.029

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**844**	420	424	97	125	119	164	141	198	212	228	152	251	441	403
	84%	86%	83%	73%	77%	81%	91%	93%	88%	85%	83%	82%	86%	84%	85%
				*			DEF	DEF	DE						
1	**82**	37	45	15	16	14	11	8	18	17	29	14	23	45	36
	8%	8%	9%	12%	10%	9%	6%	5%	8%	7%	11%	7%	8%	9%	8%
				*											
2	**30**	14	16	11	7	7	2	-	3	8	5	10	7	13	18
	3%	3%	3%	8%	4%	5%	1%	-	1%	3%	2%	6%	2%	2%	4%
				GHI*	H	H									
3	**19**	9	10	4	8	3	3	1	1	6	5	3	5	11	9
	2%	2%	2%	3%	5%	2%	2%	1%	*	3%	2%	2%	2%	2%	2%
				*	I										
4	**11**	2	9	3	5	1	1	-	1	1	5	2	3	6	5
	1%	*	2%	2%	3%	1%	*	-	*	*	2%	1%	1%	1%	1%
				*											
5	**7**	-	7	3	1	1	-	-	2	2	2	3	-	4	3
	1%	-	1%	2%	1%	1%	-	-	1%	1%	1%	1%	-	1%	1%
			B	*											
6	**3**	2	1	-	-	2	-	-	1	2	-	1	-	2	1
	*	*	*	-	-	1%	-	-	*	1%	-	1%	-	*	*
				*											
7	**3**	1	2	-	2	-	-	1	-	-	2	-	1	2	1
	*	*	*	-	1%	-	-	1%	-	-	1%	-	*	*	*
				*											
8-14	**1**	1	-	-	-	-	-	-	1	1	-	-	-	1	-
	*	*	-	-	-	-	-	-	*	*	-	-	-	*	-
				*											
15-21	**1**	1	-	-	-	-	-	1	-	1	-	-	-	1	-
	*	*	-	-	-	-	-	1%	-	*	-	-	-	*	-
				*											
Mean score	**0.34**	0.3	0.38	0.55	0.55	0.41	0.15	0.22	0.25	0.42	0.34	0.38	0.25	0.38	0.3
				GI*	GHI	G									

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**2.183**	2.181	2.184	2.064	2.369	2.121	1.601	3.111	2.137	2.788	1.997	2.149	1.852	2.349	1.988
		*	*	**	*	**	**	**	**	*	*	**	*	*	*
Standard Deviation	**1.143**	1.234	1.048	1.123	1.258	1.068	0.55	1.596	1.064	1.63	0.988	1.014	0.794	1.332	0.887
Standard Error	**0.036**	0.055	0.047	0.112	0.097	0.09	0.04	0.124	0.07	0.1	0.057	0.078	0.048	0.056	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**844**	197	345	138	163	222	622
	84%	90% RS	86%	80%	80%	79%	86% T
1	**82**	8	34	16	23	31	50
	8%	4%	8% P	9% P	11% P	11% U	7%
2	**30**	3	7	10	10	14	16
	3%	1%	2%	6% PQ	5% Q	5% U	2%
3	**19**	7	6	5	1	2	17
	2%	3%	2%	3%	1%	1%	2%
4	**11**	1	6	2	2	5	5
	1%	*	1%	1%	1%	2%	1%
5	**7**	1	2	1	2	1	6
	1%	*	1%	1%	1%	*	1%
6	**3**	1	1	-	1	2	1
	*****	*	*	-	1%	1%	*
7	**3**	-	1	1	1	2	1
	*****	-	*	*	*	1%	*
8-14	**1**	-	1	-	-	-	1
	*****	-	*	-	-	-	*
15-21	**1**	1	-	-	-	-	1
	*****	*	-	-	-	-	*
Mean score	**0.34**	0.3	0.3	0.41	0.4	0.42	0.31

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	1000	219	403	173	205	280	720
Mean score(Excluding 0)	2.183	3.008 **	2.138 *	2.002 *	1.957 *	2.034 *	2.271 *
Standard Deviation	1.143	1.468	1.044	1.002	1.042	1.096	1.16
Standard Error	0.036	0.098	0.052	0.077	0.074	0.066	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
0	**844** **84%**	214 87%	577 83%	53 84% *	478 82%	366 88% E	133 83%	239 80%	96 83%	539 86%	280 82%	25 88% **	209 81%	151 84%	311 88% M	163 83%	568 81%	276 91% Q
1	**82** **8%**	12 5%	65 9% B	5 8% *	54 9%	28 7%	12 8%	30 10%	10 8%	40 6%	40 12% J	2 5% **	24 9%	17 10%	24 7%	16 8%	67 10% R	15 5%
2	**30** **3%**	6 2%	20 3%	4 6% *	22 4%	8 2%	8 5%	12 4%	2 2%	17 3%	12 4%	1 3% **	11 4%	4 2%	7 2%	8 4%	25 4%	5 2%
3	**19** **2%**	6 2%	13 2%	1 2% *	12 2%	7 2%	2 1%	7 2%	3 2%	15 2%	5 1%	- - **	6 2%	4 2%	6 2%	3 2%	15 2%	5 2%
4	**11** **1%**	3 1%	7 1%	- - *	9 2%	1 *	3 2%	4 1%	2 2%	8 1%	3 1%	- - **	5 2%	1 1%	1 *	4 2%	10 1%	1 *
5	**7** **1%**	2 1%	5 1%	- - *	5 1%	2 *	1 1%	2 1%	2 2%	5 1%	2 *	- - **	4 1%	- -	2 1%	1 *	6 1%	1 *
6	**3** *	1 *	2 *	- - *	3 1%	- -	1 1%	2 1%	- -	3 *	- -	- - **	- -	- -	2 1%	1 1%	2 *	1 *
7	**3** *	1 *	2 *	- - *	3 *	- -	1 1%	1 *	1 1%	2 *	1 *	- - **	- -	1 1%	1 *	1 *	3 *	- -
8-14	**1** *	1 *	- -	- - *	- -	1 *	- -	- -	- -	- -	1 *	- - **	- -	- -	1 *	- -	1 *	- -
15-21	**1** *	- -	1 *	- - *	- -	1 *	- -	- -	- -	- -	- -	1 3% **	- -	1 *	- -	- -	1 *	- -
Mean score	**0.34**	0.35	0.35	0.25 *	0.4	0.26	0.4	0.4	0.42	0.33	0.33	0.71 **	0.39	0.37	0.28	0.37	0.42 R	0.17

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**2.183**	2.719 *	2.084	1.625 **	2.165	2.222 *	2.271 **	2.04 *	2.439 **	2.294 *	1.818 *	6.095 **	2.063 *	2.317 **	2.258 *	2.144 *	2.237	1.921 **
Standard Deviation	**1.143**	1.216	1.152	0.653	1.073	1.231	1.102	1.037	1.172	0.999	1.011	3.456	0.986	1.584	1.051	1.032	1.289	0.668
Standard Error	**0.036**	0.078	0.044	0.082	0.044	0.061	0.088	0.06	0.108	0.04	0.055	0.631	0.061	0.117	0.055	0.076	0.049	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**844** **84%**	115 84%	728 84%
1	**82** **8%**	10 7%	72 8%
2	**30** **3%**	5 4%	25 3%
3	**19** **2%**	1 1%	18 2%
4	**11** **1%**	4 3%	7 1%
5	**7** **1%**	2 2%	4 1%
6	**3** *	- -	3 *
7	**3** *	- -	3 *
8-14	**1** *	- -	1 *
15-21	**1** *	- -	1 *
Mean score	**0.34**	0.37	0.34

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**2.183**	2.277 **	2.167
Standard Deviation	**1.143**	1.018	1.162
Standard Error	**0.036**	0.089	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0	844 84%	229 85%	600 84%	330 81%	514 87% D	65 72% *	82 82% *	174 84% F	444 84%	234 87%	140 80%	149 80%	98 81%
1	82 8%	26 10%	54 8%	37 9%	45 8%	13 14% *	9 9% *	13 6%	41 8%	22 8%	18 10%	21 11%	12 10%
2	30 3%	4 2%	25 3%	17 4%	13 2%	7 8% *	3 3% *	6 3%	19 4%	3 1%	5 3%	10 5%	8 6%
3	19 2%	3 1%	16 2%	11 3%	8 1%	2 2% *	3 3% *	6 3%	10 2%	3 1%	6 4%	1 1%	1 1%
4	11 1%	3 1%	8 1%	6 1%	4 1%	1 1% *	- - *	5 2%	6 1%	2 1%	3 2%	2 1%	- -
5	7 1%	1 *	6 1%	2 1%	4 1%	2 2% *	- - *	1 *	2 *	2 1%	1 1%	- -	- -
6	3 *	1 *	2 *	2 *	1 *	- - *	1 1% *	1 *	2 *	1 *	- -	1 1%	1 1%
7	3 *	2 1%	1 *	2 *	1 *	1 1% *	1 1% *	- -	1 *	2 1%	- -	2 1%	1 1%
8-14	1 *	- -	1 *	- -	1 *	- - *	- - *	- -	1 *	- -	- -	- -	- -
15-21	1 *	1 *	- -	1 *	- -	- - *	- - *	1 *	- -	- -	1 *	- -	- -
Mean score	0.34	0.35	0.34	0.45 E	0.27	0.58 *	0.37 *	0.44	0.33	0.28	0.46	0.39	0.37

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Mean score(Excluding 0)	**2.183**	2.351 *	2.138	2.331 *	2.034 *	2.053 **	2.107 **	2.759 *	2.107 *	2.128 *	2.33 *	1.951 *	1.97 **
Standard Deviation	**1.143**	1.455	1.01	1.382	0.937	1.233	1.07	1.598	1.02	0.975	1.628	1.064	1.035
Standard Error	**0.036**	0.088	0.038	0.068	0.039	0.132	0.107	0.11	0.044	0.059	0.124	0.08	0.101

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**844** **84%**	191 82%	118 74%	79 73%	726 86% CD
1	**82** **8%**	18 8%	19 12%	14 13%	63 7%
2	**30** **3%**	5 2%	11 7% BE	8 7% E	19 2%
3	**19** **2%**	7 3%	3 2%	3 3%	16 2%
4	**11** **1%**	6 3% E	3 2%	3 3%	7 1%
5	**7** **1%**	2 1%	1 1%	- -	6 1%
6	**3** *	1 *	3 2% E	1 1%	- -
7	**3** *	2 1%	1 1%	1 1%	2 *
8-14	**1** *	- -	- -	- -	1 *
15-21	**1** *	- -	- -	- -	1 *
Mean score	**0.34**	0.44 E	0.58 E	0.58 E	0.3

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Retail / grocery shop / supermarket - not 'meal deal'

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**2.183**	2.471 *	2.242 *	2.109 **	2.162
Standard Deviation	**1.143**	1.191	1.295	1.227	1.107
Standard Error	**0.036**	0.078	0.103	0.119	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**804**	407	397	93	125	116	148	138	185	181	223	150	251	404	400
	80%	84%	77%	70%	77%	78%	82%	91%	82%	72%	81%	81%	86%	77%	84%
		C		*			D	DEFGI	D		JN		JN	J	JN
1	**137**	52	85	30	24	20	24	9	30	48	40	23	26	88	49
	14%	11%	17%	23%	15%	14%	13%	6%	13%	19%	15%	13%	9%	17%	10%
			B	HI*	H	H	H		H	MO	M			MO	
2	**45**	25	20	4	12	9	8	3	8	15	10	11	10	24	21
	5%	5%	4%	3%	8%	6%	5%	2%	3%	6%	3%	6%	3%	5%	4%
				*											
3	**8**	2	6	3	2	2	-	1	-	2	1	1	4	3	5
	1%	*	1%	2%	1%	1%	-	1%	-	1%	*	1%	1%	1%	1%
				*											
4	**1**	-	1	-	-	-	-	-	1	1	-	-	-	1	-
	*	-	*	-	-	-	-	-	*	*	-	-	-	*	-
				*											
5	**2**	-	2	1	-	-	-	-	1	1	1	-	-	2	-
	*	-	*	1%	-	-	-	-	*	*	*	-	-	*	-
				*											
6	**2**	1	1	1	-	-	-	-	1	2	-	-	-	2	-
	*	*	*	1%	-	-	-	-	*	1%	-	-	-	*	-
				*											
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*											
8-14	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*											
15-21	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*											
Mean score	**0.28**	0.23	0.32	0.46	0.33	0.31	0.22	0.13	0.26	0.42	0.25	0.26	0.2	0.33	0.22
			B	GHI*	H	H			H	KLMNO				KMO	

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**1.426**	1.419 *	1.431	1.53 *	1.426 *	1.432 **	1.255 *	1.406 **	1.462 *	1.528 *	1.316 *	1.368 *	1.445 *	1.437	1.409 *
Standard Deviation	**0.678**	0.601	0.741	0.961	0.669	0.656	0.516	0.444	0.717	0.893	0.607	0.589	0.553	0.761	0.567
Standard Error	**0.021**	0.027	0.033	0.096	0.051	0.055	0.037	0.035	0.047	0.055	0.035	0.046	0.034	0.032	0.027

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**804**	185	328	137	154	210	594
	80%	85% S	81%	79%	75%	75%	83% T
1	**137**	24	56	25	33	45	92
	14%	11%	14%	14%	16%	16%	13%
2	**45**	8	15	9	13	20	26
	5%	4%	4%	5%	6%	7% U	4%
3	**8**	1	1	2	3	5	3
	1%	1%	*	1%	2%	2%	*
4	**1**	1	-	-	-	-	1
	*****	*	-	-	-	-	*
5	**2**	-	2	-	-	-	2
	*****	-	1%	-	-	-	*
6	**2**	-	1	-	1	-	2
	*****	-	*	-	1%	-	*
7	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
8-14	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean score	**0.28**	0.22	0.26	0.29	0.37 P	0.36 U	0.25

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Mean score(Excluding 0)	**1.426**	1.391 *	1.407 *	1.379 *	1.511 *	1.427 *	1.425
Standard Deviation	**0.678**	0.573	0.679	0.627	0.804	0.694	0.67
Standard Error	**0.021**	0.038	0.034	0.048	0.057	0.042	0.025

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
0	**804** **80%**	204 83%	544 79%	56 89% *	462 79%	343 83%	118 73%	238 80%	97 84%	508 81%	272 79%	25 87% **	205 79%	142 79%	284 80%	165 83%	543 78%	262 86% Q
1	**137** **14%**	25 10%	110 16% BD	3 4% *	89 15%	48 12%	30 19%	42 14%	15 13%	90 14%	46 13%	2 6% **	32 12%	22 12%	55 15%	28 14%	103 15%	35 11%
2	**45** **5%**	13 5%	28 4%	4 7% *	26 4%	19 5%	6 4%	16 5%	4 3%	23 4%	21 6%	1 3% **	12 5%	16 9% OP	14 4%	3 1%	40 6% R	6 2%
3	**8** **1%**	2 1%	5 1%	- - *	7 1%	1 *	6 3% H	1 *	- -	6 1%	1 *	1 3% **	5 2%	- -	2 *	1 1%	7 1%	1 *
4	**1** *	1 *	- -	- - *	- -	1 *	- -	- -	- -	1 *	- -	- - **	1 *	- -	- -	- -	1 *	- -
5	**2** *	- -	2 *	- - *	1 *	1 *	1 1%	- -	- -	1 *	1 *	- - **	2 1%	- -	- -	- -	2 *	- -
6	**2** *	- -	2 *	- - *	1 *	1 *	- -	1 *	- -	- -	2 1%	- - **	1 *	- -	- -	1 1%	2 *	- -
7	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
8-14	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Mean score	**0.28**	0.25	0.3	0.18 *	0.29	0.26	0.4 I	0.28	0.19	0.26	0.32	0.23 **	0.35	0.3	0.25	0.23	0.33 R	0.16

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**1.426**	1.503 *	1.397	1.594 **	1.383	1.5 *	1.486 *	1.374 *	1.189 **	1.344	1.548 *	1.779 **	1.717 O*	1.421 *	1.247 *	1.357 **	1.491 R	1.183 *
Standard Deviation	**0.678**	0.632	0.704	0.529	0.665	0.696	0.801	0.646	0.467	0.609	0.79	0.676	0.871	0.625	0.542	0.662	0.753	0.438
Standard Error	**0.021**	0.04	0.027	0.066	0.027	0.034	0.064	0.037	0.043	0.024	0.043	0.123	0.054	0.046	0.028	0.048	0.029	0.025

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**804** **80%**	102 75%	702 81%
1	**137** **14%**	22 16%	116 13%
2	**45** **5%**	10 8%	35 4%
3	**8** **1%**	2 1%	6 1%
4	**1** *****	- -	1 *
5	**2** *****	- -	2 *
6	**2** *****	1 1%	1 *
7	**-** **-**	- -	- -
8-14	**-** **-**	- -	- -
15-21	**-** **-**	- -	- -
Mean score	**0.28**	0.39 T	0.26

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**1.426**	1.537 *	1.402
Standard Deviation	**0.678**	0.822	0.651
Standard Error	**0.021**	0.072	0.022

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
0	**804**	229	563	318	486	66	76	168	417	222	142	148	94
	80%	85% C	79%	78%	82%	73% *	77% *	81%	79%	82%	81%	80%	78%
1	**137**	25	105	65	72	13	18	33	82	32	19	23	15
	14%	9%	15% B	16%	12%	14% *	18% *	16%	16%	12%	11%	12%	12%
2	**45**	12	33	19	27	9	2	7	19	14	13	13	10
	5%	5%	5%	5%	5%	10% GH*	2% *	3%	4%	5%	7%	7%	9%
3	**8**	1	7	2	6	1	1	-	4	2	-	2	1
	1%	*	1%	*	1%	1% *	1% *	-	1%	1%	-	1%	1%
4	**1**	-	1	1	-	1	-	-	-	-	1	-	-
	*	-	*	*	-	1% *	- *	-	-	-	1%	-	-
5	**2**	-	2	1	1	-	1	-	2	-	-	-	-
	*	-	*	*	*	- *	1% *	-	*	-	-	-	-
6	**2**	2	-	2	-	-	1	-	2	-	-	-	-
	*	1%	-	1%	-	- *	1% *	-	*	-	-	-	-
7	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
8-14	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
15-21	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
Mean score	**0.28**	0.24	0.29	0.32	0.25	0.43 H*	0.37 *	0.22	0.3	0.24	0.27	0.29	0.32

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Mean score(Excluding 0)	**1.426**	1.632 *	1.391	1.461 *	1.397	1.585 **	1.585 **	1.167 *	1.428	1.379 *	1.473 *	1.449 *	1.477 **
Standard Deviation	**0.678**	0.738	0.658	0.768	0.607	0.807	0.93	0.487	0.732	0.579	0.64	0.642	0.666
Standard Error	**0.021**	0.045	0.025	0.038	0.025	0.087	0.093	0.034	0.032	0.035	0.049	0.048	0.065

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**804**	184	107	74	697
	80%	79% CD	68%	68%	83% CD
1	**137**	33	30	19	108
	14%	14%	19%	18%	13%
2	**45**	13	18	13	27
	5%	5%	11% BE	12% BE	3%
3	**8**	2	1	1	7
	1%	1%	1%	1%	1%
4	**1**	-	1	1	-
	*	-	1%	1%	-
5	**2**	-	1	-	1
	*	-	1%	-	*
6	**2**	-	1	-	1
	*	-	1%	-	*
7	**-**	-	-	-	-
	-	-	-	-	-
8-14	**-**	-	-	-	-
	-	-	-	-	-
15-21	**-**	-	-	-	-
	-	-	-	-	-
Mean score	**0.28**	0.28	0.52 BE	0.48 BE	0.23

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Coffee shop

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**1.426**	1.352 *	1.605 *	1.522 *	1.362
Standard Deviation	**0.678**	0.604	0.938	0.811	0.607
Standard Error	**0.021**	0.04	0.075	0.079	0.021

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
0	**941** **94%**	458 94%	484 94%	114 86% *	140 86%	138 93%	175 97% DE	151 99% DEF	224 100% DEF	237 95%	261 95%	166 90%	278 96% LO	498 95% L	444 93% L
1	**37** **4%**	16 3%	21 4%	15 11% GHI*	13 8% GHI	8 5% GHI	1 1%	1 1%	- -	8 3%	9 3%	13 7% M	7 2%	18 3%	19 4% M
2	**15** **1%**	7 1%	8 2%	4 3% *	7 4% HI	1 1%	3 2%	- -	- -	4 2%	4 1%	5 3%	2 1%	8 2%	7 1%
3	**5** **1%**	5 1%	- -	- - *	2 1%	1 1%	2 1%	- -	- -	1 *	- -	1 1%	3 1%	1 *	4 1%
4	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
5	**1** *****	- -	1 *	- - *	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
6	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
7	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
8-14	**1** *****	1 *	- -	- - *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *
15-21	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean score	**0.1**	0.11	0.08	0.17 H*	0.22 FGHI	0.09 H	0.07 H	0.01	0.04	0.08	0.08	0.14	0.1	0.08	0.12

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Mean score(Excluding 0)	**1.625**	1.867 **	1.387 **	1.215 **	1.623 **	1.339 **	2.172 **	1 **	9 **	1.439 **	1.512 **	1.379 **	2.335 **	1.477 **	1.755 **
Standard Deviation	**0.49**	0.589	0.372	0.452	0.657	0.376	0.409	0.082	0.62	0.354	0.402	0.46	0.657	0.379	0.588
Standard Error	**0.015**	0.026	0.017	0.045	0.051	0.032	0.029	0.006	0.041	0.022	0.023	0.036	0.04	0.016	0.028

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
0	**941**	210	386	157	189	254	688
	94%	96%	96% R	90%	92%	91%	95% T
1	**37**	5	14	11	8	16	21
	4%	2%	3%	6%	4%	6%	3%
2	**15**	4	2	3	5	5	10
	1%	2%	1%	2%	3%	2%	1%
3	**5**	-	1	2	2	4	1
	1%	-	*	1%	1%	2% U	*
4	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
5	**1**	-	-	-	1	1	-
	*****	-	-	-	*	*	-
6	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
7	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
8-14	**1**	-	-	1	-	-	1
	*****	-	-	1%	-	-	*
15-21	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean score	**0.1**	0.06	0.05	0.19 PQ	0.14 Q	0.15 U	0.07

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Mean score(Excluding 0)	**1.625**	1.447 **	1.236 **	1.947 **	1.809 **	1.645 **	1.609 **
Standard Deviation	**0.49**	0.312	0.271	0.841	0.562	0.564	0.456
Standard Error	**0.015**	0.021	0.013	0.064	0.04	0.034	0.017

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
0	941 94%	236 96%	645 93%	60 95% *	540 92%	401 97% E	139 86%	280 94% G	109 95% G	592 94%	321 94%	28 100% **	239 93%	168 93%	337 95%	188 95%	642 92%	299 99% Q
1	37 4%	9 4%	28 4%	- - *	29 5% F	8 2%	15 9% H	10 3%	4 4%	27 4%	10 3%	- - **	12 5%	7 4%	12 3%	6 3%	35 5% R	2 1%
2	15 1%	- -	14 2%	1 1% *	10 2%	5 1%	6 4%	3 1%	- -	10 2%	5 1%	- - **	3 1%	4 2%	5 1%	3 1%	13 2%	2 1%
3	5 1%	- -	3 *	2 3% BC*	5 1%	- -	1 1%	3 1%	1 1%	- -	5 1% J	- - **	4 2%	- -	1 *	- -	5 1%	- -
4	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
5	1 *	- -	1 *	- - *	1 *	- -	- -	- -	1 1%	- -	1 *	- - **	- -	- -	- -	1 *	1 *	- -
6	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
7	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
8-14	1 *	- -	1 *	- - *	1 *	- -	- -	1 *	- -	- -	1 *	- - **	- -	1 1%	- -	- -	1 *	- -
15-21	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Mean score	0.1	0.04	0.11 B	0.13 B*	0.13 F	0.04	0.19	0.12	0.1	0.07	0.14 J	- **	0.12	0.13	0.07	0.08	0.13 R	0.02

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Mean score(Excluding 0)	**1.625**	1 **	1.671 *	2.716 **	1.696 *	1.378 **	1.376 **	2.055 **	1.86 **	1.27 *	2.227 **	-	1.578 **	2.044 **	1.385 **	1.644 **	1.637 *	1.454 **
Standard Deviation	**0.49**	0.186	0.549	0.596	0.6	0.256	0.521	0.668	0.543	0.317	0.716	-	0.472	0.767	0.33	0.436	0.573	0.17
Standard Error	**0.015**	0.012	0.021	0.074	0.025	0.013	0.041	0.039	0.05	0.013	0.039	-	0.029	0.057	0.017	0.032	0.022	0.01

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
0	**941** **94%**	124 90%	817 95%
1	**37** **4%**	8 6%	29 3%
2	**15** **1%**	4 3%	10 1%
3	**5** **1%**	1 1%	4 *
4	**-** **-**	- -	- -
5	**1** *****	- -	1 *
6	**-** **-**	- -	- -
7	**-** **-**	- -	- -
8-14	**1** *****	- -	1 *
15-21	**-** **-**	- -	- -
Mean score	**0.1**	0.15	0.09

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Mean score(Excluding 0)	**1.625**	1.49 **	1.665 *
Standard Deviation	**0.49**	0.489	0.49
Standard Error	**0.015**	0.043	0.017

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
0	941 94%	256 95%	667 94%	380 93%	561 95%	75 83% *	97 98% F*	199 96% F	498 95%	257 95%	159 91%	169 91%	109 91%
1	37 4%	8 3%	28 4%	15 4%	22 4%	9 10% GH*	1 1% *	4 2%	18 3%	9 3%	9 5%	7 4%	4 3%
2	15 1%	4 2%	10 1%	9 2%	5 1%	4 4% *	- - *	3 1%	9 2%	1 *	5 3%	4 2%	3 3%
3	5 1%	- -	5 1%	2 1%	3 *	2 2% *	- - *	- -	1 *	2 1%	2 1%	4 2%	4 4%
4	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
5	1 *	1 *	- -	1 *	- -	- - *	1 1% *	- -	- -	1 *	- -	1 *	- -
6	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
7	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
8-14	1 *	- -	1 *	1 *	- -	- - *	- - *	1 1%	- -	- -	1 1%	- -	- -
15-21	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Mean score	0.1	0.08	0.1	0.13	0.07	0.26 G*	0.05 *	0.09	0.07	0.08	0.19	0.17	0.19

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Mean score(Excluding 0)	1.625	1.594 **	1.646 *	1.897 **	1.371 **	1.536 **	2.827 **	2.502 **	1.384 **	1.684 **	2.043 **	1.968 **	2.047 **
Standard Deviation	0.49	0.407	0.523	0.649	0.337	0.655	0.476	0.698	0.338	0.44	0.846	0.645	0.647
Standard Error	0.015	0.025	0.02	0.032	0.014	0.07	0.048	0.048	0.015	0.027	0.065	0.048	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
0	**941** **94%**	219 95% CD	134 84%	93 85%	808 96% CD
1	**37** **4%**	8 3%	14 9% BE	9 8% E	23 3%
2	**15** **1%**	4 2%	7 4% E	5 4% E	8 1%
3	**5** **1%**	- -	5 3% BE	3 3% BE	- -
4	**-** **-**	- -	- -	- -	- -
5	**1** *****	1 *	- -	- -	1 *
6	**-** **-**	- -	- -	- -	- -
7	**-** **-**	- -	- -	- -	- -
8-14	**1** *****	- -	- -	- -	1 *
15-21	**-** **-**	- -	- -	- -	- -
Mean score	**0.1**	0.09	0.26 BE	0.25 BE	0.06

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. During the past 7 days, how many meals did you have away from home that were prepared in the following places? - Vending machine

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Mean score(Excluding 0)	**1.625**	1.591 **	1.661 **	1.66 **	1.598 **
Standard Deviation	**0.49**	0.433	0.687	0.664	0.436
Standard Error	**0.015**	0.028	0.055	0.064	0.015

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q43. Summary table: Average number of meals prepared in the following places in the past 7 days

Base: All respondents

	Restaurant / sit-in café (not fast food)	Fast food - takeaway	Fast food - sit-in	Canteen/cafeteria at workplace, University or College	Bakery	Sandwich shop / deli	Retail / grocery shop / supermarket - 'meal deal'	Retail / grocery shop / supermarket - not 'meal deal'	Coffee shop	Vending machine
Unweighted Base	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**
Base	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**
0	685	668	833	873	836	849	807	844	804	941
	69%	67%	83%	87%	84%	85%	81%	84%	80%	94%
1	234	236	135	52	109	104	114	82	137	37
	23%	24%	14%	5%	11%	10%	11%	8%	14%	4%
2	60	68	25	34	37	34	44	30	45	15
	6%	7%	2%	3%	4%	3%	4%	3%	5%	1%
3	10	20	6	13	10	6	20	19	8	5
	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%
4	5	7	-	13	5	2	3	11	1	-
	1%	1%	-	1%	*	*	*	1%	*	-
5	3	-	1	13	2	4	9	7	2	1
	*	-	*	1%	*	*	1%	1%	*	*
6	1	-	-	-	-	1	1	3	2	-
	*	-	-	-	-	*	*	*	*	-
7	1	-	-	1	1	-	2	3	-	-
	*	-	-	*	*	-	*	*	-	-
8-14	-	-	-	2	-	-	-	1	-	1
	-	-	-	*	-	-	-	*	-	*
15-21	-	1	-	-	-	-	-	1	-	-
	-	*	-	-	-	-	-	*	-	-
Mean score	0.44	0.49	0.21	0.3	0.25	0.23	0.34	0.34	0.28	0.1
Mean score(Excluding 0)	1.385	1.475	1.243	2.358	1.535	1.488	1.754	2.183	1.426	1.625
Standard Deviation	0.796	1.098	0.518	0.987	0.689	0.644	0.869	1.143	0.678	0.49
Standard Error	0.025	0.035	0.016	0.031	0.022	0.02	0.027	0.036	0.021	0.015

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Price	**693** **69%**	329 67%	365 71%	104 78% I*	111 69%	111 75% I	127 70% I	105 69%	135 60%	168 67%	199 72%	123 67%	204 70%	366 70%	327 69%
Recommendations or invitation from someone you know/good reviews	**337** **34%**	148 30%	189 37% B	56 42% I*	57 35%	51 35%	58 32%	49 32%	67 30%	98 39% MO	95 34%	65 35%	79 27%	193 37% MO	144 30%
Nutritional information of the food is provided	**89** **9%**	35 7%	54 10%	9 7% *	18 11%	18 12%	14 8%	11 7%	19 8%	20 8%	23 8%	14 7%	31 11%	43 8%	45 10%
Healthy foods/choices	**280** **28%**	129 26%	151 29%	32 24% *	43 27%	31 21%	45 25%	49 32% F	80 36% FG	86 35% KMNO	72 26%	51 27%	71 25%	158 30% K	122 26%
Net: Hygiene	**673** **67%**	321 66%	352 69%	72 54% *	85 53%	83 57%	135 74% DEF	116 77% DEF	181 80% DEF	170 68%	178 65%	125 67%	201 69%	347 66%	326 69%
Cleanliness and hygiene	**655** **65%**	313 64%	342 67%	69 52% *	80 49%	80 54%	132 73% DEF	114 75% DEF	181 80% DEF	165 66%	172 63%	120 65%	197 68%	338 64%	317 67%
The result of the most recent hygiene inspection	**121** **12%**	61 12%	61 12%	10 7% *	17 11%	18 12%	25 14%	23 15%	29 13%	30 12% K	18 7%	31 17% KN	42 14% KN	49 9% K	73 15% KN
Good service	**620** **62%**	313 64%	306 60%	70 53% *	92 56%	83 57%	124 69% DEF	93 61%	157 70% DEF	158 63%	166 60%	108 58%	188 65%	323 62%	296 62%
Food for restricted diets such as Vegetarian, Halal, Kosher etc.	**103** **10%**	43 9%	59 12%	17 13% *	20 12%	15 10%	20 11%	9 6%	21 9%	28 11%	31 11%	17 9%	26 9%	60 11%	43 9%
Previous experience/have eaten there before	**7** **1%**	4 1%	3 1%	- - *	- -	- -	1 1%	3 2%	4 2%	3 1%	2 1%	1 1%	2 1%	4 1%	3 1%
Menu / choice of food	**13** **1%**	4 1%	9 2%	1 1% *	- -	3 2%	2 1%	3 2%	4 2%	2 1%	6 2%	3 2%	2 1%	7 1%	5 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Taste	**6** **1%**	3 1%	3 1%	1 1% *	2 1%	- -	1 1%	1 1%	1 *	2 1%	1 *	1 1%	2 1%	3 1%	3 1%
Location	**2** *	2 *	- -	- - *	- -	- -	- -	- -	2 1%	1 *	1 *	- -	- -	2 *	- -
Good/quality food	**4** *	3 1%	1 *	- - *	- -	1 1%	- -	2 1%	1 *	1 *	2 1%	- -	1 *	3 1%	1 *
Something else	**7** **1%**	4 1%	3 1%	- - *	- -	1 1%	1 1%	2 1%	3 1%	2 1%	2 1%	1 1%	2 1%	4 1%	3 1%
I never eat out at all	**54** **5%**	33 7%	21 4%	4 3% *	7 4%	11 8%	10 5%	7 4%	16 7%	10 4%	12 4%	10 5%	22 7%	22 4%	32 7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Price	**693** **69%**	146 67%	271 67%	127 73%	149 73%	197 70%	496 69%
Recommendations or invitation from someone you know/good reviews	**337** **34%**	80 37%	125 31%	51 29%	81 40% Q	95 34%	243 34%
Nutritional information of the food is provided	**89** **9%**	24 11%	30 7%	18 10%	18 9%	22 8%	66 9%
Healthy foods/choices	**280** **28%**	69 31%	112 28%	45 26%	54 27%	72 26%	208 29%
Net: Hygiene	**673** **67%**	150 68%	280 69%	113 65%	130 63%	166 59%	507 70% T
Cleanliness and hygiene	**655** **65%**	148 68%	273 68%	110 64%	124 60%	156 56%	498 69% T
The result of the most recent hygiene inspection	**121** **12%**	26 12%	48 12%	27 16%	20 10%	35 12%	87 12%
Good service	**620** **62%**	140 64%	240 60%	118 68%	122 60%	168 60%	452 63%
Food for restricted diets such as Vegetarian, Halal, Kosher etc.	**103** **10%**	16 7%	45 11%	16 9%	26 12%	29 10%	74 10%
Previous experience/have eaten there before	**7** **1%**	4 2%	2 *	1 1%	1 1%	- -	7 1%
Menu / choice of food	**13** **1%**	3 1%	5 1%	2 1%	3 2%	2 1%	11 1%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Taste	**6**	2	1	2	1	2	4
	1%	1%	*	1%	*	1%	1%
Location	**2**	2	-	-	-	-	2
	*****	1%	-	-	-	-	*
Good/quality food	**4**	1	3	-	-	-	4
	*****	*	1%	-	-	-	1%
Something else	**7**	3	2	1	1	1	6
	1%	1%	*	1%	1%	*	1%
I never eat out at all	**54**	16	27	3	7	12	42
	5%	8%	7%	2%	3%	4%	6%
		R	R				

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Price	693 69%	160 65%	490 71%	44 69% *	405 69%	288 69%	108 67%	207 70%	82 71%	433 69%	248 72%	13 45% **	180 70%	112 62%	246 69%	150 76% N	491 70%	202 67%
Recommendations or invitation from someone you know/good reviews	337 34%	82 33%	233 34%	23 36% *	198 34%	140 34%	61 38%	102 34%	32 28%	214 34%	113 33%	10 35% **	84 33%	51 28%	134 38% N	65 33%	241 35%	97 32%
Nutritional information of the food is provided	89 9%	18 7%	65 9%	5 8% *	55 9%	34 8%	24 15% H	22 7%	8 7%	68 11% K	21 6%	- - **	24 9%	17 9%	30 8%	18 9%	78 11% R	11 4%
Healthy foods/choices	280 28%	70 29%	192 28%	18 29% *	189 32% F	91 22%	70 44% HI	87 29%	26 22%	178 28%	98 29%	4 13% **	71 27%	42 24%	115 32% N	51 26%	239 34% R	41 14%
Net: Hygiene	673 67%	160 65%	466 67%	46 74% *	422 72% F	251 61%	114 71%	214 72%	84 73%	428 68%	228 67%	17 59% **	184 71% P	125 69% P	245 69% P	116 59%	496 71% R	177 58%
Cleanliness and hygiene	655 65%	156 63%	454 66%	45 72% *	408 70% F	247 60%	109 68%	209 70%	80 69%	414 66%	225 66%	17 59% **	180 70% P	119 66%	241 68% P	114 58%	482 69% R	173 57%
The result of the most recent hygiene inspection	121 12%	31 13%	83 12%	7 11% *	87 15% F	34 8%	28 17%	39 13%	18 15%	88 14% K	32 9%	1 4% **	46 18% OP	21 12%	33 9%	20 10%	108 15% R	13 4%
Good service	620 62%	149 61%	428 62%	43 68% *	371 63%	249 60%	96 60%	199 67%	69 60%	373 59%	229 67% J	18 63% **	173 67%	104 58%	223 63%	116 59%	429 62%	190 63%
Food for restricted diets such as Vegetarian, Halal, Kosher etc.	103 10%	22 9%	77 11%	3 5% *	61 10%	41 10%	16 10%	31 11%	12 10%	65 10%	35 10%	3 10% **	23 9%	22 12%	41 12%	16 8%	96 14% R	6 2%
Previous experience/have eaten there before	7 1%	3 1%	4 1%	1 1% *	4 1%	4 1%	- -	4 1%	- -	4 1%	4 1%	- - **	3 1%	1 *	2 1%	2 1%	7 1%	1 *
Menu / choice of food	13 1%	5 2%	8 1%	- - *	2 *	11 3% E	- -	2 1%	- -	8 1%	4 1%	1 3% **	3 1%	4 2%	3 1%	3 2%	12 2%	1 *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Taste	**6** **1%**	- -	6 1%	- - *	2 *	4 1%	- -	- -	2 2%	4 1%	2 1%	- - **	1 *	1 1%	2 1%	2 1%	5 1%	1 *
Location	**2** *	1 *	- -	1 1% *	- -	2 *	- -	- -	- -	2 *	- -	- - **	1 *	- -	1 *	- -	2 *	- -
Good/quality food	**4** *	1 *	2 *	1 1% *	3 *	1 *	- -	2 1%	1 1%	2 *	2 *	- - **	1 *	- -	1 *	1 1%	4 1%	- -
Something else	**7** **1%**	1 *	6 1%	- - *	3 1%	4 1%	1 1%	2 1%	- -	5 1%	2 1%	- - **	- -	3 2%	2 1%	- -	6 1%	1 *
I never eat out at all	**54** **5%**	16 6%	30 4%	8 12% C*	26 4%	28 7%	7 4%	11 4%	7 6%	36 6%	14 4%	4 13% **	12 5%	9 5%	16 4%	15 7%	24 3%	30 10% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Price	**693** **69%**	92 67%	601 70%
Recommendations or invitation from someone you know/good reviews	**337** **34%**	45 33%	292 34%
Nutritional information of the food is provided	**89** **9%**	16 11%	73 8%
Healthy foods/choices	**280** **28%**	46 33%	234 27%
Net: Hygiene	**673** **67%**	93 67%	580 67%
Cleanliness and hygiene	**655** **65%**	88 64%	567 66%
The result of the most recent hygiene inspection	**121** **12%**	15 11%	106 12%
Good service	**620** **62%**	85 62%	534 62%
Food for restricted diets such as Vegetarian, Halal, Kosher etc.	**103** **10%**	26 19% T	76 9%
Previous experience/have eaten there before	**7** **1%**	1 1%	7 1%
Menu / choice of food	**13** **1%**	2 2%	11 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Taste	**6** **1%**	2 1%	4 *
Location	**2** *	- -	2 *
Good/quality food	**4** *	- -	4 *
Something else	**7** **1%**	- -	7 1%
I never eat out at all	**54** **5%**	2 2%	51 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Price	**693**	179	503	298	395	54	79	158	344	196	131	129	83
	69%	67%	71%	73% E	67%	60% *	79% F*	77% F	65%	72%	75%	70%	69%
Recommendations or invitation from someone you know/good reviews	**337**	89	244	142	195	28	36	76	185	77	65	64	42
	34%	33%	34%	35%	33%	31% *	36% *	37%	35%	28%	37%	34%	35%
Nutritional information of the food is provided	**89**	33	53	37	51	11	10	14	49	23	16	14	11
	9%	12% C	7%	9%	9%	13% *	10% *	7%	9%	8%	9%	8%	9%
Healthy foods/choices	**280**	81	193	117	163	28	33	53	181	64	27	45	26
	28%	30%	27%	29%	27%	31% *	33% *	26%	34% J	24%	16%	24% K	22%
Net: Hygiene	**673**	192	471	278	394	58	63	149	369	178	108	110	67
	67%	71%	66%	68%	67%	65% *	64% *	72%	70%	66%	62%	59%	55%
Cleanliness and hygiene	**655**	186	460	266	389	52	61	146	361	172	106	104	63
	65%	69%	65%	65%	66%	57% *	62% *	71% F	69%	64%	60%	56%	53%
The result of the most recent hygiene inspection	**121**	49	71	54	67	12	12	29	71	30	19	21	14
	12%	18% C	10%	13%	11%	13% *	12% *	14%	13%	11%	11%	11%	12%
Good service	**620**	168	442	250	370	47	55	141	322	167	114	111	70
	62%	62%	62%	61%	62%	52% *	55% *	68% FG	61%	62%	65%	60%	58%
Food for restricted diets such as Vegetarian, Halal, Kosher etc.	**103**	31	68	49	53	14	11	24	65	25	11	17	12
	10%	12%	10%	12%	9%	15% *	11% *	12%	12%	9%	6%	9%	10%
Previous experience/have eaten there before	**7**	3	5	5	3	-	2	3	6	-	1	-	-
	1%	1%	1%	1%	*	- *	2% *	1%	1%	-	*	-	-
Menu / choice of food	**13**	5	8	4	9	-	1	3	7	1	5	2	1
	1%	2%	1%	1%	2%	- *	1% *	1%	1%	*	3%	1%	1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Taste	**6** **1%**	1 *	5 1%	3 1%	3 *	1 1% *	1 1% *	1 *	1 *	1 *	3 2%	1 1%	1 1%
Location	**2** *	1 *	1 *	1 *	1 *	1 1% *	- - *	- -	2 *	- -	- -	- -	- -
Good/quality food	**4** *	2 1%	2 *	2 *	2 *	- - *	2 2% *	- -	2 *	- -	1 1%	- -	- -
Something else	**7** **1%**	3 1%	4 1%	3 1%	4 1%	- - *	2 2% *	1 *	4 1%	2 1%	- -	1 1%	- -
I never eat out at all	**54** **5%**	20 8%	31 4%	13 3%	41 7% D	- - *	3 3% *	10 5%	29 6%	14 5%	9 5%	8 4%	6 5%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Price	693 69%	165 71%	110 69%	75 69%	583 69%
Recommendations or invitation from someone you know/good reviews	337 34%	84 36%	64 40%	40 37%	273 32%
Nutritional information of the food is provided	89 9%	27 12% E	23 15% E	15 14%	65 8%
Healthy foods/choices	280 28%	60 26%	55 34%	39 36%	225 27%
Net: Hygiene	673 67%	148 64%	119 75% BE	82 75% B	554 66%
Cleanliness and hygiene	655 65%	142 61%	112 70%	76 70%	543 65%
The result of the most recent hygiene inspection	121 12%	30 13%	36 22% BE	28 26% BE	86 10%
Good service	620 62%	142 61%	108 68%	75 69%	512 61%
Food for restricted diets such as Vegetarian, Halal, Kosher etc.	103 10%	31 13%	22 14%	15 14%	81 10%
Previous experience/have eaten there before	7 1%	- -	- -	- -	7 1%
Menu / choice of food	13 1%	3 1%	2 1%	1 1%	11 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q44. Thinking about these same sorts of places.. when you're deciding where to eat out, which of the following are important to you?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Taste	**6** **1%**	1 *	- -	- -	6 1%
Location	**2** *	- -	- -	- -	2 *
Good/quality food	**4** *	- -	- -	- -	4 *
Something else	**7** **1%**	2 1%	3 2%	2 2%	4 *
I never eat out at all	**54** **5%**	10 5%	2 1%	1 1%	52 6% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	947	474	473	98	162	131	182	158	216	255	286	158	248	541	406
Base	946	454	492	129	156	136	171	145	209	240	263	175	268	503	443
Net: Healthier	**78**	40	38	11	24	14	13	11	6	20	18	16	24	38	40
	8%	9%	8%	8%	15%	10%	8%	8%	3%	8%	7%	9%	9%	8%	9%
				*	I	I	I								
A lot more healthy when I eat out (2)	**23**	13	10	4	10	5	2	3	-	8	4	2	9	13	11
	2%	3%	2%	3%	6%	4%	1%	2%	-	3%	2%	1%	3%	2%	2%
				*	GI	I									
A bit more healthy when I eat out (1)	**55**	27	28	7	14	9	11	8	6	12	14	14	15	26	29
	6%	6%	6%	5%	9%	6%	7%	6%	3%	5%	5%	8%	6%	5%	7%
				*	I										
About the same (0)	**353**	188	165	30	48	40	77	59	99	95	87	70	101	182	170
	37%	41%	33%	23%	31%	29%	45%	41%	47%	40%	33%	40%	38%	36%	38%
		C		*			DEF	DF	DEF						
Net: Less Healthy	**453**	191	262	81	77	78	73	58	85	114	143	80	115	258	195
	48%	42%	53%	63%	49%	57%	43%	40%	41%	48%	54%	46%	43%	51%	44%
			B	EGHI*		GHI					MO			MO	
A bit less healthy when I eat out (-1)	**283**	119	164	45	43	41	47	41	66	72	90	47	74	162	121
	30%	26%	33%	35%	28%	30%	27%	29%	31%	30%	34%	27%	27%	32%	27%
			B	*											
A lot less healthy when I eat out (-2)	**169**	72	98	37	33	37	26	16	20	42	53	33	41	95	74
	18%	16%	20%	29%	21%	27%	15%	11%	9%	18%	20%	19%	15%	19%	17%
				GHI*	HI	GHI									
It varies too much to say	**45**	22	23	5	7	4	6	10	12	7	9	8	21	16	29
	5%	5%	5%	4%	5%	3%	3%	7%	6%	3%	4%	4%	8%	3%	7%
				*									JKN		N
Don't know	**18**	14	4	1	1	1	2	7	7	4	5	1	8	9	9
	2%	3%	1%	1%	1%	1%	1%	5%	3%	1%	2%	1%	3%	2%	2%
		C		*											
Mean score	**-0.59**	-0.5	-0.67	-0.85	-0.52	-0.74	-0.52	-0.47	-0.52	-0.56	-0.7	-0.57	-0.52	-0.63	-0.54
		C		*	D		D	DF	DF				K		K
Standard Deviation	**0.953**	0.952	0.949	1.025	1.135	1.059	0.886	0.877	0.72	0.968	0.926	0.946	0.968	0.948	0.959

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**946**	**454**	**492**	**129**	**156**	**136**	**171**	**145**	**209**	**240**	**263**	**175**	**268**	**503**	**443**
Standard Error	**0.032**	0.047	0.044	0.093	0.093	0.092	0.069	0.077	0.052	0.064	0.059	0.073	0.063	0.043	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**947**	**210**	**380**	**167**	**190**	**263**	**684**
Base	**946**	**203**	**376**	**170**	**198**	**268**	**678**
Net: Healthier	**78**	17	21	18	22	34	44
	8%	8%	6%	11% Q	11% Q	13% U	6%
A lot more healthy when I eat out (2)	**23**	3	8	7	6	11	12
	2%	1%	2%	4%	3%	4%	2%
A bit more healthy when I eat out (1)	**55**	14	13	12	16	23	32
	6%	7%	3%	7%	8% Q	9% U	5%
About the same (0)	**353**	72	151	63	67	84	268
	37%	35%	40%	37%	34%	31%	40% T
Net: Less Healthy	**453**	92	185	73	102	142	310
	48%	46%	49%	43%	52%	53%	46%
A bit less healthy when I eat out (-1)	**283**	65	118	40	59	82	201
	30%	32%	31%	24%	30%	31%	30%
A lot less healthy when I eat out (-2)	**169**	27	67	33	43	60	109
	18%	13%	18%	19%	22% P	22% U	16%
It varies too much to say	**45**	12	14	12	7	7	38
	5%	6%	4%	7%	4%	3%	6%
Don't know	**18**	9	5	4	-	-	18
	2%	5% QS	1%	2%	-	-	3% T
Mean score	**-0.59**	-0.55	-0.63	-0.53	-0.61	-0.6	-0.59
Standard Deviation	**0.953**	0.895	0.903	1.047	1.019	1.068	0.902

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**946**	**203**	**376**	**170**	**198**	**268**	**678**
Standard Error	**0.032**	0.067	0.048	0.084	0.074	0.066	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	947	230	661	56	561	386	152	287	111	594	327	26	246	174	347	173	673	274
Base	946	230	662	55	560	386	155	286	109	593	329	25	246	171	339	183	674	273
Net: Healthier	**78**	14	63	1	61	17	26	26	10	53	25	1	25	12	18	22	67	11
	8%	6%	10%	2% *	11% F	4%	17% H	9%	9%	9%	8%	3% **	10% O	7%	5%	12% O	10% R	4%
A lot more healthy when I eat out (2)	**23**	3	20	-	21	2	14	4	3	19	4	-	9	3	4	8	22	1
	2%	1%	3%	- *	4% F	1%	9% H	1%	3%	3%	1%	- **	4%	2%	1%	4%	3% R	*
A bit more healthy when I eat out (1)	**55**	11	43	1	41	14	12	22	7	34	20	1	16	10	15	14	45	10
	6%	5%	7%	2% *	7% F	4%	8%	8%	6%	6%	6%	3% **	7%	6%	4%	8%	7%	4%
About the same (0)	**353**	98	235	19	202	151	53	107	40	204	134	15	92	73	118	67	224	129
	37%	43%	36%	35% *	36%	39%	34%	37%	37%	34%	41%	61% **	38%	43%	35%	37%	33%	47% Q
Net: Less Healthy	**453**	101	322	30	265	188	71	141	47	297	147	9	113	76	181	80	343	109
	48%	44%	49%	55% *	47%	49%	46%	49%	43%	50%	45%	36% **	46%	45%	54% P	44%	51% R	40%
A bit less healthy when I eat out (-1)	**283**	61	200	22	164	119	40	90	28	191	86	6	70	49	118	45	210	73
	30%	27%	30%	41% *	29%	31%	26%	32%	26%	32%	26%	24% **	28%	29%	35% P	25%	31%	27%
A lot less healthy when I eat out (-2)	**169**	40	122	8	101	69	31	50	18	106	61	3	43	27	63	35	133	36
	18%	17%	18%	14% *	18%	18%	20%	18%	17%	18%	19%	12% **	17%	16%	19%	19%	20% R	13%
It varies too much to say	**45**	17	26	2	23	21	4	11	7	29	16	-	14	5	15	9	27	18
	5%	7%	4%	4% *	4%	6%	3%	4%	7%	5%	5%	- **	5%	3%	4%	5%	4%	7%
Don't know	**18**	1	15	3	9	10	1	3	5	11	8	-	2	5	6	4	13	6
	2%	*	2%	5% B*	2%	3%	1%	1%	4%	2%	2%	- **	1%	3%	2%	2%	2%	2%
Mean score	**-0.59**	-0.58	-0.58	-0.74 *	-0.54	-0.67	-0.42	-0.59	-0.54 *	-0.6	-0.59	-0.44 **	-0.53 O	-0.55	-0.7	-0.51 O	-0.61	-0.54
Standard Deviation	**0.953**	0.896	0.986	0.749	1.011	0.855	1.171	0.925	0.975	0.974	0.93	0.756	1.001	0.901	0.88	1.052	1.005	0.804

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	946	230	662	55	560	386	155	286	109	593	329	25	246	171	339	183	674	273
Standard Error	0.032	0.062	0.04	0.106	0.044	0.045	0.096	0.056	0.099	0.041	0.053	0.152	0.066	0.071	0.049	0.081	0.04	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**947**	**130**	**817**
Base	**946**	**135**	**811**
Net: Healthier	**78** **8%**	9 7%	69 8%
A lot more healthy when I eat out (2)	**23** **2%**	5 4%	18 2%
A bit more healthy when I eat out (1)	**55** **6%**	4 3%	51 6%
About the same (0)	**353** **37%**	43 32%	310 38%
Net: Less Healthy	**453** **48%**	72 53%	381 47%
A bit less healthy when I eat out (-1)	**283** **30%**	45 33%	239 29%
A lot less healthy when I eat out (-2)	**169** **18%**	27 20%	142 18%
It varies too much to say	**45** **5%**	10 8%	35 4%
Don't know	**18** **2%**	1 1%	17 2%
Mean score	**-0.59**	-0.68	-0.57
Standard Deviation	**0.953**	0.997	0.946

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**946**	**135**	**811**
Standard Error	**0.032**	0.09	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**947**	**253**	**678**	**396**	**551**	**87**	**97**	**201**	**501**	**257**	**163**	**172**	**100**
Base	**946**	**249**	**681**	**396**	**551**	**90**	**96**	**197**	**497**	**256**	**166**	**178**	**114**
Net: Healthier	**78**	24	50	37	41	15	8	15	45	18	11	22	14
	8%	10%	7%	9%	7%	16% H*	8% *	8%	9%	7%	7%	12%	13% *
A lot more healthy when I eat out (2)	**23**	7	16	13	11	7	2	4	14	4	3	7	5
	2%	3%	2%	3%	2%	8% H*	2% *	2%	3%	2%	2%	4%	5% *
A bit more healthy when I eat out (1)	**55**	17	35	25	30	8	6	11	31	14	8	15	9
	6%	7%	5%	6%	5%	9% *	6% *	6%	6%	6%	5%	9%	8% *
About the same (0)	**353**	92	254	122	230	29	28	59	166	115	64	58	34
	37%	37%	37%	31%	42% D	32% *	29% *	30%	33%	45% I	38%	32%	30% *
Net: Less Healthy	**453**	108	338	214	239	42	57	111	259	98	84	94	63
	48%	44%	50%	54% E	43%	47% *	59% *	56%	52% J	38%	51%	53%	55% *
A bit less healthy when I eat out (-1)	**283**	69	212	139	144	16	43	77	173	60	45	55	36
	30%	28%	31%	35% E	26%	18% *	45% F*	39% F	35% J	23%	27%	31%	31% *
A lot less healthy when I eat out (-2)	**169**	40	125	75	94	26	14	34	86	38	39	39	27
	18%	16%	18%	19%	17%	29% GH*	14% *	17%	17%	15%	24%	22%	24% *
It varies too much to say	**45**	17	28	18	27	4	3	11	20	17	5	4	3
	5%	7%	4%	5%	5%	5% *	3% *	6%	4%	7%	3%	2%	2% *
Don't know	**18**	8	11	4	14	-	1	1	8	7	2	-	-
	2%	3%	2%	1%	3%	- *	1% *	*	2%	3%	1%	-	- *
Mean score	**-0.59**	-0.52	-0.62	-0.64	-0.55	-0.54 *	-0.66 *	-0.68	-0.61	-0.49	-0.68	-0.6	-0.63 *
Standard Deviation	**0.953**	0.976	0.94	0.985	0.929	1.236	0.88	0.911	0.957	0.899	0.968	1.053	1.082

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	946	249	681	396	551	90	96	197	497	256	166	178	114
Standard Error	0.032	0.065	0.037	0.051	0.041	0.133	0.091	0.067	0.044	0.059	0.077	0.08	0.103

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**947**	**222**	**155**	**105**	**792**
Base	**946**	**221**	**157**	**108**	**789**
Net: Healthier	**78** **8%**	23 10%	23 15% E	22 21% BCE	55 7%
A lot more healthy when I eat out (2)	**23** **2%**	6 3%	6 4%	5 5%	17 2%
A bit more healthy when I eat out (1)	**55** **6%**	17 8%	17 11% E	17 16% BCE	37 5%
About the same (0)	**353** **37%**	72 33%	44 28%	27 25%	309 39% BCD
Net: Less Healthy	**453** **48%**	111 50%	82 52%	52 48%	371 47%
A bit less healthy when I eat out (-1)	**283** **30%**	64 29%	52 33%	35 32%	232 29%
A lot less healthy when I eat out (-2)	**169** **18%**	47 21%	30 19%	17 16%	139 18%
It varies too much to say	**45** **5%**	13 6%	7 4%	5 5%	38 5%
Don't know	**18** **2%**	2 1%	1 1%	1 1%	17 2%
Mean score	**-0.59**	-0.62	-0.56	-0.41 C*	-0.6
Standard Deviation	**0.953**	1.014	1.066	1.109	0.929

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**946**	**221**	**157**	**108**	**789**
Standard Error	**0.032**	0.071	0.087	0.11	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	947	474	473	98	162	131	182	158	216	255	286	158	248	541	406
Base	946	454	492	129	156	136	171	145	209	240	263	175	268	503	443
Net: Safe	**80** **8%**	45 10%	35 7%	15 11% I*	22 14% GHI	16 11% I	11 6%	9 6%	8 4%	16 7%	23 9%	12 7%	29 11%	40 8%	41 9%
A lot more safe when I eat out (2)	**22** **2%**	11 2%	12 2%	7 5% *	2 1%	7 5% I	2 1%	3 2%	2 1%	5 2%	7 3%	- -	10 4% L	12 2%	10 2% L
A bit more safe when I eat out (1)	**58** **6%**	34 8%	24 5%	8 6% *	21 13% GHI	8 6%	9 5%	6 4%	6 3%	11 5%	16 6%	12 7%	19 7%	27 5%	31 7%
About the same (0)	**481** **51%**	241 53%	239 49%	59 46% *	80 51%	66 49%	108 63% DEFHI	67 46%	100 48%	127 53%	139 53%	94 54%	120 45%	266 53% M	215 48%
Net: Less Safe	**281** **30%**	121 27%	160 33%	43 34% *	42 27%	42 31%	38 22%	48 33% G	67 32% G	68 28%	81 31%	54 31%	79 29%	148 30%	133 30%
A bit less safe when I eat out (-1)	**236** **25%**	100 22%	136 28%	37 29% *	30 19%	35 25%	33 20%	43 30% EG	58 28%	57 24%	67 26%	43 25%	69 26%	125 25%	111 25%
A lot less safe when I eat out (-2)	**45** **5%**	21 5%	24 5%	6 5% *	12 8%	7 5%	4 3%	5 4%	9 4%	10 4%	13 5%	11 6%	10 4%	24 5%	21 5%
It varies too much to say	**41** **4%**	16 3%	25 5%	7 5% *	4 2%	4 3%	5 3%	10 7%	11 5%	9 4%	6 2%	8 5%	18 7% KN	14 3%	26 6% KN
Don't know	**64** **7%**	31 7%	32 7%	5 4% *	7 5%	8 6%	10 6%	11 7%	22 10%	20 8%	14 5%	7 4%	22 8%	35 7%	29 7%
Mean score	**-0.26**	-0.21	-0.32	-0.24 *	-0.21	-0.21	-0.19 I	-0.33	-0.38	-0.27	-0.26	-0.33	-0.22	-0.26	-0.27
Standard Deviation	**0.774**	0.772	0.773	0.881	0.836	0.882	0.634	0.741	0.691	0.745	0.781	0.715	0.832	0.764	0.787

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**946**	**454**	**492**	**129**	**156**	**136**	**171**	**145**	**209**	**240**	**263**	**175**	**268**	**503**	**443**
Standard Error	**0.027**	0.038	0.037	0.082	0.07	0.079	0.051	0.066	0.052	0.051	0.05	0.056	0.055	0.036	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	947	210	380	167	190	263	684
Base	946	203	376	170	198	268	678
Net: Safe	80 8%	16 8%	32 9%	13 8%	19 9%	23 9%	57 8%
A lot more safe when I eat out (2)	22 2%	4 2%	11 3%	2 1%	5 3%	5 2%	17 3%
A bit more safe when I eat out (1)	58 6%	12 6%	22 6%	11 6%	14 7%	18 7%	40 6%
About the same (0)	481 51%	98 49%	198 53%	84 50%	100 51%	144 54%	337 50%
Net: Less Safe	281 30%	61 30%	101 27%	57 34%	62 31%	82 31%	199 29%
A bit less safe when I eat out (-1)	236 25%	53 26%	82 22%	50 29%	51 26%	64 24%	172 25%
A lot less safe when I eat out (-2)	45 5%	8 4%	19 5%	7 4%	11 5%	18 7%	27 4%
It varies too much to say	41 4%	14 7%	18 5%	4 2%	5 2%	6 2%	34 5%
Don't know	64 7%	13 6%	27 7%	12 7%	12 6%	13 5%	51 7%
Mean score	-0.26	-0.27	-0.23	-0.32	-0.27	-0.29	-0.25
Standard Deviation	0.774	0.755	0.788	0.741	0.799	0.79	0.768

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**946**	**203**	**376**	**170**	**198**	**268**	**678**
Standard Error	**0.027**	0.057	0.043	0.06	0.059	0.05	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**947**	**230**	**661**	**56**	**561**	**386**	**152**	**287**	**111**	**594**	**327**	**26**	**246**	**174**	**347**	**173**	**673**	**274**
Base	**946**	**230**	**662**	**55**	**560**	**386**	**155**	**286**	**109**	**593**	**329**	**25**	**246**	**171**	**339**	**183**	**674**	**273**
Net: Safe	**80** **8%**	16 7%	63 10%	1 2% *	53 10%	27 7%	23 15% H	21 8%	9 8%	51 9%	30 9%	- - **	16 7%	14 8%	22 7%	26 14% MO	63 9%	17 6%
A lot more safe when I eat out (2)	**22** **2%**	6 3%	16 2%	- - *	14 3%	8 2%	7 5%	4 2%	3 3%	17 3%	6 2%	- - **	5 2%	4 2%	4 1%	9 5% O	18 3%	4 2%
A bit more safe when I eat out (1)	**58** **6%**	10 4%	47 7%	1 2% *	39 7%	19 5%	16 10%	17 6%	6 5%	34 6%	24 7%	- - **	11 5%	10 6%	18 5%	18 10%	45 7%	13 5%
About the same (0)	**481** **51%**	122 53%	326 49%	33 60% *	284 51%	197 51%	70 45%	149 52%	62 57%	281 47%	185 56% J	15 60% **	118 48%	77 45%	176 52%	107 59% MN	323 48%	157 58% Q
Net: Less Safe	**281** **30%**	70 31%	193 29%	18 32% *	163 29%	118 30%	46 30%	88 31%	25 23%	194 33% K	81 24%	6 25% **	88 36% P	55 32% P	103 30% P	33 18%	216 32% R	65 24%
A bit less safe when I eat out (-1)	**236** **25%**	58 25%	163 25%	16 29% *	135 24%	101 26%	35 23%	77 27%	20 18%	161 27%	70 21%	5 21% **	74 30% P	43 25% P	90 27% P	28 15%	183 27% R	53 19%
A lot less safe when I eat out (-2)	**45** **5%**	13 6%	30 5%	2 3% *	28 5%	16 4%	11 7%	11 4%	5 5%	34 6%	10 3%	1 4% **	14 6%	12 7%	12 4%	6 3%	33 5%	12 4%
It varies too much to say	**41** **4%**	8 4%	30 5%	3 5% *	26 5%	14 4%	8 5%	12 4%	5 5%	34 6% K	6 2%	- - **	3 1%	12 7% M	16 5% M	9 5% M	29 4%	12 4%
Don't know	**64** **7%**	13 6%	50 7%	1 2% *	33 6%	31 8%	8 5%	17 6%	7 7%	33 5%	27 8%	4 15% **	20 8%	14 8%	22 7%	7 4%	43 6%	21 8%
Mean score	**-0.26**	-0.29	-0.25	-0.36 *	-0.25	-0.29	-0.2	-0.28	-0.19 *	-0.31	-0.19	-0.34 **	-0.37	-0.34	-0.29	-0.02 MNO	-0.28	-0.23
Standard Deviation	**0.774**	0.778	0.787	0.594	0.793	0.746	0.922	0.723	0.76	0.814	0.706	0.575	0.773	0.841	0.705	0.787	0.801	0.702

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	946	230	662	55	560	386	155	286	109	593	329	25	246	171	339	183	674	273
Standard Error	0.027	0.054	0.033	0.083	0.035	0.04	0.078	0.045	0.078	0.035	0.041	0.126	0.052	0.07	0.041	0.061	0.033	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**947**	**130**	**817**
Base	**946**	**135**	**811**
Net: Safe	**80** **8%**	16 12%	65 8%
A lot more safe when I eat out (2)	**22** **2%**	5 4%	17 2%
A bit more safe when I eat out (1)	**58** **6%**	10 7%	48 6%
About the same (0)	**481** **51%**	67 50%	413 51%
Net: Less Safe	**281** **30%**	41 30%	240 30%
A bit less safe when I eat out (-1)	**236** **25%**	34 25%	202 25%
A lot less safe when I eat out (-2)	**45** **5%**	7 5%	38 5%
It varies too much to say	**41** **4%**	7 5%	33 4%
Don't know	**64** **7%**	4 3%	60 7%
Mean score	**-0.26**	-0.22	-0.27
Standard Deviation	**0.774**	0.844	0.762

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**946**	**135**	**811**
Standard Error	**0.027**	0.076	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**947**	**253**	**678**	**396**	**551**	**87**	**97**	**201**	**501**	**257**	**163**	**172**	**100**
Base	**946**	**249**	**681**	**396**	**551**	**90**	**96**	**197**	**497**	**256**	**166**	**178**	**114**
Net: Safe	**80**	25	53	43	37	20	9	12	42	18	19	16	11
	8%	10%	8%	11% E	7%	22% GH*	10% *	6%	9%	7%	11%	9%	10% *
A lot more safe when I eat out (2)	**22**	4	17	15	7	9	2	2	14	4	4	2	2
	2%	2%	3%	4% E	1%	10% H*	2% *	1%	3%	2%	2%	1%	2% *
A bit more safe when I eat out (1)	**58**	20	36	28	30	11	7	10	28	13	15	14	9
	6%	8%	5%	7%	5%	13% *	7% *	5%	6%	5%	9%	8%	8% *
About the same (0)	**481**	117	352	174	306	26	48	93	255	151	65	93	55
	51%	47%	52%	44%	56% D	29% *	50% F*	47% F	51%	59%	39%	52% K	48% *
Net: Less Safe	**281**	77	202	146	135	34	34	75	154	62	58	56	39
	30%	31%	30%	37% E	25%	38% *	35% *	38%	31%	24%	35%	32%	34% *
A bit less safe when I eat out (-1)	**236**	63	172	129	107	28	28	70	132	54	45	44	29
	25%	25%	25%	33% E	20%	31% *	29% *	36%	27%	21%	27%	25%	26% *
A lot less safe when I eat out (-2)	**45**	14	30	17	28	6	6	5	22	8	13	12	9
	5%	5%	4%	4%	5%	7% *	6% *	2%	4%	3%	8%	7%	8% *
It varies too much to say	**41**	13	28	12	29	2	2	8	20	8	9	4	3
	4%	5%	4%	3%	5%	2% *	2% *	4%	4%	3%	5%	2%	3% *
Don't know	**64**	18	46	20	44	7	3	9	26	18	15	9	6
	7%	7%	7%	5%	8%	8% *	3% *	5%	5%	7%	9%	5%	5% *
Mean score	**-0.26**	-0.28	-0.27	-0.29	-0.25	-0.15 *	-0.31 *	-0.37	-0.26	-0.21	-0.34	-0.3	-0.33 *
Standard Deviation	**0.774**	0.796	0.764	0.84	0.721	1.105	0.803	0.68	0.778	0.681	0.89	0.781	0.84

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	946	249	681	396	551	90	96	197	497	256	166	178	114
Standard Error	0.027	0.054	0.031	0.044	0.033	0.123	0.084	0.051	0.037	0.045	0.075	0.061	0.082

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**947**	**222**	**155**	**105**	**792**
Base	**946**	**221**	**157**	**108**	**789**
Net: Safe	**80** **8%**	23 10% E	26 17% E	23 21% BE	54 7%
A lot more safe when I eat out (2)	**22** **2%**	5 2%	8 5% E	6 5%	15 2%
A bit more safe when I eat out (1)	**58** **6%**	18 8% E	18 12% E	17 16% BE	40 5%
About the same (0)	**481** **51%**	112 51%	69 44%	45 42%	411 52%
Net: Less Safe	**281** **30%**	67 30%	50 32%	33 31%	231 29%
A bit less safe when I eat out (-1)	**236** **25%**	55 25%	40 26%	29 27%	196 25%
A lot less safe when I eat out (-2)	**45** **5%**	13 6%	10 6%	4 4%	35 4%
It varies too much to say	**41** **4%**	6 3%	7 5%	5 5%	33 4%
Don't know	**64** **7%**	13 6%	4 3%	2 2%	60 8% C
Mean score	**-0.26**	-0.26	-0.18	-0.09 E*	-0.28
Standard Deviation	**0.774**	0.809	0.931	0.919	0.737

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

Base: All who ever eat out

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**946**	**221**	**157**	**108**	**789**
Standard Error	**0.027**	0.057	0.077	0.091	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Reputation	**623** **62%**	288 59%	335 65%	82 62% *	93 57%	98 67%	116 64%	97 64%	135 60%	154 62%	170 62%	110 59%	188 65%	325 62%	298 63%
Word of mouth	**369** **37%**	166 34%	202 39%	47 35% *	59 36%	64 43%	66 36%	54 35%	80 36%	93 37%	99 36%	60 32%	118 41%	191 36%	177 37%
Reputation	**510** **51%**	232 48%	279 54% B	65 49% *	74 46%	76 51%	103 57% E	80 52%	113 50%	126 50%	140 51%	89 48%	155 54%	266 51%	244 51%
Net: Appearance	**769** **77%**	378 78%	391 76%	95 72% *	98 60%	114 77% E	148 82% E	120 79% E	194 86% DEF	198 79%	222 81% LO	131 71%	218 75%	419 80% LO	350 74%
Appearance of staff	**532** **53%**	254 52%	278 54%	51 38% *	56 35%	76 52% E	101 56% DE	91 60% DE	157 70% DEFGH	135 54%	144 52%	87 47%	166 57%	279 53%	253 53%
General appearance of premises	**719** **72%**	352 72%	367 72%	84 63% *	93 57%	106 72% E	138 76% DE	114 75% E	185 82% DEF	188 75% L	208 76% LO	119 64%	205 71%	395 75% LO	324 68%
Net: Hygiene	**430** **43%**	209 43%	221 43%	48 36% *	73 45%	62 42%	69 38%	66 43%	114 51% DG	102 41%	103 38%	89 48% K	136 47% KN	205 39%	225 47% KN
Hygiene sticker	**241** **24%**	122 25%	119 23%	26 20% *	44 27%	38 26%	41 23%	38 25%	54 24%	51 21%	57 21%	55 29% JN	78 27%	109 21%	132 28% JKN
Hygiene certificate	**360** **36%**	172 35%	187 36%	34 26% *	56 35%	51 34%	58 32%	59 39% D	101 45% DG	87 35%	85 31%	72 39%	116 40% K	172 33%	187 39% KN
Websites	**114** **11%**	43 9%	71 14% B	27 21% GHI*	22 14% I	16 11%	16 9%	16 11%	16 7%	32 13%	31 11%	21 11%	30 10%	63 12%	51 11%
Cleanliness of toilets	**6** **1%**	3 1%	3 1%	- - *	- -	- -	2 1%	1 1%	3 1%	2 1%	1 *	- -	3 1%	3 1%	3 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Previous experience	**4** *****	3 1%	1 *	- - *	- -	- -	- -	1 1%	3 1%	2 1%	1 *	- -	1 *	3 1%	1 *
Cleanliness of the premises/cutlery/plates etc	**1** *****	- -	1 *	- - *	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *
Don't check/ eat out	**3** *****	2 *	2 *	- - *	2 1%	- -	- -	- -	2 1%	- -	1 *	1 1%	2 1%	1 *	3 1%
How they handle/ serve food	**1** *****	1 *	- -	- - *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	1 *
Other	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NA	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don’t know	**64** **6%**	34 7%	30 6%	9 7% *	13 8%	10 7%	15 8%	8 5%	9 4%	17 7%	21 8%	10 5%	16 5%	38 7%	26 5%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Reputation	**623**	141	243	112	128	187	436
	62%	64%	60%	64%	62%	67%	60%
Word of mouth	**369**	89	133	68	79	115	254
	37%	40%	33%	39%	39%	41%	35%
Reputation	**510**	108	202	94	107	156	355
	51%	49%	50%	54%	52%	56%	49%
Net: Appearance	**769**	173	324	133	138	194	575
	77%	79% S	81% S	77%	68%	69%	80% T
Appearance of staff	**532**	128	229	92	83	118	414
	53%	58% S	57% S	53% S	41%	42%	57% T
General appearance of premises	**719**	166	309	116	129	181	539
	72%	76% S	77% RS	67%	63%	65%	75% T
Net: Hygiene	**430**	93	172	85	80	115	315
	43%	43%	43%	49%	39%	41%	44%
Hygiene sticker	**241**	47	100	45	49	64	177
	24%	21%	25%	26%	24%	23%	25%
Hygiene certificate	**360**	79	148	70	62	93	267
	36%	36%	37%	40%	30%	33%	37%
Websites	**114**	23	42	20	29	34	80
	11%	10%	10%	11%	14%	12%	11%
Cleanliness of toilets	**6**	1	3	1	1	1	5
	1%	*	1%	1%	*	*	1%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Previous experience	**4**	1	3	-	-	-	4
	*	*	1%	-	-	-	1%
Cleanliness of the premises/cutlery/plates etc	**1**	-	-	1	-	-	1
	*	-	-	1%	-	-	*
Don't check/ eat out	**3**	2	2	-	-	-	3
	*	1%	*	-	-	-	*
How they handle/ serve food	**1**	1	-	-	-	-	1
	*	*	-	-	-	-	*
Other	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
NA	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Don't know	**64**	14	25	8	17	17	47
	6%	6%	6%	5%	8%	6%	7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Reputation	**623** **62%**	154 63%	433 63%	36 57% *	375 64%	247 60%	110 68% I	199 67% I	59 51%	410 65% K	200 58%	13 46% **	166 64%	108 60%	228 64%	117 59%	447 64%	176 58%
Word of mouth	**369** **37%**	95 39%	253 37%	21 33% *	222 38%	146 35%	65 41% I	120 40% I	32 28%	251 40% K	111 33%	7 23% **	99 38%	68 38%	136 38%	64 32%	269 39%	100 33%
Reputation	**510** **51%**	128 52%	352 51%	31 49% *	314 54%	196 47%	93 58% I	168 56% I	49 42%	334 53%	163 48%	13 46% **	147 57%	89 49%	175 49%	96 49%	372 53% R	138 46%
Net: Appearance	**769** **77%**	190 78%	526 76%	53 85% *	446 76%	323 78%	122 76%	225 76%	90 78%	492 78%	259 76%	18 64% **	208 80%	140 78%	265 75%	149 75%	555 80% R	214 71%
Appearance of staff	**532** **53%**	140 57%	352 51%	41 65% C*	306 52%	227 55%	88 55%	155 52%	58 50%	352 56% K	168 49%	13 45% **	141 55%	103 57%	178 50%	105 53%	386 55%	147 48%
General appearance of premises	**719** **72%**	175 71%	496 72%	49 78% *	411 70%	308 74%	109 67%	206 69%	87 76%	462 73%	239 70%	18 64% **	198 77%	130 72%	247 69%	137 69%	519 74% R	200 66%
Net: Hygiene	**430** **43%**	100 41%	303 44%	28 44% *	288 49% F	142 34%	90 56% I	156 52% I	38 33%	276 44%	145 42%	10 35% **	113 44%	75 42%	164 46%	76 38%	316 45% R	114 38%
Hygiene sticker	**241** **24%**	52 21%	173 25%	16 25% *	169 29% F	72 17%	56 35% I	87 29%	24 21%	161 26%	73 21%	6 22% **	64 25%	44 24%	87 24%	45 23%	181 26% R	60 20%
Hygiene certificate	**360** **36%**	86 35%	253 36%	21 33% *	238 41% F	122 29%	77 48% I	123 41% I	33 29%	232 37%	119 35%	9 32% **	103 40%	59 33%	135 38%	61 31%	265 38%	95 31%
Websites	**114** **11%**	28 12%	78 11%	7 12% *	80 14% F	34 8%	27 17%	42 14%	11 10%	73 12%	39 11%	2 7% **	33 13%	16 9%	39 11%	26 13%	94 13% R	20 7%
Cleanliness of toilets	**6** **1%**	1 *	5 1%	- - *	4 1%	2 *	- -	3 1%	- -	4 1%	1 *	1 3% **	2 1%	2 1%	2 1%	- -	5 1%	1 *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Previous experience	4 *	1 *	1 *	2 3% C*	2 *	2 *	- -	2 1%	- -	1 *	3 1%	- - **	2 1%	- -	1 *	1 1%	3 *	1 *
Cleanliness of the premises/cutlery/plates etc	1 *	- -	1 *	- - *	- -	1 *	- -	- -	- -	- -	1 *	- - **	- -	- -	1 *	- -	1 *	- -
Don't check/ eat out	3 *	- -	3 *	- - *	2 *	2 *	- -	- -	2 2%	3 *	1 *	- - **	- -	1 1%	2 *	- -	2 *	2 1%
How they handle/ serve food	1 *	1 *	- -	- - *	- -	1 *	- -	- -	- -	1 *	- -	- - **	- -	- -	- -	1 1%	1 *	- -
Other	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
NA	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Don't know	64 6%	19 8%	40 6%	6 9% *	28 5%	36 9% E	2 1%	11 4%	13 12% GH	36 6%	21 6%	7 25% **	13 5%	9 5%	22 6%	19 10%	25 4%	39 13% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Reputation	**623** **62%**	82 60%	540 63%
Word of mouth	**369** **37%**	51 37%	317 37%
Reputation	**510** **51%**	63 46%	447 52%
Net: Appearance	**769** **77%**	105 76%	664 77%
Appearance of staff	**532** **53%**	68 49%	465 54%
General appearance of premises	**719** **72%**	98 71%	621 72%
Net: Hygiene	**430** **43%**	61 44%	370 43%
Hygiene sticker	**241** **24%**	34 25%	207 24%
Hygiene certificate	**360** **36%**	53 39%	306 35%
Websites	**114** **11%**	20 15%	93 11%
Cleanliness of toilets	**6** **1%**	1 1%	5 1%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Previous experience	**4** *****	2 1%	2 *
Cleanliness of the premises/cutlery/plates etc	**1** *****	1 1%	- -
Don't check/ eat out	**3** *****	- -	3 *
How they handle/ serve food	**1** *****	1 1%	- -
Other	**-** **-**	- -	- -
NA	**-** **-**	- -	- -
Don't know	**64** **6%**	3 2%	61 7%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Reputation	**623**	159	455	258	365	58	61	133	344	149	116	126	81
	62%	59%	64%	63%	62%	64% *	61% *	64%	65% J	55%	66%	68%	68%
Word of mouth	**369**	99	264	156	212	36	37	80	198	90	71	79	51
	37%	37%	37%	38%	36%	40% *	38% *	39%	38%	33%	40%	42%	42%
Reputation	**510**	127	378	208	303	42	48	113	285	113	101	102	65
	51%	47%	53%	51%	51%	47% *	48% *	55%	54% J	42%	58%	55%	54%
Net: Appearance	**769**	210	549	323	446	59	76	180	423	192	131	126	77
	77%	78%	77%	79%	75%	66% *	77% *	87% FG	81% J	71%	75%	68%	64%
Appearance of staff	**532**	160	366	213	319	33	46	129	304	126	85	76	49
	53%	59% C	51%	52%	54%	37% *	47% *	62% FG	58% J	47%	49%	41%	41%
General appearance of premises	**719**	195	515	308	411	56	74	170	391	182	126	115	70
	72%	73%	72%	75% E	69%	62% *	75% *	82% F	74%	68%	72% LM	62%	58%
Net: Hygiene	**430**	140	282	169	261	35	40	88	237	112	67	81	54
	43%	52% C	40%	42%	44%	39% *	41% *	43%	45%	42%	39%	44%	45%
Hygiene sticker	**241**	82	154	90	151	20	22	43	134	65	33	45	33
	24%	31% C	22%	22%	26%	23% *	23% *	21%	26%	24%	19%	24%	28%
Hygiene certificate	**360**	117	235	139	221	25	33	74	191	100	56	63	42
	36%	43% C	33%	34%	37%	28% *	34% *	36%	36%	37%	32%	34%	35%
Websites	**114**	28	84	53	61	19	15	19	64	26	19	24	15
	11%	10%	12%	13%	10%	21% H*	15% *	9%	12%	10%	11%	13%	13%
Cleanliness of toilets	**6**	3	3	5	1	2	1	2	3	3	-	1	1
	1%	1%	*	1%	*	2% *	1% *	1%	1%	1%	-	1%	1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Previous experience	4 *	3 1%	1 *	4 1%	- -	- - *	1 1% *	3 1%	3 1%	1 *	- -	- -	- -
Cleanliness of the premises/cutlery/plates etc	1 *	1 *	- -	1 *	- -	- - *	1 1% *	- -	- -	- -	- -	- -	- -
Don't check/ eat out	3 *	2 1%	2 *	- -	3 1%	- - *	- - *	- -	2 *	1 *	1 1%	- -	- -
How they handle/ serve food	1 *	1 *	- -	- -	1 *	- - *	- - *	- -	- -	- -	1 1%	- -	- -
Other	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
NA	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Don't know	64 6%	12 5%	49 7%	18 4%	46 8% D	2 2% *	7 7% *	8 4%	18 3%	31 11% I	11 7%	9 5%	7 6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Net: Reputation	623 62%	146 63%	107 68%	77 70%	515 61%
Word of mouth	369 37%	89 38%	71 45% E	52 48% E	297 35%
Reputation	510 51%	120 52%	91 57%	65 60%	419 50%
Net: Appearance	769 77%	163 70%	131 82% B	91 83% B	638 76% B
Appearance of staff	532 53%	109 47%	96 60% B	66 61% B	436 52%
General appearance of premises	719 72%	153 66%	124 78% B	85 78% B	596 71%
Net: Hygiene	430 43%	100 43%	90 56% BE	59 54% E	341 41%
Hygiene sticker	241 24%	61 26%	50 31% E	29 27%	191 23%
Hygiene certificate	360 36%	84 36%	69 44% E	47 43%	290 35%
Websites	114 11%	27 12%	33 21% BE	25 23% BE	81 10%
Cleanliness of toilets	6 1%	- -	- -	- -	6 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Previous experience	**4** *****	- -	- -	- -	4 *
Cleanliness of the premises/cutlery/plates etc	**1** *****	1 *	- -	- -	1 *
Don't check/ eat out	**3** *****	2 1%	- -	- -	3 *
How they handle/ serve food	**1** *****	- -	- -	- -	1 *
Other	**-** **-**	- -	- -	- -	- -
NA	**-** **-**	- -	- -	- -	- -
Don't know	**64** **6%**	17 7% CD	- -	- -	64 8% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q48. Have you seen any of these images before today, and if so where?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Yes	**600**	264	336	105	118	106	101	70	100	139	174	126	161	313	287
	60%	54%	65%	79%	73%	72%	56%	46%	45%	56%	63%	68%	56%	60%	60%
			B	GHI*	GHI	GHI	I					JMO			M
Yes - food establishment window or door (e.g. restaurant/cafe)	**530**	231	298	95	96	96	85	65	93	126	147	105	152	273	257
	53%	47%	58%	71%	59%	65%	47%	43%	41%	50%	54%	57%	52%	52%	54%
			B	GHI*	GHI	GHI									
Yes – on a website	**73**	34	39	18	20	10	13	10	3	19	26	12	17	45	29
	7%	7%	8%	13%	12%	7%	7%	6%	1%	8%	9%	6%	6%	9%	6%
				I*	I	I	I	I							
Yes – in a newspaper/magazine	**13**	9	4	1	5	3	3	-	1	2	6	4	2	7	6
	1%	2%	1%	1%	3%	2%	2%	-	*	1%	2%	2%	1%	1%	1%
				*											
Yes – somewhere else	**50**	19	31	8	9	12	10	6	6	9	15	12	14	24	27
	5%	4%	6%	6%	5%	8%	6%	4%	3%	3%	5%	7%	5%	4%	6%
				*		I									
No, not seen	**400**	223	177	28	45	42	79	82	125	111	101	59	129	212	188
	40%	46%	35%	21%	27%	28%	44%	54%	55%	44%	37%	32%	44%	40%	40%
		C		*			DEF	DEF	DEFG	L			LO		L

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q48. Have you seen any of these images before today, and if so where?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Yes	**600**	113	220	121	146	205	395
	60%	52%	55%	70% PQ	71% PQ	73% U	55%
Yes - food establishment window or door (e.g. restaurant/cafe)	**530**	105	200	102	123	169	361
	53%	48%	50%	59%	60% PQ	60% U	50%
Yes – on a website	**73**	7	30	14	22	32	41
	7%	3%	7% P	8% P	11% P	12% U	6%
Yes – in a newspaper/magazine	**13**	1	4	5	3	8	5
	1%	*	1%	3%	1%	3% U	1%
Yes – somewhere else	**50**	9	18	13	11	19	31
	5%	4%	4%	7%	5%	7%	4%
No, not seen	**400**	106	183	52	58	75	325
	40%	48% RS	45% RS	30%	29%	27%	45% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q48. Have you seen any of these images before today, and if so where?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Yes	**600**	141	426	33	400	200	114	218	65	377	211	12	163	100	209	126	442	158
	60%	57%	62%	53% *	68% F	48%	71% I	73% I	56%	60%	62%	42% **	63%	55%	59%	64%	63% R	52%
Yes - food establishment window or door (e.g. restaurant/cafe)	**530**	128	374	27	354	175	105	188	58	337	182	11	139	81	189	118	382	147
	53%	52%	54%	43% *	61% F	42%	65% I	63% I	50%	54%	53%	38% **	54%	45%	53%	60% N	55%	49%
Yes – on a website	**73**	12	58	4	53	20	15	33	5	41	31	1	20	17	20	17	62	12
	7%	5%	8%	7% *	9% F	5%	9%	11%	4%	7%	9%	3% **	8%	9%	6%	8%	9% R	4%
Yes – in a newspaper/magazine	**13**	1	11	1	8	5	4	4	-	5	8	-	6	3	3	2	7	6
	1%	*	2%	1% *	1%	1%	3%	1%	-	1%	2%	- **	2%	1%	1%	1%	1%	2%
Yes – somewhere else	**50**	14	34	3	24	26	3	15	6	32	17	1	15	10	13	12	43	8
	5%	6%	5%	5% *	4%	6%	2%	5%	6%	5%	5%	3% **	6%	5%	4%	6%	6% R	3%
No, not seen	**400**	104	266	29	185	215	47	79	51	252	132	16	96	80	146	72	255	145
	40%	43%	38%	47% *	32%	52% E	29%	27%	44% GH	40%	38%	58% **	37%	45%	41%	36%	37%	48% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q48. Have you seen any of these images before today, and if so where?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Yes	**600** **60%**	100 73% T	500 58%
Yes - food establishment window or door (e.g. restaurant/cafe)	**530** **53%**	85 62% T	444 51%
Yes – on a website	**73** **7%**	16 11%	58 7%
Yes – in a newspaper/magazine	**13** **1%**	3 2%	10 1%
Yes – somewhere else	**50** **5%**	10 8%	40 5%
No, not seen	**400** **40%**	37 27%	363 42% S

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q48. Have you seen any of these images before today, and if so where?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Yes	600	155	436	267	333	64	59	135	319	154	110	141	94
	60%	57%	61%	65% E	56%	71% *	59% *	65%	61%	57%	63%	76% K	78% K
Yes - food establishment window or door (e.g. restaurant/cafe)	530	142	381	235	295	53	47	126	281	133	99	118	81
	53%	53%	53%	58% E	50%	59% *	48% *	61% G	53%	49%	57%	64%	67%
Yes – on a website	73	19	52	34	39	13	6	13	41	19	13	18	10
	7%	7%	7%	8%	7%	14% *	6% *	6%	8%	7%	7%	9%	8%
Yes – in a newspaper/magazine	13	4	9	3	10	3	-	-	2	6	5	7	5
	1%	2%	1%	1%	2%	4% H*	- *	-	*	2%	3%	4%	4%
Yes – somewhere else	50	16	34	19	31	2	7	7	23	19	7	16	12
	5%	6%	5%	5%	5%	2% *	7% *	4%	4%	7%	4%	9%	10%
No, not seen	400	114	276	141	259	26	40	72	207	116	64	45	26
	40%	43%	39%	35%	44% D	29% *	41% *	35%	39%	43%	37% LM	24%	22%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q48. Have you seen any of these images before today, and if so where?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Yes	**600** **60%**	161 69% E	138 87% BE	92 85% BE	462 55%
Yes - food establishment window or door (e.g. restaurant/cafe)	**530** **53%**	138 60% E	120 75% BE	79 72% BE	410 49%
Yes – on a website	**73** **7%**	17 7%	25 16% BE	21 19% BE	49 6%
Yes – in a newspaper/magazine	**13** **1%**	4 2%	4 3%	4 4%	9 1%
Yes – somewhere else	**50** **5%**	17 7%	9 6%	5 4%	41 5%
No, not seen	**400** **40%**	71 31% CD	21 13%	17 15%	379 45% BCD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q49. In the last 12 months, have you used a food hygiene information scheme, like this one, to check an establishment's hygiene standards?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	314	141	174	59	67	57	52	38	41	72	80	83	80	151	163
Yes	**31%**	29%	34%	44%	42%	38%	29%	25%	18%	29%	29%	45%	28%	29%	34%
				GHI*	GHI	HI	I					JKMNO			M
	686	346	339	74	95	91	129	114	183	178	195	102	210	374	312
No	**69%**	71%	66%	56%	58%	62%	71%	75%	82%	71%	71%	55%	72%	71%	66%
				*			DE	DEF	DEFG	L	L		LO	L	L

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q49. In the last 12 months, have you used a food hygiene information scheme, like this one, to check an establishment's hygiene standards?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
	314	48	108	72	86	122	192
Yes	**31%**	22%	27%	41%	42%	44%	27%
				PQ	PQ	U	
	686	171	295	102	118	158	528
No	**69%**	78%	73%	59%	58%	56%	73%
		RS	RS				T

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q49. In the last 12 months, have you used a food hygiene information scheme, like this one, to check an establishment's hygiene standards?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Yes	**314**	66	229	20	228	86	74	122	31	191	117	6	80	60	106	67	260	54
	31%	27%	33%	31% *	39% F	21%	46% I	41% I	26%	30%	34%	23% **	31%	33%	30%	34%	37% R	18%
No	**686**	179	463	43	357	328	87	175	85	438	226	22	179	121	249	130	437	249
	69%	73%	67%	69% *	61%	79% E	54%	59%	74% GH	70%	66%	77% **	69%	67%	70%	66%	63%	82% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q49. In the last 12 months, have you used a food hygiene information scheme, like this one, to check an establishment's hygiene standards?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
	314	62	252
Yes	**31%**	45% T	29%
	686	75	611
No	**69%**	55%	71% S

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q49. In the last 12 months, have you used a food hygiene information scheme, like this one, to check an establishment's hygiene standards?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	314	83	225	144	171	44	28	64	171	83	51	90	65
Yes	**31%**	31%	32%	35% E	29%	49% GH*	29% *	31%	33%	31%	29%	48% K	54% K
	686	186	487	265	421	46	71	143	355	186	124	96	55
No	**69%**	69%	68%	65%	71% D	51% *	71% F*	69% F	67%	69%	71% LM	52%	46%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q49. In the last 12 months, have you used a food hygiene information scheme, like this one, to check an establishment's hygiene standards?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
	314	86	90	67	225
Yes	**31%**	37%	56%	62%	27%
		E	BE	BE	
	686	145	69	42	616
No	**69%**	63%	44%	38%	73%
		CD			BCD

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q50. Where did you check it on the most recent occasion?

Base: All who have used a food hygiene information scheme

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	306	146	160	44	69	54	55	41	43	74	87	73	72	161	145
Base	314	141	174	59	67	57	52	38	41	72	80	83	80	151	163
Window or door (of restaurant/café or example)	263	120	143	46	51	48	46	36	37	58	66	70	69	124	140
	84%	85%	83%	78%	75%	85%	87%	95%	89%	81%	83%	85%	86%	82%	86%
				*	*	*	*	E*	*	*	*	*	*		
On the internet	45	20	25	13	16	5	4	2	5	13	13	11	8	26	19
	14%	14%	14%	22%	23%	9%	9%	5%	11%	18%	16%	13%	10%	17%	12%
				*	H*	*	*	*	*	*	*	*	*		
Somewhere else	6	1	5	-	1	3	2	-	-	1	1	1	3	2	4
	2%	1%	3%	-	1%	6%	4%	-	-	1%	1%	1%	4%	1%	3%
				*	*	*	*	*	*	*	*	*	*		
Dk/nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*	*	*	*	*	*	*	*	*	*		

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q50. Where did you check it on the most recent occasion?

Base: All who have used a food hygiene information scheme

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	306	49	108	68	81	117	189
Base	314	48	108	72	86	122	192
Window or door (of restaurant/café or example)	263	42	84	64	73	98	165
	84%	88%	78%	89%	84%	80%	86%
		*		*	*		
On the internet	45	3	22	8	12	23	22
	14%	6%	20%	11%	14%	19%	11%
		*		*	*		
Somewhere else	6	3	2	-	1	1	5
	2%	6%	2%	-	1%	1%	3%
		*		*	*		
Dk/nothing	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
		*		*	*		

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q50. Where did you check it on the most recent occasion?

Base: All who have used a food hygiene information scheme

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	306	64	222	20	224	82	72	120	31	187	113	6	76	59	107	63	254	52
Base	314	66	229	20	228	86	74	122	31	191	117	6	80	60	106	67	260	54
Window or door (of restaurant/café or example)	263	58	188	17	190	74	66	100	23	164	93	6	67	44	92	60	213	50
	84%	88%	82%	85%	83%	85%	89%	82%	75%	86%	80%	100%	83%	74%	87%	89%	82%	93%
		*		**		*	*		*			**	*	*		*		*
On the internet	45	7	36	2	36	9	8	21	6	23	21	-	13	15	13	4	42	3
	14%	10%	16%	11%	16%	10%	11%	17%	21%	12%	18%	-	17%	24%	12%	6%	16%	5%
		*		**		*	*		*			**	*	P*		*		*
Somewhere else	6	1	4	1	2	4	-	1	1	4	2	-	-	1	1	3	5	1
	2%	2%	2%	4%	1%	5%	-	1%	4%	2%	2%	-	-	1%	1%	5%	2%	2%
		*		**		*	*		*			**	*	*		*		*
Dk/nothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*		**		*	*		*			**	*	*		*		*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q50. Where did you check it on the most recent occasion?

Base: All who have used a food hygiene information scheme

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**306**	**59**	**247**
Base	**314**	**62**	**252**
Window or door (of restaurant/café or example)	**263** **84%**	55 88% *	208 83%
On the internet	**45** **14%**	6 10% *	38 15%
Somewhere else	**6** **2%**	1 2% *	5 2%
Dk/nothing	**-** **-**	- - *	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q50. Where did you check it on the most recent occasion?

Base: All who have used a food hygiene information scheme

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**306**	**83**	**216**	**140**	**166**	**41**	**28**	**65**	**168**	**81**	**49**	**85**	**57**
Base	**314**	**83**	**225**	**144**	**171**	**44**	**28**	**64**	**171**	**83**	**51**	**90**	**65**
Window or door (of restaurant/café or example)	**263**	69	191	111	152	36	23	48	144	71	43	72	51
	84%	83%	85%	77%	89%	81%	81%	74%	84%	85%	84%	80%	79%
		*			D	*	**	*		*	*	*	*
On the internet	**45**	12	30	29	15	8	5	13	26	10	7	17	13
	14%	15%	13%	20%	9%	19%	19%	21%	15%	12%	14%	19%	19%
		*		E		*	**	*		*	*	*	*
Somewhere else	**6**	2	4	3	3	-	-	3	1	2	1	1	1
	2%	2%	2%	2%	2%	-	-	5%	1%	3%	2%	1%	2%
		*				*	**	*		*	*	*	*
Dk/nothing	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		*				*	**	*		*	*	*	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q50. Where did you check it on the most recent occasion?

Base: All who have used a food hygiene information scheme

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**306**	**85**	**86**	**64**	**220**
Base	**314**	**86**	**90**	**67**	**225**
Window or door (of restaurant/café or example)	**263**	71	80	60	183
	84%	82%	89%	89%	82%
		*	*	*	
On the internet	**45**	11	10	8	35
	14%	13%	11%	11%	16%
		*	*	*	
Somewhere else	**6**	4	-	-	6
	2%	5%	-	-	3%
		*	*	*	
Dk/nothing	**-**	-	-	-	-
	-	-	-	-	-
		*	*	*	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q51. And on that occasion how much influence did it have on your decision on whether or not to use that establishment?

Base: If seen a certificate for food hygeine information scheme

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**306**	**146**	**160**	**44**	**69**	**54**	**55**	**41**	**43**	**74**	**87**	**73**	**72**	**161**	**145**
Base	**314**	**141**	**174**	**59**	**67**	**57**	**52**	**38**	**41**	**72**	**80**	**83**	**80**	**151**	**163**
Net: Any	**268**	117	151	50	59	46	45	32	36	62	64	73	69	126	142
	85%	83%	87%	86% *	88% *	81% *	87% *	84% *	87% *	87% *	81% *	88% *	86% *	84%	87%
It had a lot of influence	**119**	49	70	21	21	18	22	17	20	28	22	35	33	50	68
	38%	35%	40%	35% *	31% *	31% *	43% *	45% *	49% *	40% *	27% *	43% *	41% *	33%	42% K
It had a little influence	**149**	68	82	30	38	28	23	15	16	34	43	38	36	76	73
	48%	48%	47%	51% *	57% *	50% *	43% *	39% *	38% *	47% *	53% *	45% *	44% *	50%	45%
It had no influence at all	**46**	24	22	9	8	11	7	6	5	10	15	10	12	25	21
	15%	17%	13%	14% *	12% *	19% *	13% *	16% *	13% *	13% *	19% *	12% *	14% *	16%	13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q51. And on that occasion how much influence did it have on your decision on whether or not to use that establishment?

Base: If seen a certificate for food hygeine information scheme

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	306	49	108	68	81	117	189
Base	314	48	108	72	86	122	192
Net: Any	268 85%	39 81% *	93 86%	61 85% *	75 87% *	105 86%	163 85%
It had a lot of influence	119 38%	21 43% *	42 39%	25 35% *	31 36% *	41 33%	78 41%
It had a little influence	149 48%	18 38% *	51 47%	36 50% *	45 52% *	65 53%	85 44%
It had no influence at all	46 15%	9 19% *	15 14%	11 15% *	11 13% *	17 14%	29 15%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q51. And on that occasion how much influence did it have on your decision on whether or not to use that establishment?

Base: If seen a certificate for food hygeine information scheme

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**306**	**64**	**222**	**20**	**224**	**82**	**72**	**120**	**31**	**187**	**113**	**6**	**76**	**59**	**107**	**63**	**254**	**52**
Base	**314**	**66**	**229**	**20**	**228**	**86**	**74**	**122**	**31**	**191**	**117**	**6**	**80**	**60**	**106**	**67**	**260**	**54**
Net: Any	**268**	58	194	17	199	69	66	108	23	165	98	5	65	53	93	55	224	44
	85%	88% *	85%	84% **	87%	80% *	90% *	88%	76% *	86%	84%	82% **	82% *	89% *	88%	82% *	86%	82% *
It had a lot of influence	**119**	29	84	6	98	20	46	42	11	86	30	3	36	21	43	19	99	20
	38%	44% *	37%	30% **	43% F	24% *	62% HI*	34%	35% *	45% K	26%	40% **	45% *	35% *	40%	27% *	38%	37% *
It had a little influence	**149**	29	110	11	100	49	20	66	13	79	68	3	29	32	50	37	125	24
	48%	43% *	48%	54% **	44%	57% *	28% *	54% G	41% *	41%	58% J	42% **	36% *	54% *	47%	55% M*	48%	45% *
It had no influence at all	**46**	8	35	3	29	17	8	14	7	26	19	1	15	7	13	12	36	10
	15%	12% *	15%	16% **	13%	20% *	10% *	12%	24% *	14%	16%	18% **	18% *	11% *	12%	18% *	14%	18% *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q51. And on that occasion how much influence did it have on your decision on whether or not to use that establishment?

Base: If seen a certificate for food hygeine information scheme

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**306**	**59**	**247**
Base	**314**	**62**	**252**
Net: Any	**268**	51	217
	85%	81%	86%
		*	
It had a lot of influence	**119**	19	99
	38%	31%	39%
		*	
It had a little influence	**149**	32	118
	48%	51%	47%
		*	
It had no influence at all	**46**	12	35
	15%	19%	14%
		*	

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q51. And on that occasion how much influence did it have on your decision on whether or not to use that establishment?

Base: If seen a certificate for food hygeine information scheme

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**306**	**83**	**216**	**140**	**166**	**41**	**28**	**65**	**168**	**81**	**49**	**85**	**57**
Base	**314**	**83**	**225**	**144**	**171**	**44**	**28**	**64**	**171**	**83**	**51**	**90**	**65**
Net: Any	**268**	76	187	127	141	37	24	61	156	66	38	75	55
	85%	92%	83%	88%	83%	83%	84%	95%	91%	80%	74%	84%	85%
		*				*	**	*	J	*	*	*	*
It had a lot of influence	**119**	31	85	54	64	20	11	22	78	27	10	30	22
	38%	38%	38%	38%	38%	44%	37%	34%	46%	33%	20%	34%	34%
		*				*	**	*		*	*	*	*
It had a little influence	**149**	45	101	73	77	17	13	39	78	39	28	45	33
	48%	54%	45%	51%	45%	39%	47%	61%	46%	47%	55%	51%	51%
		*				*	**	*		*	*	*	*
It had no influence at all	**46**	7	38	17	30	7	5	3	15	17	13	14	10
	15%	8%	17%	12%	17%	17%	16%	5%	9%	20%	26%	16%	15%
		*				*	**	*		I*	*	*	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q51. And on that occasion how much influence did it have on your decision on whether or not to use that establishment?

Base: If seen a certificate for food hygeine information scheme

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	306	85	86	64	220
Base	314	86	90	67	225
Net: Any	268 85%	74 86% *	75 84% *	58 86% *	193 86%
It had a lot of influence	119 38%	32 37% *	42 47% *	33 49% *	77 34%
It had a little influence	149 48%	42 48% *	33 37% *	25 37% *	116 52% C
It had no influence at all	46 15%	12 14% *	15 16% *	10 14% *	32 14%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q211/EATOUT10. If you wanted to check how a food business did on their most recent hygiene inspection where would you go for this information?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Food Standards Scotland website	**429** **43%**	209 43%	221 43%	60 45% *	64 39%	63 43%	80 44%	64 42%	99 44%	122 49% MO	121 44%	79 42%	108 37%	243 46% MO	186 39%
The website of the food business	**173** **17%**	74 15%	99 19%	46 35% EFGHI*	37 23% GHI	22 15%	24 13%	19 12%	26 12%	36 14%	53 19%	40 22%	44 15%	89 17%	84 18%
The local council website	**181** **18%**	105 22% C	76 15%	16 12% *	24 15%	23 16%	31 17%	40 26% DEF	47 21%	42 17%	40 14%	34 18%	66 23% KN	82 16%	100 21% KN
The window of the food business	**291** **29%**	148 30%	144 28%	37 28% *	37 23%	38 26%	53 30%	52 35% E	74 33% E	71 28%	76 28%	62 33%	83 29%	146 28%	145 30%
Somewhere else	**4** *****	1 *	3 1%	2 1% *	- -	- -	- -	2 1%	1 *	1 *	1 *	- -	3 1%	2 *	3 1%
Do a web search (unspecified)	**6** **1%**	3 1%	2 *	1 1% *	1 1%	1 1%	2 1%	- -	- -	1 *	- -	1 1%	4 1%	1 *	5 1%
Would never check this	**117** **12%**	53 11%	64 13%	15 12% *	22 13%	15 10%	20 11%	14 9%	31 14%	28 11%	41 15% L	10 6%	38 13% LO	69 13% L	49 10% L
Don't know	**169** **17%**	80 16%	89 17%	15 11% *	21 13%	34 23% DE	36 20%	27 18%	35 16%	45 18%	34 12%	28 15%	62 22% KN	79 15%	90 19% K

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q211/EATOUT10. If you wanted to check how a food business did on their most recent hygiene inspection where would you go for this information?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Food Standards Scotland website	**429**	87	176	74	91	126	303
	43%	40%	44%	43%	45%	45%	42%
The website of the food business	**173**	35	69	27	42	47	127
	17%	16%	17%	15%	20%	17%	18%
The local council website	**181**	46	72	24	39	47	135
	18%	21%	18%	14%	19%	17%	19%
The window of the food business	**291**	65	122	52	53	70	221
	29%	30%	30%	30%	26%	25%	31%
Somewhere else	**4**	2	2	-	-	2	3
	*****	1%	1%	-	-	1%	*
Do a web search (unspecified)	**6**	-	3	2	-	2	3
	1%	-	1%	1%	-	1%	*
Would never check this	**117**	27	50	19	21	30	87
	12%	12%	12%	11%	10%	11%	12%
Don't know	**169**	46	57	30	35	44	125
	17%	21%	14%	17%	17%	16%	17%
		Q					

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q211/EATOUT10. If you wanted to check how a food business did on their most recent hygiene inspection where would you go for this information?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Food Standards Scotland website	**429**	98	301	30	285	145	94	150	39	279	138	12	122	77	150	79	325	105
	43%	40%	44%	48% *	49% F	35%	59% I	50% I	33%	44%	40%	42% **	47%	43%	42%	40%	47% R	35%
The website of the food business	**173**	37	130	6	114	59	38	58	18	106	64	3	54	25	60	33	141	32
	17%	15%	19%	10% *	20% F	14%	23%	20%	16%	17%	19%	10% **	21%	14%	17%	17%	20% R	11%
The local council website	**181**	46	126	9	128	54	36	68	23	120	58	3	47	41	58	35	143	39
	18%	19%	18%	15% *	22% F	13%	22%	23%	20%	19%	17%	12% **	18%	23%	16%	18%	20% R	13%
The window of the food business	**291**	71	202	18	183	108	48	106	28	180	107	4	88	45	105	52	205	86
	29%	29%	29%	29% *	31%	26%	29%	36% I	24%	29%	31%	16% **	34%	25%	29%	26%	29%	29%
Somewhere else	**4**	2	3	-	2	3	-	2	-	3	1	1	-	1	1	3	3	1
	*	1%	*	- *	*	1%	-	1%	-	*	*	3% **	-	*	*	1%	*	*
Do a web search (unspecified)	**6**	2	3	-	3	3	-	-	3	4	1	-	-	1	1	3	4	1
	1%	1%	1%	- *	*	1%	-	-	2%	1%	*	- **	-	1%	*	2%	1%	*
Would never check this	**117**	31	77	9	58	59	13	23	20	65	50	2	30	18	46	21	72	46
	12%	13%	11%	14% *	10%	14%	8%	8%	18% GH	10%	14%	7% **	12%	10%	13%	11%	10%	15% Q
Don't know	**169**	48	110	11	74	95	19	27	22	112	47	10	34	30	60	44	87	81
	17%	19%	16%	17% *	13%	23% E	12%	9%	19% H	18%	14%	35% **	13%	16%	17%	22% M	13%	27% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q211/EATOUT10. If you wanted to check how a food business did on their most recent hygiene inspection where would you go for this information?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Food Standards Scotland website	**429** **43%**	54 39%	375 44%
The website of the food business	**173** **17%**	34 25% T	139 16%
The local council website	**181** **18%**	27 19%	155 18%
The window of the food business	**291** **29%**	39 29%	252 29%
Somewhere else	**4** *****	- -	4 *
Do a web search (unspecified)	**6** **1%**	2 2%	3 *
Would never check this	**117** **12%**	18 13%	100 12%
Don't know	**169** **17%**	19 14%	150 17%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q211/EATOUT10. If you wanted to check how a food business did on their most recent hygiene inspection where would you go for this information?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Food Standards Scotland website	**429** **43%**	117 43%	307 43%	194 48% E	235 40%	35 39% *	50 50% *	105 51%	243 46%	106 39%	69 39%	78 42%	47 39%
The website of the food business	**173** **17%**	49 18%	119 17%	84 21% E	89 15%	29 32% H*	19 19% *	36 17%	95 18%	37 14%	37 21%	29 16%	18 15%
The local council website	**181** **18%**	68 25% C	113 16%	82 20%	99 17%	25 28% *	20 20% *	37 18%	102 19%	52 19%	26 15%	34 18%	21 17%
The window of the food business	**291** **29%**	84 31%	206 29%	132 32%	159 27%	29 32% *	24 25% *	75 36%	160 30%	70 26%	58 33%	47 25%	31 26%
Somewhere else	**4** *****	2 1%	2 *	3 1%	2 *	- - *	1 1% *	2 1%	3 1%	- -	1 *	2 1%	2 1%
Do a web search (unspecified)	**6** **1%**	- -	5 1%	2 1%	3 1%	- - *	- - *	2 1%	1 *	1 1%	3 2%	2 1%	2 2%
Would never check this	**117** **12%**	29 11%	88 12%	34 8%	84 14% D	9 10% *	10 10% *	13 6%	58 11%	30 11%	24 14%	22 12%	13 11%
Don't know	**169** **17%**	43 16%	120 17%	54 13%	115 19% D	8 9% *	15 16% *	27 13%	72 14%	65 24% I	23 13%	27 14%	22 18%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q211/EATOUT10. If you wanted to check how a food business did on their most recent hygiene inspection where would you go for this information?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Food Standards Scotland website	429 43%	100 43%	90 57% BE	59 54% E	339 40%
The website of the food business	173 17%	36 15%	44 27% BE	33 30% BE	130 15%
The local council website	181 18%	32 14%	49 31% BE	33 30% BE	132 16%
The window of the food business	291 29%	51 22%	71 44% BE	48 45% BE	221 26%
Somewhere else	4 *	- -	- -	- -	4 1%
Do a web search (unspecified)	6 1%	2 1%	- -	- -	6 1%
Would never check this	117 12%	32 14% CD	9 6%	4 4%	108 13% CD
Don't know	169 17%	41 18% CD	8 5%	5 5%	161 19% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**576** **58%**	270 56%	306 60%	86 65% E*	83 51%	83 56%	104 58%	99 65% EI	120 54%	153 61%	159 58%	111 60%	153 53%	312 60%	264 56%
I definitely agree (2)	**191** **19%**	85 17%	106 21%	20 15% *	29 18%	32 21%	36 20%	33 22%	41 18%	47 19%	48 17%	42 23%	54 19%	95 18%	96 20%
I tend to agree (1)	**385** **39%**	186 38%	200 39%	67 50% EFI*	54 33%	52 35%	68 38%	66 43%	79 35%	106 42%	111 40%	69 37%	99 34%	217 41%	168 35%
I neither agree nor disagree (0)	**225** **22%**	113 23%	112 22%	27 21% *	42 26%	32 22%	42 23%	32 21%	49 22%	49 20%	60 22%	40 22%	76 26%	108 21%	116 24%
Net: Disagree	**185** **19%**	98 20%	88 17%	18 13% *	33 21%	30 20%	32 18%	19 13%	52 23% H	43 17%	54 20%	32 17%	57 20%	97 18%	89 19%
I tend to disagree (-1)	**134** **13%**	68 14%	67 13%	14 11% *	29 18% H	19 13%	22 12%	13 8%	38 17% H	31 12%	42 15%	25 13%	37 13%	72 14%	62 13%
I definitely disagree (-2)	**51** **5%**	30 6%	21 4%	4 3% *	5 3%	12 8%	10 6%	7 4%	14 6%	12 5%	13 5%	7 4%	19 7%	25 5%	26 6%
Don't know	**14** **1%**	6 1%	8 1%	1 1% *	4 2%	2 2%	3 1%	1 1%	3 1%	5 2%	2 1%	2 1%	4 2%	7 1%	7 1%
Mean score	**0.54**	0.47	0.6	0.64 *	0.47	0.5	0.55	0.7 EI	0.43	0.6	0.51	0.62	0.46	0.55	0.52
Standard Deviation	**1.105**	1.122	1.086	0.96	1.081	1.195	1.114	1.044	1.163	1.084	1.09	1.099	1.138	1.087	1.125
Standard Error	**0.035**	0.051	0.048	0.084	0.086	0.099	0.083	0.085	0.078	0.069	0.066	0.081	0.067	0.048	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**576** **58%**	116 53%	251 62% PS	101 58%	108 53%	161 58%	415 58%
I definitely agree (2)	**191** **19%**	41 19%	80 20%	37 21%	33 16%	58 21%	133 18%
I tend to agree (1)	**385** **39%**	75 34%	171 42%	64 37%	76 37%	103 37%	283 39%
I neither agree nor disagree (0)	**225** **22%**	50 23%	84 21%	40 23%	50 25%	68 24%	156 22%
Net: Disagree	**185** **19%**	50 23%	65 16%	28 16%	42 21%	47 17%	138 19%
I tend to disagree (-1)	**134** **13%**	32 15%	50 12%	22 13%	30 15%	33 12%	101 14%
I definitely disagree (-2)	**51** **5%**	17 8% Q	15 4%	6 3%	12 6%	14 5%	37 5%
Don't know	**14** **1%**	3 1%	3 1%	4 2%	4 2%	4 1%	10 1%
Mean score	**0.54**	0.42	0.63 PS	0.61	0.43	0.57	0.52
Standard Deviation	**1.105**	1.189	1.058	1.07	1.118	1.1	1.107
Standard Error	**0.035**	0.081	0.053	0.082	0.079	0.066	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**576** **58%**	144 59%	399 58%	33 53% *	341 58%	235 57%	99 61%	173 58%	61 53%	373 59%	196 57%	6 23% **	137 53%	107 60%	208 59%	119 60%	416 60%	160 53%
I definitely agree (2)	**191** **19%**	47 19%	131 19%	13 21% *	105 18%	86 21%	36 22%	45 15%	20 17%	141 22% K	48 14%	2 6% **	37 14%	37 21%	73 21%	41 21%	130 19%	61 20%
I tend to agree (1)	**385** **39%**	96 39%	268 39%	20 32% *	236 40%	149 36%	63 39%	128 43%	42 36%	233 37%	148 43%	5 17% **	100 39%	70 39%	135 38%	78 40%	286 41% R	99 33%
I neither agree nor disagree (0)	**225** **22%**	54 22%	156 23%	14 23% *	125 21%	100 24%	25 16%	70 24%	28 24%	131 21%	84 24%	10 35% **	57 22%	35 20%	82 23%	47 24%	141 20%	84 28% Q
Net: Disagree	**185** **19%**	46 19%	127 18%	13 21% *	113 19%	72 17%	35 22%	52 17%	23 20%	119 19%	57 17%	9 33% **	63 24% OP	38 21%	58 16%	25 13%	132 19%	53 17%
I tend to disagree (-1)	**134** **13%**	37 15%	90 13%	8 13% *	80 14%	54 13%	21 13%	40 13%	16 14%	83 13%	43 13%	8 30% **	44 17%	27 15%	40 11%	22 11%	100 14%	34 11%
I definitely disagree (-2)	**51** **5%**	9 4%	37 5%	5 8% *	33 6%	18 4%	14 9%	12 4%	7 6%	37 6%	13 4%	1 3% **	19 7% P	10 6%	19 5%	3 1%	32 5%	19 6%
Don't know	**14** **1%**	2 1%	10 1%	2 3% *	7 1%	7 2%	2 1%	2 1%	3 3%	5 1%	6 2%	3 9% **	1 *	- -	6 2%	7 4% MN	8 1%	6 2%
Mean score	**0.54**	0.56	0.54	0.47 *	0.52	0.57	0.54	0.52	0.45	0.57	0.52	-0.08 **	0.36	0.54	0.59 M	0.69 M	0.55	0.5
Standard Deviation	**1.105**	1.078	1.106	1.201	1.11	1.097	1.227	1.037	1.124	1.147	1.019	0.974	1.147	1.144	1.102	0.984	1.094	1.131
Standard Error	**0.035**	0.069	0.042	0.154	0.046	0.054	0.097	0.06	0.106	0.046	0.056	0.193	0.071	0.085	0.059	0.071	0.042	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**576**	84	492
	58%	61%	57%
I definitely agree (2)	**191**	27	164
	19%	19%	19%
I tend to agree (1)	**385**	57	328
	39%	41%	38%
I neither agree nor disagree (0)	**225**	25	200
	22%	18%	23%
Net: Disagree	**185**	27	158
	19%	20%	18%
I tend to disagree (-1)	**134**	24	110
	13%	18%	13%
I definitely disagree (-2)	**51**	3	48
	5%	2%	6%
Don't know	**14**	1	13
	1%	1%	1%
Mean score	**0.54**	0.59	0.53
Standard Deviation	**1.105**	1.067	1.111
Standard Error	**0.035**	0.091	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**576**	142	426	230	346	52	47	124	338	125	98	108	72
	58%	53%	60% B	56%	59%	58% *	48% *	60%	64% J	46%	56%	58%	60%
I definitely agree (2)	**191**	45	145	58	133	10	12	34	118	34	35	41	30
	19%	17%	20%	14%	23% D	11% *	12% *	16%	22% J	13%	20%	22%	25%
I tend to agree (1)	**385**	97	281	172	213	42	35	90	220	91	63	67	42
	39%	36%	39%	42%	36%	47% *	35% *	44%	42% J	34%	36%	36%	35%
I neither agree nor disagree (0)	**225**	64	154	89	135	16	23	45	101	86	32	47	28
	22%	24%	22%	22%	23%	18% *	23% *	22%	19%	32% I	18%	25%	23%
Net: Disagree	**185**	61	120	86	100	22	26	38	80	53	44	29	19
	19%	23%	17%	21%	17%	24% *	26% *	18%	15%	20%	25% L	16%	16%
I tend to disagree (-1)	**134**	46	85	62	73	18	19	25	51	43	33	22	14
	13%	17% C	12%	15%	12%	19% *	19% *	12%	10%	16% I	19%	12%	12%
I definitely disagree (-2)	**51**	15	36	24	27	4	7	13	29	10	11	7	5
	5%	5%	5%	6%	5%	5% *	7% *	6%	5%	4%	6%	4%	4%
Don't know	**14**	3	11	4	10	-	3	-	6	5	1	1	1
	1%	1%	2%	1%	2%	- *	3% *	-	1%	2%	1%	1%	1%
Mean score	**0.54**	0.42	0.59	0.44	0.61	0.4	0.27	0.51	0.67	0.36	0.45	0.61	0.65
			B		D	*	*		J				
Standard Deviation	**1.105**	1.122	1.098	1.093	1.108	1.062	1.141	1.092	1.1	1.024	1.191	1.078	1.119
Standard Error	**0.035**	0.069	0.041	0.054	0.046	0.112	0.116	0.076	0.048	0.063	0.09	0.079	0.103

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am unlikely to get food poisoning from food prepared in my own home

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**576** **58%**	123 53%	92 58%	62 57%	484 58%
I definitely agree (2)	**191** **19%**	47 20%	25 16%	20 19%	166 20%
I tend to agree (1)	**385** **39%**	76 33%	68 43% B	42 38%	317 38%
I neither agree nor disagree (0)	**225** **22%**	55 24% CD	22 14%	15 14%	202 24% CD
Net: Disagree	**185** **19%**	49 21%	44 28% E	32 29% E	141 17%
I tend to disagree (-1)	**134** **13%**	36 16%	32 20% E	25 23% E	102 12%
I definitely disagree (-2)	**51** **5%**	13 5%	12 8%	7 6%	39 5%
Don't know	**14** **1%**	5 2%	- -	- -	14 2%
Mean score	**0.54**	0.48	0.38	0.41	0.57
Standard Deviation	**1.105**	1.152	1.194	1.208	1.085
Standard Error	**0.035**	0.077	0.095	0.116	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**717** **72%**	341 70%	376 73%	83 62% *	118 72%	105 71%	129 71%	113 74%	171 76% D	184 74%	192 70%	134 73%	207 71%	376 72%	341 72%
I definitely agree (2)	**286** **29%**	125 26%	161 31%	33 25% *	43 27%	40 27%	51 28%	45 30%	73 33%	70 28%	74 27%	54 29%	88 30%	144 27%	142 30%
I tend to agree (1)	**431** **43%**	216 44%	215 42%	50 38% *	74 46%	64 44%	77 43%	67 44%	98 44%	114 46%	118 43%	80 43%	119 41%	232 44%	199 42%
I neither agree nor disagree (0)	**217** **22%**	116 24%	101 20%	38 28% E*	26 16%	33 22%	44 24%	33 22%	44 20%	57 23%	65 24%	35 19%	60 21%	122 23%	95 20%
Net: Disagree	**46** **5%**	24 5%	22 4%	7 5% *	16 10% HI	8 5%	7 4%	4 2%	5 2%	4 2%	12 4%	13 7% JN	17 6% J	16 3%	30 6% JN
I tend to disagree (-1)	**34** **3%**	18 4%	16 3%	6 4% *	11 7% I	7 5%	5 3%	3 2%	3 1%	4 2%	9 3%	9 5%	12 4%	13 2%	21 4%
I definitely disagree (-2)	**12** **1%**	6 1%	6 1%	1 1% *	5 3%	1 1%	2 1%	1 1%	2 1%	- -	3 1%	4 2%	5 2%	3 1%	9 2%
Don't know	**20** **2%**	6 1%	14 3%	5 4% *	4 2%	2 1%	1 *	3 2%	5 2%	6 2%	6 2%	2 1%	6 2%	12 2%	8 2%
Mean score	**0.96**	0.91	1.02	0.84 *	0.88	0.94	0.95	1.03	1.08 DE	1.02	0.94	0.93	0.96	0.98	0.95
Standard Deviation	**0.874**	0.868	0.877	0.894	0.989	0.872	0.866	0.811	0.812	0.765	0.863	0.947	0.924	0.818	0.932
Standard Error	**0.028**	0.04	0.039	0.079	0.078	0.072	0.065	0.066	0.055	0.049	0.053	0.07	0.055	0.036	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	717 72%	156 71%	287 71%	122 70%	152 74%	206 74%	511 71%
I definitely agree (2)	286 29%	61 28%	120 30%	54 31%	52 25%	75 27%	211 29%
I tend to agree (1)	431 43%	95 44%	167 42%	68 39%	101 49%	131 47%	300 42%
I neither agree nor disagree (0)	217 22%	54 25%	91 23%	34 20%	38 18%	51 18%	166 23%
Net: Disagree	46 5%	6 3%	17 4%	12 7%	11 5%	16 6%	30 4%
I tend to disagree (-1)	34 3%	6 3%	10 2%	9 5%	9 4%	11 4%	22 3%
I definitely disagree (-2)	12 1%	- -	7 2%	3 2%	2 1%	5 2%	7 1%
Don't know	20 2%	3 1%	7 2%	5 3%	4 2%	6 2%	14 2%
Mean score	0.96	0.98	0.97	0.96	0.95	0.95	0.97
Standard Deviation	0.874	0.803	0.895	0.954	0.84	0.889	0.868
Standard Error	0.028	0.055	0.045	0.074	0.059	0.054	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**717** **72%**	184 75%	491 71%	42 67% *	444 76% F	273 66%	127 79% I	238 80% I	71 61%	460 73%	238 69%	20 70% **	194 75%	125 69%	255 72%	139 70%	520 75% R	197 65%
I definitely agree (2)	**286** **29%**	71 29%	202 29%	13 20% *	181 31%	105 25%	62 38% HI	84 28%	30 26%	189 30%	93 27%	5 17% **	79 31%	60 34%	93 26%	54 27%	214 31% R	72 24%
I tend to agree (1)	**431** **43%**	114 46%	288 42%	29 47% *	264 45%	167 40%	65 40%	154 52% GI	41 36%	271 43%	145 42%	15 53% **	116 45%	65 36%	162 46% N	85 43%	306 44%	125 41%
I neither agree nor disagree (0)	**217** **22%**	45 18%	158 23%	15 23% *	106 18%	111 27% E	21 13%	49 16%	35 30% GH	129 20%	82 24%	7 23% **	43 17%	41 23%	85 24% M	44 22%	130 19%	87 29% Q
Net: Disagree	**46** **5%**	13 5%	28 4%	5 7% *	28 5%	18 4%	12 8% H	8 3%	6 5%	30 5%	15 4%	1 4% **	17 6%	10 5%	12 3%	7 4%	33 5%	13 4%
I tend to disagree (-1)	**34** **3%**	12 5%	20 3%	2 3% *	20 3%	14 3%	7 5%	8 3%	3 3%	19 3%	14 4%	1 4% **	13 5%	6 3%	11 3%	5 2%	26 4%	8 3%
I definitely disagree (-2)	**12** **1%**	1 *	8 1%	3 5% B*	8 1%	4 1%	5 3% H	- -	3 3% H	11 2%	1 *	- -	4 2%	4 2%	2 1%	2 1%	8 1%	5 2%
Don't know	**20** **2%**	3 1%	16 2%	1 2% *	8 1%	12 3%	2 1%	2 1%	4 3%	10 2%	9 3%	1 3% **	4 2%	4 2%	3 1%	8 4% O	14 2%	6 2%
Mean score	**0.96**	0.99	0.97	0.77 *	1.02 F	0.88	1.08 I	1.06 I	0.82	0.98	0.94	0.85 **	0.99	0.97	0.95	0.96	1.01 R	0.85
Standard Deviation	**0.874**	0.847	0.872	0.976	0.87	0.874	0.987	0.748	0.954	0.894	0.844	0.761	0.906	0.96	0.819	0.858	0.869	0.875
Standard Error	**0.028**	0.054	0.034	0.124	0.036	0.044	0.078	0.044	0.09	0.036	0.046	0.146	0.057	0.072	0.044	0.062	0.033	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**717** **72%**	102 74%	615 71%
I definitely agree (2)	**286** **29%**	42 31%	244 28%
I tend to agree (1)	**431** **43%**	60 44%	371 43%
I neither agree nor disagree (0)	**217** **22%**	25 18%	192 22%
Net: Disagree	**46** **5%**	5 4%	41 5%
I tend to disagree (-1)	**34** **3%**	4 3%	29 3%
I definitely disagree (-2)	**12** **1%**	1 1%	11 1%
Don't know	**20** **2%**	5 4%	15 2%
Mean score	**0.96**	1.04	0.95
Standard Deviation	**0.874**	0.843	0.878
Standard Error	**0.028**	0.073	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	717 72%	201 74%	508 71%	307 75%	410 69%	62 69% *	73 73% *	161 78%	400 76% J	175 65%	123 70%	134 72%	88 73%
I definitely agree (2)	286 29%	99 37% C	185 26%	133 33% E	153 26%	35 38% *	25 25% *	70 34%	157 30%	63 23%	58 33%	51 27%	35 30%
I tend to agree (1)	431 43%	102 38%	323 45% B	174 43%	257 43%	27 31% *	48 48% F*	91 44% F	242 46%	112 42%	65 37%	84 45%	53 44%
I neither agree nor disagree (0)	217 22%	49 18%	160 22%	75 18%	142 24% D	14 15% *	24 24% *	36 18%	96 18%	83 31% I	34 20%	35 19%	20 16%
Net: Disagree	46 5%	12 4%	33 5%	21 5%	25 4%	12 14% GH*	2 2% *	7 3%	19 4%	8 3%	16 9%	14 8%	11 9%
I tend to disagree (-1)	34 3%	7 3%	25 4%	16 4%	18 3%	8 9% G*	1 1% *	7 3%	14 3%	6 2%	10 6%	11 6%	8 7%
I definitely disagree (-2)	12 1%	4 2%	8 1%	5 1%	8 1%	4 4% H*	1 1% *	- -	5 1%	2 1%	5 3%	4 2%	3 3%
Don't know	20 2%	8 3%	10 1%	6 1%	14 2%	2 2% *	1 1% *	3 1%	11 2%	4 1%	2 1%	2 1%	1 1%
Mean score	0.96	1.09 C	0.93	1.03	0.92	0.92 *	0.97 *	1.1	1.04 J	0.86	0.93	0.91	0.92
Standard Deviation	0.874	0.908	0.857	0.885	0.863	1.156	0.79	0.802	0.831	0.827	1.023	0.941	0.985
Standard Error	0.028	0.056	0.032	0.044	0.036	0.123	0.08	0.056	0.037	0.051	0.078	0.069	0.09

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**717** **72%**	168 73%	133 84% BE	96 88% BE	584 69%
I definitely agree (2)	**286** **29%**	75 33%	57 36% E	41 38% E	229 27%
I tend to agree (1)	**431** **43%**	93 40%	76 48%	55 50%	355 42%
I neither agree nor disagree (0)	**217** **22%**	45 19% CD	14 9%	8 7%	203 24% CD
Net: Disagree	**46** **5%**	14 6%	11 7%	5 5%	35 4%
I tend to disagree (-1)	**34** **3%**	11 5%	8 5%	5 5%	26 3%
I definitely disagree (-2)	**12** **1%**	3 1%	3 2% D	- -	9 1%
Don't know	**20** **2%**	5 2%	1 1%	- -	18 2%
Mean score	**0.96**	1	1.11 E	1.21 BE	0.93
Standard Deviation	**0.874**	0.922	0.906	0.778	0.865
Standard Error	**0.028**	0.061	0.072	0.075	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - The information on food labels is clear and understandable

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**603**	273	330	78	109	96	107	94	118	148	175	119	161	323	280
	60%	56%	64%	59%	67%	65%	59%	62%	53%	59%	64%	64%	56%	62%	59%
			B	*	I	I									
I definitely agree (2)	**119**	46	73	14	30	17	22	18	18	33	32	28	27	64	54
	12%	9%	14%	11%	19%	12%	12%	12%	8%	13%	11%	15%	9%	12%	11%
			B	*	I										
I tend to agree (1)	**484**	227	257	64	79	79	85	76	101	116	143	91	134	259	226
	48%	47%	50%	48%	49%	53%	47%	50%	45%	46%	52%	49%	46%	49%	47%
				*											
I neither agree nor disagree (0)	**252**	138	113	33	30	32	49	38	69	63	63	42	84	126	126
	25%	28%	22%	25%	19%	21%	27%	25%	31%	25%	23%	23%	29%	24%	26%
		C		*					E						
Net: Disagree	**135**	72	64	19	20	18	23	20	36	38	31	23	44	68	67
	14%	15%	12%	14%	12%	12%	13%	13%	16%	15%	11%	13%	15%	13%	14%
				*											
I tend to disagree (-1)	**114**	56	58	17	18	15	18	16	30	28	27	20	40	55	59
	11%	12%	11%	13%	11%	10%	10%	10%	13%	11%	10%	11%	14%	10%	12%
				*											
I definitely disagree (-2)	**21**	16	6	2	2	3	5	4	6	9	4	3	4	13	8
	2%	3%	1%	1%	1%	2%	3%	2%	3%	4%	2%	2%	1%	3%	2%
		C		*											
Don't know	**10**	4	6	2	3	2	1	-	2	2	6	1	1	8	2
	1%	1%	1%	2%	2%	1%	*	-	1%	1%	2%	1%	*	1%	*
				*											
Mean score	**0.57**	0.48	0.66	0.56	0.74	0.63	0.56	0.58	0.42	0.54	0.64	0.65	0.48	0.59	0.55
			B	*	I	I					M				
Standard Deviation	**0.919**	0.932	0.899	0.898	0.933	0.899	0.926	0.912	0.918	0.983	0.872	0.927	0.895	0.927	0.91
Standard Error	**0.029**	0.042	0.04	0.079	0.074	0.075	0.069	0.074	0.062	0.062	0.053	0.068	0.053	0.041	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - The information on food labels is clear and understandable

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**603** **60%**	117 53%	245 61%	112 64% P	130 63% P	181 65%	422 59%
I definitely agree (2)	**119** **12%**	29 13%	42 10%	22 13%	25 12%	38 14%	81 11%
I tend to agree (1)	**484** **48%**	87 40%	203 50% P	89 52% P	104 51% P	143 51%	342 47%
I neither agree nor disagree (0)	**252** **25%**	55 25%	106 26%	39 23%	50 25%	64 23%	187 26%
Net: Disagree	**135** **14%**	46 21% QRS	47 12%	20 12%	22 11%	32 11%	103 14%
I tend to disagree (-1)	**114** **11%**	38 17% QS	40 10%	17 10%	19 9%	29 10%	85 12%
I definitely disagree (-2)	**21** **2%**	8 4%	7 2%	3 2%	3 2%	3 1%	18 2%
Don't know	**10** **1%**	1 1%	5 1%	2 1%	2 1%	3 1%	7 1%
Mean score	**0.57**	0.42	0.58 P	0.65 P	0.64 P	0.66	0.54
Standard Deviation	**0.919**	1.039	0.873	0.892	0.879	0.884	0.93
Standard Error	**0.029**	0.07	0.044	0.068	0.062	0.053	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - The information on food labels is clear and understandable

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**603** **60%**	151 61%	414 60%	38 61% *	390 67% F	213 51%	126 78% HI	204 69% I	55 47%	387 62%	203 59%	13 45% **	155 60%	103 57%	236 67% NP	105 53%	436 62% R	167 55%
I definitely agree (2)	**119** **12%**	25 10%	86 12%	7 11% *	88 15% F	31 7%	48 30% HI	33 11%	6 5%	86 14% K	31 9%	2 6% **	26 10%	14 8%	56 16% N	22 11%	92 13%	26 9%
I tend to agree (1)	**484** **48%**	125 51%	328 47%	31 50% *	303 52% F	182 44%	78 48%	171 58% I	49 42%	301 48%	173 50%	11 39% **	129 50%	89 49%	181 51%	83 42%	343 49%	141 47%
I neither agree nor disagree (0)	**252** **25%**	53 21%	181 26%	17 28% *	119 20%	133 32% E	22 13%	58 20%	37 32% GH	151 24%	93 27%	8 27% **	58 22%	45 25%	85 24%	60 30%	171 25%	80 27%
Net: Disagree	**135** **14%**	39 16%	91 13%	6 9% *	71 12%	65 16%	12 8%	33 11%	20 17% G	87 14%	42 12%	6 21% **	43 17% O	30 16% O	32 9%	29 15%	87 13%	48 16%
I tend to disagree (-1)	**114** **11%**	34 14%	75 11%	5 8% *	58 10%	56 14%	10 6%	27 9%	18 15% G	75 12%	35 10%	4 15% **	33 13%	23 13%	29 8%	27 14%	73 10%	41 14%
I definitely disagree (-2)	**21** **2%**	5 2%	15 2%	1 1% *	13 2%	9 2%	2 1%	6 2%	3 2%	12 2%	7 2%	2 6% **	10 4% O	6 4% O	3 1%	2 1%	15 2%	7 2%
Don't know	**10** **1%**	3 1%	6 1%	1 2% *	6 1%	4 1%	1 1%	1 *	4 3% H	4 1%	4 1%	2 6% **	3 1%	2 1%	1 *	3 1%	3 *	7 2% Q
Mean score	**0.57**	0.55	0.57	0.63 *	0.68 F	0.42	1 HI	0.67 I	0.34	0.6	0.54	0.25 **	0.5	0.46	0.73 MNP	0.49	0.61 R	0.47
Standard Deviation	**0.919**	0.93	0.923	0.843	0.923	0.891	0.905	0.869	0.892	0.936	0.875	1.038	0.976	0.946	0.852	0.91	0.916	0.92
Standard Error	**0.029**	0.06	0.035	0.107	0.038	0.044	0.072	0.051	0.084	0.037	0.048	0.202	0.061	0.071	0.045	0.065	0.035	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - The information on food labels is clear and understandable

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**603** **60%**	86 63%	517 60%
I definitely agree (2)	**119** **12%**	20 14%	99 11%
I tend to agree (1)	**484** **48%**	66 48%	418 48%
I neither agree nor disagree (0)	**252** **25%**	29 21%	222 26%
Net: Disagree	**135** **14%**	21 15%	114 13%
I tend to disagree (-1)	**114** **11%**	18 13%	97 11%
I definitely disagree (-2)	**21** **2%**	3 2%	18 2%
Don't know	**10** **1%**	1 1%	9 1%
Mean score	**0.57**	0.6	0.57
Standard Deviation	**0.919**	0.969	0.911
Standard Error	**0.029**	0.083	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - The information on food labels is clear and understandable

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**603** **60%**	156 58%	443 62%	251 61%	352 60%	55 61% *	58 59% *	131 63%	349 66% J	142 53%	96 55%	118 64%	77 64%
I definitely agree (2)	**119** **12%**	27 10%	92 13%	46 11%	72 12%	15 16% G*	5 5% *	25 12%	74 14% J	19 7%	21 12%	26 14%	17 14%
I tend to agree (1)	**484** **48%**	129 48%	351 49%	204 50%	280 47%	40 45% *	53 54% *	106 51%	275 52%	123 46%	75 43%	92 49%	60 50%
I neither agree nor disagree (0)	**252** **25%**	82 30% C	159 22%	100 25%	151 26%	20 22% *	27 27% *	49 24%	116 22%	86 32% I	42 24%	47 25%	29 24%
Net: Disagree	**135** **14%**	28 10%	103 14%	58 14%	78 13%	15 17% *	14 14% *	27 13%	58 11%	36 14%	36 21% LM	20 11%	13 10%
I tend to disagree (-1)	**114** **11%**	22 8%	88 12%	49 12%	66 11%	12 13% *	13 13% *	22 11%	48 9%	30 11%	33 19% LM	18 9%	11 9%
I definitely disagree (-2)	**21** **2%**	7 2%	15 2%	9 2%	12 2%	3 4% *	1 1% *	5 2%	10 2%	6 2%	4 2%	2 1%	2 1%
Don't know	**10** **1%**	4 1%	6 1%	- -	10 2% D	- - *	- - *	- -	3 1%	5 2%	1 1%	1 1%	1 1%
Mean score	**0.57**	0.55	0.59	0.57	0.58	0.57 *	0.49 *	0.6	0.68 J	0.45	0.44	0.66 K	0.67 K
Standard Deviation	**0.919**	0.873	0.938	0.918	0.92	1.037	0.824	0.915	0.897	0.873	0.997	0.883	0.88
Standard Error	**0.029**	0.054	0.035	0.045	0.038	0.109	0.083	0.064	0.039	0.054	0.076	0.065	0.081

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - The information on food labels is clear and understandable

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**603** **60%**	148 64% E	123 77% BE	84 77% BE	481 57%
I definitely agree (2)	**119** **12%**	31 13%	28 18% E	16 15%	91 11%
I tend to agree (1)	**484** **48%**	117 51%	95 60% E	68 62% E	390 46%
I neither agree nor disagree (0)	**252** **25%**	53 23% CD	19 12%	13 12%	233 28% CD
Net: Disagree	**135** **14%**	27 11%	17 10%	11 10%	119 14%
I tend to disagree (-1)	**114** **11%**	23 10%	14 9%	9 8%	100 12%
I definitely disagree (-2)	**21** **2%**	3 1%	3 2%	2 2%	19 2%
Don't know	**10** **1%**	4 2%	1 1%	1 1%	9 1%
Mean score	**0.57**	0.65 E	0.83 BE	0.82 E	0.52
Standard Deviation	**0.919**	0.886	0.881	0.85	0.918
Standard Error	**0.029**	0.059	0.07	0.082	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I worry about getting food poisoning when I eat out

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**267** **27%**	121 25%	146 29%	36 27% *	66 40% DFGHI	41 28%	34 19%	41 27%	50 22%	55 22%	63 23%	61 33% JKN	89 31% JKN	117 22%	150 32% JKN
I definitely agree (2)	**62** **6%**	30 6%	32 6%	6 4% *	18 11% F	6 4%	10 5%	8 5%	15 7%	8 3%	17 6%	16 8% J	22 7%	25 5%	37 8% J
I tend to agree (1)	**205** **20%**	90 19%	114 22%	30 22% *	48 30% GI	35 23% G	24 13%	33 22% G	35 16%	46 19%	46 17%	45 24%	68 23%	92 18%	113 24% KN
I neither agree nor disagree (0)	**281** **28%**	139 29%	142 28%	40 30% *	34 21%	38 26%	56 31% E	38 25%	76 34% E	66 27%	74 27%	52 28%	89 31%	141 27%	141 30%
Net: Disagree	**444** **44%**	224 46%	220 43%	55 41% *	62 38%	68 46%	91 50% E	70 46%	98 44%	126 51% LMO	135 49% LMO	71 38%	111 38%	262 50% LMO	182 38%
I tend to disagree (-1)	**315** **32%**	153 31%	162 32%	39 29% *	43 26%	45 31%	68 38% E	46 31%	73 33%	92 37% LO	98 36% LO	43 23%	83 29%	190 36% LMO	125 26%
I definitely disagree (-2)	**129** **13%**	72 15%	57 11%	16 12% *	19 11%	23 15%	23 13%	24 16%	25 11%	35 14%	37 14%	29 15%	28 10%	72 14%	57 12%
Don't know	**7** **1%**	3 1%	5 1%	2 2% *	1 1%	1 1%	1 *	2 1%	- -	3 1%	2 1%	1 1%	1 *	5 1%	2 *
Mean score	**-0.24**	-0.3	-0.19	-0.23 *	0.02 FGHI	-0.3	-0.39	-0.3	-0.26	-0.4	-0.34	-0.13 JN	-0.1 JKN	-0.37	-0.11 JKN
Standard Deviation	**1.112**	1.122	1.101	1.072	1.215	1.117	1.042	1.141	1.068	1.047	1.103	1.195	1.098	1.076	1.136
Standard Error	**0.035**	0.051	0.049	0.094	0.096	0.092	0.078	0.093	0.071	0.067	0.067	0.088	0.065	0.047	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I worry about getting food poisoning when I eat out

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	267 27%	53 24%	105 26%	55 32%	54 26%	83 30%	185 26%
I definitely agree (2)	62 6%	12 6%	30 8%	10 6%	10 5%	17 6%	46 6%
I tend to agree (1)	205 20%	41 19%	75 19%	45 26%	44 21%	66 24%	139 19%
I neither agree nor disagree (0)	281 28%	65 29%	101 25%	48 28%	68 33%	82 29%	199 28%
Net: Disagree	444 44%	100 46%	195 48% S	69 40%	80 39%	112 40%	332 46%
I tend to disagree (-1)	315 32%	71 32%	138 34%	49 28%	57 28%	77 28%	238 33%
I definitely disagree (-2)	129 13%	29 13%	57 14%	20 11%	23 11%	35 12%	94 13%
Don't know	7 1%	1 1%	2 1%	1 1%	3 1%	3 1%	4 1%
Mean score	-0.24	-0.29	-0.29	-0.13	-0.2	-0.17	-0.27
Standard Deviation	1.112	1.093	1.149	1.108	1.058	1.112	1.111
Standard Error	0.035	0.074	0.057	0.084	0.074	0.067	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I worry about getting food poisoning when I eat out

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**267** **27%**	66 27%	186 27%	15 23% *	172 29% F	95 23%	66 41% HI	82 27%	22 19%	177 28%	88 26%	3 10% **	85 33% O	48 27%	82 23%	53 27%	216 31% R	52 17%
I definitely agree (2)	**62** **6%**	16 7%	45 7%	1 2% *	47 8% F	16 4%	26 16% HI	18 6%	2 2%	46 7%	15 4%	1 3% **	22 8%	11 6%	22 6%	9 4%	50 7%	13 4%
I tend to agree (1)	**205** **20%**	50 21%	141 20%	14 22% *	126 21%	79 19%	40 25%	63 21%	20 17%	130 21%	73 21%	2 6% **	63 24% O	38 21%	60 17%	44 22%	166 24% R	39 13%
I neither agree nor disagree (0)	**281** **28%**	73 30%	188 27%	20 31% *	174 30%	108 26%	39 24%	100 34% G	33 28%	176 28%	92 27%	14 49% **	64 25%	55 30%	103 29%	59 30%	197 28%	84 28%
Net: Disagree	**444** **44%**	103 42%	314 45%	26 42% *	235 40%	209 51% E	55 34%	114 38%	59 51% GH	273 43%	159 46%	12 41% **	109 42%	74 41%	169 48%	84 42%	281 40%	163 54% Q
I tend to disagree (-1)	**315** **32%**	78 32%	221 32%	16 25% *	171 29%	145 35%	39 24%	87 29%	40 35%	186 30%	118 34%	11 38% **	88 34%	48 27%	117 33%	59 30%	208 30%	107 35%
I definitely disagree (-2)	**129** **13%**	25 10%	93 13%	10 17% *	64 11%	65 16% E	16 10%	27 9%	19 16%	87 14%	41 12%	1 4% **	21 8%	26 15%	52 15% M	25 13%	73 10%	56 18% Q
Don't know	**7** **1%**	2 1%	3 *	2 3% *	5 1%	2 1%	2 1%	1 *	2 2%	3 1%	4 1%	- - **	1 *	3 2%	1 *	2 1%	3 *	4 1%
Mean score	**-0.24**	-0.19	-0.26	-0.35 *	-0.14 F	-0.4	0.13 HI	-0.14 I	-0.47	-0.22	-0.29	-0.32 **	-0.1 O	-0.24	-0.33	-0.24	-0.13 R	-0.52
Standard Deviation	**1.112**	1.085	1.126	1.07	1.121	1.082	1.238	1.054	1.025	1.145	1.073	0.8	1.118	1.125	1.106	1.08	1.11	1.069
Standard Error	**0.035**	0.07	0.043	0.138	0.047	0.053	0.098	0.061	0.096	0.046	0.058	0.151	0.07	0.084	0.059	0.077	0.042	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I worry about getting food poisoning when I eat out

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**267** **27%**	44 32%	223 26%
I definitely agree (2)	**62** **6%**	5 4%	57 7%
I tend to agree (1)	**205** **20%**	39 28% T	166 19%
I neither agree nor disagree (0)	**281** **28%**	34 25%	247 29%
Net: Disagree	**444** **44%**	59 43%	385 45%
I tend to disagree (-1)	**315** **32%**	41 30%	274 32%
I definitely disagree (-2)	**129** **13%**	17 13%	111 13%
Don't know	**7** **1%**	- -	7 1%
Mean score	**-0.24**	-0.2	-0.25
Standard Deviation	**1.112**	1.101	1.114
Standard Error	**0.035**	0.094	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I worry about getting food poisoning when I eat out

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**267** **27%**	82 31%	179 25%	135 33% E	133 22%	38 42% H*	30 31% *	60 29%	154 29%	66 25%	43 24%	57 31%	44 37% K
I definitely agree (2)	**62** **6%**	19 7%	42 6%	30 7%	32 5%	10 11% *	4 4% *	15 7%	34 7%	19 7%	8 5%	13 7%	8 6%
I tend to agree (1)	**205** **20%**	63 23%	136 19%	105 26% E	100 17%	29 32% *	26 26% *	45 22%	120 23%	47 18%	34 20%	44 24%	36 30% KL
I neither agree nor disagree (0)	**281** **28%**	83 31%	192 27%	109 27%	172 29%	23 26% *	32 33% *	51 25%	132 25%	98 36% I	46 26%	53 29% M	26 21%
Net: Disagree	**444** **44%**	101 37%	336 47% B	165 40%	279 47% D	29 32% *	36 37% *	96 46% F	236 45%	104 39%	86 49%	74 40%	49 41%
I tend to disagree (-1)	**315** **32%**	80 30%	229 32%	130 32%	185 31%	22 24% *	28 28% *	77 37%	165 31%	74 28%	63 36%	50 27%	33 27%
I definitely disagree (-2)	**129** **13%**	21 8%	108 15% B	35 8%	94 16% D	7 8% *	8 8% *	19 9%	71 13%	29 11%	23 13%	24 13%	17 14%
Don't know	**7** **1%**	3 1%	5 1%	- -	7 1%	- - *	- - *	- -	4 1%	1 *	1 1%	1 1%	1 1%
Mean score	**-0.24**	-0.08 C	-0.32	-0.08 E	-0.36	0.13 H*	-0.1 *	-0.19	-0.23	-0.18	-0.33	-0.15	-0.12
Standard Deviation	**1.112**	1.067	1.126	1.098	1.109	1.137	1.021	1.108	1.141	1.071	1.084	1.14	1.182
Standard Error	**0.035**	0.065	0.042	0.054	0.046	0.12	0.103	0.077	0.05	0.065	0.082	0.084	0.108

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I worry about getting food poisoning when I eat out

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**267** **27%**	73 32% E	58 37% E	42 39% E	209 25%
I definitely agree (2)	**62** **6%**	18 8%	19 12% E	14 13% E	44 5%
I tend to agree (1)	**205** **20%**	56 24%	40 25%	28 26%	165 20%
I neither agree nor disagree (0)	**281** **28%**	60 26%	43 27%	29 27%	238 28%
Net: Disagree	**444** **44%**	96 42%	58 36%	38 34%	386 46% CD
I tend to disagree (-1)	**315** **32%**	71 30%	44 28%	29 26%	271 32%
I definitely disagree (-2)	**129** **13%**	26 11%	14 9%	9 8%	115 14%
Don't know	**7** **1%**	2 1%	- -	- -	7 1%
Mean score	**-0.24**	-0.14 E	0.03 E	0.09 E	-0.3
Standard Deviation	**1.112**	1.137	1.162	1.165	1.095
Standard Error	**0.035**	0.075	0.092	0.112	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**496** **50%**	232 48%	264 51%	84 63% GHI*	98 60% GHI	74 50%	73 41%	59 39%	106 47%	109 43%	150 55% JN	91 49%	146 50%	259 49% J	237 50%
I definitely agree (2)	**277** **28%**	130 27%	147 29%	48 36% GI*	53 33% G	46 31% G	35 19%	40 26%	55 25%	58 23%	93 34% JNO	49 27%	76 26%	151 29% J	126 26%
I tend to agree (1)	**219** **22%**	102 21%	117 23%	36 27% H*	45 28% H	29 20%	39 21% H	19 13%	51 23% H	51 20%	57 21%	41 22%	70 24%	108 20%	111 23%
I neither agree nor disagree (0)	**127** **13%**	73 15% C	53 10%	20 15% *	27 17% I	19 13%	21 12%	23 15% I	17 8%	25 10%	35 13%	21 12%	45 16%	60 11%	67 14%
Net: Disagree	**349** **35%**	170 35%	179 35%	26 20% *	34 21%	47 32% E	78 43% DEF	68 45% DEF	96 43% DEF	110 44% KMNO	82 30%	63 34%	94 32%	192 36% K	158 33%
I tend to disagree (-1)	**180** **18%**	95 20%	85 17%	15 11% *	18 11%	21 14%	40 22% DE	36 23% DE	50 22% DE	55 22%	42 15%	37 20%	47 16%	96 18%	84 18%
I definitely disagree (-2)	**169** **17%**	75 15%	94 18%	12 9% *	16 10%	25 17%	37 21% DE	33 21% DE	46 21% DE	55 22% KNO	40 15%	27 14%	47 16%	95 18% K	74 15%
Don't know	**29** **3%**	12 3%	16 3%	3 2% *	4 2%	8 5% H	8 5%	1 1%	5 2%	7 3%	8 3%	10 5%	4 2%	14 3%	14 3%
Mean score	**0.26**	0.25	0.28	0.72 GHI*	0.64 GHI	0.35 G	-0.04	-0.01	0.09	0.01	0.46 JN	0.29	0.28 J	0.24 J	0.28 J
Standard Deviation	**1.476**	1.442	1.509	1.312	1.314	1.513	1.462	1.519	1.52	1.516	1.472	1.451	1.437	1.509	1.441
Standard Error	**0.047**	0.066	0.068	0.115	0.104	0.128	0.111	0.124	0.103	0.097	0.09	0.11	0.085	0.067	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**496** **50%**	110 50%	190 47%	91 52%	105 51%	146 52%	350 49%
I definitely agree (2)	**277** **28%**	70 32%	103 26%	55 31%	49 24%	76 27%	201 28%
I tend to agree (1)	**219** **22%**	40 18%	87 22%	36 21%	56 27% P	70 25%	149 21%
I neither agree nor disagree (0)	**127** **13%**	25 11%	48 12%	27 16%	27 13%	44 16%	83 12%
Net: Disagree	**349** **35%**	80 37%	154 38%	51 29%	64 31%	80 28%	269 37% T
I tend to disagree (-1)	**180** **18%**	44 20%	77 19%	23 13%	37 18%	40 14%	140 19%
I definitely disagree (-2)	**169** **17%**	36 17%	77 19%	27 16%	28 13%	39 14%	129 18%
Don't know	**29** **3%**	5 2%	10 3%	5 3%	8 4%	11 4%	18 3%
Mean score	**0.26**	0.29	0.16	0.4	0.32	0.38	0.22
Standard Deviation	**1.476**	1.516	1.496	1.467	1.395	1.41	1.499
Standard Error	**0.047**	0.104	0.076	0.113	0.1	0.086	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**496** **50%**	116 48%	348 50%	31 50% *	274 47%	222 53% E	88 55% I	135 45%	46 39%	317 50%	167 49%	12 42% **	121 47%	104 58% MO	171 48%	97 49%	347 50%	148 49%
I definitely agree (2)	**277** **28%**	61 25%	198 29%	19 30% *	148 25%	129 31%	57 35% HI	70 23%	19 17%	184 29%	85 25%	8 28% **	66 25%	57 32%	96 27%	56 28%	190 27%	87 29%
I tend to agree (1)	**219** **22%**	56 23%	150 22%	13 20% *	126 21%	93 22%	31 20%	65 22%	26 23%	133 21%	82 24%	4 14% **	55 21%	47 26%	74 21%	41 21%	157 23%	61 20%
I neither agree nor disagree (0)	**127** **13%**	28 11%	91 13%	8 13% *	74 13%	53 13%	18 11%	39 13%	17 15%	71 11%	49 14%	7 23% **	33 13%	14 8%	51 14% N	29 14%	84 12%	43 14%
Net: Disagree	**349** **35%**	92 37%	236 34%	22 35% *	216 37%	133 32%	48 30%	115 39%	48 42%	224 36%	117 34%	8 28% **	99 38%	58 32%	124 35%	62 31%	246 35%	103 34%
I tend to disagree (-1)	**180** **18%**	47 19%	124 18%	10 15% *	105 18%	75 18%	19 12%	60 20% G	24 21%	111 18%	66 19%	3 12% **	47 18%	35 19%	65 18%	29 15%	126 18%	54 18%
I definitely disagree (-2)	**169** **17%**	44 18%	112 16%	12 20% *	111 19% F	57 14%	29 18%	55 19%	24 21%	113 18%	51 15%	5 16% **	52 20%	24 13%	59 17%	32 16%	120 17%	49 16%
Don't know	**29** **3%**	9 4%	18 3%	1 2% *	21 4%	8 2%	7 4%	8 3%	5 4%	17 3%	10 3%	2 6% **	6 2%	3 2%	9 3%	10 5%	20 3%	9 3%
Mean score	**0.26**	0.17	0.29	0.26 *	0.17	0.39 E	0.44 HI	0.12	-0.07	0.27	0.25	0.28 **	0.14	0.45 M	0.24	0.31	0.25	0.28
Standard Deviation	**1.476**	1.482	1.47	1.537	1.491	1.447	1.543	1.467	1.428	1.508	1.42	1.481	1.501	1.451	1.465	1.474	1.479	1.473
Standard Error	**0.047**	0.096	0.057	0.196	0.063	0.072	0.124	0.086	0.135	0.061	0.078	0.288	0.094	0.109	0.079	0.108	0.057	0.086

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**496** **50%**	71 51%	425 49%
I definitely agree (2)	**277** **28%**	35 25%	242 28%
I tend to agree (1)	**219** **22%**	36 26%	183 21%
I neither agree nor disagree (0)	**127** **13%**	19 14%	108 13%
Net: Disagree	**349** **35%**	46 33%	303 35%
I tend to disagree (-1)	**180** **18%**	23 17%	157 18%
I definitely disagree (-2)	**169** **17%**	22 16%	146 17%
Don't know	**29** **3%**	2 2%	26 3%
Mean score	**0.26**	0.28	0.26
Standard Deviation	**1.476**	1.438	1.483
Standard Error	**0.047**	0.124	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**496** **50%**	128 47%	360 51%	186 46%	309 52% D	43 47% *	44 44% *	92 45%	248 47%	135 50%	98 56%	104 56%	66 55%
I definitely agree (2)	**277** **28%**	67 25%	207 29%	91 22%	186 31% D	19 22% *	27 27% *	42 20%	127 24%	74 27%	66 38%	57 30%	34 28%
I tend to agree (1)	**219** **22%**	60 22%	153 21%	95 23%	124 21%	23 26% *	17 17% *	50 24%	121 23%	61 23%	32 18%	48 26%	32 27%
I neither agree nor disagree (0)	**127** **13%**	33 12%	90 13%	51 12%	76 13%	15 17% *	17 17% *	18 9%	55 11%	53 20% I	14 8%	30 16% K	19 16% K
Net: Disagree	**349** **35%**	105 39%	237 33%	160 39% E	189 32%	31 35% *	37 37% *	90 43%	209 40% J	72 27%	59 34% L	45 24%	30 25%
I tend to disagree (-1)	**180** **18%**	60 22%	118 17%	90 22% E	90 15%	17 19% *	22 22% *	49 24%	101 19%	41 15%	33 19%	22 12%	14 12%
I definitely disagree (-2)	**169** **17%**	45 17%	120 17%	70 17%	99 17%	14 16% *	15 15% *	40 20%	108 20% J	31 12%	26 15%	23 12%	16 13%
Don't know	**29** **3%**	4 1%	25 3%	11 3%	17 3%	1 1% *	2 2% *	7 4%	14 3%	9 3%	4 2%	7 4%	5 4%
Mean score	**0.26**	0.17	0.31	0.12	0.36 D	0.19 *	0.19 *	0.02	0.11	0.41 I	0.46	0.52	0.47 *
Standard Deviation	**1.476**	1.46	1.485	1.443	1.492	1.397	1.458	1.471	1.502	1.36	1.526	1.38	1.389
Standard Error	**0.047**	0.09	0.057	0.072	0.062	0.148	0.148	0.104	0.066	0.084	0.117	0.103	0.129

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I don't know what campylobacter is

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**496** **50%**	121 52% C	64 40%	44 41%	431 51% C
I definitely agree (2)	**277** **28%**	66 28%	32 20%	22 21%	245 29% C
I tend to agree (1)	**219** **22%**	55 24%	33 21%	22 20%	186 22%
I neither agree nor disagree (0)	**127** **13%**	31 14%	19 12%	14 13%	108 13%
Net: Disagree	**349** **35%**	67 29%	72 45% BE	48 44% BE	277 33%
I tend to disagree (-1)	**180** **18%**	28 12%	36 22% B	21 19%	145 17% B
I definitely disagree (-2)	**169** **17%**	39 17%	36 23% E	27 25% E	132 16%
Don't know	**29** **3%**	13 6% E	4 2%	3 3%	25 3%
Mean score	**0.26**	0.37 CD	-0.08	-0.08 *	0.33 CD
Standard Deviation	**1.476**	1.47	1.481	1.514	1.467
Standard Error	**0.047**	0.099	0.119	0.147	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I'd like to know more about where the food I eat comes from

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**539** **54%**	248 51%	291 57%	79 59% *	90 55%	79 54%	84 46%	81 53%	126 56%	147 59% M	140 51%	110 59% MO	141 49%	288 55%	251 53% M
I definitely agree (2)	**144** **14%**	63 13%	81 16%	23 18% *	25 15%	16 11%	24 13%	23 15%	33 15%	37 15%	32 11%	32 17%	43 15%	69 13%	75 16%
I tend to agree (1)	**395** **39%**	185 38%	209 41%	55 42% *	65 40%	63 43%	60 33%	58 38%	94 42%	110 44% M	109 40%	78 42%	98 34%	219 42% M	176 37%
I neither agree nor disagree (0)	**316** **32%**	157 32%	159 31%	34 25% *	44 27%	49 34%	63 35%	51 34%	75 33%	71 28%	92 33%	49 26%	104 36%	163 31%	153 32%
Net: Disagree	**137** **14%**	80 16% C	57 11%	20 15% *	26 16%	16 11%	33 18% I	20 13%	23 10%	29 12%	41 15%	25 14%	42 15%	70 13%	67 14%
I tend to disagree (-1)	**106** **11%**	57 12%	48 9%	18 13% *	22 13% I	11 8%	25 14% I	15 10%	15 7%	22 9%	36 13%	19 10%	28 10%	59 11%	47 10%
I definitely disagree (-2)	**31** **3%**	23 5% C	8 2%	3 2% *	4 2%	4 3%	8 4%	5 3%	8 4%	6 3%	5 2%	6 3%	14 5%	11 2%	20 4%
Don't know	**8** **1%**	2 *	6 1%	- - *	3 2%	3 2%	1 *	- -	1 *	3 1%	2 1%	1 1%	2 1%	4 1%	3 1%
Mean score	**0.52**	0.43	0.61 B	0.59 *	0.53	0.52	0.37	0.53	0.57 G	0.6	0.46	0.6	0.44	0.53	0.51
Standard Deviation	**0.971**	1.011	0.924	0.995	0.992	0.903	1.022	0.971	0.94	0.939	0.921	1.003	1.018	0.931	1.014
Standard Error	**0.031**	0.046	0.041	0.086	0.078	0.075	0.076	0.079	0.063	0.06	0.056	0.074	0.06	0.041	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I'd like to know more about where the food I eat comes from

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**539** **54%**	121 55%	209 52%	91 52%	117 57%	155 55%	384 53%
I definitely agree (2)	**144** **14%**	29 13%	63 16%	23 13%	29 14%	39 14%	105 15%
I tend to agree (1)	**395** **39%**	92 42%	147 36%	68 39%	88 43%	116 41%	279 39%
I neither agree nor disagree (0)	**316** **32%**	68 31%	137 34%	56 32%	56 27%	75 27%	242 34% T
Net: Disagree	**137** **14%**	28 13%	55 14%	24 14%	30 15%	47 17%	90 12%
I tend to disagree (-1)	**106** **11%**	21 9%	42 10%	15 9%	28 14%	40 14% U	65 9%
I definitely disagree (-2)	**31** **3%**	7 3%	14 3%	9 5% S	2 1%	7 2%	24 3%
Don't know	**8** **1%**	2 1%	2 *	2 1%	2 1%	3 1%	5 1%
Mean score	**0.52**	0.53	0.51	0.47	0.57	0.51	0.52
Standard Deviation	**0.971**	0.952	0.987	1.008	0.931	0.989	0.965
Standard Error	**0.031**	0.065	0.049	0.077	0.065	0.059	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I'd like to know more about where the food I eat comes from

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**539** **54%**	137 56%	368 53%	33 53% *	331 57%	208 50%	112 69% HI	172 58% I	43 37%	374 59% K	160 47%	4 16% **	143 55%	102 57%	190 54%	100 51%	409 59% R	130 43%
I definitely agree (2)	**144** **14%**	43 18% D	97 14%	4 6% *	96 16% F	48 12%	43 27% HI	42 14% I	7 6%	115 18% K	29 9%	- - **	27 11%	38 21% MO	48 13%	30 15%	108 16%	35 12%
I tend to agree (1)	**395** **39%**	94 38%	271 39%	30 47% *	235 40%	160 39%	68 42%	130 44% I	35 30%	259 41%	131 38%	4 16% **	116 45%	64 35%	142 40%	70 35%	301 43% R	94 31%
I neither agree nor disagree (0)	**316** **32%**	73 30%	223 32%	21 33% *	176 30%	140 34%	27 17%	93 31% G	51 44% GH	171 27%	132 39% J	13 48% **	72 28%	56 31%	120 34%	65 33%	210 30%	106 35%
Net: Disagree	**137** **14%**	34 14%	96 14%	7 11% *	73 13%	64 15%	19 12%	31 10%	21 18%	79 13%	48 14%	10 37% **	43 17%	21 12%	42 12%	29 15%	73 11%	63 21% Q
I tend to disagree (-1)	**106** **11%**	24 10%	75 11%	7 11% *	55 9%	50 12%	10 6%	27 9%	16 14%	55 9%	40 12%	10 37% **	35 14%	13 7%	34 10%	22 11%	52 7%	54 18% Q
I definitely disagree (-2)	**31** **3%**	10 4%	21 3%	- - *	18 3%	13 3%	9 6% H	4 1%	5 4%	24 4%	7 2%	- - **	8 3%	8 5%	8 2%	7 3%	21 3%	10 3%
Don't know	**8** **1%**	1 *	5 1%	2 3% *	5 1%	3 1%	3 2%	1 *	1 1%	5 1%	3 1%	- - **	1 *	1 *	3 1%	3 2%	4 1%	4 1%
Mean score	**0.52**	0.56	0.51	0.5 *	0.58 F	0.43	0.8 HI	0.61 I	0.21	0.62 K	0.4	-0.21 **	0.46	0.62	0.53	0.49	0.61 R	0.31
Standard Deviation	**0.971**	1.022	0.968	0.779	0.976	0.959	1.092	0.89	0.913	1.007	0.882	0.704	0.959	1.045	0.922	0.999	0.942	1.005
Standard Error	**0.031**	0.065	0.037	0.1	0.041	0.047	0.087	0.052	0.085	0.04	0.048	0.133	0.06	0.078	0.049	0.072	0.036	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I'd like to know more about where the food I eat comes from

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**539** **54%**	72 53%	467 54%
I definitely agree (2)	**144** **14%**	21 15%	123 14%
I tend to agree (1)	**395** **39%**	52 38%	343 40%
I neither agree nor disagree (0)	**316** **32%**	47 34%	269 31%
Net: Disagree	**137** **14%**	18 13%	119 14%
I tend to disagree (-1)	**106** **11%**	12 9%	94 11%
I definitely disagree (-2)	**31** **3%**	6 5%	25 3%
Don't know	**8** **1%**	- -	8 1%
Mean score	**0.52**	0.5	0.52
Standard Deviation	**0.971**	1.006	0.966
Standard Error	**0.031**	0.086	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I'd like to know more about where the food I eat comes from

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	539 54%	143 53%	387 54%	226 55%	312 53%	50 55% *	55 55% *	114 55%	319 61% J	129 48%	78 45%	101 54%	67 56%
I definitely agree (2)	144 14%	44 16%	97 14%	58 14%	86 15%	16 17% *	10 10% *	31 15%	85 16% J	27 10%	26 15%	26 14%	20 16%
I tend to agree (1)	395 39%	99 37%	290 41%	169 41%	226 38%	34 38% *	45 46% *	83 40%	234 44%	101 38%	52 30%	75 40% K	47 39%
I neither agree nor disagree (0)	316 32%	90 33%	218 31%	121 30%	195 33%	26 29% *	26 26% *	66 32%	150 28%	94 35%	61 35%	50 27%	30 25%
Net: Disagree	137 14%	36 13%	100 14%	59 14%	78 13%	14 15% *	18 18% *	26 12%	56 11%	44 16% I	33 19%	34 18%	22 19%
I tend to disagree (-1)	106 11%	25 9%	79 11%	44 11%	61 10%	11 12% *	13 13% *	20 10%	43 8%	35 13% I	25 14%	29 16%	19 16%
I definitely disagree (-2)	31 3%	10 4%	21 3%	14 3%	17 3%	3 3% *	5 5% *	5 3%	13 2%	9 3%	8 5%	5 3%	3 3%
Don't know	8 1%	1 *	7 1%	2 1%	6 1%	- - *	- - *	1 *	2 *	3 1%	3 2%	1 1%	1 1%
Mean score	0.52	0.52	0.52	0.52	0.52	0.54 *	0.42 *	0.55	0.64 J	0.39	0.37	0.48	0.51
Standard Deviation	0.971	1.001	0.964	0.982	0.964	1.026	1.003	0.952	0.932	0.952	1.056	1.005	1.036
Standard Error	0.031	0.061	0.036	0.049	0.04	0.108	0.101	0.066	0.041	0.058	0.08	0.074	0.095

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I'd like to know more about where the food I eat comes from

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**539**	120	107	74	432
	54%	52%	67% BE	68% BE	51%
I definitely agree (2)	**144**	31	41	29	103
	14%	13%	26% BE	26% BE	12%
I tend to agree (1)	**395**	88	66	46	329
	39%	38%	42%	42%	39%
I neither agree nor disagree (0)	**316**	78	36	23	281
	32%	34% CD	22%	21%	33% CD
Net: Disagree	**137**	29	16	12	121
	14%	12%	10%	11%	14%
I tend to disagree (-1)	**106**	25	11	9	94
	11%	11%	7%	8%	11%
I definitely disagree (-2)	**31**	4	5	3	26
	3%	2%	3%	3%	3%
Don't know	**8**	5	-	-	8
	1%	2%	-	-	1%
Mean score	**0.52**	0.52	0.8	0.81	0.46
			BE	BE	
Standard Deviation	**0.971**	0.925	1.004	1.007	0.956
Standard Error	**0.031**	0.061	0.08	0.096	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**582** **58%**	274 56%	308 60%	68 51% *	81 50%	86 58%	106 59%	98 65% DE	142 63% E	140 56%	159 58%	114 62%	169 58%	299 57%	282 59%
I definitely agree (2)	**198** **20%**	92 19%	106 21%	13 10% *	22 14%	28 19%	34 19%	36 24% DE	65 29% DEFG	50 20% K	37 13%	43 23% K	68 23% KN	87 17% K	111 23% KN
I tend to agree (1)	**384** **38%**	182 37%	202 39%	55 41% *	59 36%	58 40%	73 40%	62 41%	77 34%	90 36%	123 45% MO	70 38%	101 35%	212 40%	171 36%
I neither agree nor disagree (0)	**291** **29%**	150 31%	141 28%	41 31% *	52 32%	42 28%	52 29%	38 25%	65 29%	71 29%	83 30%	48 26%	88 31%	155 29%	136 29%
Net: Disagree	**122** **12%**	63 13%	59 12%	21 16% I*	29 18% I	19 13%	21 12%	15 10%	17 8%	34 14%	33 12%	24 13%	32 11%	67 13%	55 12%
I tend to disagree (-1)	**88** **9%**	41 8%	47 9%	17 13% I*	24 15% GI	13 9%	13 7%	12 8%	9 4%	24 9%	30 11%	16 9%	18 6%	54 10%	34 7%
I definitely disagree (-2)	**34** **3%**	21 4%	12 2%	4 3% *	5 3%	5 4%	9 5%	3 2%	8 3%	10 4% K	3 1%	7 4%	14 5% K	13 2% K	21 4% K
Don't know	**5** **1%**	1 *	5 1%	3 2% *	1 1%	1 1%	1 *	- -	- -	4 2%	- -	- -	1 *	4 1%	1 *
Mean score	**0.63**	0.58	0.67	0.43 *	0.43	0.61	0.61	0.77 DE	0.81 DEG	0.6	0.58	0.68	0.66	0.59	0.67
Standard Deviation	**1.007**	1.029	0.984	0.953	1.001	1.014	1.023	0.968	1.012	1.049	0.886	1.05	1.052	0.966	1.05
Standard Error	**0.032**	0.047	0.044	0.084	0.079	0.084	0.076	0.079	0.068	0.067	0.053	0.077	0.062	0.042	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	**582**	132	233	104	113	160	421
	58%	60%	58%	60%	55%	57%	58%
I definitely agree (2)	**198**	48	84	29	37	49	149
	20%	22%	21%	17%	18%	18%	21%
I tend to agree (1)	**384**	83	149	75	76	111	273
	38%	38%	37%	43%	37%	40%	38%
I neither agree nor disagree (0)	**291**	65	118	47	61	77	214
	29%	29%	29%	27%	30%	28%	30%
Net: Disagree	**122**	22	51	22	27	38	84
	12%	10%	13%	12%	13%	13%	12%
I tend to disagree (-1)	**88**	15	34	18	22	28	60
	9%	7%	8%	10%	11%	10%	8%
I definitely disagree (-2)	**34**	7	18	4	5	10	24
	3%	3%	4%	2%	2%	3%	3%
Don't know	**5**	1	-	1	3	4	1
	1%	1%	-	1%	2%	2% U	*
Mean score	**0.63**	0.69	0.61	0.62	0.58	0.59	0.64
Standard Deviation	**1.007**	0.992	1.044	0.96	0.99	1.008	1.007
Standard Error	**0.032**	0.067	0.052	0.073	0.07	0.061	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	582 58%	157 64% C	388 56%	37 59% *	372 64% F	210 51%	115 71% I	192 65% I	59 51%	381 61%	191 56%	10 36% **	132 51%	115 64% M	214 60% M	119 60%	436 63% R	146 48%
I definitely agree (2)	198 20%	54 22%	131 19%	12 20% *	137 23% F	61 15%	57 35% HI	59 20%	19 16%	143 23% K	53 16%	2 6% **	42 16%	47 26% M	66 19%	41 21%	147 21%	50 17%
I tend to agree (1)	384 38%	103 42%	257 37%	24 39% *	235 40%	149 36%	58 36%	133 45%	40 34%	238 38%	137 40%	8 29% **	90 35%	68 38%	148 42%	78 39%	289 41% R	95 31%
I neither agree nor disagree (0)	291 29%	64 26%	207 30%	20 32% *	149 25%	142 34% E	35 22%	77 26%	33 28%	172 27%	106 31%	13 45% **	78 30%	50 28%	101 28%	59 30%	180 26%	110 36% Q
Net: Disagree	122 12%	24 10%	93 13%	5 8% *	61 10%	61 15% E	11 7%	24 8%	23 20% GH	74 12%	43 12%	5 19% **	48 19% NOP	16 9%	39 11%	17 8%	79 11%	42 14%
I tend to disagree (-1)	88 9%	16 6%	68 10%	4 6% *	45 8%	43 10%	8 5%	19 6%	17 15% GH	49 8%	34 10%	5 16% **	34 13% NO	10 5%	27 8%	15 8%	62 9%	26 9%
I definitely disagree (-2)	34 3%	8 3%	25 4%	1 2% *	15 3%	18 4%	3 2%	5 2%	6 5%	24 4%	9 3%	1 3% **	14 5% P	6 3%	12 3%	2 1%	18 3%	16 5%
Don't know	5 1%	1 *	3 *	1 2% *	4 1%	1 *	- -	3 1%	1 1%	2 *	3 1%	- - **	1 *	- -	1 *	3 2%	1 *	4 1%
Mean score	0.63	0.73 C	0.58	0.71 *	0.74 F	0.46	0.98 HI	0.76 I	0.42	0.68	0.57	0.19 **	0.43	0.78 M	0.65 M	0.73 M	0.7 R	0.46
Standard Deviation	1.007	0.983	1.021	0.92	0.988	1.012	0.976	0.908	1.096	1.032	0.957	0.909	1.08	1.003	0.98	0.914	0.983	1.043
Standard Error	0.032	0.063	0.039	0.117	0.041	0.05	0.077	0.053	0.102	0.041	0.052	0.171	0.067	0.075	0.052	0.066	0.037	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**582** **58%**	86 63%	495 57%
I definitely agree (2)	**198** **20%**	19 14%	178 21%
I tend to agree (1)	**384** **38%**	67 49% T	317 37%
I neither agree nor disagree (0)	**291** **29%**	33 24%	258 30%
Net: Disagree	**122** **12%**	16 12%	106 12%
I tend to disagree (-1)	**88** **9%**	12 9%	76 9%
I definitely disagree (-2)	**34** **3%**	4 3%	30 3%
Don't know	**5** **1%**	1 1%	4 *
Mean score	**0.63**	0.63	0.63
Standard Deviation	**1.007**	0.945	1.017
Standard Error	**0.032**	0.081	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**582**	168	405	247	335	58	54	127	350	134	85	112	77
	58%	62%	57%	60%	57%	64% *	54% *	61%	67% J	50%	48%	60% K	64% K
I definitely agree (2)	**198**	53	141	75	123	19	10	44	115	52	29	32	23
	20%	20%	20%	18%	21%	21% *	10% *	21% G	22%	19%	17%	17%	19%
I tend to agree (1)	**384**	114	264	171	213	39	44	84	235	82	56	80	54
	38%	42%	37%	42%	36%	43% *	44% *	40%	45% J	31%	32%	43% K	45% K
I neither agree nor disagree (0)	**291**	74	207	113	178	20	30	60	124	105	51	54	32
	29%	28%	29%	28%	30%	23% *	30% *	29%	24%	39% I	29%	29%	26%
Net: Disagree	**122**	28	93	49	73	12	16	20	49	27	39	20	11
	12%	10%	13%	12%	12%	13% *	16% *	9%	9%	10%	22% LM	11%	9%
I tend to disagree (-1)	**88**	18	69	37	51	9	10	16	36	20	26	16	8
	9%	7%	10%	9%	9%	10% *	10% *	8%	7%	7%	15% M	9%	6%
I definitely disagree (-2)	**34**	9	25	12	22	3	6	3	13	7	13	4	3
	3%	3%	3%	3%	4%	4% *	6% *	2%	3%	3%	7% L	2%	3%
Don't know	**5**	-	5	-	5	-	-	-	2	3	-	-	-
	1%	-	1%	-	1%	- *	- *	-	*	1%	-	-	-
Mean score	**0.63**	0.68	0.61	0.64	0.62	0.69 *	0.43 *	0.71 G	0.77 J	0.57	0.36	0.64 K	0.72 K
Standard Deviation	**1.007**	0.978	1.021	0.981	1.025	1.026	1.002	0.94	0.953	0.971	1.145	0.94	0.941
Standard Error	**0.032**	0.06	0.038	0.049	0.042	0.108	0.101	0.065	0.042	0.059	0.087	0.069	0.086

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It's important to me that I try to buy food produced in Scotland when I can

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**582** **58%**	129 56%	123 77% BE	88 81% BE	459 55%
I definitely agree (2)	**198** **20%**	40 17%	48 30% BE	37 34% BE	150 18%
I tend to agree (1)	**384** **38%**	89 38%	74 47% E	51 47%	310 37%
I neither agree nor disagree (0)	**291** **29%**	72 31% CD	25 16%	12 11%	266 32% CD
Net: Disagree	**122** **12%**	29 12%	11 7%	9 8%	110 13%
I tend to disagree (-1)	**88** **9%**	24 11%	8 5%	6 5%	80 10%
I definitely disagree (-2)	**34** **3%**	4 2%	4 2%	3 2%	30 4%
Don't know	**5** **1%**	2 1%	- -	- -	5 1%
Mean score	**0.63**	0.6	0.98 BE	1.05 BE	0.56
Standard Deviation	**1.007**	0.957	0.933	0.947	1.007
Standard Error	**0.032**	0.063	0.074	0.091	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I trust the information on food labels

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	551 55%	247 51%	304 59% B	74 56% *	99 61% I	85 57%	108 60% I	80 52%	105 47%	137 55%	175 64% JMNO	103 56%	135 46%	313 60% MO	238 50%
I definitely agree (2)	71 7%	28 6%	44 8%	7 5% *	27 16% DFGHI	9 6%	12 7%	6 4%	11 5%	16 6%	24 9%	15 8%	16 6%	40 8%	32 7%
I tend to agree (1)	479 48%	219 45%	260 51%	67 51% *	73 45%	76 51%	96 53% I	74 49%	94 42%	122 49%	151 55% MO	88 47%	118 41%	273 52% MO	206 43%
I neither agree nor disagree (0)	346 35%	185 38% C	161 31%	47 35% *	44 27%	52 35%	61 34%	54 35%	89 40% E	92 37% KN	77 28%	63 34%	114 39% K	169 32% K	177 37% K
Net: Disagree	94 9%	53 11%	40 8%	12 9% *	17 11%	10 7%	10 6%	17 12%	27 12% G	18 7%	21 8%	18 10%	37 13% N	39 7%	55 12% N
I tend to disagree (-1)	82 8%	43 9%	39 8%	11 8% *	16 10%	9 6%	10 6%	13 8%	24 10%	17 7%	19 7%	14 8%	32 11%	36 7%	46 10%
I definitely disagree (-2)	12 1%	11 2% C	1 *	1 1% *	2 1%	1 1%	- -	5 3% G	3 1%	1 *	2 1%	4 2%	5 2%	2 *	9 2%
Don't know	10 1%	2 *	8 2%	- - *	2 1%	1 1%	2 1%	1 1%	4 2%	3 1%	2 1%	1 1%	4 2%	4 1%	5 1%
Mean score	0.52	0.43	0.61 B	0.51 *	0.66 HI	0.56 I	0.62 HI	0.42	0.39	0.54 M	0.65 MO	0.53	0.38	0.6 MO	0.44
Standard Deviation	0.795	0.818	0.763	0.755	0.907	0.734	0.7	0.822	0.801	0.732	0.763	0.839	0.828	0.75	0.834
Standard Error	0.025	0.037	0.034	0.066	0.072	0.061	0.052	0.067	0.054	0.047	0.046	0.062	0.049	0.033	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I trust the information on food labels

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**551** **55%**	104 48%	217 54%	103 59% P	126 62% P	170 61% U	380 53%
I definitely agree (2)	**71** **7%**	13 6%	26 7%	13 7%	19 10%	26 9%	46 6%
I tend to agree (1)	**479** **48%**	92 42%	191 47%	90 52%	107 52% P	144 52%	335 47%
I neither agree nor disagree (0)	**346** **35%**	82 37%	144 36%	56 32%	64 31%	90 32%	256 36%
Net: Disagree	**94** **9%**	29 13% S	38 9%	14 8%	13 6%	18 6%	76 11%
I tend to disagree (-1)	**82** **8%**	26 12%	32 8%	13 7%	12 6%	16 6%	66 9%
I definitely disagree (-2)	**12** **1%**	4 2%	6 1%	1 1%	1 1%	2 1%	10 1%
Don't know	**10** **1%**	3 1%	4 1%	1 1%	2 1%	2 1%	8 1%
Mean score	**0.52**	0.39	0.5	0.59 P	0.65 PQ	0.63 U	0.48
Standard Deviation	**0.795**	0.837	0.795	0.758	0.758	0.763	0.803
Standard Error	**0.025**	0.057	0.04	0.058	0.053	0.046	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I trust the information on food labels

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**551** **55%**	137 56%	385 56%	29 47% *	351 60% F	200 48%	120 75% HI	188 63% I	40 35%	345 55%	190 56%	15 54% **	143 55%	93 51%	208 58%	104 52%	400 57% R	150 50%
I definitely agree (2)	**71** **7%**	13 5%	57 8%	1 2% *	50 8%	22 5%	31 20% HI	16 5%	2 2%	55 9% K	16 5%	1 3% **	15 6%	12 6%	35 10%	10 5%	53 8%	18 6%
I tend to agree (1)	**479** **48%**	123 50%	328 47%	28 45% *	301 51% F	178 43%	89 55% I	171 58% I	38 33%	291 46%	174 51%	14 51% **	128 50%	81 45%	172 49%	94 48%	347 50%	132 44%
I neither agree nor disagree (0)	**346** **35%**	73 30%	247 36%	26 41% *	177 30%	168 41% E	26 16%	90 30% G	59 51% GH	213 34%	123 36%	10 37% **	89 34%	62 35%	116 33%	77 39%	233 33%	113 37%
Net: Disagree	**94** **9%**	34 14% C	54 8%	6 9% *	52 9%	42 10%	13 8%	18 6%	17 15% H	63 10%	28 8%	3 10% **	25 10%	23 13%	29 8%	14 7%	58 8%	36 12%
I tend to disagree (-1)	**82** **8%**	31 13% C	46 7%	5 8% *	45 8%	36 9%	11 7%	18 6%	14 12%	56 9%	23 7%	3 10% **	24 9%	18 10%	24 7%	14 7%	54 8%	28 9%
I definitely disagree (-2)	**12** **1%**	3 1%	8 1%	1 2% *	7 1%	5 1%	2 1%	- -	3 3% H	7 1%	5 1%	- - **	1 *	5 3%	5 2%	- -	4 1%	8 3% Q
Don't know	**10** **1%**	2 1%	6 1%	2 3% *	5 1%	5 1%	2 1%	2 1%	- -	8 1%	2 1%	- - **	2 1%	3 1%	2 1%	3 2%	7 1%	3 1%
Mean score	**0.52**	0.47	0.55	0.39 *	0.59 F	0.43	0.86 HI	0.63 I	0.19	0.53	0.51	0.47 **	0.52	0.43	0.59 N	0.51	0.57 R	0.42
Standard Deviation	**0.795**	0.826	0.787	0.737	0.801	0.778	0.857	0.681	0.769	0.821	0.753	0.721	0.757	0.861	0.82	0.703	0.768	0.846
Standard Error	**0.025**	0.053	0.03	0.095	0.033	0.038	0.068	0.04	0.071	0.033	0.041	0.136	0.047	0.065	0.044	0.05	0.029	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I trust the information on food labels

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**551** **55%**	80 58%	470 55%
I definitely agree (2)	**71** **7%**	11 8%	61 7%
I tend to agree (1)	**479** **48%**	70 51%	410 47%
I neither agree nor disagree (0)	**346** **35%**	43 32%	302 35%
Net: Disagree	**94** **9%**	14 10%	80 9%
I tend to disagree (-1)	**82** **8%**	13 9%	69 8%
I definitely disagree (-2)	**12** **1%**	1 1%	11 1%
Don't know	**10** **1%**	- -	10 1%
Mean score	**0.52**	0.56	0.52
Standard Deviation	**0.795**	0.795	0.795
Standard Error	**0.025**	0.068	0.027

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I trust the information on food labels

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**551** **55%**	143 53%	400 56%	230 56%	320 54%	54 60% *	57 57% *	115 56%	321 61% J	121 45%	97 55%	111 60%	66 55%
I definitely agree (2)	**71** **7%**	18 7%	54 8%	33 8%	39 7%	14 16% H*	7 7% *	11 5%	40 8%	18 7%	12 7%	16 9%	10 8%
I tend to agree (1)	**479** **48%**	125 46%	346 49%	198 48%	282 48%	40 45% *	49 50% *	104 50%	281 53% J	103 38%	84 48%	95 51%	56 47%
I neither agree nor disagree (0)	**346** **35%**	97 36%	242 34%	145 36%	201 34%	27 30% *	34 34% *	77 37%	157 30%	121 45% I	56 32%	59 32%	39 33%
Net: Disagree	**94** **9%**	25 9%	65 9%	31 8%	63 11%	9 10% *	8 8% *	13 6%	45 8%	25 9%	20 11%	14 8%	14 11%
I tend to disagree (-1)	**82** **8%**	20 7%	58 8%	29 7%	53 9%	9 10% *	7 7% *	12 6%	41 8%	22 8%	16 9%	12 7%	11 9%
I definitely disagree (-2)	**12** **1%**	5 2%	7 1%	2 1%	10 2%	- - *	1 1% *	1 1%	4 1%	3 1%	4 2%	2 1%	2 2%
Don't know	**10** **1%**	5 2%	5 1%	2 *	8 1%	- - *	- - *	2 1%	4 1%	3 1%	2 1%	1 1%	1 1%
Mean score	**0.52**	0.49	0.54	0.57	0.49	0.67 *	0.56 *	0.55	0.6 J	0.42	0.49	0.6	0.5
Standard Deviation	**0.795**	0.809	0.788	0.763	0.815	0.856	0.78	0.714	0.771	0.784	0.849	0.788	0.851
Standard Error	**0.025**	0.05	0.03	0.038	0.034	0.09	0.078	0.05	0.034	0.048	0.065	0.058	0.078

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I trust the information on food labels

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**551** **55%**	139 60% E	101 64% E	69 63%	449 53%
I definitely agree (2)	**71** **7%**	29 12% E	15 9%	11 10%	57 7%
I tend to agree (1)	**479** **48%**	110 48%	87 55%	58 54%	392 47%
I neither agree nor disagree (0)	**346** **35%**	70 30%	46 29%	32 30%	299 36%
Net: Disagree	**94** **9%**	20 8%	9 6%	7 6%	84 10%
I tend to disagree (-1)	**82** **8%**	18 8%	8 5%	7 6%	73 9%
I definitely disagree (-2)	**12** **1%**	1 1%	1 1%	- -	11 1%
Don't know	**10** **1%**	3 1%	2 1%	1 1%	8 1%
Mean score	**0.52**	0.64 E	0.67 E	0.68 E	0.49
Standard Deviation	**0.795**	0.822	0.746	0.737	0.801
Standard Error	**0.025**	0.054	0.06	0.071	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It worries me that what's in my food might not be what's on the label

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**433** **43%**	213 44%	220 43%	54 41% *	73 45%	67 46%	74 41%	69 45%	96 43%	107 43%	107 39%	76 41%	143 49% KN	214 41%	219 46%
I definitely agree (2)	**110** **11%**	46 10%	63 12%	14 10% *	20 12%	19 13%	14 8%	22 14%	21 9%	26 10%	27 10%	21 12%	36 12%	53 10%	57 12%
I tend to agree (1)	**323** **32%**	167 34%	157 31%	40 30% *	53 32%	49 33%	60 33%	47 31%	75 33%	81 32%	80 29%	54 29%	108 37%	161 31%	162 34%
I neither agree nor disagree (0)	**336** **34%**	168 34%	168 33%	37 28% *	55 34%	52 35%	63 35%	45 30%	85 38%	67 27%	99 36% JN	70 38% J	101 35%	166 32% J	171 36% J
Net: Disagree	**216** **22%**	102 21%	114 22%	41 31% EFI*	31 19%	27 18%	41 23%	34 22%	43 19%	70 28% LMO	68 25% MO	35 19%	43 15%	138 26% MO	78 16%
I tend to disagree (-1)	**172** **17%**	76 16%	96 19%	35 27% FI*	26 16%	18 12%	34 19%	27 18%	32 14%	59 24% LMO	55 20% MO	26 14%	32 11%	114 22% LMO	58 12%
I definitely disagree (-2)	**44** **4%**	25 5%	18 4%	5 4% *	5 3%	8 6%	7 4%	7 5%	11 5%	11 4%	13 5%	9 5%	11 4%	24 5%	20 4%
Don't know	**15** **1%**	4 1%	10 2%	1 1% *	5 3%	1 1%	3 2%	4 3%	1 *	6 3%	1 *	4 2%	3 1%	7 1% K	7 2%
Mean score	**0.29**	0.27	0.3	0.16 *	0.36	0.35	0.23	0.33	0.28	0.21	0.2	0.29	0.44 JKN	0.2	0.38 JKN
Standard Deviation	**1.022**	1.012	1.032	1.067	0.999	1.042	0.982	1.087	0.984	1.067	1.021	1.016	0.974	1.042	0.992
Standard Error	**0.033**	0.046	0.046	0.093	0.079	0.086	0.074	0.089	0.066	0.068	0.062	0.076	0.058	0.046	0.046

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It worries me that what's in my food might not be what's on the label

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**433** **43%**	92 42%	174 43%	68 39%	99 48%	128 46%	304 42%
I definitely agree (2)	**110** **11%**	22 10%	44 11%	24 14%	20 10%	33 12%	76 11%
I tend to agree (1)	**323** **32%**	70 32%	130 32%	44 25%	79 39% R	95 34%	228 32%
I neither agree nor disagree (0)	**336** **34%**	78 36%	133 33%	64 37%	61 30%	83 30%	254 35%
Net: Disagree	**216** **22%**	45 21%	91 23%	39 22%	41 20%	62 22%	154 21%
I tend to disagree (-1)	**172** **17%**	36 17%	71 18%	30 18%	34 17%	51 18%	121 17%
I definitely disagree (-2)	**44** **4%**	9 4%	20 5%	9 5%	6 3%	11 4%	33 5%
Don't know	**15** **1%**	3 1%	5 1%	3 2%	4 2%	7 2%	8 1%
Mean score	**0.29**	0.28	0.27	0.26	0.36	0.33	0.27
Standard Deviation	**1.022**	0.998	1.037	1.069	0.979	1.04	1.015
Standard Error	**0.033**	0.068	0.052	0.082	0.069	0.063	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It worries me that what's in my food might not be what's on the label

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**433** **43%**	105 43%	302 44%	26 42% *	273 47% F	160 38%	90 56% I	139 47% I	39 33%	280 45%	143 42%	9 33% **	113 44%	104 58% MOP	129 36%	85 43%	338 49% R	95 31%
I definitely agree (2)	**110** **11%**	29 12%	75 11%	6 10% *	73 13%	36 9%	35 22% HI	27 9%	9 7%	78 12%	31 9%	1 3% **	20 8%	32 18% MO	36 10%	21 11%	84 12%	26 9%
I tend to agree (1)	**323** **32%**	76 31%	228 33%	20 32% *	200 34%	123 30%	55 34%	112 38% I	30 26%	203 32%	112 33%	8 30% **	93 36% O	72 40% O	93 26%	64 33%	254 36% R	69 23%
I neither agree nor disagree (0)	**336** **34%**	87 35%	228 33%	22 34% *	177 30%	159 38% E	39 24%	96 32%	38 33%	197 31%	128 37%	12 42% **	86 33%	47 26%	126 36% N	71 36% N	223 32%	113 37%
Net: Disagree	**216** **22%**	53 22%	150 22%	13 21% *	126 22%	90 22%	30 19%	58 20%	37 32% GH	140 22%	70 20%	6 22% **	55 21%	27 15%	94 26% N	38 19%	129 18%	87 29% Q
I tend to disagree (-1)	**172** **17%**	45 18%	116 17%	11 18% *	100 17%	72 17%	22 14%	48 16%	29 25% GH	110 18%	58 17%	4 16% **	43 17%	19 10%	78 22% N	30 15%	107 15%	65 21% Q
I definitely disagree (-2)	**44** **4%**	8 3%	34 5%	2 3% *	26 4%	18 4%	8 5%	10 3%	8 7%	30 5%	12 3%	2 6% **	12 5%	9 5%	16 4%	7 4%	22 3%	22 7% Q
Don't know	**15** **1%**	1 *	12 2%	2 3% *	9 1%	6 1%	2 1%	5 2%	2 2%	12 2%	2 1%	1 3% **	4 2%	2 1%	6 2%	3 1%	7 1%	8 3%
Mean score	**0.29**	0.3	0.28	0.28 *	0.34	0.22	0.54 HI	0.33 I	0.02	0.3	0.27	0.08 **	0.26	0.56 MOP	0.16	0.32	0.39 R	0.04
Standard Deviation	**1.022**	1.006	1.032	0.983	1.048	0.981	1.127	0.972	1.05	1.056	0.964	0.947	0.99	1.057	1.029	0.989	0.991	1.052
Standard Error	**0.033**	0.064	0.04	0.126	0.044	0.049	0.089	0.057	0.098	0.042	0.052	0.181	0.062	0.079	0.055	0.071	0.038	0.061

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It worries me that what's in my food might not be what's on the label

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**433** **43%**	64 46%	369 43%
I definitely agree (2)	**110** **11%**	14 10%	96 11%
I tend to agree (1)	**323** **32%**	50 36%	274 32%
I neither agree nor disagree (0)	**336** **34%**	39 29%	297 34%
Net: Disagree	**216** **22%**	31 23%	185 21%
I tend to disagree (-1)	**172** **17%**	26 19%	146 17%
I definitely disagree (-2)	**44** **4%**	5 4%	39 5%
Don't know	**15** **1%**	3 2%	11 1%
Mean score	**0.29**	0.31	0.28
Standard Deviation	**1.022**	1.021	1.023
Standard Error	**0.033**	0.088	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It worries me that what's in my food might not be what's on the label

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**433**	135	292	177	256	42	46	81	244	104	72	86	55
	43%	50% C	41%	43%	43%	47% *	46% *	39%	46% J	39%	41%	46%	45%
I definitely agree (2)	**110**	38	68	44	66	10	9	23	63	25	17	24	13
	11%	14%	10%	11%	11%	12% *	9% *	11%	12%	9%	10%	13%	11%
I tend to agree (1)	**323**	97	223	133	190	32	37	58	181	80	55	62	41
	32%	36%	31%	33%	32%	35% *	38% *	28%	34%	30%	31%	33%	34%
I neither agree nor disagree (0)	**336**	93	234	136	201	31	30	72	155	116	56	63	41
	34%	35%	33%	33%	34%	35% *	31% *	35%	29%	43% I	32%	34%	34%
Net: Disagree	**216**	37	176	91	125	16	22	52	120	44	45	35	23
	22%	14%	25% B	22%	21%	18% *	22% *	25%	23% J	16%	25%	19%	19%
I tend to disagree (-1)	**172**	30	139	78	94	10	19	49	99	33	34	28	19
	17%	11%	20% B	19%	16%	11% *	19% *	24% F	19% J	12%	19%	15%	16%
I definitely disagree (-2)	**44**	7	37	13	31	6	3	3	21	11	11	7	5
	4%	2%	5%	3%	5%	7% H*	3% *	1%	4%	4%	6%	4%	4%
Don't know	**15**	5	10	5	10	1	1	2	7	5	3	1	1
	1%	2%	1%	1%	2%	1% *	1% *	1%	1%	2%	2%	1%	1%
Mean score	**0.29**	0.49 C	0.21	0.29	0.29	0.34 *	0.31 *	0.24	0.32	0.28	0.19	0.37	0.34
Standard Deviation	**1.022**	0.959	1.037	1.003	1.036	1.054	0.979	0.986	1.042	0.946	1.058	1.021	1.005
Standard Error	**0.033**	0.059	0.039	0.05	0.043	0.112	0.099	0.069	0.046	0.058	0.081	0.075	0.092

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - It worries me that what's in my food might not be what's on the label

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**433** **43%**	97 42%	89 56% BE	63 58% BE	344 41%
I definitely agree (2)	**110** **11%**	29 13%	23 14%	18 16%	87 10%
I tend to agree (1)	**323** **32%**	68 29%	66 42% BE	45 41% BE	257 31%
I neither agree nor disagree (0)	**336** **34%**	84 36% C	41 26%	30 28%	295 35% C
Net: Disagree	**216** **22%**	46 20%	29 18%	16 15%	187 22%
I tend to disagree (-1)	**172** **17%**	38 17%	23 14%	14 13%	150 18%
I definitely disagree (-2)	**44** **4%**	8 3%	6 4%	2 2%	38 4%
Don't know	**15** **1%**	5 2%	- -	- -	15 2%
Mean score	**0.29**	0.32	0.49 E	0.57 BE	0.25
Standard Deviation	**1.022**	1.008	1.023	0.969	1.018
Standard Error	**0.033**	0.067	0.081	0.093	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**133** **13%**	68 14%	65 13%	35 27% FGHI*	41 25% FGHI	18 12% I	18 10% I	18 12% I	4 2%	43 17% M	35 13%	28 15%	28 9%	78 15% M	56 12%
I definitely agree (2)	**29** **3%**	15 3%	14 3%	7 5% I*	10 6% GI	4 3%	3 1%	5 3%	1 *	8 3%	11 4%	5 2%	6 2%	19 4%	10 2%
I tend to agree (1)	**104** **10%**	53 11%	51 10%	29 22% FGHI*	30 19% FGHI	14 9% I	15 8% I	13 9% I	3 1%	35 14% M	24 9%	23 13%	22 8%	59 11%	45 10%
I neither agree nor disagree (0)	**114** **11%**	56 11%	59 11%	20 15% I*	29 18% HI	21 14% I	19 10%	14 9%	12 5%	29 11%	33 12%	26 14%	26 9%	62 12%	52 11%
Net: Disagree	**738** **74%**	356 73%	382 75%	75 56% *	90 55%	104 71% DE	142 78% DE	120 79% DE	207 92% DEFGH	175 70%	202 73%	129 70%	233 80% JLNO	376 72%	361 76% L
I tend to disagree (-1)	**220** **22%**	119 24%	100 20%	22 17% *	40 25%	37 25%	38 21%	28 18%	54 24%	49 20%	71 26%	33 18%	66 23%	120 23%	100 21%
I definitely disagree (-2)	**518** **52%**	236 49%	282 55%	52 40% *	49 30%	68 46% E	104 57% DEF	93 61% DEF	153 68% DEFG	126 50%	131 48%	96 52%	166 57% KN	257 49%	262 55%
Don't know	**14** **1%**	8 2%	6 1%	2 2% *	3 2%	4 3%	3 2%	- -	2 1%	4 1%	5 2%	2 1%	3 1%	9 2%	5 1%
Mean score	**-1.11**	-1.06	-1.15	-0.65 FGHI*	-0.55 FGHI	-1.04 I	-1.27 I	-1.26 I	-1.59	-1.01 M	-1.07 M	-1.05 MO	-1.28	-1.04 MO	-1.19 M
Standard Deviation	**1.15**	1.155	1.144	1.342	1.284	1.128	1.046	1.123	0.69	1.226	1.149	1.187	1.041	1.186	1.104
Standard Error	**0.037**	0.053	0.051	0.118	0.102	0.094	0.078	0.091	0.046	0.078	0.07	0.088	0.061	0.052	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**133** **13%**	19 9%	56 14%	29 17% P	29 14%	45 16%	88 12%
I definitely agree (2)	**29** **3%**	3 1%	13 3%	8 4%	6 3%	9 3%	20 3%
I tend to agree (1)	**104** **10%**	16 7%	43 11%	22 13%	23 11%	36 13%	68 10%
I neither agree nor disagree (0)	**114** **11%**	27 12%	41 10%	20 12%	26 13%	43 15% U	72 10%
Net: Disagree	**738** **74%**	170 78%	300 74%	122 70%	146 71%	190 68%	548 76% T
I tend to disagree (-1)	**220** **22%**	47 22%	79 20%	45 26%	48 23%	68 24%	152 21%
I definitely disagree (-2)	**518** **52%**	123 56% R	220 55% R	77 45%	98 48%	122 44%	396 55% T
Don't know	**14** **1%**	3 1%	5 1%	2 1%	4 2%	3 1%	11 2%
Mean score	**-1.11**	-1.25	-1.13	-0.95 P	-1.04	-0.93 U	-1.18
Standard Deviation	**1.15**	1.026	1.172	1.216	1.158	1.188	1.127
Standard Error	**0.037**	0.07	0.059	0.093	0.082	0.071	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**133** **13%**	27 11%	102 15%	5 7% *	87 15%	46 11%	28 17%	41 14%	17 15%	75 12%	58 17% J	- - **	35 13%	21 12%	50 14%	27 14%	92 13%	42 14%
I definitely agree (2)	**29** **3%**	2 1%	26 4% B	2 3% *	21 4%	8 2%	10 6%	10 3%	2 2%	19 3%	10 3%	- - **	9 3%	2 1%	15 4%	4 2%	21 3%	8 3%
I tend to agree (1)	**104** **10%**	25 10%	76 11%	3 4% *	66 11%	38 9%	18 11%	31 10%	15 13%	56 9%	48 14% J	- - **	26 10%	19 11%	35 10%	23 11%	70 10%	34 11%
I neither agree nor disagree (0)	**114** **11%**	30 12%	77 11%	8 13% *	60 10%	55 13%	13 8%	32 11%	14 12%	73 12%	34 10%	7 26% **	25 10%	14 8%	47 13%	25 13%	67 10%	47 16% Q
Net: Disagree	**738** **74%**	182 74%	507 73%	49 78% *	431 74%	307 74%	119 74%	223 75%	81 70%	474 75%	245 72%	19 67% **	196 76%	142 79%	253 71%	143 72%	529 76% R	208 69%
I tend to disagree (-1)	**220** **22%**	44 18%	156 23%	20 31% B*	131 22%	88 21%	24 15%	79 26% G	28 24%	124 20%	91 27% J	4 16% **	52 20%	39 21%	89 25%	38 19%	155 22%	64 21%
I definitely disagree (-2)	**518** **52%**	138 56%	351 51%	29 46% *	300 51%	219 53%	95 59% HI	144 48%	53 46%	350 56% K	154 45%	14 51% **	143 55% O	103 57% O	164 46%	104 53%	374 54%	144 48%
Don't know	**14** **1%**	7 3% C	6 1%	1 2% *	8 1%	7 2%	1 1%	2 1%	4 3%	7 1%	5 2%	2 7% **	3 1%	3 2%	5 1%	3 2%	9 1%	5 2%
Mean score	**-1.11**	-1.22	-1.07	-1.16 *	-1.08	-1.15	-1.1	-1.07	-1.02	-1.17	-0.98 J	-1.27 **	-1.16	-1.26	-1.01 N	-1.11	-1.15	-1.02
Standard Deviation	**1.15**	1.069	1.185	1.03	1.186	1.096	1.297	1.144	1.146	1.137	1.182	0.886	1.163	1.06	1.177	1.153	1.144	1.159
Standard Error	**0.037**	0.069	0.045	0.131	0.049	0.054	0.103	0.067	0.108	0.046	0.064	0.173	0.073	0.08	0.063	0.083	0.044	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**133** **13%**	23 17%	110 13%
I definitely agree (2)	**29** **3%**	5 4%	24 3%
I tend to agree (1)	**104** **10%**	18 13%	86 10%
I neither agree nor disagree (0)	**114** **11%**	11 8%	104 12%
Net: Disagree	**738** **74%**	102 74%	636 74%
I tend to disagree (-1)	**220** **22%**	36 26%	184 21%
I definitely disagree (-2)	**518** **52%**	66 48%	452 52%
Don't know	**14** **1%**	1 1%	13 2%
Mean score	**-1.11**	-1.03	-1.12
Standard Deviation	**1.15**	1.202	1.141
Standard Error	**0.037**	0.103	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	133 13%	26 10%	102 14%	72 18% E	61 10%	27 30% GH*	14 14% *	25 12%	81 15%	31 11%	20 11%	23 12%	15 13%
I definitely agree (2)	29 3%	5 2%	24 3%	16 4%	13 2%	8 9% G*	- - *	8 4%	20 4%	5 2%	4 2%	6 3%	3 3%
I tend to agree (1)	104 10%	21 8%	78 11%	56 14% E	48 8%	19 21% H*	14 14% *	18 9%	60 11%	25 9%	16 9%	17 9%	12 10%
I neither agree nor disagree (0)	114 11%	23 8%	88 12%	52 13%	63 11%	9 10% *	18 18% *	25 12%	54 10%	44 16% I	14 8%	31 17% K	20 17% K
Net: Disagree	738 74%	215 80% C	512 72%	281 69%	456 77% D	53 59% *	66 67% *	155 75% F	385 73%	192 71%	139 79% L	131 70%	84 70%
I tend to disagree (-1)	220 22%	61 22%	158 22%	92 22%	128 22%	20 22% *	24 24% *	48 23%	108 21%	64 24%	40 23%	48 26%	26 21%
I definitely disagree (-2)	518 52%	155 58% C	354 50%	190 46%	329 56% D	33 37% *	42 42% *	108 52% F	277 53%	128 47%	99 56% L	83 44%	58 49%
Don't know	14 1%	5 2%	10 1%	3 1%	11 2%	1 1% *	1 1% *	1 *	7 1%	4 1%	2 1%	1 1%	1 1%
Mean score	-1.11	-1.28	-1.05 B	-0.95 E	-1.22	-0.57 GH*	-0.96 *	-1.12	-1.08	-1.07	-1.24	-1 K	-1.04
Standard Deviation	1.15	1.043	1.177	1.226	1.08	1.415	1.095	1.147	1.204	1.095	1.081	1.128	1.143
Standard Error	0.037	0.064	0.044	0.061	0.045	0.15	0.111	0.08	0.053	0.067	0.082	0.083	0.105

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**133** **13%**	30 13%	36 23% BE	27 25% BE	97 12%
I definitely agree (2)	**29** **3%**	6 2%	12 7% BE	10 9% BE	17 2%
I tend to agree (1)	**104** **10%**	24 10%	24 15% E	17 16%	80 9%
I neither agree nor disagree (0)	**114** **11%**	34 15% CD	10 6%	6 5%	104 12% CD
Net: Disagree	**738** **74%**	164 71%	112 70%	75 69%	626 74%
I tend to disagree (-1)	**220** **22%**	52 22%	39 25%	28 25%	181 21%
I definitely disagree (-2)	**518** **52%**	112 48%	73 46%	48 44%	446 53%
Don't know	**14** **1%**	4 2%	1 1%	1 1%	13 2%
Mean score	**-1.11**	-1.06	-0.86 E	-0.81 E	-1.16
Standard Deviation	**1.15**	1.136	1.345	1.386	1.103
Standard Error	**0.037**	0.075	0.107	0.133	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**310**	140	170	45	70	45	56	47	47	69	86	56	99	155	155
	31%	29%	33%	34% I*	43% FGHI	31% I	31% I	31% I	21%	28%	31%	30%	34%	30%	33%
I definitely agree (2)	**98**	46	53	10	25	19	14	12	18	23	22	20	34	45	53
	10%	9%	10%	7% *	16% GHI	13%	8%	8%	8%	9%	8%	11%	12%	9%	11%
I tend to agree (1)	**212**	94	117	35	44	26	42	35	28	46	63	36	66	110	102
	21%	19%	23%	27% I*	27% I	18%	23% I	23% I	13%	18%	23%	20%	23%	21%	21%
I neither agree nor disagree (0)	**315**	157	159	37	46	52	62	45	72	78	93	56	88	171	145
	32%	32%	31%	28% *	29%	36%	34%	29%	32%	31%	34%	31%	30%	33%	30%
Net: Disagree	**335**	174	160	40	40	47	59	55	94	89	85	68	92	174	160
	33%	36%	31%	30% *	24%	32%	33%	36% E	42% E	36%	31%	37%	32%	33%	34%
I tend to disagree (-1)	**203**	111	92	24	23	27	39	25	64	55	51	41	55	106	97
	20%	23%	18%	18% *	14%	19%	21%	16%	29% EFH	22%	19%	22%	19%	20%	20%
I definitely disagree (-2)	**132**	63	69	16	17	19	20	30	30	35	34	27	37	68	64
	13%	13%	13%	12% *	10%	13%	11%	20% EG	13%	14%	12%	15%	13%	13%	13%
Don't know	**40**	16	24	10	7	3	3	5	12	13	12	4	11	25	15
	4%	3%	5%	8% *	4%	2%	2%	3%	5%	5%	4%	2%	4%	5%	3%
Mean score	**-0.06**	-0.11	-0.01	-0.01 *	0.25 GHI	-0.01 I	-0.05 I	-0.18	-0.28	-0.13	-0.04	-0.11	0.01	-0.08	-0.03
Standard Deviation	**1.179**	1.163	1.193	1.157	1.209	1.2	1.108	1.239	1.126	1.179	1.135	1.206	1.202	1.156	1.204
Standard Error	**0.038**	0.054	0.054	0.104	0.097	0.1	0.083	0.102	0.077	0.077	0.07	0.09	0.072	0.052	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**310**	76	106	54	73	94	216
	31%	35% Q	26%	31%	36% Q	33%	30%
I definitely agree (2)	**98**	21	33	21	24	31	67
	10%	10%	8%	12%	12%	11%	9%
I tend to agree (1)	**212**	56	73	33	50	62	149
	21%	25% Q	18%	19%	24%	22%	21%
I neither agree nor disagree (0)	**315**	68	140	50	58	83	232
	32%	31%	35%	29%	28%	30%	32%
Net: Disagree	**335**	66	143	60	65	96	239
	33%	30%	35%	35%	32%	34%	33%
I tend to disagree (-1)	**203**	38	88	36	41	60	142
	20%	17%	22%	21%	20%	21%	20%
I definitely disagree (-2)	**132**	29	55	24	25	35	97
	13%	13%	14%	14%	12%	13%	13%
Don't know	**40**	9	14	9	8	7	33
	4%	4%	4%	5%	4%	3%	5%
Mean score	**-0.06**	0.01	-0.15	-0.05	0.03	-0.02	-0.08
Standard Deviation	**1.179**	1.179	1.138	1.238	1.203	1.197	1.172
Standard Error	**0.038**	0.081	0.058	0.097	0.086	0.073	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**310**	80	215	15	207	103	79	101	26	216	90	4	76	56	106	69	226	84
	31%	33%	31%	23% *	35% F	25%	49% HI	34% I	22%	34% K	26%	15% **	29%	31%	30%	35%	32%	28%
I definitely agree (2)	**98**	25	70	3	66	32	31	31	4	75	22	2	25	17	39	17	75	24
	10%	10%	10%	5% *	11%	8%	19% HI	11% I	4%	12% K	6%	6% **	10%	9%	11%	9%	11%	8%
I tend to agree (1)	**212**	55	145	12	141	71	48	70	21	141	68	3	51	39	68	53	151	61
	21%	23%	21%	18% *	24% F	17%	30% I	23%	18%	22%	20%	9% **	20%	22%	19%	27%	22%	20%
I neither agree nor disagree (0)	**315**	72	224	20	177	138	38	97	40	179	120	16	81	46	115	73	208	107
	32%	29%	32%	31% *	30%	33%	24%	33%	35%	28%	35% J	58% **	31%	25%	32%	37% N	30%	35%
Net: Disagree	**335**	83	226	25	180	155	43	86	44	213	117	5	97	69	117	48	241	94
	33%	34%	33%	41% *	31%	37% E	27%	29%	38%	34%	34%	18% **	37% P	38% P	33% P	24%	35%	31%
I tend to disagree (-1)	**203**	48	139	16	117	85	25	62	26	116	81	5	59	43	80	19	149	54
	20%	20%	20%	25% *	20%	21%	16%	21%	23%	19%	24%	18% **	23% P	24% P	22% P	10%	21%	18%
I definitely disagree (-2)	**132**	35	87	10	63	69	18	25	18	97	36	-	37	26	37	29	92	40
	13%	14%	13%	16% *	11%	17% E	11%	8%	15%	15% K	10%	- **	14%	14%	10%	14%	13%	13%
Don't know	**40**	9	27	3	21	18	1	13	6	21	16	3	5	9	17	8	22	18
	4%	4%	4%	5% *	4%	4%	1%	4%	5%	3%	5%	9% **	2%	5%	5%	4%	3%	6%
Mean score	**-0.06**	-0.06	-0.04	-0.3 *	0.05 F	-0.22	0.3 I	0.08 I	-0.29	-0.03	-0.12	0.04 **	-0.13	-0.12	-0.03	0.05	-0.05	-0.09
Standard Deviation	**1.179**	1.208	1.173	1.122	1.171	1.172	1.262	1.117	1.075	1.246	1.071	0.772	1.184	1.214	1.156	1.158	1.197	1.137
Standard Error	**0.038**	0.079	0.045	0.145	0.049	0.059	0.1	0.066	0.103	0.051	0.059	0.153	0.074	0.093	0.063	0.084	0.046	0.067

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**310** **31%**	47 34%	263 30%
I definitely agree (2)	**98** **10%**	17 12%	81 9%
I tend to agree (1)	**212** **21%**	30 22%	182 21%
I neither agree nor disagree (0)	**315** **32%**	42 30%	274 32%
Net: Disagree	**335** **33%**	41 30%	293 34%
I tend to disagree (-1)	**203** **20%**	23 17%	180 21%
I definitely disagree (-2)	**132** **13%**	18 13%	114 13%
Don't know	**40** **4%**	7 5%	33 4%
Mean score	**-0.06**	0.03	-0.08
Standard Deviation	**1.179**	1.228	1.171
Standard Error	**0.038**	0.108	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**310** **31%**	87 32%	221 31%	141 34%	169 29%	42 46% GH*	27 27% *	67 32%	176 33%	74 27%	56 32%	65 35%	39 33%
I definitely agree (2)	**98** **10%**	26 9%	72 10%	43 11%	55 9%	17 19% G*	5 5% *	20 10%	63 12% J	13 5%	19 11%	21 11%	14 11%
I tend to agree (1)	**212** **21%**	61 23%	149 21%	97 24%	114 19%	25 28% *	22 22% *	46 22%	113 21%	61 22%	37 21%	44 24%	26 21%
I neither agree nor disagree (0)	**315** **32%**	90 33%	215 30%	116 28%	199 34%	24 26% *	35 35% *	53 25%	145 28%	108 40% I	51 29%	58 31%	35 29%
Net: Disagree	**335** **33%**	82 31%	247 35%	137 33%	198 33%	20 23% *	32 33% *	83 40% F	188 36%	79 29%	62 35%	60 32%	44 36%
I tend to disagree (-1)	**203** **20%**	50 19%	147 21%	89 22%	114 19%	13 14% *	20 20% *	56 27% F	114 22%	49 18%	36 20%	35 19%	23 19%
I definitely disagree (-2)	**132** **13%**	32 12%	100 14%	48 12%	84 14%	7 8% *	12 13% *	27 13%	74 14%	30 11%	26 15%	25 14%	21 17%
Don't know	**40** **4%**	11 4%	28 4%	15 4%	25 4%	4 4% *	5 5% *	5 2%	17 3%	9 3%	6 4%	3 2%	2 2%
Mean score	**-0.06**	-0.01	-0.08	*	-0.1	0.36 GH*	-0.14 *	-0.11	-0.05	-0.08	-0.08	*	-0.1
Standard Deviation	**1.179**	1.152	1.199	1.185	1.174	1.208	1.088	1.197	1.233	1.04	1.225	1.205	1.258
Standard Error	**0.038**	0.072	0.046	0.06	0.049	0.13	0.112	0.084	0.055	0.064	0.094	0.089	0.116

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are serious health risks to young children and the elderly from food prepared at home

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**310**	82	71	51	239
	31%	35% E	45% E	46% E	28%
I definitely agree (2)	**98**	28	28	18	71
	10%	12% E	18% E	16% E	8%
I tend to agree (1)	**212**	54	43	33	169
	21%	23%	27%	30% E	20%
I neither agree nor disagree (0)	**315**	81	35	22	280
	32%	35% CD	22%	21%	33% CD
Net: Disagree	**335**	64	52	36	283
	33%	28%	33%	33%	34% B
I tend to disagree (-1)	**203**	36	33	23	170
	20%	15%	21%	21%	20% B
I definitely disagree (-2)	**132**	29	19	13	113
	13%	12%	12%	12%	13%
Don't know	**40**	5	1	-	39
	4%	2%	1%	-	5% C
Mean score	**-0.06**	0.08	0.18	0.18	-0.11
		E	E	E	
Standard Deviation	**1.179**	1.182	1.284	1.278	1.152
Standard Error	**0.038**	0.079	0.102	0.122	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**188** **19%**	77 16%	111 22% B	37 28% FGHI*	45 27% FGHI	20 13%	26 14%	25 16%	35 16%	39 16%	57 21%	41 22%	51 18%	96 18%	92 19%
I definitely agree (2)	**41** **4%**	24 5%	16 3%	2 2% *	12 7%	5 3%	7 4%	6 4%	9 4%	10 4%	11 4%	11 6%	9 3%	21 4%	20 4%
I tend to agree (1)	**147** **15%**	53 11%	94 18% B	35 26% FGHI*	33 20% FGI	15 10%	19 11%	19 13%	26 12%	30 12%	46 17%	30 16%	42 14%	76 14%	72 15%
I neither agree nor disagree (0)	**223** **22%**	115 24%	108 21%	32 24% *	41 25%	35 24%	34 19%	32 21%	49 22%	44 18%	56 20%	48 26%	75 26% JN	100 19%	123 26% JN
Net: Disagree	**552** **55%**	282 58%	270 53%	57 43% *	71 43%	87 59% DE	113 63% DE	93 61% DE	132 59% DE	156 62% LMO	149 54%	93 50%	155 53%	305 58%	248 52%
I tend to disagree (-1)	**312** **31%**	155 32%	157 31%	34 26% *	45 28%	47 32%	60 33%	46 31%	79 35%	81 32%	93 34%	55 30%	84 29%	174 33%	139 29%
I definitely disagree (-2)	**240** **24%**	127 26%	113 22%	23 17% *	25 15%	39 27% E	53 29% DE	47 31% DE	53 24%	75 30% KLNO	56 20%	39 21%	70 24%	131 25% K	109 23%
Don't know	**37** **4%**	13 3%	24 5%	7 5% *	7 4%	7 4%	8 4%	2 1%	8 3%	11 4%	13 5%	3 2%	9 3%	24 5%	13 3%
Mean score	**-0.59**	-0.65	-0.53	-0.32 FGHI*	-0.25 FGHI	-0.72	-0.77	-0.73	-0.65	-0.76	-0.53 JN	-0.44 J	-0.59	-0.64 J	-0.53 J
Standard Deviation	**1.141**	1.139	1.14	1.122	1.179	1.094	1.119	1.146	1.1	1.147	1.129	1.166	1.116	1.143	1.137
Standard Error	**0.037**	0.052	0.052	0.1	0.094	0.092	0.085	0.093	0.075	0.074	0.07	0.087	0.067	0.051	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	188 19%	33 15%	72 18%	37 22%	45 22%	64 23%	124 17%
I definitely agree (2)	41 4%	9 4%	15 4%	7 4%	10 5%	12 4%	29 4%
I tend to agree (1)	147 15%	24 11%	58 14%	31 18%	35 17%	52 19% U	96 13%
I neither agree nor disagree (0)	223 22%	45 20%	89 22%	44 25%	45 22%	66 24%	157 22%
Net: Disagree	552 55%	133 61% R	228 56%	85 49%	107 52%	137 49%	415 58% T
I tend to disagree (-1)	312 31%	75 34%	131 32%	45 26%	61 30%	84 30%	228 32%
I definitely disagree (-2)	240 24%	58 26%	97 24%	40 23%	46 22%	53 19%	187 26% T
Don't know	37 4%	8 3%	14 3%	7 4%	8 4%	12 4%	24 3%
Mean score	-0.59	-0.7	-0.61	-0.48	-0.5	-0.43 U	-0.65
Standard Deviation	1.141	1.119	1.124	1.161	1.174	1.141	1.136
Standard Error	0.037	0.077	0.057	0.09	0.084	0.07	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**188** **19%**	47 19%	127 18%	14 22% *	115 20%	73 18%	48 30% HI	54 18%	12 10%	121 19%	66 19%	1 3% **	44 17%	36 20%	70 20%	38 19%	139 20%	49 16%
I definitely agree (2)	**41** **4%**	10 4%	27 4%	4 6% *	24 4%	16 4%	15 9% HI	8 3%	1 1%	30 5%	11 3%	- - **	10 4%	8 4%	18 5%	4 2%	30 4%	10 3%
I tend to agree (1)	**147** **15%**	36 15%	101 15%	10 16% *	91 15%	57 14%	33 21% I	46 15%	11 9%	92 15%	55 16%	1 3% **	33 13%	28 16%	51 14%	34 17%	109 16%	38 13%
I neither agree nor disagree (0)	**223** **22%**	41 17%	167 24% B	15 23% *	124 21%	99 24%	36 23%	58 19%	30 25%	132 21%	82 24%	8 29% **	52 20%	36 20%	86 24%	47 24%	141 20%	82 27% Q
Net: Disagree	**552** **55%**	149 61%	372 54%	31 50% *	327 56%	225 54%	73 45%	177 60% G	69 60% G	353 56%	182 53%	17 62% **	159 61% OP	100 55%	188 53%	101 51%	396 57%	157 52%
I tend to disagree (-1)	**312** **31%**	86 35%	211 30%	16 25% *	190 32%	123 30%	33 20%	106 36% G	45 38% G	195 31%	105 30%	13 46% **	86 33%	56 31%	104 29%	63 32%	230 33%	82 27%
I definitely disagree (-2)	**240** **24%**	63 26%	161 23%	15 25% *	138 23%	103 25%	40 25%	71 24%	25 21%	158 25%	78 23%	4 16% **	73 28% P	44 24%	84 24%	38 19%	166 24%	75 25%
Don't know	**37** **4%**	8 3%	26 4%	3 5% *	19 3%	18 4%	4 3%	9 3%	6 5%	22 4%	13 4%	2 6% **	4 1%	9 5%	11 3%	11 6% M	22 3%	15 5%
Mean score	**-0.59**	-0.65	-0.57	-0.49 *	-0.57	-0.6	-0.31 HI	-0.65	-0.74	-0.59	-0.56	-0.79 **	-0.7	-0.58	-0.54	-0.51	-0.58	-0.6
Standard Deviation	**1.141**	1.155	1.128	1.226	1.145	1.135	1.314	1.099	0.946	1.166	1.119	0.765	1.137	1.167	1.166	1.079	1.152	1.117
Standard Error	**0.037**	0.075	0.044	0.159	0.048	0.057	0.105	0.065	0.09	0.047	0.062	0.149	0.071	0.089	0.063	0.079	0.044	0.066

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**188** **19%**	30 22%	158 18%
I definitely agree (2)	**41** **4%**	8 6%	32 4%
I tend to agree (1)	**147** **15%**	22 16%	126 15%
I neither agree nor disagree (0)	**223** **22%**	21 16%	201 23%
Net: Disagree	**552** **55%**	84 61%	468 54%
I tend to disagree (-1)	**312** **31%**	51 37%	261 30%
I definitely disagree (-2)	**240** **24%**	33 24%	207 24%
Don't know	**37** **4%**	2 2%	34 4%
Mean score	**-0.59**	-0.59	-0.59
Standard Deviation	**1.141**	1.194	1.133
Standard Error	**0.037**	0.103	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**188** **19%**	47 18%	135 19%	87 21%	101 17%	29 33% GH*	17 17% *	35 17%	115 22%	46 17%	24 14%	44 24% K	27 22%
I definitely agree (2)	**41** **4%**	10 4%	29 4%	17 4%	23 4%	6 7% *	2 2% *	7 4%	24 4%	9 3%	7 4%	6 3%	4 4%
I tend to agree (1)	**147** **15%**	37 14%	105 15%	69 17%	78 13%	23 26% H*	15 15% *	28 13%	92 17%	36 13%	18 10%	38 20% K	22 19% K
I neither agree nor disagree (0)	**223** **22%**	54 20%	163 23%	81 20%	142 24%	21 23% *	27 27% H*	27 13%	103 20%	81 30% I	33 19%	47 25%	31 26%
Net: Disagree	**552** **55%**	159 59%	387 54%	232 57%	321 54%	40 44% *	52 53% *	139 67% FG	287 55%	135 50%	111 64% LM	87 47%	55 46%
I tend to disagree (-1)	**312** **31%**	85 32%	223 31%	129 32%	183 31%	25 27% *	28 28% *	75 36%	169 32%	83 31%	52 30%	56 30%	33 27%
I definitely disagree (-2)	**240** **24%**	74 27%	164 23%	103 25%	137 23%	15 17% *	24 24% *	63 31% F	118 22%	52 19%	59 34% LM	31 17%	22 18%
Don't know	**37** **4%**	9 3%	27 4%	9 2%	28 5%	- - *	3 3% *	6 3%	20 4%	8 3%	6 3%	9 5%	7 6%
Mean score	**-0.59**	-0.68	-0.56	-0.58	-0.59	-0.22 GH*	-0.6 *	-0.79	-0.53	-0.5	-0.83	-0.38 K	-0.41 K*
Standard Deviation	**1.141**	1.144	1.137	1.169	1.121	1.203	1.088	1.139	1.167	1.067	1.144	1.106	1.127
Standard Error	**0.037**	0.071	0.043	0.059	0.047	0.127	0.111	0.08	0.052	0.066	0.088	0.083	0.106

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - No one gets very ill from food they have prepared in their own kitchen

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**188** **19%**	45 19%	35 22%	29 26%	153 18%
I definitely agree (2)	**41** **4%**	9 4%	10 6%	9 8% E	31 4%
I tend to agree (1)	**147** **15%**	36 15%	25 16%	20 18%	122 15%
I neither agree nor disagree (0)	**223** **22%**	55 24%	31 19%	17 15%	192 23%
Net: Disagree	**552** **55%**	121 52%	92 58%	62 57%	460 55%
I tend to disagree (-1)	**312** **31%**	74 32%	52 33%	36 33%	260 31%
I definitely disagree (-2)	**240** **24%**	47 20%	40 25%	26 24%	200 24%
Don't know	**37** **4%**	11 5% C	1 1%	1 1%	36 4% C
Mean score	**-0.59**	-0.52	-0.55	-0.47	-0.59
Standard Deviation	**1.141**	1.114	1.208	1.27	1.128
Standard Error	**0.037**	0.075	0.096	0.122	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**834** **83%**	404 83%	431 84%	99 75% *	114 70%	127 86% E	157 87% DE	136 90% DE	202 90% DE	214 86% L	237 86% L	142 77%	242 83%	451 86% LO	384 81%
I definitely agree (2)	**393** **39%**	167 34%	225 44% B	42 31% *	53 33%	65 44%	72 40%	66 43%	95 42%	102 41%	103 38%	76 41%	111 38%	206 39%	187 39%
I tend to agree (1)	**442** **44%**	236 49% C	205 40%	58 43% *	60 37%	62 42%	85 47%	70 46%	107 47%	112 45%	133 49% L	66 36%	130 45%	245 47% L	197 41%
I neither agree nor disagree (0)	**113** **11%**	61 12%	52 10%	25 19% GHI*	30 18% GHI	17 11%	11 6%	13 8%	18 8%	27 11%	26 9%	30 16% KN	30 10%	53 10%	60 13%
Net: Disagree	**38** **4%**	17 3%	21 4%	6 4% *	15 9% FHI	3 2%	9 5%	2 1%	4 2%	5 2%	10 4%	9 5%	13 4%	16 3%	22 5%
I tend to disagree (-1)	**25** **3%**	13 3%	12 2%	4 3% *	10 6% FHI	1 1%	6 3%	2 1%	3 1%	4 2%	9 3%	6 3%	7 2%	13 2%	12 3%
I definitely disagree (-2)	**13** **1%**	4 1%	9 2%	2 1% *	5 3%	2 1%	3 2%	- -	1 *	1 *	2 1%	4 2%	6 2%	3 1%	10 2%
Don't know	**14** **1%**	5 1%	9 2%	3 2% *	4 3%	1 1%	4 2%	1 1%	1 *	3 1%	2 1%	3 2%	6 2%	6 1%	9 2%
Mean score	**1.19**	1.14	1.24	1.03 *	0.93	1.27 DE	1.23 E	1.33 DE	1.31 DE	1.26	1.2	1.13	1.17	1.23	1.16
Standard Deviation	**0.834**	0.798	0.865	0.867	1.029	0.804	0.837	0.682	0.713	0.752	0.787	0.936	0.874	0.77	0.898
Standard Error	**0.027**	0.036	0.039	0.076	0.082	0.066	0.063	0.056	0.048	0.048	0.048	0.069	0.052	0.034	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**834**	192	339	137	167	219	615
	83%	88% R	84%	79%	81%	78%	85% T
I definitely agree (2)	**393**	87	172	63	71	102	291
	39%	40%	43%	36%	34%	36%	40%
I tend to agree (1)	**442**	104	167	74	96	117	325
	44%	48%	41%	43%	47%	42%	45%
I neither agree nor disagree (0)	**113**	19	43	25	25	40	73
	11%	9%	11%	15%	12%	14%	10%
Net: Disagree	**38**	5	14	9	10	16	22
	4%	2%	4%	5%	5%	6%	3%
I tend to disagree (-1)	**25**	4	8	8	6	11	15
	3%	2%	2%	5%	3%	4%	2%
I definitely disagree (-2)	**13**	1	6	1	4	5	7
	1%	1%	2%	1%	2%	2%	1%
Don't know	**14**	3	6	2	3	5	10
	1%	1%	2%	1%	1%	2%	1%
Mean score	**1.19**	1.26 S	1.24	1.11	1.1	1.09	1.23 T
Standard Deviation	**0.834**	0.738	0.841	0.865	0.88	0.92	0.794
Standard Error	**0.027**	0.05	0.042	0.066	0.062	0.055	0.03

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**834** **83%**	208 85%	572 83%	55 88% *	491 84%	344 83%	136 85%	255 86%	90 78%	539 86% K	274 80%	21 75% **	212 82%	161 89% MO	287 81%	168 85%	590 85%	245 81%
I definitely agree (2)	**393** **39%**	102 42%	264 38%	26 42% *	243 42%	149 36%	88 55% HI	114 38%	38 33%	273 43% K	112 33%	7 26% **	92 35%	70 39%	144 41%	84 43%	289 41% R	104 34%
I tend to agree (1)	**442** **44%**	105 43%	308 44%	29 46% *	248 42%	194 47%	49 30%	140 47% G	52 45% G	266 42%	162 47%	14 48% **	120 46%	91 51% O	143 40%	83 42%	301 43%	141 47%
I neither agree nor disagree (0)	**113** **11%**	19 8%	89 13% B	5 8% *	60 10%	53 13%	9 6%	32 11%	19 17% G	56 9%	50 15% J	7 25% **	32 12% N	9 5%	51 14% N	20 10%	75 11%	38 13%
Net: Disagree	**38** **4%**	16 6% C	21 3%	2 3% *	26 4%	12 3%	11 7%	9 3%	5 4%	21 3%	17 5%	- - **	11 4%	6 3%	12 3%	8 4%	25 4%	13 4%
I tend to disagree (-1)	**25** **3%**	11 4% C	13 2%	2 3% *	18 3%	8 2%	6 4%	7 2%	4 4%	11 2%	14 4%	- - **	7 3%	3 2%	8 2%	7 3%	16 2%	10 3%
I definitely disagree (-2)	**13** **1%**	5 2%	8 1%	- - *	9 1%	4 1%	5 3%	2 1%	1 1%	10 2%	3 1%	- - **	4 2%	3 2%	4 1%	1 1%	10 1%	3 1%
Don't know	**14** **1%**	3 1%	10 1%	1 2% *	8 1%	7 2%	4 3%	2 1%	1 1%	12 2%	2 1%	- - **	4 2%	4 2%	4 1%	2 1%	7 1%	7 2%
Mean score	**1.19**	1.2	1.18	1.29 *	1.21	1.17	1.33 I	1.21	1.07	1.27 K	1.08	1.01 **	1.13	1.26	1.18	1.24	1.22	1.13
Standard Deviation	**0.834**	0.905	0.816	0.736	0.86	0.795	0.98	0.786	0.854	0.827	0.84	0.732	0.85	0.781	0.853	0.815	0.834	0.829
Standard Error	**0.027**	0.058	0.031	0.094	0.036	0.039	0.078	0.046	0.08	0.033	0.046	0.138	0.053	0.059	0.046	0.058	0.032	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**834** **83%**	119 86%	716 83%
I definitely agree (2)	**393** **39%**	57 42%	336 39%
I tend to agree (1)	**442** **44%**	62 45%	380 44%
I neither agree nor disagree (0)	**113** **11%**	11 8%	102 12%
Net: Disagree	**38** **4%**	6 4%	32 4%
I tend to disagree (-1)	**25** **3%**	3 2%	23 3%
I definitely disagree (-2)	**13** **1%**	4 3%	9 1%
Don't know	**14** **1%**	1 1%	13 2%
Mean score	**1.19**	1.22	1.19
Standard Deviation	**0.834**	0.879	0.827
Standard Error	**0.027**	0.075	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**834** **83%**	227 84%	598 84%	346 85%	488 82%	68 75% *	79 80% *	187 90% FG	460 87% J	209 78%	144 82%	144 78%	92 77%
I definitely agree (2)	**393** **39%**	125 46% C	264 37%	167 41%	226 38%	35 39% *	34 34% *	92 44%	234 44% J	85 31%	67 39%	62 33%	40 33%
I tend to agree (1)	**442** **44%**	102 38%	335 47% B	180 44%	262 44%	33 36% *	45 45% *	96 46%	226 43%	124 46%	76 43%	83 44%	52 44%
I neither agree nor disagree (0)	**113** **11%**	27 10%	78 11%	43 11%	70 12%	14 15% H*	18 18% H*	11 5%	46 9%	50 19% I	16 9%	27 15%	18 15%
Net: Disagree	**38** **4%**	10 4%	27 4%	15 4%	23 4%	5 6% *	2 2% *	8 4%	18 3%	6 2%	12 7%	13 7%	9 7%
I tend to disagree (-1)	**25** **3%**	6 2%	19 3%	11 3%	14 2%	2 3% *	2 2% *	7 3%	10 2%	4 2%	11 6%	8 4%	4 4%
I definitely disagree (-2)	**13** **1%**	4 1%	8 1%	4 1%	9 1%	3 3% *	- - *	1 1%	9 2%	2 1%	1 1%	5 3%	5 4%
Don't know	**14** **1%**	5 2%	9 1%	4 1%	11 2%	3 3% *	- - *	1 1%	2 *	4 2%	4 2%	1 1%	1 1%
Mean score	**1.19**	1.28	1.18	1.22	1.17	1.09 *	1.12 *	1.31 FG	1.27 J	1.08	1.16	1.01	1
Standard Deviation	**0.834**	0.854	0.814	0.817	0.845	0.988	0.772	0.761	0.825	0.798	0.875	0.962	0.994
Standard Error	**0.027**	0.053	0.031	0.041	0.035	0.106	0.078	0.053	0.036	0.049	0.067	0.071	0.091

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**834** **83%**	183 79%	137 86%	93 86%	698 83%
I definitely agree (2)	**393** **39%**	103 45% E	76 48% E	52 48% E	316 38%
I tend to agree (1)	**442** **44%**	79 34%	60 38%	41 38%	382 45% B
I neither agree nor disagree (0)	**113** **11%**	29 13%	14 9%	10 10%	99 12%
Net: Disagree	**38** **4%**	15 6% E	9 5%	5 5%	29 3%
I tend to disagree (-1)	**25** **3%**	8 3%	5 3%	2 2%	20 2%
I definitely disagree (-2)	**13** **1%**	7 3% E	3 2%	3 2%	9 1%
Don't know	**14** **1%**	5 2%	- -	- -	14 2%
Mean score	**1.19**	1.16	1.26	1.27	1.18
Standard Deviation	**0.834**	0.992	0.909	0.901	0.818
Standard Error	**0.027**	0.066	0.072	0.086	0.028

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**276** **28%**	108 22%	168 33% B	57 43% GHI*	65 40% GHI	47 32% GHI	36 20%	26 17%	45 20%	65 26%	93 34% JMO	53 29%	64 22%	158 30% M	118 25%
I definitely agree (2)	**62** **6%**	23 5%	39 8%	15 11% GI*	17 11% GI	13 9% GI	4 2%	8 5%	6 3%	8 3%	27 10% JNO	11 6%	15 5%	35 7% J	27 6%
I tend to agree (1)	**213** **21%**	85 18%	128 25% B	42 32% GHI*	48 29% GHI	35 23% H	32 18%	18 12%	40 18%	57 23%	66 24% M	42 23%	49 17%	123 23% M	91 19%
I neither agree nor disagree (0)	**196** **20%**	100 21%	96 19%	29 22% *	25 15%	32 22%	38 21%	30 20%	42 19%	49 19%	50 18%	33 18%	65 22%	98 19%	98 21%
Net: Disagree	**497** **50%**	263 54% C	235 46%	43 32% *	69 42%	66 45%	105 58% DEF	89 59% DEF	126 56% DEF	131 53%	124 45%	95 51%	148 51%	255 49%	242 51%
I tend to disagree (-1)	**204** **20%**	104 21%	100 20%	22 16% *	29 18%	30 20%	43 24%	33 22%	47 21%	52 21%	59 22%	38 20%	55 19%	111 21%	93 20%
I definitely disagree (-2)	**293** **29%**	159 33% C	134 26%	21 16% *	39 24%	36 24%	62 34% DE	57 37% DEF	79 35% DEF	80 32% KN	64 23%	57 31%	92 32% K	144 27% K	150 31% K
Don't know	**31** **3%**	16 3%	15 3%	4 3% *	4 3%	2 2%	3 2%	6 4%	11 5%	5 2%	8 3%	4 2%	13 5%	14 3%	17 4%
Mean score	**-0.47**	-0.62	-0.33 B	0.06 FGHI*	-0.16 GHI	-0.29 GHI	-0.72	-0.77	-0.72	-0.57	-0.25 JMNO	-0.48	-0.58	-0.4 J	-0.54
Standard Deviation	**1.297**	1.253	1.323	1.269	1.379	1.31	1.18	1.247	1.215	1.25	1.337	1.316	1.267	1.304	1.286
Standard Error	**0.042**	0.058	0.059	0.112	0.11	0.109	0.089	0.103	0.083	0.08	0.082	0.098	0.076	0.058	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**276** **28%**	48 22%	104 26%	55 32%	69 34% P	92 33% U	183 25%
I definitely agree (2)	**62** **6%**	11 5%	19 5%	16 9%	16 8%	27 10% U	35 5%
I tend to agree (1)	**213** **21%**	37 17%	85 21%	39 22%	52 26% P	66 23%	148 21%
I neither agree nor disagree (0)	**196** **20%**	36 16%	73 18%	38 22%	50 24%	66 24%	130 18%
Net: Disagree	**497** **50%**	121 55% S	214 53% S	77 45%	85 41%	118 42%	380 53% T
I tend to disagree (-1)	**204** **20%**	49 22%	83 21%	36 21%	36 17%	55 20%	149 21%
I definitely disagree (-2)	**293** **29%**	72 33%	131 33% RS	41 24%	49 24%	62 22%	231 32% T
Don't know	**31** **3%**	14 6% S	12 3%	4 2%	2 1%	4 1%	27 4%
Mean score	**-0.47**	-0.65	-0.57	-0.28 PQ	-0.24 PQ	-0.22 U	-0.57
Standard Deviation	**1.297**	1.277	1.282	1.308	1.294	1.299	1.284
Standard Error	**0.042**	0.089	0.065	0.1	0.091	0.078	0.049

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**276** **28%**	68 28%	191 28%	17 26% *	179 31% F	97 23%	57 35%	94 32%	28 24%	176 28%	97 28%	4 13% **	64 25%	55 31%	93 26%	64 32%	194 28%	82 27%
I definitely agree (2)	**62** **6%**	14 6%	45 7%	3 5% *	44 8%	18 4%	27 17% HI	13 4%	4 3%	43 7%	19 6%	- - **	12 5%	11 6%	25 7%	15 8%	46 7%	16 5%
I tend to agree (1)	**213** **21%**	55 22%	145 21%	14 22% *	135 23%	79 19%	30 19%	81 27%	24 21%	132 21%	77 23%	4 13% **	52 20%	45 25%	68 19%	49 25%	148 21%	66 22%
I neither agree nor disagree (0)	**196** **20%**	41 17%	139 20%	16 25% *	112 19%	84 20%	24 15%	57 19%	29 25% G	113 18%	74 22%	9 32% **	45 18%	27 15%	80 22%	44 22%	131 19%	65 21%
Net: Disagree	**497** **50%**	129 53%	341 49%	27 43% *	280 48%	217 52%	72 45%	143 48%	56 49%	319 51%	164 48%	14 48% **	140 54% P	96 53% P	172 48%	83 42%	353 51%	144 48%
I tend to disagree (-1)	**204** **20%**	57 23%	135 20%	11 18% *	112 19%	91 22%	24 15%	65 22%	20 17%	126 20%	72 21%	5 19% **	51 20%	38 21%	78 22%	34 17%	140 20%	64 21%
I definitely disagree (-2)	**293** **29%**	72 30%	205 30%	16 25% *	168 29%	125 30%	48 30%	78 26%	36 31%	193 31%	92 27%	8 29% **	89 34% OP	57 32%	94 26%	49 25%	213 31%	80 26%
Don't know	**31** **3%**	6 2%	22 3%	3 5% *	15 3%	16 4%	8 5% H	4 1%	3 2%	22 3%	8 2%	2 7% **	10 4%	2 1%	11 3%	7 3%	20 3%	11 4%
Mean score	**-0.47**	-0.5	-0.46	-0.39 *	-0.4 F	-0.57	-0.24	-0.39	-0.54	-0.48	-0.42	-0.7 **	-0.61	-0.49	-0.43	-0.28 M	-0.48	-0.43
Standard Deviation	**1.297**	1.292	1.305	1.246	1.329	1.245	1.509	1.262	1.24	1.323	1.266	1.073	1.289	1.328	1.274	1.305	1.313	1.26
Standard Error	**0.042**	0.084	0.05	0.161	0.056	0.062	0.122	0.074	0.117	0.054	0.069	0.21	0.082	0.099	0.069	0.094	0.05	0.074

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**276** **28%**	44 32%	232 27%
I definitely agree (2)	**62** **6%**	9 7%	53 6%
I tend to agree (1)	**213** **21%**	35 25%	179 21%
I neither agree nor disagree (0)	**196** **20%**	27 20%	169 20%
Net: Disagree	**497** **50%**	63 46%	435 50%
I tend to disagree (-1)	**204** **20%**	22 16%	182 21%
I definitely disagree (-2)	**293** **29%**	41 30%	253 29%
Don't know	**31** **3%**	4 3%	27 3%
Mean score	**-0.47**	-0.37	-0.48
Standard Deviation	**1.297**	1.339	1.29
Standard Error	**0.042**	0.116	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**276**	57	212	122	153	34	29	55	149	79	42	67	43
	28%	21%	30% B	30%	26%	38% *	29% *	27%	28%	29%	24%	36% K	36% K
I definitely agree (2)	**62**	14	48	29	33	10	5	13	37	13	12	21	13
	6%	5%	7%	7%	6%	11% *	5% *	6%	7%	5%	7%	11%	11%
I tend to agree (1)	**213**	42	164	94	120	24	24	42	113	65	30	46	30
	21%	16%	23% B	23%	20%	27% *	24% *	20%	21%	24%	17%	25%	25%
I neither agree nor disagree (0)	**196**	52	140	73	123	13	23	32	99	68	24	39	25
	20%	19%	20%	18%	21%	14% *	24% *	15%	19%	25%	13%	21%	21%
Net: Disagree	**497**	153	337	203	294	43	45	112	263	117	102	77	50
	50%	57% C	47%	50%	50%	48% *	45% *	54%	50%	43%	58% LM	41%	42%
I tend to disagree (-1)	**204**	58	141	91	113	20	19	52	100	54	47	38	25
	20%	21%	20%	22%	19%	23% *	19% *	25%	19%	20%	27%	21%	20%
I definitely disagree (-2)	**293**	95	196	112	181	23	26	60	163	64	55	39	25
	29%	35% C	28%	27%	31%	25% *	27% *	29%	31% J	24%	31% L	21%	21%
Don't know	**31**	7	23	10	21	-	2	8	14	6	8	3	2
	3%	3%	3%	2%	4%	- *	2% *	4%	3%	2%	4%	2%	2%
Mean score	**-0.47**	-0.68	-0.4	-0.41	-0.51	-0.23	-0.38	-0.52	-0.47	-0.34	-0.61	-0.15	-0.16
			B			*	*					K	K
Standard Deviation	**1.297**	1.267	1.305	1.309	1.288	1.384	1.269	1.297	1.327	1.229	1.303	1.322	1.325
Standard Error	**0.042**	0.078	0.05	0.066	0.054	0.146	0.129	0.092	0.059	0.076	0.101	0.098	0.122

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. How much do you agree or disagree with - I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**276**	80	53	41	223
	28%	34% E	33%	38% E	27%
I definitely agree (2)	**62**	18	17	12	45
	6%	8%	11% E	11% E	5%
I tend to agree (1)	**213**	61	36	29	178
	21%	27% E	22%	27%	21%
I neither agree nor disagree (0)	**196**	45	25	17	171
	20%	19%	16%	16%	20%
Net: Disagree	**497**	100	82	50	416
	50%	43%	51%	46%	49% B
I tend to disagree (-1)	**204**	44	32	18	172
	20%	19%	20%	17%	20%
I definitely disagree (-2)	**293**	56	50	32	243
	29%	24%	31%	29%	29%
Don't know	**31**	8	-	-	31
	3%	3% C	-	-	4% C
Mean score	**-0.47**	-0.26 E	-0.39	-0.26	-0.48
Standard Deviation	**1.297**	1.317	1.403	1.417	1.276
Standard Error	**0.042**	0.088	0.111	0.136	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

	I am unlikely to get food poisoning from food prepared in my own home	Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene	The information on food labels is clear and understandable	I worry about getting food poisoning when I eat out	I don't know what campylobacter is	I'd like to know more about where the food I eat comes from	It's important to me that I try to buy food produced in Scotland when I can	I trust the information on food labels	It worries me that what's in my food might not be what's on the label
Unweighted Base	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**
Base	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**
Net: Agree	576	717	603	267	496	539	582	551	433
	58%	72%	60%	27%	50%	54%	58%	55%	43%
I definitely agree (2)	191	286	119	62	277	144	198	71	110
	19%	29%	12%	6%	28%	14%	20%	7%	11%
I tend to agree (1)	385	431	484	205	219	395	384	479	323
	39%	43%	48%	20%	22%	39%	38%	48%	32%
I neither agree nor disagree (0)	225	217	252	281	127	316	291	346	336
	22%	22%	25%	28%	13%	32%	29%	35%	34%
Net: Disagree	185	46	135	444	349	137	122	94	216
	19%	5%	14%	44%	35%	14%	12%	9%	22%
I tend to disagree (-1)	134	34	114	315	180	106	88	82	172
	13%	3%	11%	32%	18%	11%	9%	8%	17%
I definitely disagree (-2)	51	12	21	129	169	31	34	12	44
	5%	1%	2%	13%	17%	3%	3%	1%	4%
Don't know	14	20	10	7	29	8	5	10	15
	1%	2%	1%	1%	3%	1%	1%	1%	1%
Mean score	0.54	0.96	0.57	-0.24	0.26	0.52	0.63	0.52	0.29
Standard Deviation	1.105	0.874	0.919	1.112	1.476	0.971	1.007	0.795	1.022
Standard Error	0.035	0.028	0.029	0.035	0.047	0.031	0.032	0.025	0.033

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

	I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning	There are serious health risks to young children and the elderly from food prepared at home	No one gets very ill from food they have prepared in their own kitchen	There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds
Unweighted Base	**1000**	**1000**	**1000**	**1000**	**1000**
Base	**1000**	**1000**	**1000**	**1000**	**1000**
Net: Agree	133 13%	310 31%	188 19%	834 83%	276 28%
I definitely agree (2)	29 3%	98 10%	41 4%	393 39%	62 6%
I tend to agree (1)	104 10%	212 21%	147 15%	442 44%	213 21%
I neither agree nor disagree (0)	114 11%	315 32%	223 22%	113 11%	196 20%
Net: Disagree	738 74%	335 33%	552 55%	38 4%	497 50%
I tend to disagree (-1)	220 22%	203 20%	312 31%	25 3%	204 20%
I definitely disagree (-2)	518 52%	132 13%	240 24%	13 1%	293 29%
Don't know	14 1%	40 4%	37 4%	14 1%	31 3%
Mean score	-1.11	-0.06	-0.59	1.19	-0.47
Standard Deviation	1.15	1.179	1.141	0.834	1.297
Standard Error	0.037	0.038	0.037	0.027	0.042

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
I am unlikely to get food poisoning from food prepared in my own home	**0.54**	0.47	0.6	0.64 *	0.47	0.5	0.55	0.7 EI	0.43	0.6	0.51	0.62	0.46	0.55	0.52
Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene	**0.96**	0.91	1.02	0.84 *	0.88	0.94	0.95	1.03	1.08 DE	1.02	0.94	0.93	0.96	0.98	0.95
The information on food labels is clear and understandable	**0.57**	0.48	0.66 B	0.56 *	0.74 I	0.63 I	0.56	0.58	0.42	0.54	0.64 M	0.65	0.48	0.59	0.55
I worry about getting food poisoning when I eat out	**-0.24**	-0.3	-0.19	-0.23 *	0.02 FGHI	-0.3	-0.39	-0.3	-0.26	-0.4	-0.34	-0.13 JN	-0.1 JKN	-0.37	-0.11 JKN
I don't know what campylobacter is	**0.26**	0.25	0.28	0.72 GHI*	0.64 GHI	0.35 G	-0.04	-0.01	0.09	0.01	0.46 JN	0.29	0.28 J	0.24 J	0.28 J
I'd like to know more about where the food I eat comes from	**0.52**	0.43	0.61 B	0.59 *	0.53	0.52	0.37	0.53	0.57 G	0.6	0.46	0.6	0.44	0.53	0.51
It's important to me that I try to buy food produced in Scotland when I can	**0.63**	0.58	0.67	0.43 *	0.43	0.61	0.61	0.77 DE	0.81 DEG	0.6	0.58	0.68	0.66	0.59	0.67
I trust the information on food labels	**0.52**	0.43	0.61 B	0.51 *	0.66 HI	0.56 I	0.62 HI	0.42	0.39	0.54 M	0.65 MO	0.53	0.38	0.6 MO	0.44
It worries me that what's in my food might not be what's on the label	**0.29**	0.27	0.3	0.16 *	0.36	0.35	0.23	0.33	0.28	0.21	0.2	0.29	0.44 JKN	0.2	0.38 JKN

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning	**-1.11**	-1.06	-1.15	-0.65 FGHI*	-0.55 FGHI	-1.04 I	-1.27 I	-1.26 I	-1.59	-1.01 M	-1.07 M	-1.05 MO	-1.28	-1.04 MO	-1.19 M
There are serious health risks to young children and the elderly from food prepared at home	**-0.06**	-0.11	-0.01	-0.01 *	0.25 GHI	-0.01 I	-0.05 I	-0.18	-0.28	-0.13	-0.04	-0.11	0.01	-0.08	-0.03
No one gets very ill from food they have prepared in their own kitchen	**-0.59**	-0.65	-0.53	-0.32 FGHI*	-0.25 FGHI	-0.72	-0.77	-0.73	-0.65	-0.76	-0.53 JN	-0.44 J	-0.59	-0.64 J	-0.53 J
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	**1.19**	1.14	1.24	1.03 *	0.93	1.27 DE	1.23 E	1.33 DE	1.31 DE	1.26	1.2	1.13	1.17	1.23	1.16
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	**-0.47**	-0.62	-0.33 B	0.06 FGHI*	-0.16 GHI	-0.29 GHI	-0.72	-0.77	-0.72	-0.57	-0.25 JMNO	-0.48	-0.58	-0.4 J	-0.54

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
I am unlikely to get food poisoning from food prepared in my own home	**0.54**	0.42	0.63 PS	0.61	0.43	0.57	0.52
Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene	**0.96**	0.98	0.97	0.96	0.95	0.95	0.97
The information on food labels is clear and understandable	**0.57**	0.42	0.58 P	0.65 P	0.64 P	0.66	0.54
I worry about getting food poisoning when I eat out	**-0.24**	-0.29	-0.29	-0.13	-0.2	-0.17	-0.27
I don't know what campylobacter is	**0.26**	0.29	0.16	0.4	0.32	0.38	0.22
I'd like to know more about where the food I eat comes from	**0.52**	0.53	0.51	0.47	0.57	0.51	0.52
It's important to me that I try to buy food produced in Scotland when I can	**0.63**	0.69	0.61	0.62	0.58	0.59	0.64
I trust the information on food labels	**0.52**	0.39	0.5	0.59 P	0.65 PQ	0.63 U	0.48
It worries me that what's in my food might not be what's on the label	**0.29**	0.28	0.27	0.26	0.36	0.33	0.27

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning	**-1.11**	-1.25	-1.13	-0.95 P	-1.04	-0.93 U	-1.18
There are serious health risks to young children and the elderly from food prepared at home	**-0.06**	0.01	-0.15	-0.05	0.03	-0.02	-0.08
No one gets very ill from food they have prepared in their own kitchen	**-0.59**	-0.7	-0.61	-0.48	-0.5	-0.43 U	-0.65
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	**1.19**	1.26 S	1.24	1.11	1.1	1.09	1.23 T
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	**-0.47**	-0.65	-0.57	-0.28 PQ	-0.24 PQ	-0.22 U	-0.57

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
I am unlikely to get food poisoning from food prepared in my own home	**0.54**	0.56	0.54	0.47 *	0.52	0.57	0.54	0.52	0.45	0.57	0.52	-0.08 **	0.36	0.54	0.59 M	0.69 M	0.55	0.5
Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene	**0.96**	0.99	0.97	0.77 *	1.02 F	0.88	1.08 I	1.06 I	0.82	0.98	0.94	0.85 **	0.99	0.97	0.95	0.96	1.01 R	0.85
The information on food labels is clear and understandable	**0.57**	0.55	0.57	0.63 *	0.68 F	0.42	1 HI	0.67 I	0.34	0.6	0.54	0.25 **	0.5	0.46	0.73 MNP	0.49	0.61 R	0.47
I worry about getting food poisoning when I eat out	**-0.24**	-0.19	-0.26	-0.35 *	-0.14 F	-0.4	0.13 HI	-0.14 I	-0.47	-0.22	-0.29	-0.32 **	-0.1 O	-0.24	-0.33	-0.24	-0.13 R	-0.52
I don't know what campylobacter is	**0.26**	0.17	0.29	0.26 *	0.17	0.39 E	0.44 HI	0.12	-0.07	0.27	0.25	0.28 **	0.14	0.45 M	0.24	0.31	0.25	0.28
I'd like to know more about where the food I eat comes from	**0.52**	0.56	0.51	0.5 *	0.58 F	0.43	0.8 HI	0.61 I	0.21	0.62 K	0.4	-0.21 **	0.46	0.62	0.53	0.49	0.61 R	0.31
It's important to me that I try to buy food produced in Scotland when I can	**0.63**	0.73 C	0.58	0.71 *	0.74 F	0.46	0.98 HI	0.76 I	0.42	0.68	0.57	0.19 **	0.43	0.78 M	0.65 M	0.73 M	0.7 R	0.46
I trust the information on food labels	**0.52**	0.47	0.55	0.39 *	0.59 F	0.43	0.86 HI	0.63 I	0.19	0.53	0.51	0.47 **	0.52	0.43	0.59 N	0.51	0.57 R	0.42
It worries me that what's in my food might not be what's on the label	**0.29**	0.3	0.28	0.28 *	0.34	0.22	0.54 HI	0.33 I	0.02	0.3	0.27	0.08 **	0.26	0.56 MOP	0.16	0.32	0.39 R	0.04

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning	**-1.11**	-1.22	-1.07	-1.16 *	-1.08	-1.15	-1.1	-1.07	-1.02	-1.17	-0.98 J	-1.27 **	-1.16	-1.26	-1.01 N	-1.11	-1.15	-1.02
There are serious health risks to young children and the elderly from food prepared at home	**-0.06**	-0.06	-0.04	-0.3 *	0.05 F	-0.22	0.3 I	0.08 I	-0.29	-0.03	-0.12	0.04 **	-0.13	-0.12	-0.03	0.05	-0.05	-0.09
No one gets very ill from food they have prepared in their own kitchen	**-0.59**	-0.65	-0.57	-0.49 *	-0.57	-0.6	-0.31 HI	-0.65	-0.74	-0.59	-0.56	-0.79 **	-0.7	-0.58	-0.54	-0.51	-0.58	-0.6
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	**1.19**	1.2	1.18	1.29 *	1.21	1.17	1.33 I	1.21	1.07	1.27 K	1.08	1.01 **	1.13	1.26	1.18	1.24	1.22	1.13
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	**-0.47**	-0.5	-0.46	-0.39 *	-0.4 F	-0.57	-0.24	-0.39	-0.54	-0.48	-0.42	-0.7 **	-0.61	-0.49	-0.43	-0.28 M	-0.48	-0.43

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
I am unlikely to get food poisoning from food prepared in my own home	**0.54**	0.59	0.53
Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene	**0.96**	1.04	0.95
The information on food labels is clear and understandable	**0.57**	0.6	0.57
I worry about getting food poisoning when I eat out	**-0.24**	-0.2	-0.25
I don't know what campylobacter is	**0.26**	0.28	0.26
I'd like to know more about where the food I eat comes from	**0.52**	0.5	0.52
It's important to me that I try to buy food produced in Scotland when I can	**0.63**	0.63	0.63
I trust the information on food labels	**0.52**	0.56	0.52
It worries me that what's in my food might not be what's on the label	**0.29**	0.31	0.28

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning	**-1.11**	-1.03	-1.12
There are serious health risks to young children and the elderly from food prepared at home	**-0.06**	0.03	-0.08
No one gets very ill from food they have prepared in their own kitchen	**-0.59**	-0.59	-0.59
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	**1.19**	1.22	1.19
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	**-0.47**	-0.37	-0.48

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
I am unlikely to get food poisoning from food prepared in my own home	**0.54**	0.42	0.59 B	0.44	0.61 D	0.4 *	0.27 *	0.51	0.67 J	0.36	0.45	0.61	0.65
Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene	**0.96**	1.09 C	0.93	1.03	0.92	0.92 *	0.97 *	1.1	1.04 J	0.86	0.93	0.91	0.92
The information on food labels is clear and understandable	**0.57**	0.55	0.59	0.57	0.58	0.57 *	0.49 *	0.6	0.68 J	0.45	0.44	0.66 K	0.67 K
I worry about getting food poisoning when I eat out	**-0.24**	-0.08 C	-0.32	-0.08 E	-0.36	0.13 H*	-0.1 *	-0.19	-0.23	-0.18	-0.33	-0.15	-0.12
I don't know what campylobacter is	**0.26**	0.17	0.31	0.12	0.36 D	0.19 *	0.19 *	0.02	0.11	0.41 I	0.46	0.52	0.47 *
I'd like to know more about where the food I eat comes from	**0.52**	0.52	0.52	0.52	0.52	0.54 *	0.42 *	0.55	0.64 J	0.39	0.37	0.48	0.51
It's important to me that I try to buy food produced in Scotland when I can	**0.63**	0.68	0.61	0.64	0.62	0.69 *	0.43 *	0.71 G	0.77 J	0.57	0.36	0.64 K	0.72 K
I trust the information on food labels	**0.52**	0.49	0.54	0.57	0.49	0.67 *	0.56 *	0.55	0.6 J	0.42	0.49	0.6	0.5
It worries me that what's in my food might not be what's on the label	**0.29**	0.49 C	0.21	0.29	0.29	0.34 *	0.31 *	0.24	0.32	0.28	0.19	0.37	0.34

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning	**-1.11**	-1.28	-1.05 B	-0.95 E	-1.22	-0.57 GH*	-0.96 *	-1.12	-1.08	-1.07	-1.24	-1 K	-1.04
There are serious health risks to young children and the elderly from food prepared at home	**-0.06**	-0.01	-0.08	*	-0.1	0.36 GH*	-0.14 *	-0.11	-0.05	-0.08	-0.08	*	-0.1
No one gets very ill from food they have prepared in their own kitchen	**-0.59**	-0.68	-0.56	-0.58	-0.59	-0.22 GH*	-0.6 *	-0.79	-0.53	-0.5	-0.83	-0.38 K	-0.41 K*
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	**1.19**	1.28	1.18	1.22	1.17	1.09 *	1.12 *	1.31 FG	1.27 J	1.08	1.16	1.01	1
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	**-0.47**	-0.68	-0.4 B	-0.41	-0.51	-0.23 *	-0.38 *	-0.52	-0.47	-0.34	-0.61	-0.15 K	-0.16 K

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
I am unlikely to get food poisoning from food prepared in my own home	**0.54**	0.48	0.38	0.41	0.57
Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene	**0.96**	1	1.11 E	1.21 BE	0.93
The information on food labels is clear and understandable	**0.57**	0.65 E	0.83 BE	0.82 E	0.52
I worry about getting food poisoning when I eat out	**-0.24**	-0.14 E	0.03 E	0.09 E	-0.3
I don't know what campylobacter is	**0.26**	0.37 CD	-0.08	-0.08 *	0.33 CD
I'd like to know more about where the food I eat comes from	**0.52**	0.52	0.8 BE	0.81 BE	0.46
It's important to me that I try to buy food produced in Scotland when I can	**0.63**	0.6	0.98 BE	1.05 BE	0.56
I trust the information on food labels	**0.52**	0.64 E	0.67 E	0.68 E	0.49
It worries me that what's in my food might not be what's on the label	**0.29**	0.32	0.49 E	0.57 BE	0.25

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q52. Mean score summary table: Agreement with statements about food hygiene when eating out

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
I am happy to eat burgers that are pink in the middle, even though there is the potential risk of food poisoning	**-1.11**	-1.06	-0.86 E	-0.81 E	-1.16
There are serious health risks to young children and the elderly from food prepared at home	**-0.06**	0.08 E	0.18 E	0.18 E	-0.11
No one gets very ill from food they have prepared in their own kitchen	**-0.59**	-0.52	-0.55	-0.47	-0.59
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	**1.19**	1.16	1.26	1.27	1.18
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	**-0.47**	-0.26 E	-0.39	-0.26	-0.48

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q212/FOODSAFETYCAMP1. Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Yes	**159**	81	78	22	27	24	30	24	33	37	37	41	44	74	85
	16%	17%	15%	17%	17%	16%	16%	16%	15%	15%	13%	22% KN	15%	14%	18%
				*											
No	**780**	384	396	95	126	115	140	124	179	197	228	132	223	425	355
	78%	79%	77%	72% *	77%	78%	77%	82%	80%	79%	83% LO	71%	77%	81% LO	75%
Don't know	**61**	23	39	16	9	9	11	4	13	16	11	13	22	27	35
	6%	5%	8%	12% H*	6%	6%	6%	3%	6%	6%	4%	7%	8%	5%	7%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q212/FOODSAFETYCAMP1. Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
	159	29	59	32	38	57	102
Yes	**16%**	13%	15%	19%	19%	20% U	14%
	780	178	317	129	156	207	573
No	**78%**	81%	79%	74%	76%	74%	80%
	61	12	27	12	10	16	45
Don't know	**6%**	6%	7%	7%	5%	6%	6%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q212/FOODSAFETYCAMP1. Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
	159	45	105	9	129	30	54	63	12	107	50	2	52	30	54	24	128	31
Yes	**16%**	18%	15%	14% *	22% F	7%	34% HI	21% I	10%	17%	15%	7% **	20% P	16%	15%	12%	18% R	10%
	780	185	542	52	419	361	100	213	96	486	267	26	194	143	280	155	520	260
No	**78%**	75%	78%	83% *	72%	87% E	62%	72%	83% GH	77%	78%	93% **	75%	79%	79%	78%	75%	86% Q
	61	15	45	2	38	24	7	21	8	36	25	-	13	7	21	19	50	12
Don't know	**6%**	6%	6%	3% *	6%	6%	4%	7%	7%	6%	7%	- **	5%	4%	6%	10%	7%	4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q212/FOODSAFETYCAMP1. Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Yes	**159**	33	126
	16%	24% T	15%
No	**780**	89	690
	78%	65%	80% S
Don't know	**61**	15	47
	6%	11% T	5%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q212/FOODSAFETYCAMP1. Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Yes	**159**	53	105	95	64	34	20	42	102	28	29	42	29
	16%	20%	15%	23% E	11%	37% GH*	20% *	20%	19% J	10%	16%	22%	24%
No	**780**	210	560	289	491	52	75	153	401	226	133	137	86
	78%	78%	79%	71%	83% D	58% *	76% F*	74% F	76%	84% I	76%	73%	72%
Don't know	**61**	7	47	25	37	4	4	12	23	16	13	8	5
	6%	3%	7% B	6%	6%	4% *	4% *	6%	4%	6%	7%	4%	4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q212/FOODSAFETYCAMP1. Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Yes	**159**	28	159	109	-
	16%	12%	100%	100%	-
		E	BE	BE	
No	**780**	186	-	-	780
	78%	80%	-	-	93%
		CD			BCD
Don't know	**61**	18	-	-	61
	6%	8%	-	-	7%
		CD			CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	157	84	73	16	28	22	32	26	33	39	41	37	40	80	77
Base	159	81	78	22	27	24	30	24	33	37	37	41	44	74	85
Net: Any TV	**117** **73%**	61 76% *	55 71% *	15 68% **	17 61% **	14 60% **	26 87% *	21 89% **	24 74% *	29 77% *	26 70% *	28 69% *	34 77% *	54 73% *	63 73% *
TV advertising	**88** **55%**	46 57% *	42 54% *	12 55% **	11 40% **	10 41% **	20 66% *	18 76% **	18 54% *	18 47% *	22 60% *	20 49% *	28 64% *	40 54% *	48 56% *
TV programme	**50** **31%**	29 36% *	21 27% *	7 32% **	8 31% **	9 37% **	11 37% *	4 16% **	11 33% *	16 43% *	8 22% *	15 37% *	11 24% *	24 32% *	26 31% *
Net: Any radio	**20** **13%**	15 18% *	6 7% *	4 18% **	6 21% **	4 17% **	4 13% *	1 4% **	2 6% *	5 13% *	6 16% *	7 17% *	3 7% *	11 14% *	10 12% *
Advertising on the radio	**19** **12%**	14 17% *	5 6% *	4 18% **	4 14% **	4 17% **	4 13% *	1 4% **	2 6% *	4 10% *	5 14% *	7 17% *	3 7% *	9 12% *	10 12% *
Features / programmes on the radio	**6** **4%**	5 6% *	1 1% *	1 5% **	3 10% **	- - **	2 7% *	- - **	- - *	1 2% *	2 6% *	3 8% *	- - *	3 4% *	3 4% *
Net: Any press	**28** **18%**	17 22% *	11 14% *	4 19% **	2 7% **	2 9% **	5 16% *	2 10% **	13 39% *	7 19% *	5 15% *	8 21% *	7 17% *	13 17% *	16 19% *
Advertising in newspapers / magazines	**18** **11%**	12 15% *	6 8% *	1 5% **	1 4% **	1 5% **	3 10% *	2 10% **	9 28% *	4 9% *	4 10% *	7 18% *	3 7% *	7 10% *	11 13% *
PR / News / Newspaper article	**17** **11%**	10 12% *	7 9% *	4 19% **	1 4% **	1 4% **	4 13% *	- - **	7 22% *	4 10% *	3 8% *	6 16% *	4 9% *	7 9% *	10 12% *
NET: Any digital/social media	**60** **38%**	29 37% *	31 39% *	13 57% **	14 51% **	11 48% **	8 26% *	5 23% **	9 28% *	10 27% *	16 43% *	16 39% *	18 41% *	26 35% *	34 40% *
On posters	**19** **12%**	12 15% *	7 9% *	6 25% **	2 8% **	1 4% **	4 13% *	2 8% **	5 16% *	3 8% *	3 8% *	7 16% *	7 15% *	6 8% *	13 16% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base	159	81	78	22	27	24	30	24	33	37	37	41	44	74	85
On YouTube	20 12%	11 13% *	9 11% *	8 38% **	6 24% **	2 8% **	1 3% *	1 3% **	1 3% *	5 13% *	5 13% *	6 14% *	4 9% *	10 13% *	10 11% *
On websites	20 12%	13 16% *	7 9% *	1 5% **	2 7% **	3 14% **	5 16% *	4 15% **	5 15% *	4 10% *	5 15% *	4 10% *	6 14% *	9 12% *	11 12% *
On Facebook	29 18%	12 15% *	17 21% *	8 38% **	9 31% **	5 21% **	2 7% *	1 3% **	4 13% *	5 14% *	6 17% *	9 23% *	8 19% *	11 15% *	18 21% *
On Twitter	7 4%	4 6% *	2 3% *	3 12% **	1 3% **	1 5% **	- - *	- - **	2 7% *	- - *	2 6% *	- - *	5 11% *	2 3% *	5 6% *
On Instagram	7 4%	5 6% *	2 2% *	3 12% **	1 4% **	2 8% **	1 3% *	- - **	- - *	2 5% *	2 6% *	1 3% *	2 3% *	4 5% *	3 3% *
On Snapchat	5 3%	2 3% *	3 3% *	3 12% **	1 4% **	1 5% **	- - *	- - **	- - *	- - *	1 3% *	1 3% *	3 6% *	1 2% *	4 4% *
Other internet / social media channels	6 4%	5 7% *	1 1% *	1 5% **	- - **	2 9% **	2 7% *	- - **	1 3% *	- - *	2 6% *	2 5% *	2 5% *	2 3% *	4 5% *
Net: Any campaign sources	109 68%	51 64% *	58 73% *	19 89% **	18 65% **	14 58% **	21 72% *	18 76% **	18 57% *	22 58% *	27 73% *	27 66% *	34 75% *	48 65% *	61 71% *
TV advertising	88 55%	46 57% *	42 54% *	12 55% **	11 40% **	10 41% **	20 66% *	18 76% **	18 54% *	18 47% *	22 60% *	20 49% *	28 64% *	40 54% *	48 56% *
On YouTube	20 12%	11 13% *	9 11% *	8 38% **	6 24% **	2 8% **	1 3% *	1 3% **	1 3% *	5 13% *	5 13% *	6 14% *	4 9% *	10 13% *	10 11% *
On Facebook	29 18%	12 15% *	17 21% *	8 38% **	9 31% **	5 21% **	2 7% *	1 3% **	4 13% *	5 14% *	6 17% *	9 23% *	8 19% *	11 15% *	18 21% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base	159	81	78	22	27	24	30	24	33	37	37	41	44	74	85
On Instagram	7	5	2	3	1	2	1	-	-	2	2	1	2	4	3
	4%	6%	2%	12%	4%	8%	3%	-	-	5%	6%	3%	3%	5%	3%
		*	*	**	**	**	*	**	*	*	*	*	*	*	*
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	**	**	**	*	**	*	*	*	*	*	*	*
Don't know / can't remember	7	3	4	1	1	1	1	-	2	2	-	1	3	2	4
	4%	4%	5%	6%	4%	5%	3%	-	6%	6%	-	3%	7%	3%	5%
		*	*	**	**	**	*	**	*	*	*	*	*	*	*

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	157	29	59	32	37	56	101
Base	159	29	59	32	38	57	102
Net: Any TV	117 73%	23 79% **	40 68% *	22 68% *	31 82% *	41 72% *	76 74% *
TV advertising	88 55%	18 62% **	33 56% *	17 53% *	20 51% *	28 50% *	60 58% *
TV programme	50 31%	7 23% **	16 27% *	8 25% *	19 49% *	20 36% *	29 29% *
Net: Any radio	20 13%	4 14% **	7 12% *	6 19% *	3 8% *	8 14% *	12 12% *
Advertising on the radio	19 12%	4 14% **	6 10% *	5 17% *	3 8% *	7 13% *	12 11% *
Features / programmes on the radio	6 4%	1 3% **	3 5% *	2 6% *	- - *	2 4% *	4 4% *
Net: Any press	28 18%	6 21% **	12 20% *	4 13% *	6 16% *	6 11% *	22 22% *
Advertising in newspapers / magazines	18 11%	3 11% **	10 17% *	2 7% *	3 7% *	2 4% *	16 16% T*
PR / News / Newspaper article	17 11%	5 17% **	6 9% *	3 10% *	3 9% *	6 10% *	11 11% *
NET: Any digital/social media	60 38%	11 38% **	21 36% *	14 44% *	14 36% *	24 42% *	36 36% *
On posters	19 12%	6 21% **	6 10% *	5 15% *	2 6% *	4 7% *	15 15% *

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	159	29	59	32	38	57	102
On YouTube	20 12%	2 6% **	5 8% *	5 16% *	8 20% *	9 17% *	10 10% *
On websites	20 12%	4 14% **	8 13% *	4 13% *	4 10% *	8 14% *	12 12% *
On Facebook	29 18%	5 18% **	10 17% *	6 20% *	7 19% *	12 21% *	17 17% *
On Twitter	7 4%	3 11% **	1 1% *	1 4% *	2 4% *	1 2% *	6 6% *
On Instagram	7 4%	- - **	- - *	1 4% *	5 14% Q*	5 9% *	2 1% *
On Snapchat	5 3%	2 8% **	- - *	1 4% *	2 4% *	1 2% *	4 4% *
Other internet / social media channels	6 4%	1 4% **	2 4% *	2 7% *	1 3% *	3 6% *	3 3% *
Net: Any campaign sources	109 68%	20 68% **	40 67% *	24 74% *	25 65% *	38 66% *	71 70% *
TV advertising	88 55%	18 62% **	33 56% *	17 53% *	20 51% *	28 50% *	60 58% *
On YouTube	20 12%	2 6% **	5 8% *	5 16% *	8 20% *	9 17% *	10 10% *
On Facebook	29 18%	5 18% **	10 17% *	6 20% *	7 19% *	12 21% *	17 17% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	159	29	59	32	38	57	102
On Instagram	7	-	-	1	5	5	2
	4%	-	-	4%	14%	9%	1%
		**	*	*	Q*	*	*
Other	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
		**	*	*	*	*	*
Don't know / can't remember	7	1	2	1	2	3	3
	4%	4%	4%	3%	6%	6%	3%
		**	*	*	*	*	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	157	44	104	9	128	29	53	63	12	103	52	2	51	30	54	22	127	30
Base	159	45	105	9	129	30	54	63	12	107	50	2	52	30	54	24	128	31
Net: Any TV	117 73%	34 76% *	77 74%	5 55% **	94 73%	23 77% **	40 74% *	45 70% *	9 77% **	80 75%	35 69% *	2 100% **	36 69% *	26 87% **	36 67% *	19 81% **	92 72%	24 78% **
TV advertising	88 55%	22 49% *	61 58%	5 55% **	69 53%	19 65% **	28 51% *	35 55% *	6 49% **	58 55%	29 57% *	1 42% **	27 53% *	21 71% **	25 47% *	14 59% **	68 53%	20 65% **
TV programme	50 31%	17 38% *	32 31%	- - **	41 32%	8 28% **	18 34% *	20 32% *	3 27% **	34 32%	15 29% *	1 58% **	17 34% *	8 26% **	18 33% *	7 27% **	44 34%	6 20% **
Net: Any radio	20 13%	7 15% *	13 13%	- - **	18 14%	2 7% **	9 17% *	8 13% *	1 9% **	13 13%	7 14% *	- - **	7 14% *	4 13% **	7 13% *	2 10% **	17 13%	3 11% **
Advertising on the radio	19 12%	7 15% *	12 11%	- - **	17 13%	2 7% **	8 15% *	7 11% *	1 9% **	13 12%	6 12% *	- - **	7 14% *	3 10% **	6 11% *	2 10% **	15 12%	3 11% **
Features / programmes on the radio	6 4%	2 5% *	4 4%	- - **	6 5%	- - **	5 9% *	1 1% *	- - **	3 3%	3 6% *	- - **	1 2% *	2 6% **	2 3% *	1 5% **	5 4%	1 4% **
Net: Any press	28 18%	6 13% *	20 19%	3 29% **	27 21%	1 4% **	14 25% *	14 22% *	- - **	19 18%	9 18% *	- - **	13 25% *	2 7% **	10 19% *	3 14% **	23 18%	6 18% **
Advertising in newspapers / magazines	18 11%	3 7% *	12 12%	3 29% **	18 14%	- - **	8 16% *	9 15% *	- - **	11 11%	6 13% *	- - **	7 13% *	1 4% **	7 13% *	3 14% **	14 11%	4 13% **
PR / News / Newspaper article	17 11%	5 10% *	12 12%	- - **	16 12%	1 4% **	10 18% *	6 10% *	- - **	12 11%	5 10% *	- - **	9 18% *	1 3% **	5 10% *	1 5% **	14 11%	3 10% **
NET: Any digital/social media	60 38%	15 33% *	40 38%	5 58% **	53 41%	7 23% **	25 46% *	26 41% *	3 23% **	38 35%	23 45% *	- - **	24 47% *	5 16% **	20 38% *	11 45% **	52 41%	8 25% **
On posters	19 12%	4 10% *	11 11%	4 44% **	16 12%	3 12% **	8 15% *	7 11% *	1 9% **	10 9%	10 19% *	- - **	7 13% *	1 4% **	7 14% *	4 17% **	16 13%	3 10% **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**159**	**45**	**105**	**9**	**129**	**30**	**54**	**63**	**12**	**107**	**50**	**2**	**52**	**30**	**54**	**24**	**128**	**31**
On YouTube	**20** **12%**	4 9% *	15 15%	- - **	17 13%	3 10% **	12 22% H*	4 7% *	- - **	10 9%	10 20% *	- - **	10 20% O*	2 7% **	3 5% *	5 20% **	18 14%	1 4% **
On websites	**20** **12%**	7 15% *	13 12%	- - **	18 14%	2 7% **	7 13% *	11 17% *	- - **	12 11%	8 15% *	- - **	6 11% *	1 3% **	7 13% *	6 26% **	16 12%	4 13% **
On Facebook	**29** **18%**	6 13% *	22 21%	1 13% **	25 20%	3 12% **	12 22% *	12 19% *	1 8% **	18 17%	11 22% *	- - **	13 26% *	3 10% **	7 13% *	6 23% **	25 20%	4 12% **
On Twitter	**7** **4%**	2 5% *	4 4%	- - **	4 3%	2 8% **	4 8% *	- - *	- - **	3 3%	4 7% *	- - **	2 3% *	1 4% **	2 4% *	2 9% **	5 4%	2 7% **
On Instagram	**7** **4%**	2 3% *	5 5%	- - **	5 4%	2 5% **	4 8% *	- - *	1 7% **	2 2%	5 9% *	- - **	4 8% *	- - **	1 2% *	1 5% **	5 4%	1 4% **
On Snapchat	**5** **3%**	3 6% *	2 2%	- - **	3 3%	2 5% **	3 6% *	- - *	- - **	2 2%	3 5% *	- - **	2 3% *	- - **	2 4% *	1 5% **	4 3%	1 4% **
Other internet / social media channels	**6** **4%**	- - *	6 6%	- - **	6 5%	- - **	2 4% *	4 7% *	- - **	3 3%	3 6% *	- - **	2 4% *	- - **	3 6% *	1 5% **	5 4%	1 4% **
Net: Any campaign sources	**109** **68%**	27 59% *	76 73%	6 69% **	87 67%	22 73% **	35 64% *	45 71% *	8 64% **	73 69%	35 69% *	1 42% **	38 74% *	24 80% **	31 57% *	16 68% **	89 69%	20 65% **
TV advertising	**88** **55%**	22 49% *	61 58%	5 55% **	69 53%	19 65% **	28 51% *	35 55% *	6 49% **	58 55%	29 57% *	1 42% **	27 53% *	21 71% **	25 47% *	14 59% **	68 53%	20 65% **
On YouTube	**20** **12%**	4 9% *	15 15%	- - **	17 13%	3 10% **	12 22% H*	4 7% *	- - **	10 9%	10 20% *	- - **	10 20% O*	2 7% **	3 5% *	5 20% **	18 14%	1 4% **
On Facebook	**29** **18%**	6 13% *	22 21%	1 13% **	25 20%	3 12% **	12 22% *	12 19% *	1 8% **	18 17%	11 22% *	- - **	13 26% *	3 10% **	7 13% *	6 23% **	25 20%	4 12% **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**159**	**45**	**105**	**9**	**129**	**30**	**54**	**63**	**12**	**107**	**50**	**2**	**52**	**30**	**54**	**24**	**128**	**31**
On Instagram	**7**	2	5	-	5	2	4	-	1	2	5	-	4	-	1	1	5	1
	4%	3%	5%	-	4%	5%	8%	-	7%	2%	9%	-	8%	-	2%	5%	4%	4%
		*		**		**	*	*	**		*	**	*	**	*	**		**
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*		**		**	*	*	**		*	**	*	**	*	**		**
Don't know / can't remember	**7**	-	7	-	4	2	2	2	-	5	2	-	2	1	2	1	4	2
	4%	-	6%	-	3%	8%	4%	3%	-	4%	4%	-	4%	4%	4%	5%	3%	7%
		*		**		**	*	*	**		*	**	*	**	*	**		**

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**157**	**32**	**125**
Base	**159**	**33**	**126**
Net: Any TV	**117** **73%**	24 72% *	93 74%
TV advertising	**88** **55%**	16 47% *	72 57%
TV programme	**50** **31%**	15 45% *	35 27%
Net: Any radio	**20** **13%**	3 9% *	17 14%
Advertising on the radio	**19** **12%**	3 9% *	16 12%
Features / programmes on the radio	**6** **4%**	1 3% *	5 4%
Net: Any press	**28** **18%**	5 15% *	23 19%
Advertising in newspapers / magazines	**18** **11%**	1 2% *	17 14%
PR / News / Newspaper article	**17** **11%**	4 13% *	13 10%
NET: Any digital/social media	**60** **38%**	15 44% *	45 36%
On posters	**19** **12%**	2 7% *	17 14%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**159**	**33**	**126**
On YouTube	**20** **12%**	8 25% T*	11 9%
On websites	**20** **12%**	1 3% *	19 15%
On Facebook	**29** **18%**	10 28% *	19 15%
On Twitter	**7** **4%**	2 5% *	5 4%
On Instagram	**7** **4%**	4 13% T*	2 2%
On Snapchat	**5** **3%**	3 8% *	2 2%
Other internet / social media channels	**6** **4%**	- - *	6 5%
Net: Any campaign sources	**109** **68%**	23 70% *	85 68%
TV advertising	**88** **55%**	16 47% *	72 57%
On YouTube	**20** **12%**	8 25% T*	11 9%
On Facebook	**29** **18%**	10 28% *	19 15%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**159**	**33**	**126**
On Instagram	**7** **4%**	4 13% T*	2 2%
Other	**-** **-**	- - *	- -
Don't know / can't remember	**7** **4%**	3 10% *	3 3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	157	52	103	94	63	31	20	43	101	27	28	40	26
Base	159	53	105	95	64	34	20	42	102	28	29	42	29
Net: Any TV	117 73%	43 81% *	73 70% *	69 73% *	47 74% *	22 67% *	17 86% **	30 73% *	74 72% *	21 74% **	23 79% **	28 69% *	20 71% **
TV advertising	88 55%	35 66% *	52 50% *	52 54% *	36 56% *	13 39% *	16 80% **	23 55% *	53 52% *	16 56% **	19 67% **	21 49% *	13 46% **
TV programme	50 31%	18 35% *	30 29% *	29 30% *	21 32% *	16 47% *	3 15% **	10 25% *	32 31% *	10 36% **	8 28% **	15 36% *	12 41% **
Net: Any radio	20 13%	4 7% *	17 16% *	10 11% *	10 16% *	4 11% *	2 11% **	5 11% *	8 8% *	6 23% **	6 20% **	4 10% *	2 8% **
Advertising on the radio	19 12%	3 6% *	16 15% *	9 9% *	10 16% *	2 6% *	2 11% **	5 11% *	8 8% *	6 23% **	5 17% **	4 10% *	2 8% **
Features / programmes on the radio	6 4%	2 4% *	4 4% *	3 3% *	3 5% *	2 5% *	1 5% **	- - *	2 2% *	1 4% **	3 10% **	1 3% *	- - **
Net: Any press	28 18%	9 17% *	20 19% *	17 18% *	11 17% *	8 23% *	4 20% **	6 14% *	22 21% *	4 15% **	2 6% **	5 13% *	3 9% **
Advertising in newspapers / magazines	18 11%	6 12% *	12 11% *	8 8% *	10 16% *	1 3% *	3 16% **	4 9% *	12 12% *	3 11% **	2 6% **	2 5% *	- - **
PR / News / Newspaper article	17 11%	5 9% *	12 12% *	12 12% *	5 8% *	8 23% *	2 10% **	2 5% *	14 13% *	2 8% **	1 4% **	5 11% *	3 9% **
NET: Any digital/social media	60 38%	21 41% *	38 36% *	41 43% *	19 30% *	19 58% *	6 32% **	16 37% *	39 38% *	10 35% **	12 41% **	20 48% *	13 43% **
On posters	19 12%	9 17% *	10 10% *	12 12% *	8 12% *	5 14% *	5 26% **	2 4% *	9 9% *	6 20% **	5 17% **	4 10% *	2 7% **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	159	53	105	95	64	34	20	42	102	28	29	42	29
On YouTube	20 12%	5 9% *	15 14% *	13 14% *	7 10% *	9 27% *	1 5% **	3 7% *	11 10% *	4 13% **	5 19% **	7 16% *	5 16% **
On websites	20 12%	10 18% *	9 9% *	12 13% *	8 12% *	2 7% *	2 10% **	8 19% *	13 13% *	3 11% **	4 14% **	7 17% *	3 11% **
On Facebook	29 18%	9 17% *	20 19% *	19 20% *	9 15% *	11 34% H*	3 16% **	5 11% *	16 16% *	7 25% **	5 19% **	10 24% *	7 24% **
On Twitter	7 4%	4 7% *	3 3% *	6 6% *	1 2% *	3 8% *	2 11% **	1 2% *	2 2% *	4 14% **	1 4% **	1 3% *	- - **
On Instagram	7 4%	4 7% *	3 3% *	5 6% *	1 2% *	4 13% *	- - **	1 2% *	3 3% *	4 13% **	- - **	3 7% *	1 4% **
On Snapchat	5 3%	4 7% *	1 1% *	4 4% *	1 2% *	4 11% *	- - **	- - *	2 2% *	3 10% **	- - **	1 3% *	- - **
Other internet / social media channels	6 4%	4 8% *	2 2% *	2 2% *	4 7% *	1 3% *	1 5% **	- - *	4 4% *	1 4% **	1 4% **	3 8% *	1 4% **
Net: Any campaign sources	109 68%	38 71% *	70 67% *	64 68% *	44 69% *	23 69% *	16 80% **	26 61% *	69 67% *	18 64% **	23 79% **	28 68% *	19 66% **
TV advertising	88 55%	35 66% *	52 50% *	52 54% *	36 56% *	13 39% *	16 80% **	23 55% *	53 52% *	16 56% **	19 67% **	21 49% *	13 46% **
On YouTube	20 12%	5 9% *	15 14% *	13 14% *	7 10% *	9 27% *	1 5% **	3 7% *	11 10% *	4 13% **	5 19% **	7 16% *	5 16% **
On Facebook	29 18%	9 17% *	20 19% *	19 20% *	9 15% *	11 34% H*	3 16% **	5 11% *	16 16% *	7 25% **	5 19% **	10 24% *	7 24% **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	159	53	105	95	64	34	20	42	102	28	29	42	29
On Instagram	7	4	3	5	1	4	-	1	3	4	-	3	1
	4%	7%	3%	6%	2%	13%	-	2%	3%	13%	-	7%	4%
		*	*	*	*	*	**	*	*	**	**	*	**
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	*	*	*	**	*	*	**	**	*	**
Don't know / can't remember	7	3	3	5	1	2	1	2	5	1	-	2	2
	4%	6%	3%	6%	2%	7%	5%	5%	5%	4%	-	5%	7%
		*	*	*	*	*	**	*	*	**	**	*	**

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**157**	**28**	**157**	**106**	**-**
Base	**159**	**28**	**159**	**109**	**-**
Net: Any TV	**117** **73%**	17 61% **	117 73%	94 87% C	- -
TV advertising	**88** **55%**	14 49% **	88 55%	88 81% C	- -
TV programme	**50** **31%**	6 23% **	50 31% D	27 25%	- -
Net: Any radio	**20** **13%**	2 7% **	20 13%	10 9%	- -
Advertising on the radio	**19** **12%**	1 4% **	19 12%	9 8%	- -
Features / programmes on the radio	**6** **4%**	1 3% **	6 4%	3 3%	- -
Net: Any press	**28** **18%**	- - **	28 18%	18 17%	- -
Advertising in newspapers / magazines	**18** **11%**	- - **	18 11%	10 9%	- -
PR / News / Newspaper article	**17** **11%**	- - **	17 11%	11 10%	- -
NET: Any digital/social media	**60** **38%**	14 51% **	60 38%	47 44%	- -
On posters	**19** **12%**	2 7% **	19 12%	16 14%	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**159**	**28**	**159**	**109**	**-**
On YouTube	**20** **12%**	2 7% **	20 12%	20 18% C	- -
On websites	**20** **12%**	3 11% **	20 12%	12 11%	- -
On Facebook	**29** **18%**	9 31% **	29 18%	29 26% C	- -
On Twitter	**7** **4%**	1 3% **	7 4%	5 4%	- -
On Instagram	**7** **4%**	- - **	7 4%	7 6%	- -
On Snapchat	**5** **3%**	1 4% **	5 3%	4 3%	- -
Other internet / social media channels	**6** **4%**	1 3% **	6 4%	5 5%	- -
Net: Any campaign sources	**109** **68%**	21 74% **	109 68%	109 100% C	- -
TV advertising	**88** **55%**	14 49% **	88 55%	88 81% C	- -
On YouTube	**20** **12%**	2 7% **	20 12%	20 18% C	- -
On Facebook	**29** **18%**	9 31% **	29 18%	29 26% C	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q213/FOODSAFETYCAMP2. Where did you see or hear this advertising or publicity?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Base	159	28	159	109	-
On Instagram	7 4%	- - **	7 4%	7 6%	- -
Other	- -	- - **	- -	- -	- -
Don't know / can't remember	7 4%	1 4% **	7 4% D	- -	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**157**	**84**	**73**	**16**	**28**	**22**	**32**	**26**	**33**	**39**	**41**	**37**	**40**	**80**	**77**
Base	**159**	**81**	**78**	**22**	**27**	**24**	**30**	**24**	**33**	**37**	**37**	**41**	**44**	**74**	**85**
NET: Mentions possibly related to campaign	**86** **54%**	42 52% *	44 56% *	9 41% **	12 44% **	13 54% **	15 50% *	17 73% **	20 60% *	20 53% *	19 53% *	22 54% *	24 55% *	39 53% *	46 55% *
Mentions of temperature	**4** **2%**	2 2% *	2 2% *	- - **	- - **	1 4% **	1 3% *	- - **	2 6% *	1 2% *	2 5% *	1 3% *	- - *	3 4% *	1 1% *
How to store food safely	**13** **8%**	6 7% *	8 10% *	1 6% **	- - **	4 18% **	1 4% *	3 12% **	4 12% *	5 13% *	2 5% *	2 6% *	4 10% *	7 9% *	7 8% *
Dangers of cross contamination	**17** **10%**	6 7% *	11 14% *	- - **	- - **	4 18% **	4 12% *	3 15% **	5 16% *	6 17% *	3 7% *	1 3% *	7 15% *	9 12% *	8 9% *
Dangers of food poisoning	**7** **5%**	3 4% *	4 6% *	2 11% **	1 3% **	- - **	2 6% *	1 4% **	1 3% *	- - *	4 11% *	2 5% *	1 2% *	4 6% *	3 4% *
Dangers of spreading bacteria	**4** **3%**	1 1% *	3 4% *	- - **	1 4% **	- - **	1 3% *	1 4% **	1 3% *	1 2% *	- - *	1 3% *	2 5% *	1 1% *	3 4% *
Keep kitchen surfaces / tables / dishes clean	**13** **8%**	5 6% *	8 10% *	- - **	5 18% **	2 9% **	2 6% *	- - **	4 13% *	3 7% *	1 2% *	5 13% *	4 10% *	4 5% *	10 11% *
Wash your hands / before cooking	**19** **12%**	5 6% *	14 18% B*	3 11% **	3 11% **	2 9% **	3 9% *	3 12% **	6 19% *	5 13% *	4 11% *	3 8% *	7 17% *	9 12% *	11 13% *
Wash hands after handling raw meat	**5** **3%**	4 4% *	2 2% *	- - **	- - **	- - **	2 6% *	2 11% **	1 3% *	3 7% *	2 4% *	1 3% *	- - *	4 6% *	1 1% *
Wash hands after handling poultry	**1** **1%**	1 1% *	- - *	- - **	- - **	- - **	- - *	1 4% **	- - *	- - *	1 2% *	- - *	- - *	1 1% *	- - *
How to cook / prepare meat safely	**4** **3%**	1 1% *	4 5% *	3 13% **	- - **	- - **	2 6% *	- - **	- - *	- - *	3 8% *	2 4% *	- - *	3 4% *	2 2% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base	159	81	78	22	27	24	30	24	33	37	37	41	44	74	85
How to cook / prepare poultry safely	12 7%	6 8% *	5 7% *	1 6% **	1 3% **	- - **	1 3% *	5 20% **	4 12% *	2 5% *	4 10% *	4 10% *	2 5% *	6 8% *	6 7% *
How to cook food safely	18 11%	10 13% *	8 10% *	4 17% **	3 11% **	2 10% **	2 6% *	1 4% **	6 19% *	3 9% *	3 8% *	5 13% *	6 14% *	6 9% *	12 14% *
Don't wash raw meat	3 2%	- - *	3 4% *	- - **	- - **	1 4% **	- - *	- - **	2 6% *	2 5% *	1 3% *	- - *	- - *	3 4% *	- - *
Don't wash raw poultry	17 11%	8 10% *	9 12% *	- - **	2 9% **	3 12% **	4 13% *	8 35% **	- - *	5 15% *	3 9% *	5 11% *	4 9% *	9 12% *	9 10% *
NET: Any cross-contamination	21 13%	7 8% *	14 18% *	- - **	1 4% **	4 18% **	5 15% *	4 19% **	6 19% *	7 19% *	3 7% *	2 5% *	9 19% *	10 13% *	11 13% *
Dangers of cross contamination	17 10%	6 7% *	11 14% *	- - **	- - **	4 18% **	4 12% *	3 15% **	5 16% *	6 17% *	3 7% *	1 3% *	7 15% *	9 12% *	8 9% *
Dangers of spreading bacteria	4 3%	1 1% *	3 4% *	- - **	1 4% **	- - **	1 3% *	1 4% **	1 3% *	1 2% *	- - *	1 3% *	2 5% *	1 1% *	3 4% *
NET: Any food poisoning/sickness	13 8%	3 4% *	10 13% *	7 32% **	1 3% **	- - **	3 9% *	1 4% **	1 3% *	- - *	5 14% *	4 9% *	4 9% *	5 7% J*	8 9% *
Dangers of food poisoning	7 5%	3 4% *	4 6% *	2 11% **	1 3% **	- - **	2 6% *	1 4% **	1 3% *	- - *	4 11% *	2 5% *	1 2% *	4 6% *	3 4% *
Mentions of people becoming ill / sick	5 3%	- - *	5 7% *	5 21% **	- - **	- - **	1 3% *	- - **	- - *	- - *	1 2% *	2 4% *	3 7% *	1 1% *	5 5% *
NET: Any handwashing	23 14%	9 11% *	14 18% *	3 11% **	3 11% **	2 9% **	4 12% *	4 18% **	7 23% *	6 15% *	6 15% *	4 11% *	7 17% *	11 15% *	12 14% *

Table continues

Weighted by: WEIGHT

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**159**	**81**	**78**	**22**	**27**	**24**	**30**	**24**	**33**	**37**	**37**	**41**	**44**	**74**	**85**
Wash your hands / before cooking	**19** **12%**	5 6% *	14 18% B*	3 11% **	3 11% **	2 9% **	3 9% *	3 12% **	6 19% *	5 13% *	4 11% *	3 8% *	7 17% *	9 12% *	11 13% *
Wash hands after handling raw meat	**5** **3%**	4 4% *	2 2% *	- - **	- - **	- - **	2 6% *	2 11% **	1 3% *	3 7% *	2 4% *	1 3% *	- - *	4 6% *	1 1% *
Wash hands after handling poultry	**1** **1%**	1 1% *	- - *	- - **	- - **	- - **	- - *	1 4% **	- - *	- - *	1 2% *	- - *	- - *	1 1% *	- - *
NET: Any cooking food safely	**58** **36%**	34 42% *	24 31% *	9 42% **	6 21% **	4 19% **	12 42% *	10 42% **	16 49% *	13 35% *	16 45% *	15 37% *	13 30% *	29 40% *	28 33% *
Mentions of temperature	**4** **2%**	2 2% *	2 2% *	- - **	- - **	1 4% **	1 3% *	- - **	2 6% *	1 2% *	2 5% *	1 3% *	- - *	3 4% *	1 1% *
How to cook / prepare meat safely	**4** **3%**	1 1% *	4 5% *	3 13% **	- - **	- - **	2 6% *	- - **	- - *	- - *	3 8% *	2 4% *	- - *	3 4% *	2 2% *
How to cook / prepare poultry safely	**12** **7%**	6 8% *	5 7% *	1 6% **	1 3% **	- - **	1 3% *	5 20% **	4 12% *	2 5% *	4 10% *	4 10% *	2 5% *	6 8% *	6 7% *
How to cook food safely	**18** **11%**	10 13% *	8 10% *	4 17% **	3 11% **	2 10% **	2 6% *	1 4% **	6 19% *	3 9% *	3 8% *	5 13% *	6 14% *	6 9% *	12 14% *
How to cook / prepare food safely over Christmas	**21** **13%**	15 19% *	5 7% *	2 7% **	2 7% **	1 5% **	8 27% *	4 19% **	4 11% *	7 19% *	6 16% *	3 8% *	5 11% *	13 17% *	8 9% *
NET: Any don't wash meat / poultry	**19** **12%**	8 10% *	11 14% *	- - **	2 9% **	3 12% **	4 13% *	8 35% **	2 6% *	7 20% *	3 9% *	5 11% *	4 9% *	11 15% *	9 10% *
Don't wash raw meat	**3** **2%**	- - *	3 4% *	- - **	- - **	1 4% **	- - *	- - **	2 6% *	2 5% *	1 3% *	- - *	- - *	3 4% *	- - *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base	159	81	78	22	27	24	30	24	33	37	37	41	44	74	85
Don't wash raw poultry	17 11%	8 10% *	9 12% *	- - **	2 9% **	3 12% **	4 13% *	8 35% **	- - *	5 15% *	3 9% *	5 11% *	4 9% *	9 12% *	9 10% *
Mentions of barbeque	3 2%	2 3% *	1 2% *	1 6% **	- - **	1 5% **	1 3% *	- - **	- - *	- - *	1 3% *	2 5% *	- - *	1 2% *	2 3% *
Wash food before cooking	2 1%	- - *	2 3% *	1 6% **	- - **	1 4% **	- - *	- - **	- - *	1 3% *	1 3% *	- - *	- - *	2 3% *	- - *
Wash raw meat before cooking	1 1%	1 1% *	- - *	- - **	- - **	- - **	- - *	- - **	1 3% *	- - *	- - *	1 3% *	- - *	- - *	1 1% *
Wash raw poultry before cooking	4 2%	2 3% *	2 2% *	2 7% **	- - **	1 5% **	- - *	- - **	1 3% *	- - *	1 2% *	2 4% *	1 3% *	1 1% *	3 3% *
How to cook / prepare food safely over Christmas	21 13%	15 19% *	5 7% *	2 7% **	2 7% **	1 5% **	8 27% *	4 19% **	4 11% *	7 19% *	6 16% *	3 8% *	5 11% *	13 17% *	8 9% *
TV (all mentions)	13 8%	6 8% *	6 8% *	1 6% **	1 3% **	2 9% **	4 12% *	1 4% **	4 12% *	5 13% *	3 7% *	2 5% *	3 7% *	7 10% *	5 6% *
Ad recall	11 7%	3 3% *	8 11% *	1 6% **	3 10% **	- - **	4 13% *	1 4% **	2 6% *	2 5% *	3 8% *	2 5% *	4 9% *	5 6% *	6 7% *
Good / good idea / ok	7 4%	5 6% *	2 3% *	- - **	3 11% **	3 13% **	- - *	1 3% **	- - *	2 5% *	1 2% *	3 8% *	1 3% *	3 4% *	4 5% *
Not stated	3 2%	2 3% *	1 2% *	1 6% **	2 7% **	- - **	- - *	- - **	- - *	1 3% *	- - *	2 5% *	- - *	1 2% *	2 2% *
Nothing / none	3 2%	2 2% *	1 1% *	- - **	2 7% **	1 4% **	- - *	- - **	- - *	- - *	2 5% *	1 3% *	- - *	2 2% *	1 1% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base	**159**	**81**	**78**	**22**	**27**	**24**	**30**	**24**	**33**	**37**	**37**	**41**	**44**	**74**	**85**
Other	**20**	10	10	3	4	3	4	2	5	9	4	3	4	13	7
	12%	12%	13%	13%	14%	12%	13%	8%	15%	23%	12%	8%	8%	18%	8%
		*	*	**	**	**	*	**	*	O*	*	*	*	*	*
DK	**9**	4	5	-	2	4	1	-	3	-	2	3	4	2	8
	6%	5%	7%	-	7%	15%	3%	-	9%	-	5%	8%	10%	2%	9%
		*	*	**	**	**	*	**	*	*	*	*	*	*	*

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Base: All who have seen or heard activity about how to avoid food poisoning in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	157	29	59	32	37	56	101
Base	159	29	59	32	38	57	102
NET: Mentions possibly related to campaign	86 54%	18 62% **	34 58% *	15 46% *	18 48% *	29 51% *	57 55% *
Mentions of temperature	4 2%	2 7% **	1 1% *	- - *	1 3% *	1 2% *	3 3% *
How to store food safely	13 8%	1 4% **	5 9% *	4 11% *	3 9% *	6 11% *	7 7% *
Dangers of cross contamination	17 10%	4 13% **	7 12% *	2 6% *	4 10% *	6 10% *	11 10% *
Dangers of food poisoning	7 5%	- - **	5 9% *	2 6% *	- - *	- - *	7 7% *
Dangers of spreading bacteria	4 3%	1 3% **	2 3% *	1 3% *	- - *	1 2% *	3 3% *
Keep kitchen surfaces / tables / dishes clean	13 8%	3 11% **	7 12% *	2 6% *	1 3% *	5 9% *	8 8% *
Wash your hands / before cooking	19 12%	4 14% **	10 16% *	2 6% *	4 9% *	5 8% *	15 14% *
Wash hands after handling raw meat	5 3%	2 6% **	2 3% *	1 3% *	1 2% *	1 2% *	4 4% *
Wash hands after handling poultry	1 1%	- - **	- - *	1 3% *	- - *	- - *	1 1% *
How to cook / prepare meat safely	4 3%	- - **	3 5% *	- - *	2 4% *	2 3% *	3 3% *

Table continues

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Base: All who have seen or heard activity about how to avoid food poisoning in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	159	29	59	32	38	57	102
How to cook / prepare poultry safely	12 7%	4 14% **	6 10% *	2 5% *	- - *	1 1% *	11 11% *
How to cook food safely	18 11%	3 11% **	9 15% *	1 4% *	5 14% *	6 11% *	12 11% *
Don't wash raw meat	3 2%	1 3% **	1 2% *	1 3% *	- - *	1 2% *	2 2% *
Don't wash raw poultry	17 11%	2 6% **	6 10% *	5 16% *	5 12% *	10 18% *	7 7% *
NET: Any cross-contamination	21 13%	5 16% **	9 15% *	3 9% *	4 10% *	7 12% *	14 13% *
Dangers of cross contamination	17 10%	4 13% **	7 12% *	2 6% *	4 10% *	6 10% *	11 10% *
Dangers of spreading bacteria	4 3%	1 3% **	2 3% *	1 3% *	- - *	1 2% *	3 3% *
NET: Any food poisoning/sickness	13 8%	- - **	7 11% *	4 11% *	2 6% *	1 2% *	12 12% *
Dangers of food poisoning	7 5%	- - **	5 9% *	2 6% *	- - *	- - *	7 7% *
Mentions of people becoming ill / sick	5 3%	- - **	2 3% *	2 5% *	2 6% *	1 2% *	5 4% *
NET: Any handwashing	23 14%	6 21% **	10 18% *	3 9% *	4 9% *	5 8% *	18 18% *

Table continues

Weighted by: WEIGHT

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FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	159	29	59	32	38	57	102
Wash your hands / before cooking	19 12%	4 14% **	10 16% *	2 6% *	4 9% *	5 8% *	15 14% *
Wash hands after handling raw meat	5 3%	2 6% **	2 3% *	1 3% *	1 2% *	1 2% *	4 4% *
Wash hands after handling poultry	1 1%	- - **	- - *	1 3% *	- - *	- - *	1 1% *
NET: Any cooking food safely	58 36%	14 49% **	24 40% *	9 29% *	10 27% *	17 29% *	41 40% *
Mentions of temperature	4 2%	2 7% **	1 1% *	- - *	1 3% *	1 2% *	3 3% *
How to cook / prepare meat safely	4 3%	- - **	3 5% *	- - *	2 4% *	2 3% *	3 3% *
How to cook / prepare poultry safely	12 7%	4 14% **	6 10% *	2 5% *	- - *	1 1% *	11 11% *
How to cook food safely	18 11%	3 11% **	9 15% *	1 4% *	5 14% *	6 11% *	12 11% *
How to cook / prepare food safely over Christmas	21 13%	5 18% **	6 11% *	6 20% *	3 7% *	7 12% *	14 13% *
NET: Any don't wash meat / poultry	19 12%	3 9% **	7 11% *	5 16% *	5 12% *	10 18% *	9 9% *
Don't wash raw meat	3 2%	1 3% **	1 2% *	1 3% *	- - *	1 2% *	2 2% *

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

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Base: All who have seen or heard activity about how to avoid food poisoning in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	159	29	59	32	38	57	102
Don't wash raw poultry	17 11%	2 6% **	6 10% *	5 16% *	5 12% *	10 18% *	7 7% *
Mentions of barbeque	3 2%	1 3% **	1 2% *	- - *	1 3% *	1 2% *	2 2% *
Wash food before cooking	2 1%	- - **	1 2% *	- - *	1 3% *	1 2% *	1 1% *
Wash raw meat before cooking	1 1%	- - **	1 2% *	- - *	- - *	- - *	1 1% *
Wash raw poultry before cooking	4 2%	- - **	2 4% *	1 4% *	- - *	- - *	4 3% *
How to cook / prepare food safely over Christmas	21 13%	5 18% **	6 11% *	6 20% *	3 7% *	7 12% *	14 13% *
TV (all mentions)	13 8%	3 11% **	5 9% *	- - *	4 11% *	4 7% *	9 9% *
Ad recall	11 7%	2 7% **	5 8% *	4 13% *	- - *	2 3% *	9 9% *
Good / good idea / ok	7 4%	2 8% **	1 1% *	1 3% *	3 8% *	4 7% *	3 3% *
Not stated	3 2%	- - **	1 2% *	1 3% *	1 3% *	2 4% *	1 1% *
Nothing / none	3 2%	- - **	2 3% *	1 3% *	- - *	1 2% *	2 2% *

Table continues

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Base: All who have seen or heard activity about how to avoid food poisoning in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	159	29	59	32	38	57	102
Other	20 12%	3 10% **	5 8% *	4 12% *	8 21% *	9 16% *	11 11% *
DK	9 6%	1 3% **	3 5% *	2 7% *	3 8% *	5 9% *	4 4% *

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Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	157	44	104	9	128	29	53	63	12	103	52	2	51	30	54	22	127	30
Base	159	45	105	9	129	30	54	63	12	107	50	2	52	30	54	24	128	31
NET: Mentions possibly related to campaign	**86** **54%**	26 58% *	54 52%	5 55% **	70 54%	16 53% **	25 46% *	41 65% *	4 36% **	59 55%	25 50% *	2 100% **	30 58% *	14 48% **	26 49% *	15 63% **	68 53%	18 56% **
Mentions of temperature	**4** **2%**	1 2% *	3 3%	- - **	3 2%	1 3% **	1 2% *	2 3% *	- - **	3 3%	1 2% *	- - **	2 3% *	- - **	2 4% *	- - **	4 3%	- - **
How to store food safely	**13** **8%**	3 7% *	10 10%	- - **	13 10%	1 3% **	4 7% *	8 12% *	1 9% **	8 8%	5 10% *	- - **	6 11% *	2 7% **	4 8% *	1 5% **	10 8%	3 10% **
Dangers of cross contamination	**17** **10%**	5 10% *	12 11%	- - **	13 10%	4 13% **	3 6% *	7 12% *	2 19% **	13 12%	3 5% *	1 58% **	7 13% *	3 10% **	6 11% *	1 5% **	14 11%	2 7% **
Dangers of food poisoning	**7** **5%**	2 5% *	5 5%	- - **	5 4%	2 8% **	2 4% *	3 4% *	- - **	4 4%	3 6% *	- - **	3 6% *	1 4% **	1 2% *	2 9% **	6 5%	1 4% **
Dangers of spreading bacteria	**4** **3%**	1 2% *	3 3%	- - **	1 1%	3 10% **	1 2% *	- - *	- - **	2 2%	1 2% *	1 42% **	1 2% *	1 3% **	1 2% *	1 4% **	3 2%	1 4% **
Keep kitchen surfaces / tables / dishes clean	**13** **8%**	1 2% *	12 12%	- - **	9 7%	4 13% **	2 4% *	6 10% *	1 9% **	11 11%	1 2% *	1 42% **	3 6% *	7 24% **	3 6% *	- - **	11 9%	2 7% **
Wash your hands / before cooking	**19** **12%**	4 10% *	14 13%	1 12% **	15 12%	4 14% **	6 11% *	8 13% *	1 9% **	15 14%	5 10% *	- - **	5 10% *	6 21% **	6 10% *	2 10% **	16 12%	4 12% **
Wash hands after handling raw meat	**5** **3%**	3 6% *	3 3%	- - **	4 3%	2 6% **	1 2% *	3 4% *	- - **	4 4%	1 2% *	- - **	1 2% *	2 6% **	3 5% *	- - **	5 4%	- - **
Wash hands after handling poultry	**1** **1%**	1 2% *	- -	- - **	1 1%	- - **	- - *	1 1% *	- - **	1 1%	- - *	- - **	- - *	- - **	1 2% *	- - **	1 1%	- - **
How to cook / prepare meat safely	**4** **3%**	3 6% *	2 2%	- - **	4 3%	- - **	1 2% *	3 5% *	- - **	3 3%	2 3% *	- - **	1 2% *	- - **	2 3% *	2 9% **	4 3%	- - **

Table continues

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		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**159**	**45**	**105**	**9**	**129**	**30**	**54**	**63**	**12**	**107**	**50**	**2**	**52**	**30**	**54**	**24**	**128**	**31**
How to cook / prepare poultry safely	**12** **7%**	4 9% *	6 6%	2 20% **	10 7%	2 7% **	3 6% *	5 9% *	1 8% **	6 6%	5 11% *	- - **	4 7% *	1 3% **	6 11% *	1 5% **	10 8%	2 7% **
How to cook food safely	**18** **11%**	3 7% *	15 14%	- - **	17 13%	1 3% **	9 17% *	8 13% *	- - **	10 9%	8 17% *	- - **	6 12% *	3 10% **	5 8% *	5 20% **	11 9%	7 22% **
Don't wash raw meat	**3** **2%**	1 2% *	2 2%	- - **	2 1%	1 3% **	1 2% *	1 2% *	- - **	3 3%	- - *	- - **	3 5% *	- - **	- - *	- - **	3 2%	- - **
Don't wash raw poultry	**17** **11%**	7 16% *	8 8%	2 23% **	16 12%	2 6% **	5 10% *	9 15% *	1 8% **	12 11%	5 11% *	- - **	9 17% *	- - **	5 9% *	4 16% **	12 10%	5 16% **
NET: Any cross-contamination	**21** **13%**	6 13% *	15 14%	- - **	14 11%	7 23% **	4 8% *	7 12% *	2 19% **	15 14%	4 8% *	2 100% **	8 15% *	4 13% **	7 12% *	2 9% **	17 14%	3 10% **
Dangers of cross contamination	**17** **10%**	5 10% *	12 11%	- - **	13 10%	4 13% **	3 6% *	7 12% *	2 19% **	13 12%	3 5% *	1 58% **	7 13% *	3 10% **	6 11% *	1 5% **	14 11%	2 7% **
Dangers of spreading bacteria	**4** **3%**	1 2% *	3 3%	- - **	1 1%	3 10% **	1 2% *	- - *	- - **	2 2%	1 2% *	1 42% **	1 2% *	1 3% **	1 2% *	1 4% **	3 2%	1 4% **
NET: Any food poisoning/sickness	**13** **8%**	4 8% *	9 9%	- - **	9 7%	4 13% **	2 4% *	7 10% *	- - **	8 8%	4 9% *	- - **	6 12% *	1 4% **	3 6% *	2 9% **	11 8%	2 7% **
Dangers of food poisoning	**7** **5%**	2 5% *	5 5%	- - **	5 4%	2 8% **	2 4% *	3 4% *	- - **	4 4%	3 6% *	- - **	3 6% *	1 4% **	1 2% *	2 9% **	6 5%	1 4% **
Mentions of people becoming ill / sick	**5** **3%**	2 3% *	4 4%	- - **	4 3%	2 5% **	- - *	4 6% *	- - **	4 4%	2 3% *	- - **	3 6% *	- - **	2 4% *	- - **	5 4%	1 3% **
NET: Any handwashing	**23** **14%**	7 15% *	15 14%	1 12% **	18 14%	5 17% **	7 13% *	10 16% *	1 9% **	18 17%	5 10% *	- - **	6 12% *	6 21% **	8 16% *	2 10% **	19 15%	4 12% **

Table continues

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	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**159**	**45**	**105**	**9**	**129**	**30**	**54**	**63**	**12**	**107**	**50**	**2**	**52**	**30**	**54**	**24**	**128**	**31**
Wash your hands / before cooking	**19** **12%**	4 10% *	14 13%	1 12% **	15 12%	4 14% **	6 11% *	8 13% *	1 9% **	15 14%	5 10% *	- - **	5 10% *	6 21% **	6 10% *	2 10% **	16 12%	4 12% **
Wash hands after handling raw meat	**5** **3%**	3 6% *	3 3%	- - **	4 3%	2 6% **	1 2% *	3 4% *	- - **	4 4%	1 2% *	- - **	1 2% *	2 6% **	3 5% *	- - **	5 4%	- - **
Wash hands after handling poultry	**1** **1%**	1 2% *	- -	- - **	1 1%	- - **	- - *	1 1% *	- - **	1 1%	- - *	- - **	- - *	- - **	1 2% *	- - **	1 1%	- - **
NET: Any cooking food safely	**58** **36%**	17 38% *	37 35%	4 40% **	50 39%	7 25% **	24 44% *	23 37% *	4 31% **	34 32%	24 48% *	- - **	16 31% *	8 26% **	23 42% *	11 47% **	44 35%	14 44% **
Mentions of temperature	**4** **2%**	1 2% *	3 3%	- - **	3 2%	1 3% **	1 2% *	2 3% *	- - **	3 3%	1 2% *	- - **	2 3% *	- - **	2 4% *	- - **	4 3%	- - **
How to cook / prepare meat safely	**4** **3%**	3 6% *	2 2%	- - **	4 3%	- - **	1 2% *	3 5% *	- - **	3 3%	2 3% *	- - **	1 2% *	- - **	2 3% *	2 9% **	4 3%	- - **
How to cook / prepare poultry safely	**12** **7%**	4 9% *	6 6%	2 20% **	10 7%	2 7% **	3 6% *	5 9% *	1 8% **	6 6%	5 11% *	- - **	4 7% *	1 3% **	6 11% *	1 5% **	10 8%	2 7% **
How to cook food safely	**18** **11%**	3 7% *	15 14%	- - **	17 13%	1 3% **	9 17% *	8 13% *	- - **	10 9%	8 17% *	- - **	6 12% *	3 10% **	5 8% *	5 20% **	11 9%	7 22% **
How to cook / prepare food safely over Christmas	**21** **13%**	6 14% *	13 12%	2 20% **	17 13%	4 12% **	9 16% *	6 9% *	3 23% **	12 11%	9 17% *	- - **	5 9% *	4 13% **	9 17% *	3 13% **	16 12%	5 15% **
NET: Any don't wash meat / poultry	**19** **12%**	8 18% *	9 9%	2 23% **	17 13%	3 9% **	6 11% *	9 15% *	1 8% **	14 13%	5 11% *	- - **	11 21% *	- - **	5 9% *	4 16% **	14 11%	5 16% **
Don't wash raw meat	**3** **2%**	1 2% *	2 2%	- - **	2 1%	1 3% **	1 2% *	1 2% *	- - **	3 3%	- - *	- - **	3 5% *	- - **	- - *	- - **	3 2%	- - **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	159	45	105	9	129	30	54	63	12	107	50	2	52	30	54	24	128	31
Don't wash raw poultry	17 11%	7 16% *	8 8%	2 23% **	16 12%	2 6% **	5 10% *	9 15% *	1 8% **	12 11%	5 11% *	- - **	9 17% *	- - **	5 9% *	4 16% **	12 10%	5 16% **
Mentions of barbeque	3 2%	2 5% *	1 1%	- - **	2 2%	1 4% **	1 2% *	1 2% *	- - **	2 2%	1 2% *	- - **	- - *	- - **	2 4% *	1 5% **	2 2%	1 4% **
Wash food before cooking	2 1%	- - *	2 2%	- - **	2 2%	- - **	1 2% *	1 2% *	- - **	2 2%	- - *	- - **	- - *	- - **	1 2% *	1 5% **	1 1%	1 4% **
Wash raw meat before cooking	1 1%	- - *	- -	1 12% **	1 1%	- - **	- - *	1 2% *	- - **	- -	1 2% *	- - **	- - *	- - **	1 2% *	- - **	1 1%	- - **
Wash raw poultry before cooking	4 2%	1 2% *	3 3%	- - **	2 2%	2 5% **	1 2% *	1 2% *	- - **	2 2%	2 3% *	- - **	2 3% *	- - **	1 2% *	1 5% **	3 2%	1 3% **
How to cook / prepare food safely over Christmas	21 13%	6 14% *	13 12%	2 20% **	17 13%	4 12% **	9 16% *	6 9% *	3 23% **	12 11%	9 17% *	- - **	5 9% *	4 13% **	9 17% *	3 13% **	16 12%	5 15% **
TV (all mentions)	13 8%	5 12% *	7 7%	- - **	11 8%	2 7% **	5 9% *	3 4% *	3 29% **	8 7%	4 8% *	1 58% **	5 10% *	4 12% **	3 6% *	1 5% **	11 8%	2 7% **
Ad recall	11 7%	5 12% *	6 5%	- - **	5 4%	6 21% **	2 4% *	3 4% *	- - **	7 7%	3 6% *	1 42% **	3 6% *	5 17% **	2 4% *	1 4% **	8 6%	3 11% **
Good / good idea / ok	7 4%	1 2% *	5 5%	1 12% **	7 5%	- - **	4 8% *	2 3% *	1 9% **	4 4%	3 6% *	- - **	2 4% *	2 6% **	3 6% *	- - **	7 6%	- - **
Not stated	3 2%	1 2% *	2 2%	- - **	2 2%	1 4% **	2 4% *	- - *	- - **	3 3%	- - *	- - **	1 2% *	1 3% **	- - *	1 5% **	3 3%	- - **
Nothing / none	3 2%	- - *	3 3%	- - **	3 2%	- - **	2 3% *	1 2% *	- - **	2 2%	1 2% *	- - **	1 2% *	- - **	2 3% *	- - **	3 2%	- - **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**159**	**45**	**105**	**9**	**129**	**30**	**54**	**63**	**12**	**107**	**50**	**2**	**52**	**30**	**54**	**24**	**128**	**31**
Other	**20**	5	15	-	18	2	11	6	1	13	6	-	9	4	6	1	18	2
	12%	10%	15%	-	14%	6%	21%	9%	7%	13%	13%	-	18%	13%	10%	5%	14%	6%
		*		**		**	*	*	**		*	**	*	**	*	**		**
DK	**9**	3	5	1	7	2	3	3	1	7	2	-	2	2	3	2	5	4
	6%	7%	5%	13%	6%	7%	6%	5%	8%	7%	4%	-	4%	7%	6%	8%	4%	13%
		*		**		**	*	*	**		*	**	*	**	*	**		**

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**157**	**32**	**125**
Base	**159**	**33**	**126**
NET: Mentions possibly related to campaign	**86** **54%**	14 41% *	72 57%
Mentions of temperature	**4** **2%**	1 2% *	3 2%
How to store food safely	**13** **8%**	2 6% *	11 9%
Dangers of cross contamination	**17** **10%**	1 3% *	16 12%
Dangers of food poisoning	**7** **5%**	- - *	7 6%
Dangers of spreading bacteria	**4** **3%**	- - *	4 3%
Keep kitchen surfaces / tables / dishes clean	**13** **8%**	2 6% *	11 9%
Wash your hands / before cooking	**19** **12%**	2 6% *	18 14%
Wash hands after handling raw meat	**5** **3%**	- - *	5 4%
Wash hands after handling poultry	**1** **1%**	- - *	1 1%
How to cook / prepare meat safely	**4** **3%**	4 11% T*	1 1%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**159**	**33**	**126**
How to cook / prepare poultry safely	**12** **7%**	4 11% *	8 6%
How to cook food safely	**18** **11%**	1 3% *	17 14%
Don't wash raw meat	**3** **2%**	- - *	3 2%
Don't wash raw poultry	**17** **11%**	3 7% *	15 12%
NET: Any cross-contamination	**21** **13%**	1 3% *	20 16%
Dangers of cross contamination	**17** **10%**	1 3% *	16 12%
Dangers of spreading bacteria	**4** **3%**	- - *	4 3%
NET: Any food poisoning/sickness	**13** **8%**	2 5% *	11 9%
Dangers of food poisoning	**7** **5%**	- - *	7 6%
Mentions of people becoming ill / sick	**5** **3%**	2 5% *	4 3%
NET: Any handwashing	**23** **14%**	2 6% *	21 17%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**159**	**33**	**126**
Wash your hands / before cooking	**19** **12%**	2 6% *	18 14%
Wash hands after handling raw meat	**5** **3%**	- - *	5 4%
Wash hands after handling poultry	**1** **1%**	- - *	1 1%
NET: Any cooking food safely	**58** **36%**	10 30% *	48 38%
Mentions of temperature	**4** **2%**	1 2% *	3 2%
How to cook / prepare meat safely	**4** **3%**	4 11% T*	1 1%
How to cook / prepare poultry safely	**12** **7%**	4 11% *	8 6%
How to cook food safely	**18** **11%**	1 3% *	17 14%
How to cook / prepare food safely over Christmas	**21** **13%**	2 5% *	19 15%
NET: Any don't wash meat / poultry	**19** **12%**	3 7% *	17 13%
Don't wash raw meat	**3** **2%**	- - *	3 2%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**159**	**33**	**126**
Don't wash raw poultry	**17** **11%**	3 7% *	15 12%
Mentions of barbeque	**3** **2%**	- - *	3 3%
Wash food before cooking	**2** **1%**	- - *	2 2%
Wash raw meat before cooking	**1** **1%**	- - *	1 1%
Wash raw poultry before cooking	**4** **2%**	- - *	4 3%
How to cook / prepare food safely over Christmas	**21** **13%**	2 5% *	19 15%
TV (all mentions)	**13** **8%**	3 8% *	10 8%
Ad recall	**11** **7%**	- - *	11 9%
Good / good idea / ok	**7** **4%**	4 12% *	3 3%
Not stated	**3** **2%**	3 10% T*	- -
Nothing / none	**3** **2%**	1 3% *	2 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**159**	**33**	**126**
Other	**20** **12%**	6 19% *	14 11%
DK	**9** **6%**	3 10% *	6 5%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	157	52	103	94	63	31	20	43	101	27	28	40	26
Base	159	53	105	95	64	34	20	42	102	28	29	42	29
NET: Mentions possibly related to campaign	**86**	30	56	51	35	9	15	27	51	16	18	22	16
	54%	56%	54%	54%	54%	28%	75%	65%	50%	59%	64%	54%	55%
		*	*	*	*	*	**	F*	*	**	**	*	**
Mentions of temperature	**4**	2	2	2	2	2	-	-	3	-	1	1	-
	2%	4%	2%	2%	3%	5%	-	-	3%	-	3%	2%	-
		*	*	*	*	*	**	*	*	**	**	*	**
How to store food safely	**13**	6	8	7	6	3	1	3	8	4	1	3	2
	8%	11%	7%	8%	9%	10%	4%	7%	8%	14%	4%	8%	8%
		*	*	*	*	*	**	*	*	**	**	*	**
Dangers of cross contamination	**17**	9	7	12	5	4	2	6	12	1	4	3	1
	10%	18%	7%	13%	7%	13%	10%	14%	12%	4%	13%	7%	4%
		*	*	*	*	*	**	*	*	**	**	*	**
Dangers of food poisoning	**7**	1	6	3	4	-	1	2	5	-	2	-	-
	5%	2%	6%	3%	7%	-	5%	5%	5%	-	8%	-	-
		*	*	*	*	*	**	*	*	**	**	*	**
Dangers of spreading bacteria	**4**	2	2	3	1	-	1	2	1	1	2	1	1
	3%	4%	2%	3%	2%	-	5%	5%	1%	4%	7%	3%	4%
		*	*	*	*	*	**	*	*	**	**	*	**
Keep kitchen surfaces / tables / dishes clean	**13**	5	8	8	5	2	3	3	8	2	3	4	3
	8%	10%	8%	9%	8%	6%	15%	7%	8%	7%	10%	10%	11%
		*	*	*	*	*	**	*	*	**	**	*	**
Wash your hands / before cooking	**19**	5	14	10	10	1	2	6	15	1	3	4	2
	12%	10%	13%	10%	15%	3%	12%	15%	15%	4%	12%	9%	7%
		*	*	*	*	*	**	*	*	**	**	*	**
Wash hands after handling raw meat	**5**	2	4	2	4	-	1	1	4	1	1	-	-
	3%	3%	3%	2%	6%	-	4%	2%	4%	3%	3%	-	-
		*	*	*	*	*	**	*	*	**	**	*	**
Wash hands after handling poultry	**1**	-	1	-	1	-	-	-	-	1	-	-	-
	1%	-	1%	-	1%	-	-	-	-	3%	-	-	-
		*	*	*	*	*	**	*	*	**	**	*	**
How to cook / prepare meat safely	**4**	1	4	2	2	1	-	1	4	-	-	2	2
	3%	2%	3%	2%	4%	2%	-	3%	4%	-	-	4%	5%
		*	*	*	*	*	**	*	*	**	**	*	**

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	159	53	105	95	64	34	20	42	102	28	29	42	29
How to cook / prepare poultry safely	12 7%	4 7% *	8 8% *	6 7% *	5 8% *	1 3% *	1 5% **	4 11% *	7 7% *	1 4% **	4 12% **	1 2% *	- - **
How to cook food safely	18 11%	8 15% *	10 10% *	11 11% *	7 11% *	3 10% *	4 23% **	3 8% *	10 10% *	5 20% **	2 8% **	6 16% *	4 15% **
Don't wash raw meat	3 2%	1 2% *	2 2% *	1 1% *	2 3% *	1 3% *	- - **	- - *	2 2% *	- - **	1 3% **	1 2% *	- - **
Don't wash raw poultry	17 11%	3 6% *	15 14% *	12 13% *	5 8% *	- - *	4 19% **	9 21% F*	9 9% *	4 15% **	4 14% **	6 15% *	5 16% **
NET: Any cross-contamination	21 13%	11 22% *	9 9% *	15 16% *	6 9% *	4 13% *	3 15% **	8 18% *	13 13% *	2 7% **	6 20% **	4 10% *	2 8% **
Dangers of cross contamination	17 10%	9 18% *	7 7% *	12 13% *	5 7% *	4 13% *	2 10% **	6 14% *	12 12% *	1 4% **	4 13% **	3 7% *	1 4% **
Dangers of spreading bacteria	4 3%	2 4% *	2 2% *	3 3% *	1 2% *	- - *	1 5% **	2 5% *	1 1% *	1 4% **	2 7% **	1 3% *	1 4% **
NET: Any food poisoning/sickness	13 8%	2 5% *	10 10% *	6 6% *	7 10% *	3 9% *	1 5% **	2 5% *	9 9% *	2 5% **	2 8% **	1 2% *	- - **
Dangers of food poisoning	7 5%	1 2% *	6 6% *	3 3% *	4 7% *	- - *	1 5% **	2 5% *	5 5% *	- - **	2 8% **	- - *	- - **
Mentions of people becoming ill / sick	5 3%	2 3% *	4 4% *	3 3% *	2 4% *	3 9% *	- - **	- - *	4 4% *	2 5% **	- - **	1 2% *	- - **
NET: Any handwashing	23 14%	7 13% *	16 15% *	12 12% *	11 18% *	1 3% *	3 16% **	7 17% *	17 17% *	2 7% **	4 15% **	4 9% *	2 7% **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	159	53	105	95	64	34	20	42	102	28	29	42	29
Wash your hands / before cooking	19 12%	5 10% *	14 13% *	10 10% *	10 15% *	1 3% *	2 12% **	6 15% *	15 15% *	1 4% **	3 12% **	4 9% *	2 7% **
Wash hands after handling raw meat	5 3%	2 3% *	4 3% *	2 2% *	4 6% *	- - *	1 4% **	1 2% *	4 4% *	1 3% **	1 3% **	- - *	- - **
Wash hands after handling poultry	1 1%	- - *	1 1% *	- - *	1 1% *	- - *	- - **	- - *	- - *	1 3% **	- - **	- - *	- - **
NET: Any cooking food safely	58 36%	20 38% *	38 36% *	30 31% *	28 44% *	8 25% *	7 38% **	14 34% *	39 39% *	10 36% **	8 28% **	12 30% *	7 24% **
Mentions of temperature	4 2%	2 4% *	2 2% *	2 2% *	2 3% *	2 5% *	- - **	- - *	3 3% *	- - **	1 3% **	1 2% *	- - **
How to cook / prepare meat safely	4 3%	1 2% *	4 3% *	2 2% *	2 4% *	1 2% *	- - **	1 3% *	4 4% *	- - **	- - **	2 4% *	2 5% **
How to cook / prepare poultry safely	12 7%	4 7% *	8 8% *	6 7% *	5 8% *	1 3% *	1 5% **	4 11% *	7 7% *	1 4% **	4 12% **	1 2% *	- - **
How to cook food safely	18 11%	8 15% *	10 10% *	11 11% *	7 11% *	3 10% *	4 23% **	3 8% *	10 10% *	5 20% **	2 8% **	6 16% *	4 15% **
How to cook / prepare food safely over Christmas	21 13%	7 12% *	14 13% *	9 10% *	11 17% *	2 7% *	2 10% **	5 12% *	15 15% *	3 12% **	1 4% **	3 6% *	1 4% **
NET: Any don't wash meat / poultry	19 12%	3 6% *	16 16% *	13 14% *	6 9% *	1 3% *	4 19% **	9 21% *	10 10% *	4 15% **	5 17% **	6 15% *	5 16% **
Don't wash raw meat	3 2%	1 2% *	2 2% *	1 1% *	2 3% *	1 3% *	- - **	- - *	2 2% *	- - **	1 3% **	1 2% *	- - **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	159	53	105	95	64	34	20	42	102	28	29	42	29
Don't wash raw poultry	17 11%	3 6% *	15 14% *	12 13% *	5 8% *	- - *	4 19% **	9 21% F*	9 9% *	4 15% **	4 14% **	6 15% *	5 16% **
Mentions of barbeque	3 2%	- - *	3 3% *	1 1% *	2 4% *	- - *	- - **	1 3% *	2 2% *	1 4% **	- - **	1 3% *	1 4% **
Wash food before cooking	2 1%	- - *	2 2% *	1 1% *	1 2% *	- - *	1 7% **	- - *	2 2% *	- - **	- - **	1 2% *	- - **
Wash raw meat before cooking	1 1%	1 2% *	- - *	- - *	1 2% *	- - *	- - **	- - *	1 1% *	- - **	- - **	- - *	- - **
Wash raw poultry before cooking	4 2%	1 2% *	2 1% *	1 1% *	3 4% *	- - *	- - **	1 2% *	2 2% *	- - **	2 5% **	- - *	- - **
How to cook / prepare food safely over Christmas	21 13%	7 12% *	14 13% *	9 10% *	11 17% *	2 7% *	2 10% **	5 12% *	15 15% *	3 12% **	1 4% **	3 6% *	1 4% **
TV (all mentions)	13 8%	5 9% *	7 7% *	7 7% *	6 9% *	4 12% *	- - **	3 7% *	8 8% *	3 12% **	1 4% **	1 3% *	1 4% **
Ad recall	11 7%	7 13% *	4 4% *	6 6% *	5 8% *	1 3% *	- - **	5 12% *	5 5% *	1 3% **	5 18% **	2 5% *	1 4% **
Good / good idea / ok	7 4%	1 2% *	6 6% *	7 7% *	- - *	6 19% *	- - **	1 2% *	5 5% *	- - **	2 6% **	2 5% *	2 7% **
Not stated	3 2%	1 2% *	2 2% *	3 3% *	- - *	2 7% *	1 5% **	- - *	2 2% *	- - **	1 4% **	1 2% *	1 4% **
Nothing / none	3 2%	2 3% *	1 1% *	3 3% *	- - *	2 6% *	- - **	1 2% *	3 3% *	- - **	- - **	1 2% *	1 4% **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**159**	**53**	**105**	**95**	**64**	**34**	**20**	**42**	**102**	**28**	**29**	**42**	**29**
Other	**20**	5	15	13	7	7	2	4	14	1	5	7	3
	12%	9%	14%	14%	11%	22%	9%	9%	14%	4%	16%	17%	9%
		*	*	*	*	*	**	*	*	**	**	*	**
DK	**9**	2	7	5	4	2	-	3	5	3	1	5	5
	6%	4%	7%	6%	7%	6%	-	7%	5%	11%	4%	13%	19%
		*	*	*	*	*	**	*	*	**	**	*	**

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**157**	**28**	**157**	**106**	**-**
Base	**159**	**28**	**159**	**109**	**-**
NET: Mentions possibly related to campaign	**86** **54%**	17 61% **	86 54%	54 50%	- -
Mentions of temperature	**4** **2%**	1 3% **	4 2%	3 3%	- -
How to store food safely	**13** **8%**	2 8% **	13 8%	6 6%	- -
Dangers of cross contamination	**17** **10%**	3 11% **	17 10%	8 7%	- -
Dangers of food poisoning	**7** **5%**	- - **	7 5%	5 5%	- -
Dangers of spreading bacteria	**4** **3%**	1 4% **	4 3%	4 4%	- -
Keep kitchen surfaces / tables / dishes clean	**13** **8%**	5 17% **	13 8%	10 9%	- -
Wash your hands / before cooking	**19** **12%**	4 14% **	19 12%	13 12%	- -
Wash hands after handling raw meat	**5** **3%**	- - **	5 3%	2 2%	- -
Wash hands after handling poultry	**1** **1%**	- - **	1 1%	1 1%	- -
How to cook / prepare meat safely	**4** **3%**	- - **	4 3%	4 4%	- -

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Base	**159**	**28**	**159**	**109**	**-**
How to cook / prepare poultry safely	**12** **7%**	- - **	12 7% D	3 3%	- -
How to cook food safely	**18** **11%**	2 8% **	18 11%	10 9%	- -
Don't wash raw meat	**3** **2%**	1 3% **	3 2%	2 2%	- -
Don't wash raw poultry	**17** **11%**	6 22% **	17 11%	11 10%	- -
NET: Any cross-contamination	**21** **13%**	4 15% **	21 13%	12 11%	- -
Dangers of cross contamination	**17** **10%**	3 11% **	17 10%	8 7%	- -
Dangers of spreading bacteria	**4** **3%**	1 4% **	4 3%	4 4%	- -
NET: Any food poisoning/sickness	**13** **8%**	1 3% **	13 8%	10 9%	- -
Dangers of food poisoning	**7** **5%**	- - **	7 5%	5 5%	- -
Mentions of people becoming ill / sick	**5** **3%**	1 3% **	5 3%	5 5%	- -
NET: Any handwashing	**23** **14%**	4 14% **	23 14%	14 13%	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Base	**159**	**28**	**159**	**109**	**-**
Wash your hands / before cooking	**19** **12%**	4 14% **	19 12%	13 12%	- -
Wash hands after handling raw meat	**5** **3%**	- - **	5 3%	2 2%	- -
Wash hands after handling poultry	**1** **1%**	- - **	1 1%	1 1%	- -
NET: Any cooking food safely	**58** **36%**	5 18% **	58 36% D	33 30%	- -
Mentions of temperature	**4** **2%**	1 3% **	4 2%	3 3%	- -
How to cook / prepare meat safely	**4** **3%**	- - **	4 3%	4 4%	- -
How to cook / prepare poultry safely	**12** **7%**	- - **	12 7% D	3 3%	- -
How to cook food safely	**18** **11%**	2 8% **	18 11%	10 9%	- -
How to cook / prepare food safely over Christmas	**21** **13%**	2 7% **	21 13%	13 12%	- -
NET: Any don't wash meat / poultry	**19** **12%**	6 22% **	19 12%	13 12%	- -
Don't wash raw meat	**3** **2%**	1 3% **	3 2%	2 2%	- -

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Base	**159**	**28**	**159**	**109**	**-**
Don't wash raw poultry	**17** **11%**	6 22% **	17 11%	11 10%	- -
Mentions of barbeque	**3** **2%**	- - **	3 2% D	- -	- -
Wash food before cooking	**2** **1%**	1 3% **	2 1%	1 1%	- -
Wash raw meat before cooking	**1** **1%**	- - **	1 1%	1 1%	- -
Wash raw poultry before cooking	**4** **2%**	- - **	4 2%	3 2%	- -
How to cook / prepare food safely over Christmas	**21** **13%**	2 7% **	21 13%	13 12%	- -
TV (all mentions)	**13** **8%**	1 4% **	13 8%	7 6%	- -
Ad recall	**11** **7%**	2 7% **	11 7%	9 8%	- -
Good / good idea / ok	**7** **4%**	2 7% **	7 4%	5 4%	- -
Not stated	**3** **2%**	- - **	3 2%	1 1%	- -
Nothing / none	**3** **2%**	1 3% **	3 2%	1 1%	- -

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q214/FOODSAFETYCAMP3. Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home? What did it show and what did it say?

Base: All who have seen or heard activity about how to avoid food poisoning in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**159**	**28**	**159**	**109**	**-**
Other	**20** **12%**	4 13% **	20 12%	16 15%	- -
DK	**9** **6%**	2 8% **	9 6%	7 7%	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Healthy	**526** **53%**	238 49%	288 56% B	76 57% F*	76 47%	59 40%	88 49%	86 57% F	141 63% EFG	163 65% KLMNO	144 52% M	94 51%	125 43%	307 58% KMO	219 46%
Very healthy (2)	**59** **6%**	29 6%	30 6%	6 5% *	10 6%	8 5%	9 5%	10 6%	17 7%	26 10% MO	16 6% M	10 6%	6 2%	42 8% MO	17 4%
Quite healthy (1)	**467** **47%**	209 43%	258 50% B	70 52% F*	66 41%	51 35%	79 44%	77 51% F	124 55% EFG	137 55% MO	128 46%	84 45%	118 41%	265 50% MO	202 43%
Neither healthy nor unhealthy (0)	**270** **27%**	154 32% C	116 23%	28 21% *	43 26%	60 41% DEGHI	50 27%	39 26%	51 23%	44 18%	85 31% JN	49 26% J	92 32% JN	129 25% J	141 30% J
Net: Not Healthy	**175** **17%**	81 17%	94 18%	22 17% *	39 24% I	24 16%	39 22% I	24 16%	26 12%	34 14%	41 15%	40 22% N	60 21% JN	75 14%	100 21% JN
Not very healthy (-1)	**147** **15%**	71 15%	76 15%	19 15% *	28 18%	20 13%	33 18% I	22 14%	24 11%	32 13%	34 12%	34 19%	46 16%	67 13%	80 17%
Not at all healthy (-2)	**28** **3%**	10 2%	18 3%	3 2% *	11 7% HI	4 3%	6 3%	2 1%	2 1%	2 1%	7 2%	6 3%	14 5% JN	9 2%	19 4% JN
It varies too much to say (0)	**29** **3%**	14 3%	15 3%	7 5% *	5 3%	4 3%	4 2%	3 2%	7 3%	9 4%	5 2%	2 1%	14 5%	14 3%	16 3%
Mean score	**0.38**	0.36	0.4	0.43 *	0.22	0.26	0.29	0.46 EF	0.58 EFG	0.61 KLMNO	0.41 MO	0.32	0.2	0.51 KLMO	0.25
Standard Deviation	**0.904**	0.875	0.931	0.872	1.022	0.868	0.935	0.864	0.817	0.867	0.87	0.941	0.9	0.874	0.917
Standard Error	**0.029**	0.04	0.041	0.076	0.08	0.071	0.07	0.07	0.054	0.055	0.052	0.069	0.053	0.038	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Healthy	**526** **53%**	115 52%	233 58% RS	83 48%	95 47%	132 47%	394 55% T
Very healthy (2)	**59** **6%**	13 6%	21 5%	12 7%	13 7%	18 6%	41 6%
Quite healthy (1)	**467** **47%**	102 46%	212 53% RS	71 41%	82 40%	114 41%	353 49% T
Neither healthy nor unhealthy (0)	**270** **27%**	55 25%	96 24%	46 26%	73 36% PQ	92 33% U	178 25%
Net: Not Healthy	**175** **17%**	41 19%	67 17%	34 20%	33 16%	54 19%	121 17%
Not very healthy (-1)	**147** **15%**	35 16%	57 14%	28 16%	27 13%	46 17%	101 14%
Not at all healthy (-2)	**28** **3%**	6 3%	10 2%	6 3%	6 3%	8 3%	20 3%
It varies too much to say (0)	**29** **3%**	8 4%	7 2%	10 6% Q	3 2%	2 1%	27 4% T
Mean score	**0.38**	0.37	0.44	0.32	0.34	0.31	0.41
Standard Deviation	**0.904**	0.921	0.882	0.94	0.896	0.917	0.897
Standard Error	**0.029**	0.062	0.044	0.071	0.063	0.055	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Healthy	**526**	134	359	32	324	202	95	171	52	350	163	13	123	96	216	87	414	112
	53%	55%	52%	52% *	55% F	49%	59% I	58% I	44%	56% K	48%	46% **	47%	54%	61% MP	44%	59% R	37%
Very healthy (2)	**59**	16	41	2	38	21	18	13	6	42	16	1	9	12	29	8	52	7
	6%	7%	6%	3% *	6%	5%	11% H	4%	5%	7%	5%	3% **	4%	7%	8% M	4%	7% R	2%
Quite healthy (1)	**467**	118	319	30	286	181	77	158	45	307	148	12	113	84	187	79	363	105
	47%	48%	46%	48% *	49%	44%	48%	53% I	39%	49%	43%	43% **	44%	47%	53% MP	40%	52% R	35%
Neither healthy nor unhealthy (0)	**270**	70	180	20	148	121	38	72	36	159	102	9	77	40	87	64	151	119
	27%	28%	26%	33% *	25%	29%	23%	24%	31%	25%	30%	33% **	30%	22%	25%	33% N	22%	39% Q
Net: Not Healthy	**175**	34	132	9	95	80	25	46	24	104	65	6	55	41	37	42	109	66
	17%	14%	19%	14% *	16%	19%	15%	15%	20%	17%	19%	20% **	21% O	23% O	10%	21% O	16%	22% Q
Not very healthy (-1)	**147**	29	110	8	86	60	23	43	20	88	54	6	46	32	33	36	93	54
	15%	12%	16%	13% *	15%	15%	14%	14%	17%	14%	16%	20% **	18% O	18% O	9%	18% O	13%	18%
Not at all healthy (-2)	**28**	5	22	1	9	19	2	3	4	16	12	-	9	9	4	6	16	12
	3%	2%	3%	2% *	2%	5% E	1%	1%	3%	3%	3%	- **	4%	5% O	1%	3%	2%	4%
It varies too much to say (0)	**29**	7	21	1	18	12	4	8	4	16	13	-	4	3	16	5	23	6
	3%	3%	3%	1% *	3%	3%	2%	3%	4%	3%	4%	- **	2%	2%	4%	2%	3%	2%
Mean score	**0.38**	0.45	0.36	0.39 *	0.44 F	0.3	0.53 I	0.46 I	0.26	0.43 K	0.3	0.29 **	0.26	0.32	0.57 MNP	0.24	0.49 R	0.14
Standard Deviation	**0.904**	0.862	0.925	0.82	0.873	0.939	0.913	0.83	0.917	0.904	0.903	0.839	0.916	1.007	0.813	0.897	0.896	0.874
Standard Error	**0.029**	0.055	0.035	0.104	0.036	0.046	0.072	0.048	0.085	0.036	0.049	0.158	0.057	0.075	0.043	0.064	0.034	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Healthy	**526** **53%**	81 59%	445 52%
Very healthy (2)	**59** **6%**	14 10% T	45 5%
Quite healthy (1)	**467** **47%**	67 49%	400 46%
Neither healthy nor unhealthy (0)	**270** **27%**	26 19%	244 28% S
Net: Not Healthy	**175** **17%**	24 18%	151 17%
Not very healthy (-1)	**147** **15%**	22 16%	125 14%
Not at all healthy (-2)	**28** **3%**	2 2%	26 3%
It varies too much to say (0)	**29** **3%**	6 4%	23 3%
Mean score	**0.38**	0.5	0.36
Standard Deviation	**0.904**	0.934	0.898
Standard Error	**0.029**	0.08	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Healthy	526	138	383	223	303	51	54	113	526	-	-	80	52
	53%	51%	54%	55%	51%	57% *	55% *	54%	100% J	-	-	43% K	43% K
Very healthy (2)	59	9	50	24	35	5	8	10	59	-	-	11	7
	6%	3%	7% B	6%	6%	6% *	8% *	5%	11% J	-	-	6% K	6% K
Quite healthy (1)	467	129	333	199	268	46	47	103	467	-	-	69	44
	47%	48%	47%	49%	45%	51% *	47% *	50%	89% J	-	-	37% K	37% K
Neither healthy nor unhealthy (0)	270	74	186	103	167	23	26	48	-	270	-	66	40
	27%	28%	26%	25%	28%	26% *	26% *	23%	-	100% I	-	35% K	34% K
Net: Not Healthy	175	49	124	73	101	14	17	40	-	-	175	38	26
	17%	18%	17%	18%	17%	16% *	17% *	19%	-	-	100% LM	20%	22%
Not very healthy (-1)	147	41	103	65	82	12	15	36	-	-	147	31	23
	15%	15%	15%	16%	14%	14% *	15% *	17%	-	-	84% LM	17%	19%
Not at all healthy (-2)	28	7	21	8	20	2	2	4	-	-	28	7	3
	3%	3%	3%	2%	3%	3% *	2% *	2%	-	-	16% LM	4%	3%
It varies too much to say (0)	29	8	19	10	20	1	2	6	-	-	-	2	2
	3%	3%	3%	2%	3%	1% *	2% *	3%	-	-	-	1%	2%
Mean score	0.38	0.34	0.4	0.4	0.37	0.44 *	0.44 *	0.38	1.11 J	-	-1.16	0.25 K	0.25 K
Standard Deviation	0.904	0.871	0.921	0.895	0.91	0.888	0.911	0.894	0.316	-	0.368	0.93	0.925
Standard Error	0.029	0.053	0.035	0.044	0.037	0.094	0.092	0.062	0.014	-	0.028	0.068	0.084

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Healthy	**526** **53%**	111 48%	102 64% BE	69 63% BE	424 50%
Very healthy (2)	**59** **6%**	15 6%	13 8%	8 7%	46 5%
Quite healthy (1)	**467** **47%**	97 42%	88 56% BE	61 56% BE	379 45%
Neither healthy nor unhealthy (0)	**270** **27%**	65 28% CD	28 17%	18 16%	242 29% CD
Net: Not Healthy	**175** **17%**	50 21%	29 18%	23 21%	146 17%
Not very healthy (-1)	**147** **15%**	36 15%	26 16%	20 18%	121 14%
Not at all healthy (-2)	**28** **3%**	14 6% CE	3 2%	3 2%	25 3%
It varies too much to say (0)	**29** **3%**	6 3%	1 1%	- -	28 3%
Mean score	**0.38**	0.27	0.53 BE	0.47	0.35
Standard Deviation	**0.904**	0.998	0.92	0.953	0.898
Standard Error	**0.029**	0.066	0.073	0.091	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**774**	**382**	**392**	**94**	**150**	**112**	**146**	**114**	**158**	**223**	**220**	**147**	**184**	**443**	**331**
Base	**781**	**367**	**414**	**124**	**144**	**118**	**138**	**104**	**154**	**211**	**205**	**164**	**201**	**416**	**365**
Net: Healthy	**402** **51%**	190 52%	211 51%	60 48% *	70 49%	58 50%	64 46%	62 60% G	87 57%	128 61% KMO	104 51%	86 52%	84 42%	232 56% MO	170 46%
Very healthy (2)	**45** **6%**	28 8% C	16 4%	5 4% *	11 8%	6 5%	7 5%	7 7%	8 5%	22 11% KMNO	9 5%	10 6%	3 2%	32 8% KMO	13 4%
Quite healthy (1)	**357** **46%**	162 44%	195 47%	55 44% *	59 41%	52 44%	56 41%	56 53%	79 51%	106 50%	95 46%	76 46%	81 40%	200 48%	157 43%
Neither healthy nor unhealthy (0)	**214** **27%**	113 31% C	100 24%	35 28% *	37 25%	33 28%	41 30%	23 22%	45 29%	46 22%	61 30%	41 25%	65 33% J	107 26%	106 29%
Net: Not Healthy	**145** **19%**	53 15%	91 22% B	25 20% *	35 24% I	23 19%	29 21% I	17 16%	16 10%	32 15%	37 18%	32 20%	44 22%	68 16%	76 21%
Not very healthy (-1)	**130** **17%**	50 14%	80 19% B	22 18% *	33 23% I	18 16%	25 18% I	16 15%	15 10%	29 14%	33 16%	29 18%	40 20%	62 15%	68 19%
Not at all healthy (-2)	**15** **2%**	3 1%	12 3%	3 2% *	2 1%	4 4%	4 3%	1 1%	1 1%	3 1%	4 2%	4 2%	4 2%	7 2%	8 2%
It varies too much to say (0)	**21** **3%**	10 3%	11 3%	4 3% *	2 1%	3 3%	4 3%	2 2%	6 4%	5 2%	3 1%	5 3%	8 4%	8 2%	13 4%
Mean score	**0.37**	0.44 C	0.3	0.3 *	0.31	0.32	0.28	0.49	0.51 DEG	0.55 KMNO	0.36	0.36	0.19	0.45 KMO	0.27
Standard Deviation	**0.891**	0.853	0.919	0.89	0.957	0.929	0.917	0.868	0.769	0.904	0.87	0.917	0.844	0.892	0.881
Standard Error	**0.032**	0.045	0.045	0.08	0.08	0.086	0.078	0.085	0.062	0.062	0.061	0.072	0.06	0.044	0.046

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	774	-	407	170	197	274	500
Base	781	-	403	173	205	280	501
Net: Healthy	402	-	216	92	94	147	255
	51%	-	53%	53%	46%	52%	51%
Very healthy (2)	45	-	20	13	12	22	23
	6%	-	5%	7%	6%	8%	5%
Quite healthy (1)	357	-	195	79	82	125	232
	46%	-	48%	46%	40%	45%	46%
Neither healthy nor unhealthy (0)	214	-	102	44	68	72	142
	27%	-	25%	25%	33%	26%	28%
Net: Not Healthy	145	-	75	32	38	59	86
	19%	-	19%	18%	19%	21%	17%
Not very healthy (-1)	130	-	65	30	35	54	76
	17%	-	16%	17%	17%	19%	15%
Not at all healthy (-2)	15	-	10	2	3	5	10
	2%	-	2%	1%	2%	2%	2%
It varies too much to say (0)	21	-	10	6	4	2	19
	3%	-	3%	4%	2%	1%	4%
							T
Mean score	0.37	-	0.38	0.41	0.32	0.38	0.36
Standard Deviation	0.891	-	0.897	0.896	0.878	0.942	0.862
Standard Error	0.032	-	0.045	0.068	0.061	0.056	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**774**	**186**	**539**	**49**	**466**	**308**	**121**	**244**	**94**	**408**	**339**	**27**	**215**	**134**	**286**	**133**	**538**	**236**
Base	**781**	**188**	**546**	**48**	**470**	**311**	**124**	**245**	**93**	**415**	**341**	**25**	**218**	**133**	**281**	**144**	**543**	**238**
Net: Healthy	**402** **51%**	93 50%	281 52%	28 58% *	256 55% F	145 47%	72 58%	137 56%	44 47% *	231 56% K	159 47%	11 44% **	107 49%	75 56% P	159 57% P	57 39%	314 58% R	87 37%
Very healthy (2)	**45** **6%**	9 5%	33 6%	3 6% *	31 7%	14 4%	16 13% H	10 4%	5 5% *	28 7%	15 4%	2 7% **	11 5%	4 3%	24 9%	4 3%	38 7% R	7 3%
Quite healthy (1)	**357** **46%**	84 45%	248 45%	24 51% *	225 48%	132 42%	56 45%	127 52%	39 42% *	203 49%	144 42%	9 37% **	96 44%	71 53% P	135 48% P	52 36%	277 51% R	80 34%
Neither healthy nor unhealthy (0)	**214** **27%**	62 33%	142 26%	10 20% *	116 25%	98 31%	26 21%	61 25%	27 29% *	94 23%	110 32% J	10 40% **	59 27%	27 20%	77 27%	50 35% N	120 22%	94 39% Q
Net: Not Healthy	**145** **19%**	27 14%	109 20%	9 18% *	87 18%	58 19%	24 19%	43 17%	20 22% *	82 20%	59 17%	4 15% **	48 22% O	28 21% O	35 12%	34 24% O	98 18%	46 19%
Not very healthy (-1)	**130** **17%**	23 12%	98 18%	9 18% *	80 17%	50 16%	23 18%	39 16%	18 20% *	71 17%	56 16%	3 12% **	42 19% O	26 19% O	32 11%	30 21% O	90 17%	40 17%
Not at all healthy (-2)	**15** **2%**	4 2%	11 2%	- - *	7 1%	8 3%	1 1%	4 2%	2 2% *	10 3%	3 1%	1 3% **	6 3%	2 2%	3 1%	4 3%	8 2%	6 3%
It varies too much to say (0)	**21** **3%**	6 3%	13 2%	2 4% *	10 2%	10 3%	2 2%	5 2%	2 2% *	8 2%	12 4%	- - **	4 2%	3 2%	10 3%	3 2%	11 2%	10 4%
Mean score	**0.37**	0.38	0.36	0.46 *	0.41	0.3	0.51	0.41	0.28 *	0.4	0.33	0.33 **	0.3	0.37	0.52 MP	0.16	0.45 R	0.18
Standard Deviation	**0.891**	0.836	0.912	0.87	0.896	0.88	0.965	0.856	0.907	0.933	0.836	0.915	0.928	0.884	0.846	0.887	0.901	0.838
Standard Error	**0.032**	0.061	0.039	0.126	0.041	0.05	0.087	0.055	0.094	0.046	0.045	0.182	0.063	0.077	0.05	0.074	0.039	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**774**	**117**	**657**
Base	**781**	**122**	**659**
Net: Healthy	**402** **51%**	66 54%	336 51%
Very healthy (2)	**45** **6%**	10 8%	35 5%
Quite healthy (1)	**357** **46%**	56 46%	301 46%
Neither healthy nor unhealthy (0)	**214** **27%**	30 25%	183 28%
Net: Not Healthy	**145** **19%**	24 20%	120 18%
Not very healthy (-1)	**130** **17%**	23 19%	107 16%
Not at all healthy (-2)	**15** **2%**	1 1%	14 2%
It varies too much to say (0)	**21** **3%**	2 2%	19 3%
Mean score	**0.37**	0.41	0.36
Standard Deviation	**0.891**	0.918	0.886
Standard Error	**0.032**	0.083	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**774**	**207**	**554**	**314**	**460**	**75**	**67**	**161**	**411**	**214**	**130**	**179**	**106**
Base	**781**	**205**	**562**	**316**	**464**	**77**	**67**	**160**	**411**	**215**	**134**	**186**	**120**
Net: Healthy	**402** **51%**	99 48%	300 53%	163 52%	239 51%	39 50% *	34 51% *	88 55%	340 83% J	34 16%	23 17%	93 50% K	62 52% K
Very healthy (2)	**45** **6%**	7 3%	37 7%	20 6%	25 5%	10 13% *	3 4% *	7 4%	40 10% J	1 *	3 2%	13 7%	10 8% K
Quite healthy (1)	**357** **46%**	91 45%	263 47%	143 45%	214 46%	29 37% *	32 47% *	81 50%	300 73% J	33 16%	20 15%	80 43% K	52 44% K
Neither healthy nor unhealthy (0)	**214** **27%**	64 31%	144 26%	79 25%	135 29%	20 26% *	18 27% *	35 22%	37 9%	157 73% I	18 14%	49 27% K	30 25% K
Net: Not Healthy	**145** **19%**	40 19%	101 18%	69 22%	76 16%	17 23% *	15 22% *	32 20%	32 8%	21 10%	89 67% LM	41 22%	26 22%
Not very healthy (-1)	**130** **17%**	35 17%	91 16%	64 20% E	66 14%	15 20% *	13 19% *	31 19%	30 7%	19 9%	79 59% LM	38 20%	24 20%
Not at all healthy (-2)	**15** **2%**	5 2%	10 2%	5 2%	10 2%	2 3% *	2 3% *	1 1%	2 *	2 1%	11 8% LM	3 2%	2 2%
It varies too much to say (0)	**21** **3%**	3 2%	18 3%	6 2%	15 3%	1 1% *	- - *	5 3%	3 1%	2 1%	3 2%	2 1%	2 2%
Mean score	**0.37**	0.3	0.4	0.34	0.38	0.37 *	0.31 *	0.39	0.84 J	0.06	-0.56	0.34 K	0.36 K
Standard Deviation	**0.891**	0.875	0.894	0.922	0.87	1.028	0.931	0.871	0.709	0.549	0.914	0.937	0.956
Standard Error	**0.032**	0.061	0.038	0.052	0.04	0.117	0.114	0.069	0.035	0.037	0.079	0.069	0.087

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**774**	**200**	**128**	**86**	**646**
Base	**781**	**199**	**130**	**89**	**651**
Net: Healthy	**402** **51%**	100 50%	78 60%	55 61% *	324 50%
Very healthy (2)	**45** **6%**	9 4%	11 8%	6 7% *	34 5%
Quite healthy (1)	**357** **46%**	92 46%	67 51%	49 55% *	290 45%
Neither healthy nor unhealthy (0)	**214** **27%**	50 25% C	19 15%	13 15% *	194 30% CD
Net: Not Healthy	**145** **19%**	46 23% E	31 24%	21 24% *	113 17%
Not very healthy (-1)	**130** **17%**	39 20%	27 21%	18 20% *	103 16%
Not at all healthy (-2)	**15** **2%**	7 4%	5 4%	3 4% *	10 2%
It varies too much to say (0)	**21** **3%**	3 1%	2 1%	- - *	19 3%
Mean score	**0.37**	0.28	0.41	0.41 *	0.36
Standard Deviation	**0.891**	0.948	1.02	1.006	0.864
Standard Error	**0.032**	0.067	0.09	0.107	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q53\Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

Base: All respondents with more than one person in the household

	Base	Net: Healthy	Very healthy (2)	Quite healthy (1)	Neither healthy nor unhealthy (0)	Net: Not Healthy	Not very healthy (-1)	Not at all healthy (-2)	It varies too much to say (0)	Mean score	Standard Deviation	Standard Error
		B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	**774**	**411**	**48**	**363**	**214**	**130**	**109**	**21**	**19**	**0.4**	**0.9**	**0.032**
Base	**781**	**411**	**46**	**365**	**215**	**134**	**112**	**22**	**21**	**0.39**	**0.899**	**0.032**
Net: Healthy	**402** **51%**	340 83%	40 87% *	300 82% EFG	34 16%	23 17%	20 18%	3 12% **	5 22% **	0.88	0.665	0.033
Very healthy (2)	**45** **6%**	40 10%	29 64% B*	11 3%	1 *	3 2%	3 3%	- - **	1 4% **	1.49	0.856	0.128
Quite healthy (1)	**357** **46%**	300 73% C	10 23% *	290 79% EFG	33 16%	20 15%	17 15%	3 12% **	4 18% **	0.81	0.596	0.032
Neither healthy nor unhealthy (0)	**214** **27%**	37 9%	1 3% *	35 10%	157 73% DFG	18 14%	14 13%	4 18% **	1 6% **	0.07	0.57	0.039
Net: Not Healthy	**145** **19%**	32 8%	4 9% *	28 8%	21 10%	89 67% DE	75 67% DE	14 65% **	2 11% **	-0.47	1.001	0.083
Not very healthy (-1)	**130** **17%**	30 7%	4 9% *	26 7%	19 9%	79 59% DE	71 64% DE	7 35% **	2 11% **	-0.4	0.973	0.085
Not at all healthy (-2)	**15** **2%**	2 *	- - *	2 1%	2 1%	11 8% DE	4 4%	7 31% **	- - **	-1.04	1.098	0.286
It varies too much to say (0)	**21** **3%**	3 1%	1 2% *	2 1%	2 1%	3 2%	2 2%	1 5% **	13 61% **	-0.03	0.763	0.167
Mean score	**0.37**	0.84	1.42 B*	0.77 EFG	0.06 FG	-0.56	-0.5	-0.84 **	0.16 **	-	-	-
Standard Deviation	**0.891**	0.709	0.936	0.641	0.549	0.914	0.887	1.018	0.67	-	-	-
Standard Error	**0.032**	0.035	0.138	0.034	0.037	0.079	0.084	0.22	0.146	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

- Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any	**844**	413	431	114	136	128	140	134	193	209	228	164	243	437	406
	84%	85%	84%	86% *	83%	86% G	77%	88% G	86% G	84%	83%	88%	84%	83%	86%
A lot	**361**	166	195	47	52	46	66	60	89	93	96	67	105	189	172
	36%	34%	38%	35% *	32%	31%	37%	39%	40%	37%	35%	36%	36%	36%	36%
A little	**483**	246	236	68	83	82	73	74	103	116	132	97	137	248	234
	48%	51%	46%	51% *	51%	55% G	40%	49%	46%	47%	48%	52%	47%	47%	49%
Not at all	**156**	74	82	19	27	20	41	18	32	41	47	21	47	88	69
	16%	15%	16%	14% *	17%	14%	23% FHI	12%	14%	16%	17%	12%	16%	17%	14%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Any	**844**	182	332	148	182	242	601
	84%	83%	82%	85%	89%	87%	83%
A lot	**361**	77	140	60	84	106	255
	36%	35%	35%	35%	41%	38%	35%
A little	**483**	105	192	88	98	136	346
	48%	48%	48%	51%	48%	49%	48%
Not at all	**156**	38	71	26	23	37	119
	16%	17%	18%	15%	11%	13%	17%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Any	**844**	209	578	56	510	334	142	268	88	529	293	22	220	149	303	164	620	223
	84%	85%	84%	89% *	87% F	80%	88% I	90% I	76%	84%	85%	78% **	85%	83%	85%	83%	89% R	74%
A lot	**361**	99	237	25	240	121	87	112	35	236	117	7	105	57	139	59	294	67
	36%	41%	34%	39% *	41% F	29%	54% HI	38%	31%	38%	34%	26% **	41% P	32%	39% P	30%	42% R	22%
A little	**483**	110	342	31	270	213	55	156	52	292	176	15	115	92	164	105	327	156
	48%	45%	49%	50% *	46%	51%	34%	53% G	45%	46%	51%	52% **	44%	51%	46%	53%	47%	52%
Not at all	**156**	36	114	7	76	81	19	29	28	100	50	6	39	31	52	33	77	80
	16%	15%	16%	11% *	13%	20% E	12%	10%	24% GH	16%	15%	22% **	15%	17%	15%	17%	11%	26% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any	**844**	124	720
	84%	90%	83%
A lot	**361**	61	299
	36%	45% T	35%
A little	**483**	62	421
	48%	45%	49%
Not at all	**156**	14	143
	16%	10%	17%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any	**844**	235	591	356	487	81	81	183	456	225	139	164	108
	84%	87%	83%	87% E	82%	91% *	82% *	88%	87%	83%	80%	88% K	90% K
A lot	**361**	115	238	153	207	35	34	82	220	74	56	66	45
	36%	43% C	34%	38%	35%	38% *	34% *	40%	42% J	27%	32%	35%	38%
A little	**483**	121	353	203	280	47	47	101	236	150	84	98	63
	48%	45%	50%	50%	47%	52% *	48% *	49%	45%	56% I	48%	53%	52%
Not at all	**156**	34	121	52	105	9	18	24	70	45	36	22	12
	16%	13%	17%	13%	18% D	9% *	18% *	12%	13%	17%	20% LM	12%	10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of salt in food

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any	**844**	190	147	103	697
	84%	82%	92% BE	95% BE	83%
A lot	**361**	75	86	59	275
	36%	32%	54% BE	54% BE	33%
A little	**483**	115	60	44	422
	48%	50% C	38%	41%	50% C
Not at all	**156**	42	12	6	144
	16%	18% CD	8%	5%	17% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any	**871**	418	453	112	142	129	148	136	205	220	242	159	249	462	408
	87%	86%	88%	84%	87%	87%	82%	90%	91%	88%	88%	86%	86%	88%	86%
				*				G	G						
A lot	**440**	201	239	53	62	54	81	79	110	122	122	72	123	244	196
	44%	41%	47%	40%	38%	37%	45%	52%	49%	49%	44%	39%	43%	47%	41%
				*				EF	EF						
A little	**430**	216	214	59	80	74	66	57	94	98	120	87	126	218	213
	43%	44%	42%	44%	49%	50%	37%	38%	42%	39%	44%	47%	43%	41%	45%
				*	GH	GH									
Not at all	**129**	69	60	21	21	19	33	15	20	30	33	26	41	63	67
	13%	14%	12%	16%	13%	13%	18%	10%	9%	12%	12%	14%	14%	12%	14%
				*			HI								

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Any	**871**	189	354	144	183	242	629
	87%	86%	88%	83%	90%	86%	87%
A lot	**440**	97	178	70	96	113	327
	44%	44%	44%	40%	47%	41%	45%
A little	**430**	92	176	74	88	128	302
	43%	42%	44%	43%	43%	46%	42%
Not at all	**129**	30	49	29	21	38	91
	13%	14%	12%	17%	10%	14%	13%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Any	**871**	216	598	57	522	348	146	272	94	552	294	25	219	152	320	172	636	235
	87%	88%	86%	91% *	89% F	84%	91% I	92% I	81%	88%	86%	87% **	85%	84%	90%	87%	91% R	77%
A lot	**440**	109	299	32	271	170	94	130	43	292	139	9	108	70	175	84	363	77
	44%	44%	43%	51% *	46%	41%	58% HI	44%	37%	46%	41%	32% **	42%	39%	49% N	42%	52% R	25%
A little	**430**	107	299	25	252	179	52	142	51	260	155	16	111	82	145	88	273	158
	43%	44%	43%	40% *	43%	43%	32%	48% G	44%	41%	45%	55% **	43%	45%	41%	45%	39%	52% Q
Not at all	**129**	29	94	6	63	66	15	25	22	77	48	4	39	28	35	26	61	68
	13%	12%	14%	9% *	11%	16% E	9%	8%	19% GH	12%	14%	13% **	15%	16%	10%	13%	9%	23% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any	**871**	124	747
	87%	90%	87%
A lot	**440**	68	373
	44%	49%	43%
A little	**430**	56	374
	43%	41%	43%
Not at all	**129**	13	116
	13%	10%	13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any	**871**	241	612	361	510	79	86	185	470	231	144	163	105
	87%	89%	86%	88%	86%	88% *	86% *	89%	89%	86%	83%	88%	87%
A lot	**440**	139	293	187	254	41	52	88	264	88	76	73	47
	44%	52% C	41%	46%	43%	46% *	52% *	42%	50% J	33%	44%	39%	39%
A little	**430**	102	318	174	256	38	34	97	206	143	68	90	58
	43%	38%	45%	43%	43%	42% *	34% *	47%	39%	53% I	39%	48%	48%
Not at all	**129**	28	100	48	82	11	13	22	56	39	30	23	15
	13%	11%	14%	12%	14%	12% *	14% *	11%	11%	14%	17%	12%	13%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of sugar in food

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any	**871**	203	144	100	726
	87%	87%	91%	92%	86%
A lot	**440**	88	94	63	347
	44%	38%	59% BE	58% BE	41%
A little	**430**	114	51	37	380
	43%	49% CD	32%	34%	45% CD
Not at all	**129**	29	15	9	115
	13%	13%	9%	8%	14%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any	**858**	410	448	117	137	122	155	135	192	214	235	161	248	449	409
	86%	84%	87%	88% *	84%	83%	86%	89%	85%	86%	85%	87%	86%	86%	86%
A lot	**368**	162	205	51	51	50	63	67	86	95	102	65	105	197	170
	37%	33%	40% B	38% *	31%	34%	35%	44% E	38%	38%	37%	35%	36%	38%	36%
A little	**490**	248	242	66	86	72	92	68	107	119	133	96	143	252	238
	49%	51%	47%	50% *	53%	48%	51%	45%	47%	48%	48%	52%	49%	48%	50%
Not at all	**142**	77	65	16	25	26	25	16	33	36	40	24	42	76	66
	14%	16%	13%	12% *	16%	17%	14%	11%	15%	14%	15%	13%	14%	14%	14%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Any	**858**	187	339	143	189	247	611
	86%	85%	84%	83%	92% PQR	88%	85%
A lot	**368**	74	153	58	83	97	271
	37%	34%	38%	33%	40%	35%	38%
A little	**490**	112	186	85	106	150	340
	49%	51%	46%	49%	52%	54%	47%
Not at all	**142**	32	64	30	16	33	109
	14%	15% S	16% S	17% S	8%	12%	15%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Any	**858**	213	590	55	520	338	146	268	98	543	290	25	220	156	308	168	632	226
	86%	87%	85%	87% *	89% F	81%	90%	90%	84%	86%	85%	87% **	85%	87%	87%	85%	91% R	75%
A lot	**368**	94	249	25	244	124	73	130	37	237	124	8	102	62	140	64	305	62
	37%	38%	36%	40% *	42% F	30%	45% I	44% I	32%	38%	36%	27% **	39%	34%	39%	32%	44% R	21%
A little	**490**	119	342	30	277	214	73	138	61	307	167	17	119	94	168	104	327	163
	49%	48%	49%	47% *	47%	52%	45%	46%	52%	49%	49%	61% **	46%	52%	47%	53%	47%	54% Q
Not at all	**142**	32	102	8	65	77	16	29	18	86	53	4	38	24	47	30	65	77
	14%	13%	15%	13% *	11%	19% E	10%	10%	16%	14%	15%	13% **	15%	13%	13%	15%	9%	25% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any	**858**	121	737
	86%	88%	85%
A lot	**368**	55	313
	37%	40%	36%
A little	**490**	67	424
	49%	48%	49%
Not at all	**142**	16	126
	14%	12%	15%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any	**858**	233	607	357	501	81	81	184	456	234	143	162	103
	86%	87%	85%	87%	85%	90% *	82% *	89%	87%	87%	82%	87%	86%
A lot	**368**	113	249	155	213	41	35	75	212	76	67	58	36
	37%	42% C	35%	38%	36%	45% *	35% *	36%	40% J	28%	38%	31%	30%
A little	**490**	120	358	202	288	40	46	109	244	158	76	104	67
	49%	45%	50%	50%	49%	45% *	47% *	53%	46%	58% I	43%	56% K	56% K
Not at all	**142**	36	105	51	91	9	18	23	70	36	32	24	17
	14%	13%	15%	13%	15%	10% *	18% *	11%	13%	13%	18%	13%	14%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of fat in food

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any	**858**	199	144	100	715
	86%	86%	90%	92%	85%
A lot	**368**	83	77	53	291
	37%	36%	48% BE	49% BE	35%
A little	**490**	115	67	46	423
	49%	50%	42%	43%	50%
Not at all	**142**	33	16	9	126
	14%	14%	10%	8%	15%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any	**861**	419	442	109	139	127	150	135	201	218	237	163	244	455	406
	86%	86%	86%	82% *	85%	86%	83%	89%	90%	87%	86%	88%	84%	87%	86%
A lot	**383**	188	195	43	47	57	64	70	102	102	97	70	114	200	183
	38%	39%	38%	32% *	29%	38%	36%	46% DE	45% DE	41%	35%	38%	39%	38%	39%
A little	**478**	231	247	66	91	70	85	65	100	116	140	93	130	256	223
	48%	47%	48%	50% *	56% HI	48%	47%	43%	44%	46%	51%	50%	45%	49%	47%
Not at all	**139**	68	71	23	24	21	31	17	23	32	38	22	46	70	69
	14%	14%	14%	18% *	15%	14%	17%	11%	10%	13%	14%	12%	16%	13%	14%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Any	**861**	193	340	141	187	239	622
	86%	88%	85%	82%	91% QR	86%	86%
A lot	**383**	86	162	56	79	97	286
	38%	39%	40%	32%	39%	35%	40%
A little	**478**	107	178	86	108	142	336
	48%	49%	44%	49%	53%	51%	47%
Not at all	**139**	27	62	32	18	40	98
	14%	12%	15% S	18% S	9%	14%	14%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Any	**861**	212	592	57	524	337	147	274	92	546	293	23	220	154	311	169	634	228
	86%	87%	86%	91% *	90% F	81%	91% I	92% I	80%	87%	85%	80% **	85%	85%	88%	85%	91% R	75%
A lot	**383**	95	258	30	244	139	85	120	35	254	122	7	96	59	157	67	307	75
	38%	39%	37%	48% *	42% F	33%	53% HI	40%	30%	40%	36%	26% **	37%	33%	44% NP	34%	44% R	25%
A little	**478**	117	334	27	280	198	62	154	57	292	171	15	124	94	153	101	326	152
	48%	48%	48%	43% *	48%	48%	38%	52% G	50%	46%	50%	54% **	48%	52%	43%	51%	47%	50%
Not at all	**139**	33	100	6	61	78	14	23	24	83	50	6	38	27	44	29	64	75
	14%	13%	14%	9% *	10%	19% E	9%	8%	20% GH	13%	15%	20% **	15%	15%	12%	15%	9%	25% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any	**861**	117	744
	86%	85%	86%
A lot	**383**	57	326
	38%	41%	38%
A little	**478**	60	418
	48%	44%	48%
Not at all	**139**	20	118
	14%	15%	14%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any	**861**	236	607	357	504	82	85	179	466	235	137	158	101
	86%	88%	85%	88%	85%	91% *	86% *	86%	89%	87%	79%	85%	84%
A lot	**383**	127	252	159	224	41	38	76	227	88	60	63	40
	38%	47% C	35%	39%	38%	46% *	39% *	37%	43% J	33%	34%	34%	33%
A little	**478**	110	355	199	280	41	46	103	239	146	77	95	61
	48%	41%	50% B	49%	47%	45% *	47% *	50%	45%	54% I	44%	51%	51%
Not at all	**139**	33	105	51	88	8	14	28	60	35	38	28	19
	14%	12%	15%	12%	15%	9% *	14% *	14%	11%	13%	21%	15%	16%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Level of concern about - The amount of saturated fat in food

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any	**861**	202	143	99	718
	86%	87%	90%	91%	85%
A lot	**383**	76	80	57	303
	38%	33%	50% BE	52% BE	36%
A little	**478**	126	64	42	415
	48%	54% CD	40%	39%	49% C
Not at all	**139**	30	16	10	123
	14%	13%	10%	9%	15%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q55. Summary table: Levels of concern about ingredients in food

Base: All respondents

	The amount of salt in food	The amount of sugar in food	The amount of fat in food	The amount of saturated fat in food
Unweighted Base	**1000**	**1000**	**1000**	**1000**
Base	**1000**	**1000**	**1000**	**1000**
Net: Any	844	871	858	861
	84%	87%	86%	86%
A lot	361	440	368	383
	36%	44%	37%	38%
A little	483	430	490	478
	48%	43%	49%	48%
Not at all	156	129	142	139
	16%	13%	14%	14%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**677** **68%**	320 66%	357 70%	83 62% *	105 64%	99 67%	124 69%	107 71%	160 71%	177 71%	187 68%	116 63%	197 68%	364 69%	313 66%
I definitely agree (2)	**224** **22%**	116 24%	108 21%	24 18% *	32 20%	35 24%	35 19%	40 27%	58 26%	50 20%	54 20%	41 22%	78 27% N	105 20%	120 25%
I tend to agree (1)	**453** **45%**	204 42%	249 49% B	59 45% *	73 45%	63 43%	89 49%	67 44%	102 46%	127 51% MO	133 48%	75 41%	118 41%	260 49% MO	193 41%
I neither agree nor disagree (0)	**230** **23%**	114 23%	115 22%	30 23% *	44 27%	37 25%	39 22%	36 24%	44 19%	49 20%	60 22%	46 25%	74 26%	109 21%	120 25%
Net: Disagree	**79** **8%**	45 9%	34 7%	16 12% *	14 9%	11 7%	15 8%	8 5%	15 7%	22 9%	20 7%	20 11%	16 6%	42 8%	37 8%
I tend to disagree (-1)	**67** **7%**	37 8%	30 6%	14 11% H*	11 7%	10 7%	14 8%	5 3%	12 5%	18 7%	20 7%	17 9%	12 4%	37 7%	29 6% M
I definitely disagree (-2)	**12** **1%**	8 2%	4 1%	1 1% *	3 2%	1 1%	1 1%	3 2%	3 1%	4 2%	1 *	3 2%	4 1%	5 1%	7 2%
Don't know	**14** **1%**	8 2%	6 1%	4 3% *	- -	1 1%	3 2%	1 1%	6 3%	2 1%	7 3%	2 1%	3 1%	9 2%	5 1%
Mean score	**0.82**	0.8	0.84	0.69 *	0.74	0.83	0.8	0.9	0.92 D	0.81	0.82	0.73	0.89	0.82	0.83
Standard Deviation	**0.9**	0.948	0.853	0.933	0.917	0.895	0.864	0.899	0.896	0.893	0.849	0.973	0.904	0.87	0.933
Standard Error	**0.029**	0.043	0.038	0.082	0.072	0.074	0.065	0.073	0.061	0.057	0.052	0.072	0.053	0.038	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**677**	146	272	117	143	190	487
	68%	67%	68%	67%	70%	68%	68%
I definitely agree (2)	**224**	54	97	41	32	54	170
	22%	25% S	24% S	24%	15%	19%	24%
I tend to agree (1)	**453**	92	175	75	111	136	317
	45%	42%	43%	43%	54% PQ	48%	44%
I neither agree nor disagree (0)	**230**	56	85	42	47	68	162
	23%	25%	21%	24%	23%	24%	22%
Net: Disagree	**79**	14	38	14	13	20	59
	8%	6%	10%	8%	6%	7%	8%
I tend to disagree (-1)	**67**	13	31	12	11	18	48
	7%	6%	8%	7%	5%	6%	7%
I definitely disagree (-2)	**12**	1	7	2	2	2	10
	1%	*	2%	1%	1%	1%	1%
Don't know	**14**	4	7	1	2	2	12
	1%	2%	2%	1%	1%	1%	2%
Mean score	**0.82**	0.86	0.82	0.82	0.79	0.8	0.83
Standard Deviation	**0.9**	0.878	0.953	0.915	0.804	0.852	0.919
Standard Error	**0.029**	0.06	0.048	0.07	0.056	0.051	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**677** **68%**	177 72%	460 66%	40 65% *	385 66%	293 71%	104 65%	201 68%	72 62%	437 69%	224 65%	17 61% **	179 69%	129 71%	229 65%	135 68%	468 67%	210 69%
I definitely agree (2)	**224** **22%**	54 22%	159 23%	12 19% *	123 21%	102 25%	38 23%	54 18%	26 23%	152 24%	66 19%	7 24% **	59 23%	52 29% O	61 17%	51 26% O	155 22%	69 23%
I tend to agree (1)	**453** **45%**	123 50%	301 44%	29 46% *	262 45%	191 46%	66 41%	146 49%	46 39%	285 45%	157 46%	10 37% **	120 46%	77 43%	168 47%	83 42%	312 45%	141 46%
I neither agree nor disagree (0)	**230** **23%**	50 20%	160 23%	20 31% *	144 25%	86 21%	36 22%	68 23%	37 32%	135 21%	87 25%	8 27% **	59 23%	35 19%	91 26%	44 22%	165 24%	65 21%
Net: Disagree	**79** **8%**	16 7%	60 9%	3 4% *	52 9%	27 7%	20 12%	25 9%	6 6%	48 8%	27 8%	3 12% **	19 7%	15 8%	29 8%	16 8%	56 8%	22 7%
I tend to disagree (-1)	**67** **7%**	15 6%	50 7%	2 3% *	45 8%	21 5%	16 10%	24 8%	5 5%	39 6%	25 7%	3 9% **	14 5%	14 8%	24 7%	15 7%	47 7%	19 6%
I definitely disagree (-2)	**12** **1%**	1 *	10 1%	1 2% *	6 1%	6 1%	4 2%	1 *	1 1%	9 1%	2 1%	1 3% **	5 2%	1 1%	5 2%	1 *	9 1%	3 1%
Don't know	**14** **1%**	2 1%	12 2%	- - *	6 1%	9 2%	1 1%	3 1%	1 1%	9 1%	5 1%	- - **	2 1%	2 1%	6 2%	3 1%	8 1%	6 2%
Mean score	**0.82**	0.88	0.81	0.77 *	0.77	0.89	0.74	0.78	0.79	0.86	0.77	0.69 **	0.83	0.92 O	0.73	0.87	0.81	0.86
Standard Deviation	**0.9**	0.838	0.927	0.843	0.906	0.889	1.011	0.858	0.882	0.907	0.873	1.048	0.905	0.917	0.88	0.908	0.908	0.883
Standard Error	**0.029**	0.054	0.036	0.106	0.038	0.044	0.08	0.05	0.082	0.036	0.047	0.198	0.057	0.069	0.047	0.065	0.035	0.051

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**677**	99	579
	68%	72%	67%
I definitely agree (2)	**224**	35	189
	22%	25%	22%
I tend to agree (1)	**453**	64	389
	45%	47%	45%
I neither agree nor disagree (0)	**230**	22	208
	23%	16%	24% S
Net: Disagree	**79**	16	63
	8%	11%	7%
I tend to disagree (-1)	**67**	12	55
	7%	9%	6%
I definitely disagree (-2)	**12**	4	8
	1%	3%	1%
Don't know	**14**	1	13
	1%	1%	2%
Mean score	**0.82**	0.84	0.82
Standard Deviation	**0.9**	0.999	0.884
Standard Error	**0.029**	0.086	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**677** **68%**	182 67%	483 68%	279 68%	398 67%	59 65% *	59 60% *	150 72% G	354 67%	182 67%	123 71%	128 69%	80 67%
I definitely agree (2)	**224** **22%**	74 27% C	146 20%	91 22%	133 23%	25 27% *	15 15% *	48 23%	109 21%	54 20%	56 32% L	39 21%	28 24%
I tend to agree (1)	**453** **45%**	108 40%	337 47% B	188 46%	265 45%	34 38% *	45 45% *	102 49%	245 47%	127 47%	67 39%	89 48%	52 43%
I neither agree nor disagree (0)	**230** **23%**	63 24%	160 22%	82 20%	148 25%	19 21% *	27 27% *	35 17%	118 22%	73 27%	32 18%	45 24%	30 25%
Net: Disagree	**79** **8%**	20 8%	58 8%	40 10%	39 7%	9 10% *	11 11% *	19 9%	47 9%	13 5%	16 9%	13 7%	10 8%
I tend to disagree (-1)	**67** **7%**	17 6%	49 7%	37 9% E	30 5%	7 8% *	11 11% *	18 9%	38 7%	10 4%	16 9%	12 6%	9 7%
I definitely disagree (-2)	**12** **1%**	3 1%	9 1%	3 1%	9 1%	2 2% *	- - *	1 *	9 2%	3 1%	- -	1 1%	1 1%
Don't know	**14** **1%**	4 1%	10 1%	8 2%	6 1%	3 3% *	2 2% *	3 1%	7 1%	3 1%	3 2%	- -	- -
Mean score	**0.82**	0.87	0.8	0.82	0.83	0.83 *	0.65 *	0.87 G	0.78	0.82	0.95	0.82	0.81
Standard Deviation	**0.9**	0.933	0.891	0.915	0.89	1.019	0.875	0.894	0.918	0.834	0.944	0.851	0.91
Standard Error	**0.029**	0.057	0.034	0.046	0.037	0.109	0.089	0.063	0.04	0.051	0.072	0.062	0.083

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - The experts contradict each other over what foods are good or bad for you

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**677** **68%**	156 67%	118 74%	81 74%	560 67%
I definitely agree (2)	**224** **22%**	49 21%	40 25%	27 25%	184 22%
I tend to agree (1)	**453** **45%**	107 46%	77 48%	54 49%	376 45%
I neither agree nor disagree (0)	**230** **23%**	61 26% CD	25 16%	17 16%	205 24% C
Net: Disagree	**79** **8%**	14 6%	15 10%	10 9%	63 8%
I tend to disagree (-1)	**67** **7%**	12 5%	13 8%	7 7%	54 6%
I definitely disagree (-2)	**12** **1%**	2 1%	2 1%	2 2%	10 1%
Don't know	**14** **1%**	1 *	1 1%	1 1%	13 2%
Mean score	**0.82**	0.82	0.89	0.89	0.81
Standard Deviation	**0.9**	0.855	0.934	0.939	0.894
Standard Error	**0.029**	0.056	0.074	0.09	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**330** **33%**	157 32%	173 34%	38 29% *	70 43% DGHI	54 37%	51 28%	44 29%	71 32%	67 27%	79 29%	67 36%	116 40% JKN	146 28%	183 39% JKN
I definitely agree (2)	**65** **7%**	32 7%	33 6%	5 4% *	21 13% DGH	14 9% G	4 2%	5 3%	16 7%	12 5%	18 7%	13 7%	23 8%	30 6%	35 7%
I tend to agree (1)	**264** **26%**	125 26%	140 27%	33 25% *	49 30%	40 27%	47 26%	39 26%	56 25%	56 22%	61 22%	54 29%	94 32% JKN	116 22%	148 31% JKN
I neither agree nor disagree (0)	**297** **30%**	149 31%	148 29%	45 34% *	41 25%	43 29%	51 28%	47 31%	69 31%	60 24%	84 31%	59 32%	94 32% J	144 27%	153 32% J
Net: Disagree	**364** **36%**	177 36%	187 36%	46 34% *	50 31%	51 34%	77 42% E	58 38%	83 37%	122 49% KLMNO	108 39% MO	57 31%	77 26%	230 44% KLMO	134 28%
I tend to disagree (-1)	**258** **26%**	129 27%	129 25%	37 28% *	36 22%	38 26%	48 27%	43 28%	56 25%	86 34% LMO	81 29% MO	43 23%	49 17%	167 32% LMO	92 19%
I definitely disagree (-2)	**106** **11%**	48 10%	58 11%	9 7% *	14 9%	12 8%	28 16% D	15 10%	27 12%	36 14% LO	28 10%	14 8%	28 10%	64 12%	42 9%
Don't know	**10** **1%**	4 1%	6 1%	4 3% *	1 1%	- -	2 1%	2 1%	1 *	1 *	4 1%	2 1%	3 1%	5 1%	5 1%
Mean score	**-0.08**	-0.07	-0.08	-0.09 *	0.17 GHI	0.03 G	-0.27	-0.16	-0.1	-0.32	-0.14	0.05 JN	0.12 JKN	-0.23	0.09 JKN
Standard Deviation	**1.102**	1.088	1.116	0.994	1.174	1.117	1.093	1.032	1.12	1.113	1.087	1.056	1.093	1.102	1.078
Standard Error	**0.035**	0.05	0.05	0.088	0.092	0.092	0.082	0.084	0.075	0.071	0.066	0.078	0.065	0.048	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**330**	71	127	61	71	96	233
	33%	32%	31%	35%	35%	34%	32%
I definitely agree (2)	**65**	14	24	13	14	21	45
	7%	6%	6%	8%	7%	7%	6%
I tend to agree (1)	**264**	57	103	48	57	76	189
	26%	26%	25%	28%	28%	27%	26%
I neither agree nor disagree (0)	**297**	73	103	60	61	84	213
	30%	33%	25%	35% Q	30%	30%	30%
Net: Disagree	**364**	74	171	49	70	98	266
	36%	34%	42% PR	28%	34%	35%	37%
I tend to disagree (-1)	**258**	52	113	40	53	77	181
	26%	24%	28%	23%	26%	27%	25%
I definitely disagree (-2)	**106**	22	57	9	17	21	85
	11%	10%	14% R	5%	8%	8%	12%
Don't know	**10**	2	3	2	2	2	8
	1%	1%	1%	1%	1%	1%	1%
Mean score	**-0.08**	-0.05	-0.19	0.09 Q	-0.01	-0.01	-0.1
Standard Deviation	**1.102**	1.081	1.148	1.018	1.079	1.073	1.112
Standard Error	**0.035**	0.073	0.057	0.078	0.076	0.064	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**330** **33%**	88 36%	222 32%	20 31% *	195 33%	135 33%	66 41%	92 31%	33 28%	209 33%	110 32%	11 40% **	87 34%	60 33%	103 29%	78 40% O	235 34%	95 31%
I definitely agree (2)	**65** **7%**	19 8%	42 6%	4 6% *	43 7%	22 5%	23 15% HI	14 5%	5 5%	48 8%	16 5%	1 4% **	15 6%	14 8%	23 7%	13 7%	53 8% R	12 4%
I tend to agree (1)	**264** **26%**	69 28%	180 26%	16 25% *	151 26%	113 27%	42 26%	78 26%	27 24%	160 26%	94 27%	10 36% **	73 28%	47 26%	79 22%	65 33% O	182 26%	83 27%
I neither agree nor disagree (0)	**297** **30%**	67 27%	205 30%	24 39% *	162 28%	135 33%	35 21%	87 29%	38 33%	188 30%	100 29%	8 29% **	82 32%	50 28%	105 30%	59 30%	197 28%	99 33%
Net: Disagree	**364** **36%**	88 36%	258 37%	19 30% *	224 38%	140 34%	58 36%	117 39%	44 38%	227 36%	129 37%	9 31% **	88 34%	68 38%	145 41% P	57 29%	261 37%	103 34%
I tend to disagree (-1)	**258** **26%**	62 25%	184 27%	13 21% *	162 28%	96 23%	37 23%	96 32% G	28 24%	156 25%	94 27%	8 28% **	65 25%	42 23%	107 30% P	40 20%	180 26%	78 26%
I definitely disagree (-2)	**106** **11%**	26 11%	74 11%	6 9% *	62 11%	44 11%	21 13%	21 7%	15 13%	70 11%	35 10%	1 3% **	23 9%	26 15%	38 11%	17 9%	81 12%	25 8%
Don't know	**10** **1%**	3 1%	7 1%	- - *	5 1%	4 1%	3 2%	1 *	1 1%	5 1%	4 1%	- - **	1 *	2 1%	2 1%	3 2%	3 *	6 2% Q
Mean score	**-0.08**	-0.03	-0.1	-0.01 *	-0.08	-0.07	0.06	-0.11	-0.18	-0.06	-0.11	0.1 **	-0.04	-0.12	-0.16	0.09 O	-0.08	-0.07
Standard Deviation	**1.102**	1.133	1.096	1.044	1.123	1.073	1.279	1.027	1.092	1.125	1.068	0.976	1.064	1.176	1.097	1.077	1.136	1.018
Standard Error	**0.035**	0.073	0.042	0.132	0.047	0.053	0.102	0.06	0.102	0.045	0.058	0.184	0.066	0.088	0.058	0.077	0.043	0.059

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**330** **33%**	42 30%	288 33%
I definitely agree (2)	**65** **7%**	9 7%	56 6%
I tend to agree (1)	**264** **26%**	33 24%	232 27%
I neither agree nor disagree (0)	**297** **30%**	42 31%	254 29%
Net: Disagree	**364** **36%**	53 39%	311 36%
I tend to disagree (-1)	**258** **26%**	42 30%	216 25%
I definitely disagree (-2)	**106** **11%**	11 8%	95 11%
Don't know	**10** **1%**	- -	10 1%
Mean score	**-0.08**	-0.09	-0.07
Standard Deviation	**1.102**	1.068	1.108
Standard Error	**0.035**	0.091	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**330**	94	231	132	198	32	28	65	150	95	73	73	53
	33%	35%	32%	32%	33%	36% *	29% *	31%	29%	35%	42%	39%	44%
I definitely agree (2)	**65**	21	42	28	37	10	5	12	31	17	15	18	14
	7%	8%	6%	7%	6%	11% *	5% *	6%	6%	6%	9%	10%	12%
I tend to agree (1)	**264**	73	189	104	160	22	23	53	119	78	57	55	39
	26%	27%	27%	26%	27%	24% *	23% *	26%	23%	29%	33%	30%	32%
I neither agree nor disagree (0)	**297**	80	207	121	176	34	27	55	145	99	46	59	37
	30%	30%	29%	30%	30%	38% *	28% *	27%	28%	37% I	26%	32%	31%
Net: Disagree	**364**	92	268	155	209	24	43	87	228	74	53	53	29
	36%	34%	38%	38%	35%	27% *	44% F*	42% F	43% J	27%	30%	28%	24%
I tend to disagree (-1)	**258**	64	192	117	141	17	32	67	160	54	39	40	21
	26%	24%	27%	29%	24%	19% *	32% *	32% F	30% J	20%	22%	22%	17%
I definitely disagree (-2)	**106**	28	76	39	67	7	12	20	68	20	15	12	8
	11%	11%	11%	9%	11%	8% *	12% *	10%	13% J	7%	8%	7%	7%
Don't know	**10**	3	6	-	10	-	-	-	3	2	3	1	1
	1%	1%	1%	-	2% D	- *	- *	-	1%	1%	2%	1%	1%
Mean score	**-0.08**	-0.02	-0.1	-0.08	-0.07	0.12 G*	-0.22 *	-0.14	-0.22	0.07 I	0.12	0.14	0.26
Standard Deviation	**1.102**	1.122	1.096	1.089	1.111	1.095	1.094	1.088	1.117	1.02	1.12	1.077	1.093
Standard Error	**0.035**	0.069	0.041	0.054	0.046	0.116	0.11	0.076	0.049	0.062	0.085	0.079	0.1

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I get confused over what's supposed to be healthy and what isn't

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**330** **33%**	90 39% E	63 40%	47 43% E	266 32%
I definitely agree (2)	**65** **7%**	21 9% E	24 15% E	16 15% E	42 5%
I tend to agree (1)	**264** **26%**	69 30%	40 25%	30 28%	225 27%
I neither agree nor disagree (0)	**297** **30%**	64 28%	47 29%	31 29%	250 30%
Net: Disagree	**364** **36%**	77 33%	49 31%	31 29%	315 37%
I tend to disagree (-1)	**258** **26%**	53 23%	36 23%	22 20%	222 26%
I definitely disagree (-2)	**106** **11%**	24 10%	13 8%	9 8%	93 11%
Don't know	**10** **1%**	1 *	- -	- -	10 1%
Mean score	**-0.08**	0.04 E	0.15 E	0.21 E	-0.12
Standard Deviation	**1.102**	1.145	1.177	1.176	1.082
Standard Error	**0.035**	0.075	0.093	0.113	0.038

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**227** **23%**	111 23%	116 23%	39 29% GHI*	70 43% DFGHI	42 28% GHI	32 18%	19 13%	25 11%	51 21%	64 23%	58 31% JMNO	54 19%	115 22%	112 23% M
I definitely agree (2)	**41** **4%**	20 4%	20 4%	6 4% *	15 9% GHI	8 6% I	6 3%	4 3%	2 1%	9 3%	11 4%	7 4%	14 5%	20 4%	21 4%
I tend to agree (1)	**186** **19%**	91 19%	95 19%	33 25% GHI*	54 34% GHI	34 23% HI	26 15%	15 10%	23 10%	43 17%	53 19%	51 27% JMNO	40 14%	96 18%	91 19% M
I neither agree nor disagree (0)	**290** **29%**	147 30%	142 28%	36 27% *	41 25%	38 26%	55 30%	43 28%	77 34%	59 24%	72 26%	58 31%	101 35% JKN	131 25%	159 33% JKN
Net: Disagree	**471** **47%**	224 46%	248 48%	56 42% *	50 31%	65 44% E	91 50% E	89 59% DEF	121 54% E	137 55% LMO	136 49% L	69 38%	129 45%	272 52% LO	199 42%
I tend to disagree (-1)	**358** **36%**	178 37%	180 35%	42 31% *	39 24%	55 37% E	74 41% E	61 40% E	88 39% E	103 41% LO	107 39% LO	48 26%	100 34%	210 40% LO	148 31%
I definitely disagree (-2)	**113** **11%**	45 9%	68 13%	14 11% *	11 7%	10 7%	17 9%	29 19% EFG	33 15% EF	34 14%	28 10%	21 12%	29 10%	63 12%	51 11%
Don't know	**12** **1%**	5 1%	7 1%	3 2% *	2 1%	3 2%	3 2%	- -	2 1%	3 1%	4 1%	- -	6 2%	7 1%	6 1%
Mean score	**-0.32**	-0.29	-0.36	-0.2 HI*	0.16 DFGHI	-0.17 GHI	-0.39 H	-0.63	-0.57	-0.45	-0.33	-0.14 JN	-0.32	-0.39	-0.25 JN
Standard Deviation	**1.036**	1.012	1.057	1.071	1.103	1.046	0.958	0.987	0.899	1.043	1.033	1.068	0.998	1.038	1.029
Standard Error	**0.033**	0.046	0.047	0.094	0.087	0.087	0.072	0.08	0.06	0.066	0.063	0.079	0.059	0.046	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**227** **23%**	40 18%	81 20%	46 27%	60 29% PQ	86 31% U	141 20%
I definitely agree (2)	**41** **4%**	9 4%	12 3%	7 4%	12 6%	17 6%	23 3%
I tend to agree (1)	**186** **19%**	30 14%	69 17%	39 22% P	48 23% P	68 24% U	118 16%
I neither agree nor disagree (0)	**290** **29%**	63 29%	117 29%	51 30%	58 28%	81 29%	208 29%
Net: Disagree	**471** **47%**	114 52% RS	201 50%	71 41%	85 41%	109 39%	362 50% T
I tend to disagree (-1)	**358** **36%**	85 39%	150 37%	52 30%	71 35%	89 32%	269 37%
I definitely disagree (-2)	**113** **11%**	29 13% S	51 13% S	19 11%	14 7%	20 7%	94 13% T
Don't know	**12** **1%**	2 1%	3 1%	5 3%	3 1%	4 1%	9 1%
Mean score	**-0.32**	-0.43	-0.4	-0.22 P	-0.13 PQ	-0.09 U	-0.41
Standard Deviation	**1.036**	1.026	1.014	1.063	1.039	1.05	1.017
Standard Error	**0.033**	0.07	0.051	0.082	0.073	0.063	0.038

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**227** **23%**	51 21%	162 23%	15 23% *	149 25% F	78 19%	48 30%	77 26%	23 20%	137 22%	86 25%	4 15% **	68 26%	38 21%	79 22%	41 21%	154 22%	73 24%
I definitely agree (2)	**41** **4%**	13 5%	27 4%	1 2% *	28 5%	13 3%	14 9% I	12 4%	2 2%	33 5% K	8 2%	- - **	11 4%	5 3%	17 5%	9 4%	28 4%	12 4%
I tend to agree (1)	**186** **19%**	38 15%	135 19%	14 22% *	121 21%	65 16%	33 21%	65 22%	21 18%	104 17%	78 23% J	4 15% **	57 22%	33 18%	62 17%	33 17%	126 18%	61 20%
I neither agree nor disagree (0)	**290** **29%**	75 31%	197 28%	18 28% *	156 27%	133 32%	47 29%	71 24%	37 32%	182 29%	99 29%	8 30% **	73 28%	47 26%	96 27%	72 36% NO	187 27%	103 34% Q
Net: Disagree	**471** **47%**	116 47%	325 47%	30 48% *	275 47%	196 47%	67 42%	148 50%	52 44%	304 48%	152 44%	16 55% **	114 44%	95 53% P	180 51% P	78 39%	351 50% R	120 40%
I tend to disagree (-1)	**358** **36%**	94 38%	244 35%	20 32% *	213 36%	145 35%	49 30%	120 41% G	35 30%	223 36%	121 35%	14 49% **	90 35%	76 42% P	129 36%	60 30%	259 37%	99 33%
I definitely disagree (-2)	**113** **11%**	22 9%	81 12%	10 16% *	62 11%	51 12%	18 11%	28 9%	16 14%	80 13%	31 9%	2 6% **	24 9%	19 10%	50 14%	18 9%	93 13% R	21 7%
Don't know	**12** **1%**	4 2%	8 1%	- - *	5 1%	8 2%	- -	1 *	4 3% H	6 1%	6 2%	- - **	3 1%	1 1%	1 *	7 3% O	5 1%	7 2%
Mean score	**-0.32**	-0.31	-0.32	-0.4 *	-0.28	-0.39	-0.14	-0.3	-0.38	-0.34	-0.27	-0.46 **	-0.24	-0.4	-0.38	-0.24	-0.38	-0.19 Q
Standard Deviation	**1.036**	1.017	1.042	1.053	1.06	0.998	1.141	1.037	1.01	1.066	0.993	0.834	1.037	0.991	1.075	0.994	1.056	0.976
Standard Error	**0.033**	0.065	0.04	0.133	0.044	0.049	0.09	0.06	0.095	0.043	0.054	0.157	0.065	0.074	0.057	0.072	0.04	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**227** **23%**	32 23%	195 23%
I definitely agree (2)	**41** **4%**	6 4%	35 4%
I tend to agree (1)	**186** **19%**	26 19%	160 19%
I neither agree nor disagree (0)	**290** **29%**	35 26%	254 29%
Net: Disagree	**471** **47%**	67 49%	404 47%
I tend to disagree (-1)	**358** **36%**	50 37%	308 36%
I definitely disagree (-2)	**113** **11%**	17 12%	97 11%
Don't know	**12** **1%**	3 2%	9 1%
Mean score	**-0.32**	-0.35	-0.32
Standard Deviation	**1.036**	1.063	1.032
Standard Error	**0.033**	0.092	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**227**	44	176	97	130	31	20	43	115	64	42	56	42
	23%	16%	25% B	24%	22%	34% H*	21% *	21%	22%	24%	24%	30%	35% K
I definitely agree (2)	**41**	10	29	23	18	11	4	8	25	9	5	8	6
	4%	4%	4%	6%	3%	13% H*	4% *	4%	5%	3%	3%	4%	5%
I tend to agree (1)	**186**	34	147	74	112	20	17	35	90	55	37	48	36
	19%	13%	21% B	18%	19%	22% *	17% *	17%	17%	20%	21%	26%	30%
I neither agree nor disagree (0)	**290**	85	196	112	177	19	32	55	132	111	36	59	33
	29%	32%	27%	27%	30%	21% *	33% *	26%	25%	41% I	21%	32% K	28%
Net: Disagree	**471**	137	331	194	278	40	45	105	274	92	94	68	43
	47%	51%	46%	47%	47%	44% *	46% *	51%	52% J	34%	54% LM	37%	35%
I tend to disagree (-1)	**358**	100	255	153	204	31	35	85	201	77	73	58	35
	36%	37%	36%	38%	35%	35% *	35% *	41%	38% J	29%	42% LM	31%	29%
I definitely disagree (-2)	**113**	37	75	40	73	9	10	20	72	15	21	10	7
	11%	14%	11%	10%	12%	9% *	11% *	10%	14% J	6%	12% L	5%	6%
Don't know	**12**	3	9	5	7	-	1	4	5	2	3	3	2
	1%	1%	1%	1%	1%	- *	1% *	2%	1%	1%	2%	2%	2%
Mean score	**-0.32**	-0.45	-0.29	-0.28	-0.35	-0.07	-0.32	-0.37	-0.4	-0.13	-0.4	-0.08	-0.02
			B			H*	*			I		K	K
Standard Deviation	**1.036**	1.004	1.042	1.056	1.021	1.208	1.008	1.007	1.074	0.919	1.044	0.99	1.031
Standard Error	**0.033**	0.062	0.039	0.053	0.042	0.127	0.102	0.071	0.047	0.056	0.08	0.073	0.095

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - As long as you take enough exercise you can eat whatever you want

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**227** **23%**	67 29% E	48 30% E	37 34% E	179 21%
I definitely agree (2)	**41** **4%**	13 5%	12 7% E	9 9% E	29 3%
I tend to agree (1)	**186** **19%**	54 24% E	36 23%	27 25%	150 18%
I neither agree nor disagree (0)	**290** **29%**	61 26%	31 20%	21 20%	259 31% CD
Net: Disagree	**471** **47%**	99 43%	79 50%	50 46%	392 47%
I tend to disagree (-1)	**358** **36%**	75 32%	66 41%	40 37%	292 35%
I definitely disagree (-2)	**113** **11%**	24 10%	14 9%	10 9%	99 12%
Don't know	**12** **1%**	5 2%	1 1%	1 1%	12 1%
Mean score	**-0.32**	-0.19 E	-0.21	-0.13	-0.34
Standard Deviation	**1.036**	1.087	1.12	1.154	1.018
Standard Error	**0.033**	0.072	0.089	0.111	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**276**	**116**	**160**	**34**	**92**	**65**	**68**	**17**	**-**	**81**	**76**	**56**	**63**	**157**	**119**
Base	**282**	**112**	**170**	**46**	**89**	**69**	**62**	**16**	**-**	**79**	**68**	**64**	**71**	**148**	**134**
Net: Agree	**212** **75%**	84 75%	128 75%	23 49% *	68 76% D*	57 83% D*	52 83% D*	13 81% **	- -	56 71% *	51 74% *	49 76% *	56 80% *	107 73%	105 78%
I definitely agree (2)	**92** **32%**	30 27%	61 36%	10 21% *	28 31% *	28 40% *	21 34% *	5 30% **	- -	25 32% *	21 31% *	21 33% *	24 34% *	47 32%	45 34%
I tend to agree (1)	**120** **43%**	54 48%	67 39%	13 28% *	40 45% *	29 43% *	30 49% *	8 51% **	- -	31 39% *	30 43% *	28 44% *	32 45% *	60 41%	60 45%
I neither agree nor disagree (0)	**52** **18%**	19 17%	33 19%	17 37% FG*	18 20% *	7 10% *	6 10% *	3 19% **	- -	19 24% *	13 19% *	8 13% *	12 17% *	32 21%	20 15%
Net: Disagree	**15** **5%**	8 7%	6 4%	4 8% *	4 4% *	4 6% *	3 5% *	- - **	- -	2 3% *	5 7% *	6 9% *	2 3% *	7 5%	8 6%
I tend to disagree (-1)	**9** **3%**	4 4%	5 3%	4 8% *	1 1% *	2 3% *	2 3% *	- - **	- -	2 3% *	2 3% *	3 5% *	1 2% *	4 3%	5 3%
I definitely disagree (-2)	**6** **2%**	4 4%	2 1%	- - *	3 3% *	2 3% *	1 2% *	- - **	- -	- - *	3 4% *	2 3% *	1 1% *	3 2%	3 2%
Don't know	**4** **1%**	1 1%	3 2%	3 6% *	- - *	- - *	1 1% *	- - **	- -	2 3% *	- - *	2 2% *	- - *	2 1%	2 1%
Mean score	**1.02**	0.92	1.08	0.67 **	1 *	1.14 *	1.13 *	1.12 **	-	1.03 *	0.95 *	0.99 *	1.09 *	0.99	1.05
Standard Deviation	**0.913**	0.96	0.876	0.929	0.913	0.958	0.856	0.714	-	0.831	0.99	1.004	0.845	0.907	0.921
Standard Error	**0.055**	0.091	0.068	0.141	0.097	0.115	0.109	0.179	-	0.095	0.12	0.127	0.101	0.075	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**276**	**2**	**31**	**89**	**154**	**274**	**2**
Base	**282**	**2**	**33**	**90**	**157**	**280**	**2**
Net: Agree	**212** **75%**	2 100% **	23 70% *	67 75% *	120 76%	210 75%	2 100% **
I definitely agree (2)	**92** **32%**	1 47% **	11 32% *	29 32% *	51 32%	91 32%	1 47% **
I tend to agree (1)	**120** **43%**	1 53% **	12 38% *	38 43% *	68 44%	119 43%	1 53% **
I neither agree nor disagree (0)	**52** **18%**	- - **	8 23% *	16 18% *	28 18%	52 19%	- - **
Net: Disagree	**15** **5%**	- - **	2 7% *	6 7% *	6 4%	15 5%	- - **
I tend to disagree (-1)	**9** **3%**	- - **	2 7% *	3 4% *	3 2%	9 3%	- - **
I definitely disagree (-2)	**6** **2%**	- - **	- - *	3 4% *	3 2%	6 2%	- - **
Don't know	**4** **1%**	- - **	- - *	- - *	4 2%	4 1%	- - **
Mean score	**1.02**	1.47 **	0.95 *	0.97 *	1.06	1.01	1.47 **
Standard Deviation	**0.913**	0.672	0.932	0.987	0.869	0.914	0.672
Standard Error	**0.055**	0.45	0.162	0.104	0.07	0.055	0.45

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**276**	**67**	**189**	**20**	**188**	**88**	**61**	**94**	**30**	**170**	**101**	**5**	**70**	**47**	**102**	**57**	**181**	**95**
Base	**282**	**70**	**192**	**21**	**191**	**91**	**63**	**95**	**30**	**175**	**103**	**5**	**72**	**47**	**101**	**62**	**185**	**97**
Net: Agree	**212** **75%**	55 79% *	143 74%	14 69% **	147 77%	65 71% *	54 87% *	72 76% *	20 66% **	144 82% K	65 64% *	3 61% **	51 70% *	35 73% *	81 80% *	46 75% *	140 75%	72 75% *
I definitely agree (2)	**92** **32%**	28 40% *	58 30%	6 30% **	61 32%	31 34% *	26 41% *	30 32% *	5 17% **	70 40% K	21 20% *	1 24% **	15 21% *	12 25% *	38 37% M*	27 44% M*	64 35%	27 28% *
I tend to agree (1)	**120** **43%**	27 39% *	85 44%	8 39% **	87 45%	34 37% *	29 46% *	42 44% *	15 49% **	74 42%	45 43% *	2 37% **	36 49% *	23 48% *	43 42% *	19 31% *	75 41%	45 46% *
I neither agree nor disagree (0)	**52** **18%**	10 15% *	36 19%	5 26% **	31 16%	21 23% *	4 7% *	19 19% *	7 24% **	22 13%	28 27% J*	2 39% **	16 23% *	11 22% *	14 13% *	11 19% *	37 20%	15 16% *
Net: Disagree	**15** **5%**	2 3% *	12 6%	1 5% **	10 5%	4 5% *	4 6% *	3 4% *	2 6% **	9 5%	6 6% *	- - **	5 7% *	2 5% *	4 4% *	3 5% *	7 4%	7 8% *
I tend to disagree (-1)	**9** **3%**	1 1% *	8 4%	- - **	5 3%	3 4% *	2 4% *	2 2% *	1 3% **	7 4%	2 2% *	- - **	4 6% *	1 3% *	2 2% *	1 2% *	3 2%	5 5% *
I definitely disagree (-2)	**6** **2%**	1 1% *	4 2%	1 5% **	5 3%	1 1% *	2 3% *	1 1% *	1 3% **	2 1%	4 4% *	- - **	1 1% *	1 2% *	2 2% *	2 3% *	4 2%	2 2% *
Don't know	**4** **1%**	2 3% *	2 1%	- - **	2 1%	2 2% *	- - *	1 1% *	1 4% **	- -	4 4% *	- - **	- - *	- - *	3 3% *	1 1% *	2 1%	2 2% *
Mean score	**1.02**	1.19 *	0.97	0.89 **	1.02	1.01 *	1.18 *	1.04 *	0.76 **	1.16 K	0.77 *	0.86 **	0.83 *	0.91 *	1.14 M*	1.13 *	1.05	0.95 *
Standard Deviation	**0.913**	0.854	0.917	1.024	0.919	0.905	0.928	0.854	0.917	0.871	0.939	0.875	0.88	0.881	0.883	0.994	0.904	0.931
Standard Error	**0.055**	0.104	0.066	0.226	0.067	0.096	0.117	0.088	0.172	0.066	0.094	0.396	0.104	0.128	0.089	0.128	0.067	0.096

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**276**	**51**	**225**
Base	**282**	**54**	**228**
Net: Agree	**212** **75%**	44 81% *	168 74%
I definitely agree (2)	**92** **32%**	21 38% *	71 31%
I tend to agree (1)	**120** **43%**	23 42% *	97 43%
I neither agree nor disagree (0)	**52** **18%**	9 17% *	43 19%
Net: Disagree	**15** **5%**	1 2% *	14 6%
I tend to disagree (-1)	**9** **3%**	- - *	9 4%
I definitely disagree (-2)	**6** **2%**	1 2% *	5 2%
Don't know	**4** **1%**	- - *	4 2%
Mean score	**1.02**	1.16 *	0.98
Standard Deviation	**0.913**	0.846	0.927
Standard Error	**0.055**	0.115	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**276**	**55**	**217**	**118**	**158**	**34**	**26**	**56**	**131**	**90**	**53**	**179**	**106**
Base	**282**	**57**	**221**	**121**	**161**	**36**	**26**	**56**	**134**	**92**	**54**	**186**	**120**
Net: Agree	**212** **75%**	42 74% *	166 75%	91 76%	121 75%	25 69% *	21 80% **	45 79% *	104 78%	66 72% *	40 75% *	143 77%	95 79%
I definitely agree (2)	**92** **32%**	17 30% *	73 33%	33 27%	59 36%	5 14% *	8 29% **	20 36% *	47 35%	26 28% *	18 33% *	61 33%	41 34%
I tend to agree (1)	**120** **43%**	25 44% *	93 42%	58 48%	62 38%	20 54% *	13 51% **	25 44% *	58 43%	40 44% *	22 41% *	82 44%	54 45%
I neither agree nor disagree (0)	**52** **18%**	11 19% *	41 19%	24 20%	28 18%	8 24% *	4 17% **	9 17% *	23 17%	20 21% *	9 16% *	28 15%	16 13%
Net: Disagree	**15** **5%**	2 4% *	12 6%	6 5%	9 6%	3 8% *	1 3% **	2 4% *	6 5%	3 3% *	5 9% *	12 7%	8 6%
I tend to disagree (-1)	**9** **3%**	1 2% *	8 3%	3 2%	6 4%	1 2% *	1 3% **	1 2% *	4 3%	1 1% *	3 6% *	7 4%	5 4%
I definitely disagree (-2)	**6** **2%**	1 2% *	5 2%	3 2%	3 2%	2 5% *	- - **	1 2% *	2 1%	2 2% *	2 3% *	6 3%	3 3%
Don't know	**4** **1%**	2 3% *	2 1%	- -	4 2%	- - *	- - **	- - *	1 1%	3 3% *	- - *	2 1%	2 1%
Mean score	**1.02**	1.02 *	1.01	0.96	1.06	0.7 *	1.06 **	1.1 F*	1.07	0.98 *	0.95 *	1.01	1.06
Standard Deviation	**0.913**	0.875	0.929	0.88	0.937	0.936	0.782	0.87	0.888	0.879	1.027	0.96	0.937
Standard Error	**0.055**	0.118	0.063	0.08	0.075	0.156	0.152	0.116	0.077	0.093	0.14	0.071	0.086

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think my children are a healthy weight for their age and height

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**276**	**122**	**57**	**38**	**219**
Base	**282**	**122**	**58**	**39**	**224**
Net: Agree	**212** **75%**	100 83% E	47 82% *	32 84% *	165 73%
I definitely agree (2)	**92** **32%**	46 38%	22 38% *	15 38% *	70 31%
I tend to agree (1)	**120** **43%**	54 45%	25 44% *	18 45% *	95 42%
I neither agree nor disagree (0)	**52** **18%**	17 14%	8 14% *	5 13% *	43 19%
Net: Disagree	**15** **5%**	4 3%	1 2% *	- - *	14 6%
I tend to disagree (-1)	**9** **3%**	2 2%	- - *	- - *	9 4%
I definitely disagree (-2)	**6** **2%**	2 1%	1 2% *	- - *	5 2%
Don't know	**4** **1%**	- -	1 2% *	1 3% *	2 1%
Mean score	**1.02**	1.16 E	1.19 *	1.26 *	0.97
Standard Deviation	**0.913**	0.839	0.821	0.69	0.931
Standard Error	**0.055**	0.076	0.109	0.113	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting type 2 diabetes later in life

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	276	116	160	34	92	65	68	17	-	81	76	56	63	157	119
Base	282	112	170	46	89	69	62	16	-	79	68	64	71	148	134
Net: Agree	106 38%	41 37%	65 38%	18 39% *	39 43% *	22 32% *	22 35% *	6 36% **	- -	28 36% *	24 35% *	24 37% *	30 43% *	52 35%	54 40%
I definitely agree (2)	26 9%	12 10%	15 9%	3 6% *	10 11% *	6 9% *	6 10% *	1 6% **	- -	6 7% *	6 9% *	6 10% *	8 11% *	12 8%	14 11%
I tend to agree (1)	80 28%	29 26%	50 30%	15 33% *	29 32% *	16 23% *	15 25% *	5 29% **	- -	23 29% *	18 26% *	17 27% *	22 31% *	40 27%	39 29%
I neither agree nor disagree (0)	97 34%	38 34%	59 35%	15 32% *	34 39% *	21 31% *	21 33% *	5 34% **	- -	26 33% *	26 38% *	21 33% *	23 33% *	52 35%	45 33%
Net: Disagree	78 28%	32 29%	46 27%	13 28% *	16 18% *	26 37% E*	19 30% *	5 30% **	- -	24 30% *	18 27% *	19 30% *	17 24% *	42 29%	36 27%
I tend to disagree (-1)	55 20%	21 19%	34 20%	12 25% *	10 11% *	18 26% E*	12 20% *	3 18% **	- -	19 23% *	15 22% *	12 18% *	10 14% *	33 23%	22 16%
I definitely disagree (-2)	23 8%	11 10%	13 7%	2 3% *	6 7% *	8 11% *	6 10% *	2 12% **	- -	5 7% *	3 5% *	7 12% *	7 10% *	9 6%	14 11%
Don't know	1 *	1 1%	- -	- - *	- - *	- - *	1 1% *	- - **	- -	1 1% *	- - *	- - *	- - *	1 1%	- -
Mean score	0.11	0.09	0.12	0.14 *	0.29 F*	-0.07 *	0.05 *	* **	-	0.06 *	0.12 *	0.05 *	0.2 *	0.09	0.13
Standard Deviation	1.086	1.123	1.064	0.98	1.034	1.147	1.141	1.14	-	1.053	1.023	1.155	1.131	1.036	1.141
Standard Error	0.065	0.107	0.082	0.145	0.109	0.138	0.146	0.286	-	0.119	0.124	0.145	0.135	0.086	0.098

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting type 2 diabetes later in life

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	276	2	31	89	154	274	2
Base	282	2	33	90	157	280	2
Net: Agree	106 38%	2 100% **	16 48% *	29 33% *	59 37%	104 37%	2 100% **
I definitely agree (2)	26 9%	1 47% **	3 9% *	7 7% *	16 10%	25 9%	1 47% **
I tend to agree (1)	80 28%	1 53% **	13 39% *	22 25% *	43 27%	79 28%	1 53% **
I neither agree nor disagree (0)	97 34%	- - **	6 17% *	41 46% QS*	50 32%	97 35%	- - **
Net: Disagree	78 28%	- - **	12 35% *	19 21% *	48 30%	78 28%	- - **
I tend to disagree (-1)	55 20%	- - **	9 27% *	13 15% *	33 21%	55 20%	- - **
I definitely disagree (-2)	23 8%	- - **	2 8% *	6 7% *	15 9%	23 8%	- - **
Don't know	1 *	- - **	- - *	- - *	1 1%	1 *	- - **
Mean score	0.11	1.47 **	0.14 *	0.12 *	0.08	0.1	1.47 **
Standard Deviation	1.086	0.672	1.158	0.98	1.127	1.082	0.672
Standard Error	0.065	0.45	0.202	0.104	0.09	0.065	0.45

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting type 2 diabetes later in life

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	276	67	189	20	188	88	61	94	30	170	101	5	70	47	102	57	181	95
Base	282	70	192	21	191	91	63	95	30	175	103	5	72	47	101	62	185	97
Net: Agree	106 38%	27 38% *	77 40%	2 10% **	75 39%	31 34% *	30 48% *	37 39% *	7 23% **	65 37%	40 39% *	1 19% **	31 42% *	17 36% *	40 40% *	18 30% *	84 45% R	22 23% *
I definitely agree (2)	26 9%	8 12% *	18 9%	- - **	22 12%	4 5% *	12 19% *	8 8% *	1 3% **	17 10%	9 8% *	1 19% **	7 10% *	4 8% *	11 11% *	4 7% *	23 12% R	3 3% *
I tend to agree (1)	80 28%	18 26% *	60 31%	2 10% **	53 28%	26 29% *	18 29% *	29 31% *	6 20% **	48 28%	31 31% *	- - **	23 32% *	14 29% *	29 29% *	14 23% *	61 33% R	19 20% *
I neither agree nor disagree (0)	97 34%	25 36% *	65 34%	6 31% **	64 33%	33 36% *	19 30% *	30 32% *	13 43% **	53 30%	40 39% *	3 63% **	23 32% *	13 28% *	32 31% *	29 47% *	57 31%	40 41% *
Net: Disagree	78 28%	17 24% *	50 26%	12 59% **	51 27%	28 30% *	14 22% *	27 28% *	10 34% **	56 32%	21 21% *	1 18% **	18 25% *	17 36% *	29 29% *	14 22% *	44 24%	34 35% *
I tend to disagree (-1)	55 20%	12 17% *	38 20%	5 25% **	37 19%	18 20% *	8 13% *	21 22% *	8 28% **	38 22%	16 16% *	1 18% **	13 17% *	12 26% *	21 21% *	9 15% *	33 18%	22 23% *
I definitely disagree (-2)	23 8%	5 7% *	12 6%	7 34% **	14 7%	9 10% *	6 10% *	6 7% *	2 6% **	18 10%	5 5% *	- - **	6 8% *	5 11% *	8 8% *	5 8% *	12 6%	12 12% *
Don't know	1 *	1 1% *	- -	- - **	1 *	- - *	- - *	1 1% *	- - **	- -	1 1% *	- - **	- - *	- - *	- - *	1 1% *	- -	1 1% *
Mean score	0.11	0.2 *	0.18	-0.84 **	0.17	-0.02 *	0.35 *	0.13 *	-0.13 **	0.04	0.22 *	0.21 **	0.19 *	-0.03 *	0.13 *	0.07 *	0.28 R	-0.21 *
Standard Deviation	1.086	1.086	1.048	1.031	1.1	1.049	1.207	1.063	0.927	1.14	0.987	1.068	1.092	1.137	1.118	0.994	1.089	1.009
Standard Error	0.065	0.131	0.076	0.228	0.08	0.11	0.152	0.109	0.17	0.086	0.098	0.484	0.128	0.165	0.111	0.128	0.08	0.103

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting type 2 diabetes later in life

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**276**	**51**	**225**
Base	**282**	**54**	**228**
Net: Agree	**106** **38%**	25 46% *	82 36%
I definitely agree (2)	**26** **9%**	10 18% T*	17 7%
I tend to agree (1)	**80** **28%**	15 28% *	65 28%
I neither agree nor disagree (0)	**97** **34%**	15 28% *	82 36%
Net: Disagree	**78** **28%**	14 26% *	64 28%
I tend to disagree (-1)	**55** **20%**	12 23% *	43 19%
I definitely disagree (-2)	**23** **8%**	2 3% *	22 9%
Don't know	**1** *****	- - *	1 *
Mean score	**0.11**	0.34 *	0.05
Standard Deviation	**1.086**	1.125	1.072
Standard Error	**0.065**	0.153	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting type 2 diabetes later in life

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**276**	**55**	**217**	**118**	**158**	**34**	**26**	**56**	**131**	**90**	**53**	**179**	**106**
Base	**282**	**57**	**221**	**121**	**161**	**36**	**26**	**56**	**134**	**92**	**54**	**186**	**120**
Net: Agree	**106** **38%**	25 44% *	78 35%	43 36%	63 39%	17 48% *	7 25% **	19 34% *	52 39%	34 37% *	20 37% *	73 39%	49 41%
I definitely agree (2)	**26** **9%**	8 14% *	18 8%	12 10%	14 9%	7 18% *	1 3% **	5 9% *	16 12%	5 6% *	5 9% *	19 10%	13 11%
I tend to agree (1)	**80** **28%**	17 30% *	59 27%	31 26%	49 30%	11 30% *	6 21% **	14 25% *	36 27%	29 31% *	15 28% *	53 29%	36 30%
I neither agree nor disagree (0)	**97** **34%**	20 36% *	76 34%	42 35%	54 34%	11 31% *	10 38% **	20 35% *	39 29%	36 39% *	20 36% *	64 35%	39 33%
Net: Disagree	**78** **28%**	11 20% *	67 30%	35 29%	44 27%	7 20% *	10 38% **	18 31% *	42 31%	22 24% *	14 27% *	49 26%	31 26%
I tend to disagree (-1)	**55** **20%**	9 16% *	46 21%	25 21%	30 19%	5 15% *	7 26% **	13 23% *	29 21%	16 17% *	11 20% *	33 18%	19 16%
I definitely disagree (-2)	**23** **8%**	2 4% *	21 9%	10 8%	14 8%	2 6% *	3 11% **	5 8% *	13 10%	7 7% *	4 7% *	16 9%	12 10%
Don't know	**1** *	- - *	1 *	- -	1 1%	- - *	- - **	- - *	1 1%	- - *	- - *	- -	- -
Mean score	**0.11**	0.33 *	0.04	0.09	0.12	0.4 *	-0.21 **	0.03 *	0.1	0.11 *	0.13 *	0.15	0.16
Standard Deviation	**1.086**	1.047	1.094	1.096	1.081	1.136	1.022	1.089	1.171	0.992	1.059	1.1	1.141
Standard Error	**0.065**	0.139	0.074	0.1	0.085	0.19	0.199	0.145	0.101	0.103	0.144	0.081	0.104

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the possibility of me or my children getting type 2 diabetes later in life

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	276	122	57	38	219
Base	282	122	58	39	224
Net: Agree	106 38%	42 35%	27 47% *	16 41% *	79 35%
I definitely agree (2)	26 9%	11 9%	14 24% BE*	7 19% E*	13 6%
I tend to agree (1)	80 28%	31 26%	13 23% *	9 22% *	66 30%
I neither agree nor disagree (0)	97 34%	47 39%	16 27% *	10 27% *	81 36%
Net: Disagree	78 28%	33 27%	15 26% *	12 32% *	63 28%
I tend to disagree (-1)	55 20%	23 19%	11 19% *	10 25% *	44 20%
I definitely disagree (-2)	23 8%	10 8%	4 6% *	3 7% *	20 9%
Don't know	1 *	- -	- - *	- - *	1 *
Mean score	0.11	0.08	0.38 E*	0.2 *	0.04
Standard Deviation	1.086	1.069	1.229	1.23	1.036
Standard Error	0.065	0.097	0.161	0.198	0.069

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**819** **82%**	392 80%	428 83%	96 72% *	122 75%	119 81%	155 86% DE	129 85% DE	199 88% DE	222 89% KLMNO	223 81%	144 78%	231 80%	444 85% KO	375 79%
I definitely agree (2)	**406** **41%**	195 40%	211 41%	50 37% *	55 34%	54 37%	87 48% E	64 42%	96 43%	121 49% LMO	115 42%	68 37%	102 35%	236 45% MO	170 36%
I tend to agree (1)	**413** **41%**	197 40%	216 42%	46 35% *	67 41%	65 44%	68 38%	65 43%	102 46%	100 40%	108 39%	75 41%	129 45%	208 40%	205 43%
I neither agree nor disagree (0)	**138** **14%**	73 15%	65 13%	28 21% GI*	31 19% GI	23 16% I	17 9%	22 14%	18 8%	24 9%	35 13%	35 19% JN	45 16% J	58 11%	80 17% JN
Net: Disagree	**33** **3%**	19 4%	13 3%	5 4% *	9 6% H	3 2%	7 4%	1 1%	7 3%	4 1%	13 5% J	4 2%	11 4%	17 3% J	16 3%
I tend to disagree (-1)	**23** **2%**	13 3%	10 2%	4 3% *	7 4% H	2 1%	4 2%	- -	6 3%	4 1%	11 4%	3 2%	6 2%	14 3%	9 2%
I definitely disagree (-2)	**9** **1%**	6 1%	3 1%	1 1% *	2 1%	1 1%	3 2%	1 1%	1 *	- -	3 1%	1 1%	6 2%	3 1%	7 1%
Don't know	**10** **1%**	3 1%	7 1%	4 3% *	1 1%	2 2%	2 1%	- -	1 *	1 *	5 2%	2 1%	2 1%	5 1%	4 1%
Mean score	**1.2**	1.16	1.23	1.07 *	1.02	1.17	1.3 DE	1.26 E	1.29 DE	1.36 KLMNO	1.19	1.13	1.1	1.27 KMO	1.11
Standard Deviation	**0.831**	0.867	0.794	0.908	0.91	0.792	0.859	0.749	0.756	0.713	0.876	0.818	0.872	0.806	0.851
Standard Error	**0.026**	0.039	0.035	0.08	0.072	0.066	0.064	0.061	0.051	0.045	0.053	0.061	0.051	0.035	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**819** **82%**	187 85%	331 82%	136 78%	165 81%	216 77%	604 84% T
I definitely agree (2)	**406** **41%**	95 44%	167 41%	66 38%	79 38%	99 35%	307 43% T
I tend to agree (1)	**413** **41%**	91 42%	164 41%	70 41%	87 42%	116 42%	297 41%
I neither agree nor disagree (0)	**138** **14%**	23 11%	55 14%	29 17%	32 15%	51 18% U	87 12%
Net: Disagree	**33** **3%**	6 3%	14 3%	8 4%	5 2%	10 3%	23 3%
I tend to disagree (-1)	**23** **2%**	6 3%	10 2%	4 2%	4 2%	7 2%	17 2%
I definitely disagree (-2)	**9** **1%**	1 *	4 1%	4 2%	1 *	3 1%	6 1%
Don't know	**10** **1%**	2 1%	3 1%	1 1%	3 1%	4 1%	6 1%
Mean score	**1.2**	1.27	1.2	1.11	1.18	1.1	1.23 T
Standard Deviation	**0.831**	0.786	0.839	0.905	0.795	0.854	0.819
Standard Error	**0.026**	0.053	0.042	0.069	0.056	0.051	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**819** **82%**	206 84%	563 81%	51 81% *	487 83%	333 80%	136 85%	251 84%	90 78%	530 84% K	268 78%	21 74% **	216 83%	146 81%	298 84%	153 77%	597 86% R	222 73%
I definitely agree (2)	**406** **41%**	108 44%	280 40%	19 30% *	242 41%	165 40%	82 51% H	106 36%	47 41%	268 43%	128 37%	10 36% **	91 35%	65 36%	170 48% MNP	75 38%	314 45% R	92 30%
I tend to agree (1)	**413** **41%**	98 40%	283 41%	31 50% *	245 42%	168 40%	54 34%	145 49% GI	43 37%	262 42%	140 41%	11 37% **	125 48% O	81 45%	128 36%	78 39%	283 41%	130 43%
I neither agree nor disagree (0)	**138** **14%**	30 12%	99 14%	9 15% *	72 12%	66 16%	18 11%	35 12%	18 15%	74 12%	59 17% J	6 20% **	34 13%	24 13%	44 12%	35 18%	78 11%	60 20% Q
Net: Disagree	**33** **3%**	5 2%	25 4%	3 4% *	22 4%	10 2%	6 4%	11 4%	6 5%	19 3%	12 3%	2 6% **	6 2%	9 5%	12 3%	5 3%	17 2%	15 5%
I tend to disagree (-1)	**23** **2%**	5 2%	16 2%	3 4% *	17 3%	7 2%	5 3%	7 2%	5 4%	14 2%	7 2%	2 6% **	5 2%	5 3%	9 3%	4 2%	13 2%	10 3%
I definitely disagree (-2)	**9** **1%**	- -	9 1%	- - *	6 1%	4 1%	1 1%	4 1%	1 1%	5 1%	4 1%	- - **	1 *	4 2%	3 1%	1 1%	4 1%	5 2%
Don't know	**10** **1%**	4 2%	6 1%	- - *	4 1%	6 1%	1 1%	1 *	2 2%	6 1%	4 1%	- - **	3 1%	1 1%	1 *	5 2%	4 1%	5 2%
Mean score	**1.2**	1.28 D	1.18	1.06 *	1.2	1.18	1.33 H	1.16	1.14	1.24 K	1.12	1.04 **	1.17	1.11	1.28 N	1.15	1.28 R	0.99
Standard Deviation	**0.831**	0.755	0.857	0.798	0.839	0.821	0.837	0.812	0.903	0.808	0.86	0.915	0.755	0.895	0.839	0.835	0.787	0.895
Standard Error	**0.026**	0.049	0.033	0.101	0.035	0.041	0.066	0.047	0.085	0.032	0.047	0.172	0.047	0.067	0.045	0.06	0.03	0.052

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**819** **82%**	113 82%	707 82%
I definitely agree (2)	**406** **41%**	60 44%	346 40%
I tend to agree (1)	**413** **41%**	52 38%	361 42%
I neither agree nor disagree (0)	**138** **14%**	19 14%	119 14%
Net: Disagree	**33** **3%**	3 2%	29 3%
I tend to disagree (-1)	**23** **2%**	2 1%	21 2%
I definitely disagree (-2)	**9** **1%**	1 1%	8 1%
Don't know	**10** **1%**	2 2%	8 1%
Mean score	**1.2**	1.24	1.19
Standard Deviation	**0.831**	0.83	0.832
Standard Error	**0.026**	0.071	0.028

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**819** **82%**	229 85%	578 81%	340 83%	480 81%	66 74% *	77 78% *	185 89% FG	452 86% J	197 73%	149 85% LM	140 76%	90 75%
I definitely agree (2)	**406** **41%**	114 42%	288 40%	175 43%	231 39%	36 40% *	38 39% *	94 46%	234 44% J	81 30%	75 43% LM	60 32%	34 29%
I tend to agree (1)	**413** **41%**	115 43%	291 41%	165 40%	248 42%	31 34% *	39 39% *	90 44%	219 42%	116 43%	73 42%	80 43%	55 46%
I neither agree nor disagree (0)	**138** **14%**	32 12%	100 14%	52 13%	86 14%	18 20% H*	19 20% H*	15 7%	51 10%	63 24% I	19 11%	35 19% K	23 19%
Net: Disagree	**33** **3%**	8 3%	23 3%	14 3%	18 3%	5 6% *	2 2% *	7 3%	17 3%	8 3%	6 3%	8 4%	5 4%
I tend to disagree (-1)	**23** **2%**	4 2%	17 2%	9 2%	14 2%	3 4% *	1 1% *	4 2%	13 3%	7 3%	3 2%	5 3%	3 3%
I definitely disagree (-2)	**9** **1%**	4 1%	6 1%	5 1%	4 1%	2 2% *	1 1% *	3 1%	4 1%	1 *	3 2%	3 2%	2 2%
Don't know	**10** **1%**	- -	10 1%	2 *	8 1%	- - *	1 1% *	1 *	5 1%	1 *	1 1%	3 2%	2 2%
Mean score	**1.2**	1.23	1.19	1.22	1.18	1.05 *	1.15 *	1.31 F	1.28 J	1	1.24 LM	1.04	0.99
Standard Deviation	**0.831**	0.822	0.829	0.848	0.819	0.981	0.832	0.795	0.798	0.826	0.846	0.879	0.872
Standard Error	**0.026**	0.05	0.031	0.042	0.034	0.103	0.084	0.055	0.035	0.05	0.064	0.065	0.08

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**819** **82%**	180 78%	138 87% B	95 87%	682 81%
I definitely agree (2)	**406** **41%**	82 35%	72 45%	53 49% B	335 40%
I tend to agree (1)	**413** **41%**	98 42%	66 42%	42 38%	347 41%
I neither agree nor disagree (0)	**138** **14%**	39 17%	17 11%	12 11%	121 14%
Net: Disagree	**33** **3%**	10 4%	3 2%	2 1%	29 3%
I tend to disagree (-1)	**23** **2%**	7 3%	3 2%	2 1%	20 2%
I definitely disagree (-2)	**9** **1%**	3 1%	- -	- -	9 1%
Don't know	**10** **1%**	3 1%	1 1%	1 1%	9 1%
Mean score	**1.2**	1.09	1.3 B	1.35 BE	1.18
Standard Deviation	**0.831**	0.871	0.747	0.732	0.845
Standard Error	**0.026**	0.058	0.059	0.07	0.029

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than at work

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**262**	113	149	47	76	44	42	23	30	55	84	56	66	139	123
	26%	23%	29%	35%	47%	30%	23%	15%	14%	22%	31%	31%	23%	27%	26%
			B	HI*	FGHI	HI	I				JN			J	
I definitely agree (2)	**86**	39	47	16	21	14	12	12	11	19	25	19	23	45	41
	9%	8%	9%	12%	13%	9%	7%	8%	5%	8%	9%	10%	8%	9%	9%
				I*	I										
I tend to agree (1)	**176**	74	102	30	54	30	30	11	20	36	58	38	44	94	81
	18%	15%	20%	23%	33%	20%	17%	7%	9%	14%	21%	20%	15%	18%	17%
				HI*	FGHI	HI	HI				J			J	
I neither agree nor disagree (0)	**323**	151	172	43	40	44	62	48	86	66	84	62	112	150	174
	32%	31%	34%	32%	25%	30%	34%	32%	38%	26%	30%	33%	39%	28%	37%
				*					E				JN		JN
Net: Disagree	**379**	207	172	37	47	54	72	73	97	122	100	67	90	222	157
	38%	43%	33%	28%	29%	36%	40%	48%	43%	49%	37%	36%	31%	42%	33%
		C		*			DE	DE	DE	KLMNO				KMO	
I tend to disagree (-1)	**216**	118	98	32	30	36	41	34	43	59	62	42	53	121	95
	22%	24%	19%	24%	19%	24%	23%	22%	19%	23%	23%	23%	18%	23%	20%
				*											
I definitely disagree (-2)	**164**	90	74	5	17	18	31	39	54	63	38	25	37	102	62
	16%	18%	14%	4%	10%	12%	17%	26%	24%	25%	14%	13%	13%	19%	13%
				*		D	D	DEF	DEF	KLMNO				KMO	
Don't know	**36**	15	20	7	-	6	4	8	11	7	7	-	22	14	22
	4%	3%	4%	5%	-	4%	2%	5%	5%	3%	3%	-	8%	3%	5%
				E*		E		E	E				JKLNO		L
Mean score	**-0.2**	-0.31	-0.1	0.17	0.21	-0.1	-0.28	-0.53	-0.52	-0.46	-0.11	-0.09	-0.14	-0.27	-0.12
			B	GHI*	FGHI	HI	I				JN	J	J	J	J
Standard Deviation	**1.184**	1.187	1.174	1.071	1.193	1.166	1.145	1.206	1.115	1.244	1.181	1.171	1.111	1.223	1.135
Standard Error	**0.038**	0.055	0.053	0.095	0.094	0.098	0.086	0.101	0.076	0.08	0.072	0.086	0.068	0.054	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than at work

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**262**	42	94	52	74	99	162
	26%	19%	23%	30% P	36% PQ	36% U	23%
I definitely agree (2)	**86**	12	34	23	18	32	54
	9%	5%	8%	13% P	9%	11%	7%
I tend to agree (1)	**176**	30	60	29	56	67	109
	18%	14%	15%	17%	28% PQR	24% U	15%
I neither agree nor disagree (0)	**323**	75	125	59	64	89	234
	32%	34%	31%	34%	31%	32%	33%
Net: Disagree	**379**	88	173	56	62	85	294
	38%	40%	43% RS	32%	30%	30%	41% T
I tend to disagree (-1)	**216**	48	81	41	45	63	153
	22%	22%	20%	24%	22%	22%	21%
I definitely disagree (-2)	**164**	40	93	14	17	22	141
	16%	18% RS	23% RS	8%	8%	8%	20% T
Don't know	**36**	14	11	7	4	7	29
	4%	6% Q	3%	4%	2%	2%	4%
Mean score	**-0.2**	-0.36	-0.35	0.03	0.06	0.09	-0.32
				PQ	PQ	U	
Standard Deviation	**1.184**	1.128	1.234	1.151	1.093	1.127	1.187
Standard Error	**0.038**	0.079	0.062	0.089	0.077	0.068	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than at work

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**262** **26%**	55 23%	192 28%	15 23% *	170 29% F	92 22%	58 36% I	87 29%	23 20%	165 26%	95 28%	2 7% **	80 31% NO	36 20%	78 22%	67 34% NO	198 28% R	64 21%
I definitely agree (2)	**86** **9%**	18 7%	63 9%	5 8% *	60 10% F	26 6%	28 17% HI	25 9%	7 6%	64 10%	22 6%	- - **	23 9%	12 7%	25 7%	26 13% O	66 9%	20 7%
I tend to agree (1)	**176** **18%**	37 15%	128 19%	10 16% *	110 19%	66 16%	31 19%	61 21%	15 13%	101 16%	73 21%	2 7% **	57 22% NO	24 13%	52 15%	41 21%	132 19%	44 15%
I neither agree nor disagree (0)	**323** **32%**	81 33%	226 33%	16 26% *	175 30%	148 36%	41 26%	95 32%	38 32%	194 31%	118 34%	11 39% **	76 29%	61 34%	109 31%	75 38%	212 30%	111 37%
Net: Disagree	**379** **38%**	96 39%	253 37%	30 48% *	225 39%	154 37%	59 37%	105 35%	53 46%	243 39%	123 36%	13 47% **	94 36% P	80 44% P	154 43% P	46 23%	265 38%	114 38%
I tend to disagree (-1)	**216** **22%**	61 25%	137 20%	18 28% *	132 23%	84 20%	27 17%	73 25%	28 25%	128 20%	77 22%	11 38% **	56 22% P	49 27% P	79 22% P	27 13%	145 21%	71 23%
I definitely disagree (-2)	**164** **16%**	35 14%	116 17%	12 20% *	93 16%	70 17%	33 20% H	32 11%	25 22% H	115 18%	46 13%	3 10% **	37 14%	31 17%	74 21% P	20 10%	120 17%	43 14%
Don't know	**36** **4%**	13 5%	21 3%	2 3% *	15 3%	21 5%	2 1%	10 3%	2 2%	27 4%	7 2%	2 6% **	9 3%	3 2%	14 4%	10 5%	22 3%	13 4%
Mean score	**-0.2**	-0.25	-0.17	-0.38 *	-0.16	-0.27	-0.04 I	-0.09 I	-0.42	-0.22	-0.15	-0.53 **	-0.11 NO	-0.35	-0.37	0.14 MNO	-0.18	-0.25
Standard Deviation	**1.184**	1.132	1.199	1.209	1.217	1.133	1.373	1.126	1.165	1.235	1.111	0.798	1.189	1.119	1.195	1.146	1.218	1.101
Standard Error	**0.038**	0.074	0.046	0.155	0.051	0.057	0.109	0.066	0.109	0.05	0.061	0.155	0.075	0.084	0.065	0.084	0.047	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than at work

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**262** **26%**	34 25%	228 26%
I definitely agree (2)	**86** **9%**	12 9%	74 9%
I tend to agree (1)	**176** **18%**	22 16%	154 18%
I neither agree nor disagree (0)	**323** **32%**	39 29%	284 33%
Net: Disagree	**379** **38%**	58 42%	321 37%
I tend to disagree (-1)	**216** **22%**	37 27%	178 21%
I definitely disagree (-2)	**164** **16%**	21 15%	143 17%
Don't know	**36** **4%**	6 4%	30 3%
Mean score	**-0.2**	-0.25	-0.19
Standard Deviation	**1.184**	1.184	1.185
Standard Error	**0.038**	0.103	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than at work

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	262 26%	70 26%	189 27%	124 30% E	138 23%	36 40% G*	21 21% *	59 29%	106 20%	78 29% I	72 41%	72 39%	44 37%
I definitely agree (2)	86 9%	28 10%	57 8%	40 10%	46 8%	16 17% G*	4 5% *	18 9%	30 6%	20 7%	32 18%	23 12%	16 14%
I tend to agree (1)	176 18%	42 16%	132 19%	84 21% E	92 15%	20 22% *	16 17% *	41 20%	76 15%	58 22% I	40 23%	49 26%	28 23%
I neither agree nor disagree (0)	323 32%	88 33%	225 32%	99 24%	224 38% D	20 22% *	32 32% *	46 22%	142 27%	103 38% I	64 37%	62 34%	43 36%
Net: Disagree	379 38%	95 35%	278 39%	171 42% E	208 35%	28 31% *	44 45% *	96 47% F	263 50% J	77 29%	35 20%	48 26%	30 25%
I tend to disagree (-1)	216 22%	50 19%	162 23%	105 26% E	111 19%	13 14% *	29 29% F*	62 30% F	135 26%	54 20%	26 15%	36 19%	23 19%
I definitely disagree (-2)	164 16%	45 17%	116 16%	66 16%	97 16%	15 17% *	16 16% *	34 16%	128 24% J	23 8%	8 5%	12 6%	6 5%
Don't know	36 4%	16 6% C	20 3%	14 3%	22 4%	6 7% *	2 2% *	5 3%	15 3%	12 4%	4 2%	4 2%	3 2%
Mean score	-0.2	-0.17	-0.22	-0.19	-0.21	0.09 GH*	-0.36 *	-0.26	-0.5	-0.01 I	0.36	0.2	0.21 *
Standard Deviation	1.184	1.223	1.174	1.234	1.149	1.377	1.089	1.221	1.185	1.048	1.101	1.097	1.082
Standard Error	0.038	0.077	0.045	0.062	0.048	0.151	0.111	0.086	0.052	0.065	0.084	0.081	0.1

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I tend to eat more unhealthily at home than at work

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**262** **26%**	78 34% E	57 36% E	42 39% E	205 24%
I definitely agree (2)	**86** **9%**	20 9%	17 10%	12 11%	69 8%
I tend to agree (1)	**176** **18%**	58 25% E	40 25% E	30 28% E	136 16%
I neither agree nor disagree (0)	**323** **32%**	73 32%	49 31%	34 31%	274 33%
Net: Disagree	**379** **38%**	74 32%	52 32%	32 29%	327 39% B
I tend to disagree (-1)	**216** **22%**	47 20%	32 20%	21 20%	184 22%
I definitely disagree (-2)	**164** **16%**	27 12%	20 13%	11 10%	144 17% B
Don't know	**36** **4%**	7 3%	2 1%	1 1%	34 4%
Mean score	**-0.2**	-0.01 E	0.01 E	0.11 E	-0.24
Standard Deviation	**1.184**	1.141	1.182	1.15	1.181
Standard Error	**0.038**	0.076	0.094	0.111	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**276**	**116**	**160**	**34**	**92**	**65**	**68**	**17**	**-**	**81**	**76**	**56**	**63**	**157**	**119**
Base	**282**	**112**	**170**	**46**	**89**	**69**	**62**	**16**	**-**	**79**	**68**	**64**	**71**	**148**	**134**
Net: Agree	**144** **51%**	55 49%	89 52%	18 39% *	50 56% *	35 51% *	35 56% *	6 40% **	- -	35 44% *	37 54% *	32 50% *	41 57% *	72 49%	73 54%
I definitely agree (2)	**35** **13%**	12 10%	24 14%	7 14% *	13 14% *	9 14% *	5 9% *	1 6% **	- -	11 13% *	8 12% *	6 9% *	11 16% *	19 13%	17 12%
I tend to agree (1)	**109** **39%**	43 39%	66 39%	11 25% *	37 42% *	26 37% *	29 47% *	5 34% **	- -	25 31% *	29 42% *	26 41% *	30 42% *	53 36%	56 41%
I neither agree nor disagree (0)	**77** **27%**	33 30%	43 25%	15 32% *	25 28% *	21 31% *	13 21% *	3 18% **	- -	19 24% *	23 33% *	16 25% *	19 27% *	41 28%	35 26%
Net: Disagree	**54** **19%**	22 20%	32 19%	9 20% *	13 15% *	13 18% *	13 21% *	7 42% **	- -	21 27% *	9 13% *	13 21% *	11 15% *	30 20%	24 18%
I tend to disagree (-1)	**45** **16%**	18 16%	26 16%	9 20% *	9 10% *	11 15% *	12 19% *	4 23% **	- -	19 24% K*	7 11% *	10 16% *	8 11% *	27 18% K	18 13%
I definitely disagree (-2)	**10** **3%**	4 3%	6 4%	- - *	4 4% *	2 3% *	1 1% *	3 19% **	- -	2 2% *	2 2% *	3 5% *	3 4% *	4 2%	6 5%
Don't know	**7** **2%**	2 2%	5 3%	4 9% *	1 1% *	- - *	2 3% *	- - **	- -	4 5% *	- - *	3 4% *	- - *	4 3%	3 2%
Mean score	**0.42**	0.37	0.45	0.37 **	0.52 *	0.43 *	0.44 *	-0.14 **	-	0.3 *	0.5 *	0.35 *	0.53 *	0.4	0.45
Standard Deviation	**1.021**	0.995	1.039	1.005	1.01	1.014	0.961	1.285	-	1.081	0.928	1.037	1.028	1.012	1.033
Standard Error	**0.062**	0.095	0.081	0.155	0.108	0.122	0.124	0.322	-	0.125	0.112	0.133	0.122	0.085	0.09

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**276**	**2**	**31**	**89**	**154**	**274**	**2**
Base	**282**	**2**	**33**	**90**	**157**	**280**	**2**
Net: Agree	**144** **51%**	2 100% **	19 57% *	42 47% *	81 52%	142 51%	2 100% **
I definitely agree (2)	**35** **13%**	1 53% **	10 31% RS*	7 8% *	17 11%	34 12%	1 53% **
I tend to agree (1)	**109** **39%**	1 47% **	9 26% *	35 39% *	64 41%	108 39%	1 47% **
I neither agree nor disagree (0)	**77** **27%**	- - **	10 32% *	30 33% *	36 23%	77 27%	- - **
Net: Disagree	**54** **19%**	- - **	4 12% *	17 19% *	34 21%	54 19%	- - **
I tend to disagree (-1)	**45** **16%**	- - **	2 6% *	16 18% *	27 17%	45 16%	- - **
I definitely disagree (-2)	**10** **3%**	- - **	2 6% *	1 1% *	7 4%	10 4%	- - **
Don't know	**7** **2%**	- - **	- - *	1 1% *	6 4%	7 2%	- - **
Mean score	**0.42**	1.53 **	0.69 *	0.35 *	0.38	0.41	1.53 **
Standard Deviation	**1.021**	0.672	1.159	0.9	1.048	1.019	0.672
Standard Error	**0.062**	0.45	0.202	0.096	0.085	0.062	0.45

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**276**	**67**	**189**	**20**	**188**	**88**	**61**	**94**	**30**	**170**	**101**	**5**	**70**	**47**	**102**	**57**	**181**	**95**
Base	**282**	**70**	**192**	**21**	**191**	**91**	**63**	**95**	**30**	**175**	**103**	**5**	**72**	**47**	**101**	**62**	**185**	**97**
Net: Agree	**144** **51%**	38 55% *	102 53%	4 20% **	109 57% F	35 38% *	36 58% *	56 59% *	15 51% **	90 51%	53 51% *	2 44% **	40 56% *	22 46% *	53 53% *	29 47% *	104 56% R	41 42% *
I definitely agree (2)	**35** **13%**	8 12% *	25 13%	2 11% **	28 15%	8 8% *	13 20% *	13 14% *	1 3% **	24 13%	11 11% *	1 19% **	8 11% *	7 14% *	11 11% *	9 15% *	27 15%	8 9% *
I tend to agree (1)	**109** **39%**	30 43% *	77 40%	2 9% **	82 43%	27 30% *	24 38% *	43 45% *	14 47% **	66 38%	42 41% *	1 24% **	32 44% *	15 33% *	42 41% *	20 32% *	77 42%	32 33% *
I neither agree nor disagree (0)	**77** **27%**	19 27% *	51 27%	6 31% **	43 23%	33 37% E*	15 24% *	20 21% *	7 24% **	50 28%	26 25% *	1 21% **	14 19% *	16 34% *	26 26% *	21 34% *	47 26%	29 30% *
Net: Disagree	**54** **19%**	10 14% *	34 18%	10 49% **	33 17%	21 23% *	11 17% *	17 18% *	6 19% **	34 20%	19 19% *	1 18% **	17 24% *	9 20% *	19 19% *	8 14% *	30 16%	24 25% *
I tend to disagree (-1)	**45** **16%**	9 13% *	30 15%	6 28% **	28 15%	16 18% *	8 13% *	16 17% *	4 13% **	25 15%	18 18% *	1 18% **	13 19% *	8 18% *	15 15% *	7 12% *	26 14%	18 19% *
I definitely disagree (-2)	**10** **3%**	1 1% *	5 2%	4 20% **	5 3%	5 5% *	2 3% *	1 1% *	2 6% **	9 5%	1 1% *	- - **	4 5% *	1 2% *	4 4% *	1 2% *	4 2%	6 6% *
Don't know	**7** **2%**	2 3% *	5 2%	- - **	5 3%	2 2% *	1 2% *	2 2% *	2 7% **	1 1%	5 5% *	1 18% **	1 1% *	- - *	3 3% *	3 5% *	4 2%	3 3% *
Mean score	**0.42**	0.53 *	0.47	-0.39 **	0.54 F	0.18 *	0.58 *	0.55 *	0.32 **	0.4	0.45 *	0.55 **	0.38 *	0.38 *	0.42 *	0.5 *	0.53 R	0.2 *
Standard Deviation	**1.021**	0.926	0.994	1.242	1.007	1.013	1.074	0.972	0.985	1.059	0.95	1.236	1.083	1.011	1.022	0.969	0.986	1.057
Standard Error	**0.062**	0.113	0.073	0.274	0.074	0.107	0.137	0.101	0.187	0.08	0.096	0.617	0.128	0.147	0.103	0.127	0.073	0.109

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**276**	**51**	**225**
Base	**282**	**54**	**228**
Net: Agree	**144** **51%**	35 66% T*	109 48%
I definitely agree (2)	**35** **13%**	9 17% *	26 11%
I tend to agree (1)	**109** **39%**	26 49% *	83 36%
I neither agree nor disagree (0)	**77** **27%**	10 19% *	66 29%
Net: Disagree	**54** **19%**	8 15% *	46 20%
I tend to disagree (-1)	**45** **16%**	6 12% *	38 17%
I definitely disagree (-2)	**10** **3%**	2 3% *	8 3%
Don't know	**7** **2%**	- - *	7 3%
Mean score	**0.42**	0.65 *	0.37
Standard Deviation	**1.021**	1.016	1.016
Standard Error	**0.062**	0.138	0.068

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**276**	**55**	**217**	**118**	**158**	**34**	**26**	**56**	**131**	**90**	**53**	**179**	**106**
Base	**282**	**57**	**221**	**121**	**161**	**36**	**26**	**56**	**134**	**92**	**54**	**186**	**120**
Net: Agree	**144**	30	112	67	77	22	13	30	68	42	34	102	67
	51%	52% *	50%	56%	48%	62% *	48% **	54% *	51%	46% *	63% *	55%	56%
I definitely agree (2)	**35**	9	25	19	17	8	2	8	18	9	8	23	15
	13%	16% *	11%	15%	10%	23% *	8% **	15% *	13%	10% *	16% *	12%	12%
I tend to agree (1)	**109**	21	87	48	61	14	10	22	50	34	26	80	53
	39%	36% *	39%	40%	38%	39% *	40% **	39% *	37%	36% *	47% *	43%	44%
I neither agree nor disagree (0)	**77**	18	58	30	47	6	8	16	36	29	10	50	28
	27%	31% *	26%	25%	29%	18% *	30% **	28% *	27%	31% *	18% *	27%	23%
Net: Disagree	**54**	7	48	23	31	7	5	10	29	16	9	31	22
	19%	12% *	21%	19%	19%	20% *	19% **	19% *	22%	17% *	17% *	17%	19%
I tend to disagree (-1)	**45**	6	39	20	25	6	4	10	22	14	8	24	17
	16%	10% *	17%	17%	15%	18% *	15% **	17% *	17%	15% *	16% *	13%	14%
I definitely disagree (-2)	**10**	1	9	3	7	1	1	1	7	2	1	7	5
	3%	2% *	4%	2%	4%	3% *	4% **	1% *	5%	2% *	2% *	4%	4%
Don't know	**7**	3	4	1	6	-	1	-	1	5	1	3	3
	2%	5% *	2%	1%	4%	- *	3% **	- *	1%	5% *	2% *	1%	2%
Mean score	**0.42**	0.57 *	0.37	0.5	0.36	0.62 *	0.34 **	0.48 *	0.38	0.39 *	0.6 *	0.47	0.46 *
Standard Deviation	**1.021**	0.959	1.035	1.023	1.018	1.118	0.995	0.995	1.075	0.95	1.007	0.997	1.031
Standard Error	**0.062**	0.13	0.07	0.093	0.082	0.187	0.196	0.133	0.093	0.102	0.138	0.074	0.095

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I'm worried about the types of food my child(ren) is/are eating

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**276**	**122**	**57**	**38**	**219**
Base	**282**	**122**	**58**	**39**	**224**
Net: Agree	**144** **51%**	66 55%	37 64% E*	25 66% *	107 48%
I definitely agree (2)	**35** **13%**	16 13%	10 18% *	6 15% *	25 11%
I tend to agree (1)	**109** **39%**	50 41%	27 47% *	20 51% *	82 37%
I neither agree nor disagree (0)	**77** **27%**	33 27%	9 16% *	5 13% *	67 30%
Net: Disagree	**54** **19%**	22 18%	10 18% *	7 18% *	44 20%
I tend to disagree (-1)	**45** **16%**	17 14%	8 15% *	5 13% *	36 16%
I definitely disagree (-2)	**10** **3%**	5 4%	2 3% *	2 5% *	8 4%
Don't know	**7** **2%**	1 1%	1 2% *	1 3% *	6 2%
Mean score	**0.42**	0.46	0.62 *	0.6 *	0.37
Standard Deviation	**1.021**	1.022	1.051	1.066	1.009
Standard Error	**0.062**	0.093	0.139	0.174	0.068

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**205** **20%**	88 18%	116 23%	39 29% GHI*	56 35% FGHI	32 21% I	25 14%	27 18%	25 11%	37 15%	53 19%	41 22%	74 25% JN	90 17%	115 24% JN
I definitely agree (2)	**53** **5%**	25 5%	27 5%	9 6% *	15 9% I	9 6%	9 5%	8 5%	4 2%	9 4%	13 5%	11 6%	19 7%	22 4%	30 6%
I tend to agree (1)	**152** **15%**	63 13%	89 17%	31 23% GI*	42 26% FGHI	23 16%	16 9%	20 13%	21 10%	27 11%	40 15%	30 16%	54 19% JN	68 13%	84 18% JN
I neither agree nor disagree (0)	**220** **22%**	104 21%	116 23%	43 32% HI*	40 24% I	37 25% I	42 23% I	28 18%	31 14%	44 18%	61 22%	44 24%	71 25%	105 20%	115 24%
Net: Disagree	**547** **55%**	286 59% C	261 51%	42 32% *	63 39%	74 50% D	109 60% DE	94 62% DE	164 73% DEFGH	163 65% KLMNO	150 55%	97 52%	136 47%	314 60% KMO	233 49%
I tend to disagree (-1)	**325** **33%**	161 33%	164 32%	33 25% *	45 27%	47 32%	63 35%	51 33%	88 39% DE	94 38% M	87 32%	62 33%	82 28%	181 35%	144 30%
I definitely disagree (-2)	**222** **22%**	125 26% C	96 19%	9 7% *	19 12%	28 19% D	46 25% DE	44 29% DE	76 34% DEF	69 28% LMO	63 23%	35 19%	55 19%	132 25% O	89 19%
Don't know	**28** **3%**	8 2%	20 4% B	9 7% *	3 2%	4 3%	5 3%	3 2%	5 2%	6 2%	10 4%	3 2%	9 3%	16 3%	12 3%
Mean score	**-0.53**	-0.62	-0.43 B	-0.03 FGHI*	-0.07 FGHI	-0.43 I	-0.69 I	-0.69 I	-0.96	-0.76	-0.56 JN	-0.44 JN	-0.35 JKN	-0.66 J	-0.38 JN
Standard Deviation	**1.16**	1.159	1.154	1.043	1.178	1.151	1.114	1.175	1.017	1.099	1.153	1.153	1.191	1.131	1.176
Standard Error	**0.037**	0.053	0.052	0.094	0.093	0.096	0.084	0.096	0.069	0.07	0.071	0.086	0.071	0.05	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	205 20%	41 19%	71 18%	44 25% Q	49 24%	78 28% U	127 18%
I definitely agree (2)	53 5%	11 5%	22 6%	10 6%	9 5%	19 7%	33 5%
I tend to agree (1)	152 15%	30 13%	49 12%	34 20% Q	40 20% Q	58 21% U	94 13%
I neither agree nor disagree (0)	220 22%	37 17%	81 20%	38 22%	64 31% PQ	77 28% U	143 20%
Net: Disagree	547 55%	136 62% RS	240 60% RS	86 50%	85 41%	117 42%	430 60% T
I tend to disagree (-1)	325 33%	70 32%	139 35%	61 35%	56 27%	85 30%	241 33%
I definitely disagree (-2)	222 22%	66 30% RS	101 25% RS	25 15%	29 14%	32 12%	189 26% T
Don't know	28 3%	5 2%	11 3%	5 3%	7 3%	8 3%	20 3%
Mean score	-0.53	-0.7	-0.63	-0.34 PQ	-0.28 PQ	-0.19 U	-0.65
Standard Deviation	1.16	1.192	1.157	1.141	1.088	1.12	1.15
Standard Error	0.037	0.081	0.058	0.088	0.077	0.068	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**205** **20%**	54 22%	138 20%	13 21% *	123 21%	82 20%	41 25%	65 22%	18 15%	127 20%	75 22%	3 12% **	56 22%	38 21%	59 17%	51 26% O	139 20%	65 22%
I definitely agree (2)	**53** **5%**	11 5%	39 6%	3 5% *	33 6%	20 5%	21 13% HI	7 2%	5 4%	39 6%	12 4%	1 3% **	10 4%	13 7%	14 4%	15 8%	33 5%	20 6%
I tend to agree (1)	**152** **15%**	43 17%	99 14%	10 16% *	90 15%	62 15%	20 12%	57 19%	13 11%	87 14%	62 18%	2 8% **	46 18%	25 14%	44 12%	36 18%	106 15%	46 15%
I neither agree nor disagree (0)	**220** **22%**	49 20%	159 23%	12 19% *	110 19%	110 26% E	25 16%	60 20%	24 21%	118 19%	95 28% J	6 23% **	57 22%	39 22%	73 20%	48 24%	146 21%	74 24%
Net: Disagree	**547** **55%**	130 53%	380 55%	36 58% *	339 58% F	208 50%	93 58%	164 55%	72 62%	366 58% K	163 48%	18 62% **	140 54%	95 53%	216 61% P	91 46%	395 57%	152 50%
I tend to disagree (-1)	**325** **33%**	82 34%	221 32%	22 35% *	195 33%	130 31%	50 31%	101 34%	41 35%	219 35% K	97 28%	9 33% **	85 33%	63 35%	115 33%	61 31%	229 33%	96 32%
I definitely disagree (-2)	**222** **22%**	48 19%	160 23%	14 23% *	144 25% F	78 19%	43 27%	63 21%	31 27%	147 23%	66 19%	8 29% **	55 21%	32 18%	101 28% NP	30 15%	166 24%	56 18%
Don't know	**28** **3%**	13 5% C	15 2%	1 1% *	13 2%	15 4%	2 1%	9 3%	2 2%	18 3%	10 3%	1 3% **	5 2%	8 5%	7 2%	8 4%	16 2%	12 4%
Mean score	**-0.53**	-0.49	-0.54	-0.56 *	-0.57	-0.46	-0.47	-0.54	-0.71	-0.57	-0.43	-0.79 **	-0.51 O	-0.44 O	-0.7	-0.28 O	-0.57	-0.42
Standard Deviation	**1.16**	1.148	1.165	1.163	1.188	1.117	1.357	1.113	1.115	1.184	1.116	1.088	1.138	1.164	1.139	1.177	1.157	1.162
Standard Error	**0.037**	0.075	0.045	0.148	0.05	0.056	0.108	0.065	0.104	0.048	0.061	0.208	0.071	0.089	0.061	0.085	0.044	0.068

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**205** **20%**	26 19%	179 21%
I definitely agree (2)	**53** **5%**	5 4%	48 6%
I tend to agree (1)	**152** **15%**	21 15%	131 15%
I neither agree nor disagree (0)	**220** **22%**	33 24%	187 22%
Net: Disagree	**547** **55%**	72 53%	474 55%
I tend to disagree (-1)	**325** **33%**	44 32%	281 33%
I definitely disagree (-2)	**222** **22%**	28 20%	193 22%
Don't know	**28** **3%**	6 4%	22 3%
Mean score	**-0.53**	-0.53	-0.53
Standard Deviation	**1.16**	1.114	1.168
Standard Error	**0.037**	0.097	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**205**	55	142	93	112	29	19	39	106	56	37	58	43
	20%	20%	20%	23%	19%	32% H*	19% *	19%	20%	21%	21%	31% K	36% K
I definitely agree (2)	**53**	15	36	27	26	11	6	8	23	14	15	14	12
	5%	6%	5%	7%	4%	12% H*	6% *	4%	4%	5%	9%	8%	10%
I tend to agree (1)	**152**	40	106	66	86	18	13	31	83	43	22	43	32
	15%	15%	15%	16%	14%	20% *	13% *	15%	16%	16%	12%	23% K	26% K
I neither agree nor disagree (0)	**220**	56	158	84	136	25	20	38	96	85	35	49	30
	22%	21%	22%	21%	23%	27% *	20% *	18%	18%	31% I	20%	27%	25%
Net: Disagree	**547**	153	389	222	325	35	57	125	311	126	93	74	42
	55%	57%	55%	54%	55%	39% *	58% F*	60% F	59% J	47%	53% LM	40%	35%
I tend to disagree (-1)	**325**	84	238	139	186	21	39	76	169	86	60	53	31
	33%	31%	33%	34%	32%	23% *	39% F*	37% F	32%	32%	34%	29%	26%
I definitely disagree (-2)	**222**	69	151	83	138	15	18	49	142	39	33	20	11
	22%	26%	21%	20%	23%	16% *	19% *	24%	27% J	15%	19% LM	11%	9%
Don't know	**28**	5	22	9	19	1	3	5	13	3	10	5	5
	3%	2%	3%	2%	3%	1% *	3% *	2%	3%	1%	6%	3%	4%
Mean score	**-0.53**	-0.57	-0.52	-0.47	-0.57	-0.11 GH*	-0.52 *	-0.63	-0.63	-0.36 I	-0.44	-0.12 K	0.01 K*
Standard Deviation	**1.16**	1.192	1.146	1.184	1.142	1.262	1.142	1.13	1.173	1.074	1.211	1.136	1.159
Standard Error	**0.037**	0.073	0.044	0.059	0.048	0.134	0.117	0.079	0.052	0.066	0.094	0.084	0.108

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think the problems around people in Scotland being overweight or obese are exaggerated

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**205** **20%**	63 27% E	35 22%	26 24%	170 20%
I definitely agree (2)	**53** **5%**	14 6%	13 8%	10 9%	39 5%
I tend to agree (1)	**152** **15%**	49 21% E	22 14%	15 14%	131 16%
I neither agree nor disagree (0)	**220** **22%**	58 25%	33 21%	23 21%	187 22%
Net: Disagree	**547** **55%**	103 44%	89 56% B	59 54%	458 54% B
I tend to disagree (-1)	**325** **33%**	72 31%	53 33%	33 31%	272 32%
I definitely disagree (-2)	**222** **22%**	31 13%	36 22% B	25 23% B	186 22% B
Don't know	**28** **3%**	8 3%	2 1%	2 2%	26 3%
Mean score	**-0.53**	-0.25 CE	-0.48	-0.45 *	-0.53
Standard Deviation	**1.16**	1.133	1.226	1.262	1.147
Standard Error	**0.037**	0.076	0.098	0.122	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**473** **47%**	211 43%	262 51% B	70 53% H*	87 54% HI	77 52% HI	88 48%	59 39%	92 41%	110 44%	144 52%	90 49%	129 45%	254 48%	219 46%
I definitely agree (2)	**112** **11%**	46 9%	66 13%	15 12% *	29 18% I	19 13% I	22 12% I	15 10%	12 5%	19 8%	30 11%	20 11%	44 15% JN	48 9%	63 13% J
I tend to agree (1)	**361** **36%**	165 34%	196 38%	55 41% *	58 36%	58 39%	66 36%	44 29%	81 36%	91 37%	114 41% MO	70 38%	86 30%	205 39% MO	156 33%
I neither agree nor disagree (0)	**299** **30%**	155 32%	144 28%	45 34% *	51 32%	42 29%	47 26%	47 31%	67 30%	65 26%	85 31%	54 29%	94 33%	150 29%	148 31%
Net: Disagree	**221** **22%**	117 24%	103 20%	14 11% *	22 14%	27 18%	46 25% DE	46 30% DEF	66 29% DEF	74 29% KNO	44 16%	39 21%	64 22%	117 22% K	103 22%
I tend to disagree (-1)	**156** **16%**	84 17%	72 14%	13 10% *	17 10%	22 15%	30 16%	32 21% DE	43 19% DE	54 22% KLNO	30 11%	25 13%	47 16%	85 16% K	71 15%
I definitely disagree (-2)	**65** **6%**	33 7%	31 6%	1 1% *	6 3%	5 3%	16 9% D	14 9% DE	23 10% DEF	19 8%	14 5%	15 8%	17 6%	33 6%	32 7%
Don't know	**8** **1%**	4 1%	4 1%	4 3% *	2 1%	1 1%	1 *	- -	- -	1 *	2 1%	2 1%	3 1%	3 1%	5 1%
Mean score	**0.3**	0.22	0.38 B	0.54 GHI*	0.55 GHI	0.44 HI	0.26	0.09	0.07	0.15	0.42 JN	0.3	0.32	0.29 J	0.31
Standard Deviation	**1.069**	1.06	1.072	0.867	1.015	1.004	1.142	1.126	1.079	1.085	0.994	1.089	1.097	1.047	1.093
Standard Error	**0.034**	0.048	0.047	0.076	0.08	0.083	0.085	0.091	0.072	0.069	0.06	0.081	0.065	0.046	0.05

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**473** **47%**	102 47%	175 43%	91 53%	104 51%	147 53% U	326 45%
I definitely agree (2)	**112** **11%**	27 12%	44 11%	19 11%	22 11%	36 13%	76 11%
I tend to agree (1)	**361** **36%**	76 35%	131 33%	72 42%	82 40%	112 40%	250 35%
I neither agree nor disagree (0)	**299** **30%**	70 32%	120 30%	48 28%	60 29%	78 28%	221 31%
Net: Disagree	**221** **22%**	46 21%	105 26% R	31 18%	40 19%	52 19%	169 23%
I tend to disagree (-1)	**156** **16%**	29 13%	75 19%	21 12%	31 15%	40 14%	116 16%
I definitely disagree (-2)	**65** **6%**	16 7%	30 7%	10 6%	9 4%	12 4%	52 7%
Don't know	**8** **1%**	1 1%	3 1%	3 2%	1 *	3 1%	5 1%
Mean score	**0.3**	0.31	0.21	0.41 Q	0.38	0.43 U	0.25
Standard Deviation	**1.069**	1.085	1.098	1.029	1.015	1.027	1.081
Standard Error	**0.034**	0.073	0.055	0.079	0.071	0.062	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**473** **47%**	122 50% D	331 48% D	20 31% *	292 50%	181 44%	97 60% HI	137 46%	52 45%	299 48%	162 47%	11 40% **	142 55% O	82 45%	150 42%	97 49%	320 46%	153 50%
I definitely agree (2)	**112** **11%**	25 10%	84 12%	3 4% *	71 12%	41 10%	33 21% HI	24 8%	12 10%	75 12%	34 10%	3 10% **	40 16% OP	21 12%	34 10%	15 7%	78 11%	33 11%
I tend to agree (1)	**361** **36%**	98 40%	247 36%	17 27% *	221 38%	140 34%	64 40%	113 38%	40 35%	224 36%	128 37%	8 30% **	101 39%	61 34%	115 33%	82 42% O	242 35%	120 40%
I neither agree nor disagree (0)	**299** **30%**	61 25%	209 30%	28 45% BC*	167 29%	132 32%	35 22%	88 30%	41 35% G	179 28%	111 32%	9 30% **	69 27%	53 29%	111 31%	62 31%	200 29%	98 32%
Net: Disagree	**221** **22%**	57 23%	149 21%	15 24% *	123 21%	98 24%	27 17%	70 23%	23 20%	145 23%	67 20%	8 29% **	47 18%	44 25%	89 25%	37 19%	173 25% R	47 16%
I tend to disagree (-1)	**156** **16%**	44 18%	101 15%	11 17% *	92 16%	64 15%	18 11%	55 18%	17 15%	95 15%	53 16%	7 26% **	38 15%	31 17%	57 16%	30 15%	123 18% R	33 11%
I definitely disagree (-2)	**65** **6%**	13 5%	47 7%	4 7% *	30 5%	34 8%	8 5%	15 5%	5 5%	50 8% K	14 4%	1 3% **	10 4%	13 7%	32 9% MP	7 4%	50 7%	14 5%
Don't know	**8** **1%**	4 2%	4 1%	- - *	4 1%	4 1%	2 1%	2 1%	- -	6 1%	2 1%	- - **	- -	1 1%	5 1%	2 1%	4 1%	4 1%
Mean score	**0.3**	0.32	0.32	0.05 *	0.36 F	0.22	0.6 HI	0.26	0.31	0.29	0.34	0.18 **	0.48 NO	0.25	0.18	0.34	0.25	0.42 Q
Standard Deviation	**1.069**	1.057	1.082	0.944	1.052	1.088	1.102	1.017	1.004	1.109	0.992	1.054	1.042	1.105	1.108	0.951	1.098	0.988
Standard Error	**0.034**	0.068	0.041	0.119	0.044	0.054	0.087	0.059	0.093	0.044	0.054	0.199	0.065	0.083	0.059	0.068	0.042	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**473** **47%**	68 50%	404 47%
I definitely agree (2)	**112** **11%**	17 12%	95 11%
I tend to agree (1)	**361** **36%**	51 37%	310 36%
I neither agree nor disagree (0)	**299** **30%**	39 28%	259 30%
Net: Disagree	**221** **22%**	28 20%	193 22%
I tend to disagree (-1)	**156** **16%**	19 14%	137 16%
I definitely disagree (-2)	**65** **6%**	9 6%	56 6%
Don't know	**8** **1%**	2 1%	6 1%
Mean score	**0.3**	0.36	0.29
Standard Deviation	**1.069**	1.076	1.068
Standard Error	**0.034**	0.092	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**473** **47%**	116 43%	346 49% E	210 51%	263 44%	46 51% *	50 50% *	106 51%	219 42%	130 48%	110 63% LM	97 52%	60 50%
I definitely agree (2)	**112** **11%**	29 11%	79 11%	49 12%	62 11%	20 22% GH*	7 7% *	21 10%	38 7%	30 11%	39 22% L	24 13%	16 14%
I tend to agree (1)	**361** **36%**	88 33%	268 38%	160 39%	201 34%	26 29% *	43 43% *	85 41%	181 34%	99 37%	71 41%	73 39%	44 36%
I neither agree nor disagree (0)	**299** **30%**	83 31%	209 29%	119 29%	180 30%	30 34% *	29 30% *	56 27%	145 28%	105 39% I	39 22%	54 29%	31 26%
Net: Disagree	**221** **22%**	70 26%	148 21%	77 19%	144 24% D	10 11% *	20 20% *	44 21%	156 30% J	35 13%	25 14%	33 18%	27 22%
I tend to disagree (-1)	**156** **16%**	44 16%	111 16%	59 15%	97 16%	6 7% *	14 14% *	38 19% F	105 20% J	28 10%	21 12%	25 13%	21 18%
I definitely disagree (-2)	**65** **6%**	26 10% C	37 5%	17 4%	47 8% D	4 4% *	6 6% *	6 3%	51 10% J	8 3%	4 2%	8 4%	5 4%
Don't know	**8** **1%**	- -	8 1%	4 1%	4 1%	4 4% H*	- - *	- -	6 1%	- -	1 1%	2 1%	2 2%
Mean score	**0.3**	0.18	0.34 B	0.41 E	0.23	0.6 *	0.31 *	0.37	0.1	0.43 I	0.69 LM	0.44	0.38
Standard Deviation	**1.069**	1.127	1.039	1.018	1.097	1.058	1.011	0.995	1.108	0.922	1.03	1.022	1.076
Standard Error	**0.034**	0.069	0.039	0.051	0.045	0.114	0.102	0.069	0.049	0.056	0.078	0.075	0.099

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating things like cakes, biscuits, chocolates or sweets makes me feel good

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**473** **47%**	128 55% E	83 52%	60 55%	390 46%
I definitely agree (2)	**112** **11%**	38 16% E	23 14%	14 13%	89 11%
I tend to agree (1)	**361** **36%**	90 39%	61 38%	45 42%	301 36%
I neither agree nor disagree (0)	**299** **30%**	65 28%	39 25%	27 25%	259 31%
Net: Disagree	**221** **22%**	39 17%	33 21%	20 19%	188 22% B
I tend to disagree (-1)	**156** **16%**	25 11%	22 14%	15 14%	134 16% B
I definitely disagree (-2)	**65** **6%**	14 6%	11 7%	6 5%	53 6%
Don't know	**8** **1%**	- -	4 2%	2 1%	4 1%
Mean score	**0.3**	0.49 E	0.4	0.45 *	0.28
Standard Deviation	**1.069**	1.075	1.119	1.056	1.059
Standard Error	**0.034**	0.071	0.09	0.102	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**738** **74%**	364 75%	375 73%	85 64% *	114 70%	102 69%	134 74%	125 82% DEF	180 80% DEF	200 80% LMO	202 73%	132 71%	205 71%	402 77% O	336 71%
I definitely agree (2)	**343** **34%**	171 35%	172 34%	35 27% *	48 29%	38 26%	69 38% F	67 44% DEF	86 38% F	96 38% M	100 36%	62 33%	86 30%	196 37% M	148 31%
I tend to agree (1)	**395** **39%**	192 40%	202 39%	49 37% *	66 41%	64 43%	64 36%	58 38%	93 42%	105 42%	102 37%	70 38%	118 41%	207 39%	188 40%
I neither agree nor disagree (0)	**184** **18%**	88 18%	96 19%	34 26% HI*	31 19%	37 25% HI	35 19%	20 13%	28 12%	31 12%	53 19% J	42 23% J	58 20% J	84 16% J	100 21% J
Net: Disagree	**50** **5%**	25 5%	25 5%	6 5% *	13 8% H	8 5%	7 4%	3 2%	14 6%	12 5%	12 4%	8 5%	18 6%	24 5%	26 5%
I tend to disagree (-1)	**38** **4%**	18 4%	20 4%	6 5% *	13 8% GH	5 3%	4 2%	3 2%	8 4%	8 3%	10 4%	8 5%	11 4%	19 4%	20 4%
I definitely disagree (-2)	**12** **1%**	8 2%	4 1%	- - *	- -	3 2%	3 2%	- -	6 3%	4 1%	2 1%	- -	6 2%	6 1%	6 1%
Don't know	**28** **3%**	9 2%	18 4%	8 6% *	5 3%	1 1%	6 3%	5 3%	4 2%	7 3%	8 3%	3 2%	10 3%	15 3%	13 3%
Mean score	**1.05**	1.05	1.05	0.91 *	0.95	0.88	1.1 F	1.29 DEFG	1.11 F	1.15 MO	1.08	1.02	0.95	1.11 MO	0.98
Standard Deviation	**0.899**	0.915	0.885	0.867	0.91	0.906	0.912	0.762	0.941	0.878	0.888	0.87	0.939	0.883	0.912
Standard Error	**0.029**	0.042	0.04	0.078	0.073	0.075	0.069	0.063	0.063	0.056	0.054	0.064	0.056	0.039	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**738**	174	300	112	153	182	556
	74%	80% R	74% R	64%	75%	65%	77% T
I definitely agree (2)	**343**	81	144	49	69	84	260
	34%	37%	36%	28%	34%	30%	36%
I tend to agree (1)	**395**	93	156	62	84	98	297
	39%	43%	39%	36%	41%	35%	41%
I neither agree nor disagree (0)	**184**	35	69	42	38	72	112
	18%	16%	17%	24%	19%	26% U	16%
Net: Disagree	**50**	5	22	15	8	15	35
	5%	2%	5%	9% P	4%	5%	5%
I tend to disagree (-1)	**38**	3	14	13	8	15	23
	4%	1%	4%	8% P	4%	5%	3%
I definitely disagree (-2)	**12**	2	8	2	-	-	12
	1%	1%	2%	1%	-	-	2%
Don't know	**28**	5	12	4	6	11	17
	3%	2%	3%	2%	3%	4%	2%
Mean score	**1.05**	1.16 R	1.06 R	0.85	1.08 R	0.93	1.09 T
Standard Deviation	**0.899**	0.815	0.933	0.971	0.832	0.896	0.897
Standard Error	**0.029**	0.056	0.047	0.075	0.059	0.055	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**738**	174	517	47	447	291	132	228	79	479	237	22	194	126	279	133	544	195
	74%	71%	75%	75% *	76% F	70%	82% I	77%	68%	76% K	69%	77% **	75%	70%	79% NP	67%	78% R	64%
I definitely agree (2)	**343**	80	241	22	217	127	74	95	42	231	103	9	84	59	136	60	263	80
	34%	33%	35%	36% *	37% F	31%	46% H	32%	36%	37% K	30%	33% **	32%	33%	38%	30%	38% R	26%
I tend to agree (1)	**395**	94	276	25	230	165	58	133	37	248	135	12	110	67	143	73	280	115
	39%	38%	40%	40% *	39%	40%	36%	45% I	32%	39%	39%	44% **	43%	37%	40%	37%	40%	38%
I neither agree nor disagree (0)	**184**	48	124	13	95	88	20	49	23	100	79	5	45	30	57	49	109	75
	18%	19%	18%	20% *	16%	21%	12%	17%	20%	16%	23% J	17% **	18%	17%	16%	25% O	16%	25% Q
Net: Disagree	**50**	12	36	2	32	18	8	12	12	33	16	1	14	18	12	6	32	18
	5%	5%	5%	3% *	5%	4%	5%	4%	10% H	5%	5%	3% **	6%	10% OP	3%	3%	5%	6%
I tend to disagree (-1)	**38**	10	26	2	26	12	6	11	9	26	11	1	11	13	9	5	27	11
	4%	4%	4%	3% *	4%	3%	4%	4%	8%	4%	3%	3% **	4%	7% OP	2%	2%	4%	4%
I definitely disagree (-2)	**12**	2	10	-	6	6	2	1	3	7	5	-	3	5	3	1	5	7
	1%	1%	1%	- *	1%	1%	1%	*	3%	1%	1%	- **	1%	3%	1%	1%	1%	2%
Don't know	**28**	12	15	1	11	17	1	8	2	17	10	1	5	6	7	10	12	15
	3%	5%	2%	1% *	2%	4%	1%	3%	1%	3%	3%	3% **	2%	3%	2%	5%	2%	5% Q
Mean score	**1.05**	1.02	1.05	1.09 *	1.09	0.99	1.22 I	1.08	0.93	1.09 K	0.96	1.1 **	1.03	0.93	1.15 NP	0.99	1.12 R	0.87
Standard Deviation	**0.899**	0.898	0.906	0.834	0.901	0.894	0.904	0.819	1.062	0.9	0.9	0.808	0.894	1.038	0.843	0.854	0.87	0.943
Standard Error	**0.029**	0.059	0.035	0.106	0.038	0.045	0.071	0.048	0.099	0.036	0.049	0.155	0.056	0.079	0.045	0.062	0.033	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**738**	100	639
	74%	73%	74%
I definitely agree (2)	**343**	43	301
	34%	31%	35%
I tend to agree (1)	**395**	57	338
	39%	42%	39%
I neither agree nor disagree (0)	**184**	26	157
	18%	19%	18%
Net: Disagree	**50**	7	43
	5%	5%	5%
I tend to disagree (-1)	**38**	6	32
	4%	4%	4%
I definitely disagree (-2)	**12**	1	11
	1%	1%	1%
Don't know	**28**	4	24
	3%	3%	3%
Mean score	**1.05**	1.01	1.06
Standard Deviation	**0.899**	0.882	0.902
Standard Error	**0.029**	0.076	0.031

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	738 74%	200 74%	526 74%	306 75%	433 73%	63 70% *	79 80% *	155 75%	414 79% J	182 67%	125 72%	119 64%	76 63%
I definitely agree (2)	343 34%	104 39%	237 33%	144 35%	200 34%	31 34% *	33 34% *	75 36%	208 39% J	64 24%	62 35%	55 29%	37 30%
I tend to agree (1)	395 39%	96 35%	290 41%	162 40%	233 39%	32 36% *	46 46% *	80 39%	206 39%	118 44%	63 36%	64 34%	39 33%
I neither agree nor disagree (0)	184 18%	50 19%	127 18%	66 16%	117 20%	19 21% G*	8 8% *	38 18% G	78 15%	63 23% I	37 21%	50 27%	32 27%
Net: Disagree	50 5%	12 4%	38 5%	23 6%	27 5%	5 5% *	7 7% *	11 5%	22 4%	19 7%	7 4%	11 6%	7 5%
I tend to disagree (-1)	38 4%	10 4%	28 4%	18 4%	20 3%	4 4% *	7 7% *	7 3%	17 3%	17 6%	3 2%	11 6%	7 5%
I definitely disagree (-2)	12 1%	2 1%	10 1%	5 1%	7 1%	1 1% *	- - *	4 2%	5 1%	2 1%	4 2%	- -	- -
Don't know	28 3%	8 3%	20 3%	13 3%	15 3%	3 4% *	6 6% *	4 2%	13 2%	6 2%	6 3%	7 4%	6 5%
Mean score	1.05	1.11	1.03	1.07	1.04	1.02 *	1.13 *	1.06	1.16 J	0.85	1.04	0.91	0.92 *
Standard Deviation	0.899	0.895	0.905	0.909	0.892	0.93	0.845	0.927	0.866	0.89	0.933	0.905	0.911
Standard Error	0.029	0.055	0.034	0.046	0.037	0.1	0.088	0.065	0.038	0.055	0.072	0.068	0.085

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I think there are too many children who are not a healthy weight for their age and height

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**738**	161	123	84	615
	74%	69%	77%	77%	73%
I definitely agree (2)	**343**	63	61	43	283
	34%	27%	38% B	39% B	34% B
I tend to agree (1)	**395**	98	63	41	332
	39%	42%	39%	38%	40%
I neither agree nor disagree (0)	**184**	48	27	19	157
	18%	21%	17%	17%	19%
Net: Disagree	**50**	17	6	5	44
	5%	7%	4%	4%	5%
I tend to disagree (-1)	**38**	14	5	4	33
	4%	6%	3%	3%	4%
I definitely disagree (-2)	**12**	3	1	1	11
	1%	1%	1%	1%	1%
Don't know	**28**	7	3	1	25
	3%	3%	2%	1%	3%
Mean score	**1.05**	0.9	1.14	1.12	1.03
			B	B	B
Standard Deviation	**0.899**	0.924	0.854	0.888	0.907
Standard Error	**0.029**	0.062	0.068	0.085	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**762**	375	387	94	117	108	140	118	187	206	205	138	213	412	350
	76%	77%	76%	71%	72%	73%	77%	78%	83%	83%	75%	74%	73%	78%	74%
				*					DEF	KMNO				K	
I definitely agree (2)	**331**	177	154	30	47	51	68	50	85	102	84	59	86	186	145
	33%	36%	30%	22%	29%	35%	38%	33%	38%	41%	31%	32%	30%	35%	30%
		C		*			D		D	KMNO				K	
I tend to agree (1)	**432**	198	234	64	70	56	71	68	102	105	121	79	127	226	206
	43%	41%	46%	48%	43%	38%	40%	45%	45%	42%	44%	43%	44%	43%	43%
				*											
I neither agree nor disagree (0)	**160**	75	85	17	33	28	28	24	30	26	40	33	60	67	93
	16%	15%	17%	13%	20%	19%	16%	16%	13%	11%	15%	18%	21%	13%	20%
				*									JN		JN
Net: Disagree	**47**	28	20	10	11	10	9	5	3	8	16	11	12	24	23
	5%	6%	4%	7%	7%	6%	5%	4%	1%	3%	6%	6%	4%	5%	5%
				I*	I	I	I								
I tend to disagree (-1)	**33**	19	14	8	10	5	5	2	3	6	13	7	7	19	14
	3%	4%	3%	6%	6%	4%	3%	1%	1%	2%	5%	4%	3%	4%	3%
				I*	HI										
I definitely disagree (-2)	**14**	9	6	2	1	4	4	4	-	3	3	5	4	5	9
	1%	2%	1%	1%	1%	3%	2%	2%	-	1%	1%	2%	2%	1%	2%
				*		I									
Don't know	**31**	9	21	12	2	2	4	5	6	9	13	3	5	22	9
	3%	2%	4%	9%	1%	2%	2%	3%	2%	3%	5%	2%	2%	4%	2%
				EFGI*							O			O	
Mean score	**1.06**	1.08	1.05	0.93	0.94	1	1.1	1.08	1.23	1.23	1.04	0.99	0.99	1.13	0.99
				*					DEF	KLMNO				KMO	
Standard Deviation	**0.879**	0.92	0.837	0.878	0.896	0.982	0.922	0.88	0.724	0.822	0.879	0.94	0.87	0.857	0.897
Standard Error	**0.028**	0.042	0.038	0.08	0.071	0.082	0.069	0.073	0.049	0.053	0.054	0.07	0.052	0.038	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**762** **76%**	168 77%	315 78%	126 73%	153 75%	201 72%	561 78%
I definitely agree (2)	**331** **33%**	75 34%	147 36% R	47 27%	61 30%	75 27%	256 36% T
I tend to agree (1)	**432** **43%**	93 42%	168 42%	79 45%	92 45%	127 45%	305 42%
I neither agree nor disagree (0)	**160** **16%**	41 19%	61 15%	26 15%	31 15%	49 18%	110 15%
Net: Disagree	**47** **5%**	8 3%	17 4%	12 7%	11 6%	20 7%	28 4%
I tend to disagree (-1)	**33** **3%**	6 3%	11 3%	8 5%	8 4%	15 5%	18 3%
I definitely disagree (-2)	**14** **1%**	2 1%	6 1%	4 2%	3 1%	5 2%	9 1%
Don't know	**31** **3%**	2 1%	10 2%	10 6% P	8 4%	9 3%	21 3%
Mean score	**1.06**	1.08	1.12	0.97	1.02	0.93	1.12 T
Standard Deviation	**0.879**	0.849	0.874	0.921	0.883	0.918	0.858
Standard Error	**0.028**	0.058	0.044	0.072	0.063	0.056	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**762** **76%**	188 77%	527 76%	47 74% *	469 80% F	293 71%	134 83% I	247 83% I	81 70%	478 76%	262 76%	23 80% **	196 76%	123 68%	293 83% MNP	144 73%	551 79% R	211 70%
I definitely agree (2)	**331** **33%**	80 33%	234 34%	17 26% *	209 36%	122 29%	63 39%	94 32%	46 40%	212 34%	108 32%	10 36% **	76 30%	52 29%	140 40% MNP	59 30%	248 36% R	83 27%
I tend to agree (1)	**432** **43%**	109 44%	293 42%	30 48% *	260 44%	171 41%	71 44% I	153 52% I	34 30%	265 42%	154 45%	12 44% **	119 46%	71 39%	153 43%	85 43%	303 43%	129 42%
I neither agree nor disagree (0)	**160** **16%**	38 16%	109 16%	12 19% *	80 14%	79 19% E	15 9%	35 12%	28 24% GH	104 17%	52 15%	3 11% **	45 17%	37 21% O	42 12%	34 17%	96 14%	64 21% Q
Net: Disagree	**47** **5%**	11 5%	33 5%	3 5% *	28 5%	19 5%	13 8%	11 4%	4 3%	30 5%	18 5%	- - **	13 5%	15 8% O	12 3%	8 4%	31 4%	16 5%
I tend to disagree (-1)	**33** **3%**	7 3%	24 3%	2 3% *	21 4%	12 3%	8 5%	10 3%	3 2%	25 4%	8 2%	- - **	6 2%	10 6%	10 3%	7 4%	23 3%	11 4%
I definitely disagree (-2)	**14** **1%**	4 2%	9 1%	1 2% *	7 1%	8 2%	5 3%	1 *	1 1%	5 1%	9 3% J	- - **	7 3%	5 3%	2 1%	1 *	9 1%	6 2%
Don't know	**31** **3%**	7 3%	22 3%	1 1% *	8 1%	23 5% E	- -	4 1%	4 4%	17 3%	11 3%	3 9% **	5 2%	6 3%	8 2%	12 6% MO	19 3%	11 4%
Mean score	**1.06**	1.06	1.07	0.95 *	1.11 F	0.99	1.11	1.12	1.1	1.07	1.03	1.28 **	1	0.88	1.21 MNP	1.04	1.12 R	0.94
Standard Deviation	**0.879**	0.878	0.88	0.876	0.86	0.901	0.965	0.773	0.907	0.866	0.914	0.675	0.905	0.988	0.803	0.834	0.862	0.904
Standard Error	**0.028**	0.057	0.034	0.111	0.036	0.046	0.076	0.045	0.086	0.035	0.05	0.133	0.057	0.075	0.043	0.061	0.033	0.053

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**762** **76%**	101 73%	661 77%
I definitely agree (2)	**331** **33%**	44 32%	287 33%
I tend to agree (1)	**432** **43%**	57 42%	374 43%
I neither agree nor disagree (0)	**160** **16%**	19 14%	141 16%
Net: Disagree	**47** **5%**	10 7%	38 4%
I tend to disagree (-1)	**33** **3%**	8 6%	25 3%
I definitely disagree (-2)	**14** **1%**	2 1%	12 1%
Don't know	**31** **3%**	8 6%	23 3%
Mean score	**1.06**	1.02	1.07
Standard Deviation	**0.879**	0.93	0.871
Standard Error	**0.028**	0.082	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**762**	207	545	321	441	65	72	172	427	190	130	136	86
	76%	77%	77%	79%	75%	72% *	73% *	83%	81% J	70%	74%	73%	71%
I definitely agree (2)	**331**	95	233	139	192	25	31	77	193	62	64	46	28
	33%	35%	33%	34%	32%	28% *	31% *	37%	37% J	23%	37% LM	25%	24%
I tend to agree (1)	**432**	113	312	182	249	40	41	95	234	127	66	90	57
	43%	42%	44%	45%	42%	45% *	41% *	46%	44%	47%	38%	48% K	48%
I neither agree nor disagree (0)	**160**	47	105	53	107	13	18	21	61	63	28	30	19
	16%	17%	15%	13%	18% D	15% *	19% *	10%	12%	23% I	16%	16%	16%
Net: Disagree	**47**	9	38	22	25	9	3	10	21	13	12	15	11
	5%	3%	5%	5%	4%	10% *	3% *	5%	4%	5%	7%	8%	9%
I tend to disagree (-1)	**33**	8	25	18	16	7	3	7	15	9	7	12	8
	3%	3%	3%	4%	3%	8% *	3% *	4%	3%	3%	4%	6%	7%
I definitely disagree (-2)	**14**	1	13	5	9	2	-	3	6	4	5	3	2
	1%	*	2%	1%	2%	2% *	- *	1%	1%	1%	3%	2%	2%
Don't know	**31**	7	24	12	19	2	6	4	18	4	6	4	4
	3%	2%	3%	3%	3%	3% *	6% *	2%	3%	1%	3%	2%	4%
Mean score	**1.06**	1.11	1.06	1.09	1.04	0.9 *	1.07 *	1.16 F	1.17 J	0.88	1.05	0.9	0.88 *
Standard Deviation	**0.879**	0.823	0.898	0.874	0.882	0.99	0.816	0.85	0.833	0.854	0.976	0.913	0.932
Standard Error	**0.028**	0.051	0.034	0.044	0.037	0.106	0.084	0.06	0.037	0.052	0.075	0.068	0.087

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - There are too many people who eat unhealthily in Scotland

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**762** **76%**	166 72%	129 81% B	88 81%	633 75%
I definitely agree (2)	**331** **33%**	64 28%	69 43% BE	49 45% BE	262 31%
I tend to agree (1)	**432** **43%**	102 44%	61 38%	39 36%	371 44%
I neither agree nor disagree (0)	**160** **16%**	49 21% CD	15 10%	11 10%	144 17% C
Net: Disagree	**47** **5%**	11 5%	11 7%	9 8%	37 4%
I tend to disagree (-1)	**33** **3%**	8 3%	7 5%	6 6%	26 3%
I definitely disagree (-2)	**14** **1%**	3 1%	4 2%	3 3%	11 1%
Don't know	**31** **3%**	6 2%	3 2%	1 1%	27 3%
Mean score	**1.06**	0.96	1.18 B	1.16 B	1.04
Standard Deviation	**0.879**	0.875	0.955	1.002	0.862
Standard Error	**0.028**	0.058	0.077	0.097	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**635** **64%**	271 56%	365 71% B	93 70% I*	112 69% I	93 63%	115 64%	95 63%	127 57%	166 67%	185 67% O	112 61%	172 59%	352 67% MO	284 60%
I definitely agree (2)	**193** **19%**	71 15%	122 24% B	32 24% *	35 22%	28 19%	36 20%	26 17%	36 16%	54 21%	59 21%	36 19%	45 16%	113 21%	81 17%
I tend to agree (1)	**442** **44%**	199 41%	243 47%	61 46% *	77 47%	66 45%	79 44%	70 46%	91 40%	113 45%	126 46%	77 41%	127 44%	239 46%	203 43%
I neither agree nor disagree (0)	**278** **28%**	163 33% C	116 23%	29 22% *	37 23%	38 26%	46 25%	48 32%	80 36% DEG	71 28%	66 24%	53 29%	89 31%	137 26%	142 30%
Net: Disagree	**78** **8%**	49 10% C	29 6%	7 6% *	13 8%	15 10%	18 10%	8 5%	16 7%	11 4%	20 7%	18 10% J	29 10% J	31 6%	47 10% JN
I tend to disagree (-1)	**51** **5%**	30 6%	20 4%	6 5% *	9 6%	11 7%	8 4%	3 2%	13 6%	7 3%	16 6%	11 6%	16 6%	23 4%	27 6%
I definitely disagree (-2)	**27** **3%**	19 4%	9 2%	1 1% *	4 2%	4 3%	10 6% I	5 3%	3 1%	4 1%	4 1%	7 4%	12 4% N	8 1%	20 4% N
Don't know	**9** **1%**	5 1%	4 1%	4 3% *	- -	1 1%	2 1%	- -	2 1%	2 1%	4 2%	2 1%	1 *	6 1%	3 1%
Mean score	**0.73**	0.57	0.88 B	0.9 I*	0.8	0.69	0.69	0.71	0.65	0.83 MO	0.81 MO	0.67	0.61	0.82 MO	0.63
Standard Deviation	**0.924**	0.95	0.874	0.863	0.929	0.954	1.026	0.886	0.868	0.851	0.891	0.986	0.961	0.871	0.97
Standard Error	**0.029**	0.043	0.039	0.076	0.073	0.079	0.077	0.072	0.058	0.054	0.054	0.073	0.057	0.038	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**635**	137	251	105	143	190	446
	64%	62%	62%	61%	70%	68%	62%
I definitely agree (2)	**193**	43	75	33	42	56	138
	19%	19%	19%	19%	21%	20%	19%
I tend to agree (1)	**442**	94	176	72	101	134	308
	44%	43%	44%	41%	49%	48%	43%
I neither agree nor disagree (0)	**278**	58	114	52	54	72	206
	28%	27%	28%	30%	26%	26%	29%
Net: Disagree	**78**	24	33	15	6	16	62
	8%	11% S	8% S	8% S	3%	6%	9%
I tend to disagree (-1)	**51**	17	21	10	3	10	40
	5%	8% S	5% S	6% S	1%	4%	6%
I definitely disagree (-2)	**27**	7	13	4	3	6	21
	3%	3%	3%	2%	1%	2%	3%
Don't know	**9**	-	5	2	2	2	7
	1%	-	1%	1%	1%	1%	1%
Mean score	**0.73**	0.67	0.7	0.7	0.87 PQ	0.8	0.7
Standard Deviation	**0.924**	0.983	0.94	0.933	0.806	0.871	0.943
Standard Error	**0.029**	0.066	0.047	0.071	0.057	0.052	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**635** **64%**	153 62%	445 64%	38 60% *	405 69% F	230 56%	128 79% I	214 72% I	59 51%	418 66% K	205 60%	12 42% **	153 59%	103 57%	249 70% MN	130 66%	480 69% R	156 51%
I definitely agree (2)	**193** **19%**	44 18%	137 20%	13 20% *	116 20%	78 19%	59 37% HI	45 15%	10 9%	140 22% K	52 15%	1 3% **	43 17%	25 14%	88 25% MN	37 19%	158 23% R	35 12%
I tend to agree (1)	**442** **44%**	109 44%	308 45%	25 40% *	289 49% F	153 37%	69 43%	169 57% GI	49 42%	278 44%	153 45%	11 39% **	110 43%	78 43%	161 45%	93 47%	322 46%	120 40%
I neither agree nor disagree (0)	**278** **28%**	68 28%	187 27%	23 36% *	143 24%	135 33% E	26 16%	69 23%	43 37% GH	156 25%	107 31% J	15 52% **	80 31%	53 30%	88 25%	51 26%	173 25%	105 35% Q
Net: Disagree	**78** **8%**	20 8%	56 8%	2 3% *	36 6%	42 10% E	7 5%	14 5%	14 12% H	52 8%	24 7%	2 6% **	23 9% O	23 13% O	15 4%	15 7%	40 6%	37 12% Q
I tend to disagree (-1)	**51** **5%**	16 7%	32 5%	2 3% *	20 3%	30 7% E	5 3%	9 3%	6 5%	33 5%	16 5%	2 6% **	14 6%	12 7%	10 3%	13 6%	31 4%	19 6%
I definitely disagree (-2)	**27** **3%**	4 2%	23 3%	- - *	15 3%	12 3%	2 1%	5 2%	8 7% GH	19 3%	8 2%	- - **	9 3%	11 6% OP	5 1%	2 1%	9 1%	18 6% Q
Don't know	**9** **1%**	4 2%	5 1%	- - *	2 *	7 2%	- -	1 *	1 1%	2 *	6 2% J	- - **	2 1%	1 1%	3 1%	2 1%	4 1%	4 1%
Mean score	**0.73**	0.72	0.73	0.78 *	0.81 F	0.62	1.1 HI	0.81 I	0.41	0.78	0.67	0.39 **	0.64	0.52	0.9 MN	0.77 N	0.85 R	0.46
Standard Deviation	**0.924**	0.896	0.945	0.813	0.883	0.971	0.88	0.789	0.965	0.956	0.875	0.663	0.943	1.019	0.857	0.867	0.869	0.99
Standard Error	**0.029**	0.058	0.036	0.103	0.037	0.048	0.069	0.046	0.09	0.038	0.048	0.125	0.059	0.076	0.046	0.062	0.033	0.057

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**635** **64%**	91 67%	544 63%
I definitely agree (2)	**193** **19%**	24 17%	170 20%
I tend to agree (1)	**442** **44%**	68 49%	374 43%
I neither agree nor disagree (0)	**278** **28%**	32 23%	247 29%
Net: Disagree	**78** **8%**	13 10%	64 7%
I tend to disagree (-1)	**51** **5%**	11 8%	39 5%
I definitely disagree (-2)	**27** **3%**	2 1%	25 3%
Don't know	**9** **1%**	1 1%	8 1%
Mean score	**0.73**	0.73	0.73
Standard Deviation	**0.924**	0.896	0.929
Standard Error	**0.029**	0.077	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**635**	161	464	276	359	52	65	150	389	137	94	126	81
	64%	60%	65%	68% E	61%	57% *	65% *	72% F	74% J	51%	54%	68% K	68% K
I definitely agree (2)	**193**	46	145	74	119	19	18	34	127	32	28	34	24
	19%	17%	20%	18%	20%	21% *	19% *	16%	24% J	12%	16%	18%	20%
I tend to agree (1)	**442**	115	319	202	240	32	46	116	262	104	67	92	57
	44%	43%	45%	49% E	41%	36% *	47% *	56% F	50% J	39%	38%	50% K	48%
I neither agree nor disagree (0)	**278**	87	183	111	167	29	29	51	113	113	43	47	31
	28%	32% C	26%	27%	28%	32% *	29% *	25%	21%	42% I	24%	25%	26%
Net: Disagree	**78**	21	57	20	58	10	6	4	20	20	35	11	8
	8%	8%	8%	5%	10% D	11% H*	6% *	2%	4%	7%	20% LM	6%	6%
I tend to disagree (-1)	**51**	12	38	12	38	6	3	4	12	16	20	8	4
	5%	5%	5%	3%	6% D	6% *	3% *	2%	2%	6% I	11% LM	4%	4%
I definitely disagree (-2)	**27**	9	18	7	20	4	3	-	8	4	15	3	3
	3%	3%	3%	2%	3%	5% H*	3% *	-	2%	1%	9% L	2%	3%
Don't know	**9**	-	9	2	7	-	-	2	4	1	3	1	-
	1%	-	1%	*	1%	- *	- *	1%	1%	*	1%	*	-
Mean score	**0.73**	0.66	0.76	0.8	0.68	0.64 *	0.75 *	0.88 F	0.93 J	0.54	0.42	0.79 K	0.78 K
Standard Deviation	**0.924**	0.93	0.927	0.833	0.981	1.032	0.899	0.693	0.831	0.834	1.153	0.854	0.894
Standard Error	**0.029**	0.057	0.035	0.041	0.041	0.109	0.09	0.048	0.036	0.051	0.088	0.063	0.082

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - Eating healthy food makes me feel good about myself

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**635** **64%**	166 72% E	121 76% E	86 79% E	514 61%
I definitely agree (2)	**193** **19%**	51 22%	45 28% E	31 29% E	148 18%
I tend to agree (1)	**442** **44%**	115 50% E	76 48%	55 50%	366 44%
I neither agree nor disagree (0)	**278** **28%**	49 21%	28 17%	16 14%	251 30% BCD
Net: Disagree	**78** **8%**	17 7%	7 4%	5 5%	71 8%
I tend to disagree (-1)	**51** **5%**	10 4%	6 4%	4 4%	44 5%
I definitely disagree (-2)	**27** **3%**	7 3%	1 1%	1 1%	26 3%
Don't know	**9** **1%**	- -	3 2%	2 2%	5 1%
Mean score	**0.73**	0.83 E	1.02 BE	1.04 BE*	0.68
Standard Deviation	**0.924**	0.924	0.826	0.82	0.932
Standard Error	**0.029**	0.061	0.066	0.079	0.032

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**765**	360	405	98	116	102	144	117	188	207	207	140	211	414	351
	77%	74%	79%	74%	71%	69%	80%	77%	84%	83%	75%	76%	73%	79%	74%
				*			F		DEF	KMNO					
I definitely agree (2)	**298**	146	152	31	37	45	57	49	80	88	84	53	74	172	127
	30%	30%	30%	24%	23%	30%	32%	32%	35%	35%	31%	28%	26%	33%	27%
				*					DE	MO				MO	
I tend to agree (1)	**467**	214	253	66	79	57	87	69	109	119	123	87	137	243	224
	47%	44%	49%	50%	49%	39%	48%	45%	48%	48%	45%	47%	47%	46%	47%
				*											
I neither agree nor disagree (0)	**172**	89	83	27	34	34	27	26	25	29	49	34	60	78	94
	17%	18%	16%	20%	21%	23%	15%	17%	11%	12%	18%	18%	21%	15%	20%
				I*	I	I							JN		J
Net: Disagree	**48**	32	17	3	11	11	6	7	10	10	13	8	17	23	25
	5%	7%	3%	3%	7%	8%	3%	4%	4%	4%	5%	4%	6%	4%	5%
		C		*											
I tend to disagree (-1)	**35**	25	10	3	10	7	3	5	8	7	10	7	10	18	18
	4%	5%	2%	3%	6%	5%	2%	3%	4%	3%	4%	4%	4%	3%	4%
		C		*											
I definitely disagree (-2)	**13**	7	6	-	2	4	3	2	2	3	3	1	6	5	7
	1%	1%	1%	-	1%	3%	2%	1%	1%	1%	1%	1%	2%	1%	2%
				*											
Don't know	**15**	7	8	5	1	1	4	2	2	4	6	3	2	9	5
	1%	1%	2%	4%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%
				*											
Mean score	**1.02**	0.97	1.06	0.98	0.86	0.89	1.09	1.05	1.15	1.14	1.02	1.01	0.91	1.08	0.95
				*			E		EF	MO				MO	
Standard Deviation	**0.86**	0.907	0.811	0.752	0.876	0.992	0.828	0.861	0.815	0.824	0.86	0.828	0.898	0.844	0.872
Standard Error	**0.027**	0.041	0.036	0.067	0.069	0.082	0.062	0.07	0.055	0.052	0.052	0.061	0.053	0.037	0.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	765 77%	169 77%	314 78%	125 72%	157 77%	205 73%	561 78%
I definitely agree (2)	298 30%	74 34%	126 31%	47 27%	51 25%	70 25%	228 32%
I tend to agree (1)	467 47%	95 43%	188 47%	78 45%	105 52%	134 48%	333 46%
I neither agree nor disagree (0)	172 17%	38 17%	55 14%	37 21% Q	42 21% Q	60 22% U	112 16%
Net: Disagree	48 5%	10 5%	25 6%	8 4%	5 3%	12 4%	36 5%
I tend to disagree (-1)	35 4%	8 4%	18 4%	6 3%	4 2%	9 3%	26 4%
I definitely disagree (-2)	13 1%	2 1%	8 2%	2 1%	1 1%	3 1%	10 1%
Don't know	15 1%	2 1%	8 2%	3 2%	1 *	3 1%	12 2%
Mean score	1.02	1.06	1.03	0.96	0.99	0.94	1.05
Standard Deviation	0.86	0.865	0.901	0.864	0.766	0.839	0.866
Standard Error	0.027	0.059	0.045	0.066	0.054	0.05	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Agree	**765** **77%**	183 75%	537 78%	45 72% *	463 79% F	302 73%	143 89% HI	235 79% I	77 67%	494 78%	255 74%	17 59% **	200 77%	134 74%	290 82% P	137 69%	562 81% R	203 67%
I definitely agree (2)	**298** **30%**	71 29%	213 31%	13 21% *	186 32%	112 27%	67 41% HI	89 30%	25 22%	206 33% K	85 25%	7 25% **	65 25%	56 31%	124 35% MP	51 26%	234 34% R	64 21%
I tend to agree (1)	**467** **47%**	112 46%	323 47%	32 51% *	278 47%	189 46%	76 47%	146 49%	52 45%	288 46%	169 49%	10 34% **	135 52%	77 43%	166 47%	86 44%	328 47%	139 46%
I neither agree nor disagree (0)	**172** **17%**	46 19%	110 16%	16 26% *	88 15%	84 20% E	10 6%	47 16% G	30 26% GH	97 15%	67 19%	8 28% **	42 16%	27 15%	52 15%	47 24% NO	102 15%	70 23% Q
Net: Disagree	**48** **5%**	11 4%	36 5%	1 2% *	31 5%	17 4%	8 5%	15 5%	8 7%	30 5%	16 5%	2 7% **	13 5%	15 8% O	12 3%	8 4%	27 4%	21 7%
I tend to disagree (-1)	**35** **4%**	7 3%	27 4%	1 2% *	26 4%	9 2%	6 4%	13 4%	7 6%	21 3%	12 4%	2 7% **	8 3%	11 6%	10 3%	6 3%	24 3%	12 4%
I definitely disagree (-2)	**13** **1%**	4 2%	9 1%	- - *	5 1%	8 2%	2 1%	2 1%	1 1%	9 1%	4 1%	- - **	5 2%	4 2%	2 *	2 1%	4 1%	9 3% Q
Don't know	**15** **1%**	5 2%	9 1%	- - *	3 *	12 3% E	- -	1 *	1 1%	7 1%	5 2%	2 6% **	4 2%	4 2%	1 *	5 3%	6 1%	8 3%
Mean score	**1.02**	1	1.03	0.91 *	1.05	0.97	1.24 HI	1.04 I	0.81	1.06	0.95	0.83 **	0.97	0.97	1.13 MNP	0.92	1.11 R	0.81
Standard Deviation	**0.86**	0.871	0.866	0.74	0.851	0.871	0.829	0.828	0.873	0.869	0.834	0.923	0.85	0.964	0.799	0.855	0.813	0.928
Standard Error	**0.027**	0.056	0.033	0.093	0.035	0.043	0.065	0.048	0.081	0.035	0.045	0.18	0.053	0.073	0.042	0.062	0.031	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**765**	103	662
	77%	75%	77%
I definitely agree (2)	**298**	38	261
	30%	27%	30%
I tend to agree (1)	**467**	66	401
	47%	48%	47%
I neither agree nor disagree (0)	**172**	26	146
	17%	19%	17%
Net: Disagree	**48**	5	43
	5%	4%	5%
I tend to disagree (-1)	**35**	5	30
	4%	4%	3%
I definitely disagree (-2)	**13**	-	13
	1%	-	1%
Don't know	**15**	3	12
	1%	2%	1%
Mean score	**1.02**	1.01	1.02
Standard Deviation	**0.86**	0.797	0.87
Standard Error	**0.027**	0.069	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**765**	213	538	320	445	64	71	174	424	186	136	132	84
	77%	79%	76%	78%	75%	71% *	72% *	84% FG	81% J	69%	78%	71%	70%
I definitely agree (2)	**298**	90	206	126	172	27	31	65	176	60	56	42	23
	30%	33%	29%	31%	29%	30% *	31% *	31%	33% J	22%	32% LM	23%	19%
I tend to agree (1)	**467**	123	332	195	272	37	40	110	249	126	80	90	61
	47%	46%	47%	48%	46%	41% *	41% *	53%	47%	47%	46%	48%	50%
I neither agree nor disagree (0)	**172**	42	126	64	107	19	19	26	71	70	26	44	29
	17%	15%	18%	16%	18%	21% *	19% *	13%	14%	26% I	15%	24% K	24%
Net: Disagree	**48**	12	36	17	31	6	6	5	23	12	10	9	6
	5%	4%	5%	4%	5%	7% *	6% *	2%	4%	4%	6%	5%	5%
I tend to disagree (-1)	**35**	7	29	13	22	4	5	4	18	8	7	7	4
	4%	3%	4%	3%	4%	5% *	5% *	2%	3%	3%	4%	4%	3%
I definitely disagree (-2)	**13**	5	7	4	9	2	1	1	5	4	3	2	2
	1%	2%	1%	1%	1%	2% *	1% *	*	1%	2%	2%	1%	2%
Don't know	**15**	3	12	6	8	1	3	2	7	2	3	1	1
	1%	1%	2%	2%	1%	1% *	3% *	1%	1%	1%	2%	1%	1%
Mean score	**1.02**	1.08	1	1.06	0.99	0.93 *	0.99 *	1.14	1.1 J	0.86	1.04 M	0.88	0.82
Standard Deviation	**0.86**	0.867	0.856	0.832	0.878	0.953	0.915	0.738	0.83	0.853	0.891	0.846	0.849
Standard Error	**0.027**	0.053	0.032	0.042	0.036	0.101	0.093	0.052	0.036	0.052	0.068	0.062	0.078

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know that in Scotland, we have to make some significant changes to what we eat to be more healthy

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**765** **77%**	168 73%	138 87% BE	96 88% BE	627 75%
I definitely agree (2)	**298** **30%**	55 24%	67 42% BE	47 43% BE	231 28%
I tend to agree (1)	**467** **47%**	113 49%	71 45%	49 45%	396 47%
I neither agree nor disagree (0)	**172** **17%**	48 21% CD	17 10%	12 11%	155 18% C
Net: Disagree	**48** **5%**	13 6%	5 3%	1 1%	44 5%
I tend to disagree (-1)	**35** **4%**	7 3%	5 3%	1 1%	31 4%
I definitely disagree (-2)	**13** **1%**	6 3%	- -	- -	13 2%
Don't know	**15** **1%**	2 1%	- -	- -	15 2%
Mean score	**1.02**	0.89	1.26 BE	1.31 BE	0.97
Standard Deviation	**0.86**	0.899	0.761	0.695	0.87
Standard Error	**0.027**	0.059	0.06	0.067	0.03

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Agree	**657**	296	361	88	113	100	117	97	142	174	173	118	192	347	310
	66%	61%	70% B	66% *	69%	68%	65%	64%	63%	70%	63%	64%	66%	66%	65%
I definitely agree (2)	**274**	109	166	42	51	40	45	40	56	76	73	45	80	149	126
	27%	22%	32% B	32% *	32%	27%	25%	27%	25%	30%	27%	24%	28%	28%	26%
I tend to agree (1)	**383**	187	196	45	61	61	72	56	86	98	100	73	112	198	184
	38%	38%	38%	34% *	38%	41%	40%	37%	38%	39%	36%	39%	38%	38%	39%
I neither agree nor disagree (0)	**231**	126	105	25	31	33	40	40	61	50	70	38	72	120	111
	23%	26%	21%	19% *	19%	22%	22%	27%	27%	20%	25%	21%	25%	23%	23%
Net: Disagree	**91**	52	39	14	17	13	18	14	16	21	21	25	24	43	48
	9%	11%	8%	10% *	10%	9%	10%	9%	7%	9%	8%	13%	8%	8%	10%
I tend to disagree (-1)	**59**	32	28	11	15	3	10	9	12	13	16	15	15	29	30
	6%	6%	5%	8% *	9% F	2%	6%	6%	5%	5%	6%	8%	5%	6%	6%
I definitely disagree (-2)	**32**	20	11	3	2	10	8	5	4	8	5	9	9	14	18
	3%	4%	2%	2% *	1%	7% EI	4%	3%	2%	3%	2%	5%	3%	3%	4%
Don't know	**21**	13	8	6	2	1	6	1	6	4	11	4	2	15	6
	2%	3%	2%	5% *	1%	1%	3%	1%	3%	2%	4% MO	2%	1%	3%	1%
Mean score	**0.83**	0.7	0.94	0.89	0.9	0.8	0.78	0.79	0.81	0.9	0.83	0.72	0.83	0.86	0.79
			B	*											
Standard Deviation	**1.01**	1.032	0.975	1.042	0.996	1.081	1.033	1.007	0.938	1.011	0.97	1.089	0.992	0.989	1.031
Standard Error	**0.032**	0.047	0.043	0.093	0.079	0.089	0.078	0.082	0.063	0.064	0.06	0.081	0.058	0.044	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	657 66%	142 65%	257 64%	108 62%	150 73% QR	187 67%	470 65%
I definitely agree (2)	274 27%	52 24%	114 28%	43 25%	65 32%	88 31%	186 26%
I tend to agree (1)	383 38%	90 41%	142 35%	65 38%	85 42%	99 35%	284 39%
I neither agree nor disagree (0)	231 23%	54 25% S	99 25% S	46 26% S	32 16%	60 21%	171 24%
Net: Disagree	91 9%	17 8%	40 10%	15 9%	19 9%	27 10%	63 9%
I tend to disagree (-1)	59 6%	9 4%	28 7%	12 7%	10 5%	18 6%	42 6%
I definitely disagree (-2)	32 3%	8 4%	12 3%	3 2%	9 4%	10 4%	22 3%
Don't know	21 2%	5 2%	7 2%	4 2%	4 2%	6 2%	16 2%
Mean score	0.83	0.79	0.81	0.79	0.93	0.87	0.81
Standard Deviation	1.01	0.984	1.028	0.964	1.037	1.051	0.994
Standard Error	0.032	0.067	0.052	0.074	0.073	0.063	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**657** **66%**	164 67%	452 65%	41 65% *	403 69% F	254 61%	118 73%	209 70%	71 61%	421 67%	218 64%	17 61% **	160 62%	113 63%	242 68%	137 69%	496 71% R	161 53%
I definitely agree (2)	**274** **27%**	76 31%	179 26%	19 31% *	165 28%	110 26%	57 35% I	80 27%	24 21%	191 30% K	80 23%	4 14% **	67 26%	43 24%	98 28%	64 32%	219 31% R	56 18%
I tend to agree (1)	**383** **38%**	87 36%	274 40%	21 34% *	238 41%	145 35%	61 38%	129 43%	46 40%	231 37%	139 40%	13 48% **	93 36%	70 39%	144 41%	72 37%	277 40%	106 35%
I neither agree nor disagree (0)	**231** **23%**	54 22%	157 23%	20 32% *	115 20%	116 28% E	29 18%	54 18%	30 26%	136 22%	86 25%	8 29% **	63 24%	40 22%	82 23%	44 22%	139 20%	92 30% Q
Net: Disagree	**91** **9%**	22 9%	67 10%	2 3% *	59 10%	32 8%	12 8%	31 10%	13 11%	58 9%	30 9%	3 10% **	30 12% O	23 13% OP	24 7%	12 6%	47 7%	44 15% Q
I tend to disagree (-1)	**59** **6%**	15 6%	44 6%	1 1% *	41 7%	18 4%	8 5%	21 7%	9 8%	38 6%	20 6%	2 6% **	18 7%	13 7%	17 5%	10 5%	33 5%	26 9% Q
I definitely disagree (-2)	**32** **3%**	7 3%	23 3%	1 2% *	18 3%	14 3%	4 3%	10 3%	4 3%	20 3%	10 3%	1 3% **	13 5% OP	10 6% OP	6 2%	2 1%	14 2%	18 6% Q
Don't know	**21** **2%**	5 2%	16 2%	- - *	8 1%	13 3%	2 1%	4 1%	2 1%	13 2%	8 2%	- - **	5 2%	4 2%	8 2%	5 2%	16 2%	6 2%
Mean score	**0.83**	0.88	0.8	0.91 *	0.85	0.79	0.99 I	0.84	0.69	0.87	0.77	0.62 **	0.72	0.7	0.89 MN	0.97 MN	0.96 R	0.52
Standard Deviation	**1.01**	1.029	1.012	0.912	1.014	1.004	0.993	1.014	1.001	1.028	0.981	0.922	1.086	1.092	0.934	0.93	0.948	1.079
Standard Error	**0.032**	0.066	0.039	0.115	0.042	0.05	0.079	0.059	0.094	0.041	0.054	0.174	0.068	0.082	0.05	0.067	0.036	0.063

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**657** **66%**	95 69%	562 65%
I definitely agree (2)	**274** **27%**	38 28%	236 27%
I tend to agree (1)	**383** **38%**	57 42%	325 38%
I neither agree nor disagree (0)	**231** **23%**	21 15%	210 24% S
Net: Disagree	**91** **9%**	15 11%	76 9%
I tend to disagree (-1)	**59** **6%**	8 6%	51 6%
I definitely disagree (-2)	**32** **3%**	7 5%	25 3%
Don't know	**21** **2%**	6 4%	15 2%
Mean score	**0.83**	0.85	0.82
Standard Deviation	**1.01**	1.076	1
Standard Error	**0.032**	0.094	0.034

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**657**	177	467	274	383	53	62	149	361	165	112	127	84
	66%	66%	66%	67%	65%	59% *	63% *	72% F	69% J	61%	64%	68%	70%
I definitely agree (2)	**274**	76	193	125	149	26	25	69	155	58	55	57	40
	27%	28%	27%	31%	25%	29% *	25% *	34%	29% J	21%	31%	31%	33%
I tend to agree (1)	**383**	102	273	149	234	27	37	79	206	107	58	70	44
	38%	38%	38%	36%	40%	30% *	38% *	38%	39%	40%	33%	37%	37%
I neither agree nor disagree (0)	**231**	70	154	95	136	28	26	39	106	86	34	35	20
	23%	26%	22%	23%	23%	31% H*	26% *	19%	20%	32% I	20%	19%	17%
Net: Disagree	**91**	21	70	30	60	7	8	15	45	17	25	20	14
	9%	8%	10%	7%	10%	8% *	8% *	7%	8%	6%	14%	11%	12%
I tend to disagree (-1)	**59**	13	47	20	39	4	4	12	32	9	14	14	8
	6%	5%	7%	5%	7%	4% *	4% *	6%	6%	3%	8%	7%	7%
I definitely disagree (-2)	**32**	8	23	10	21	3	4	3	12	9	10	6	6
	3%	3%	3%	3%	4%	4% *	4% *	2%	2%	3%	6%	3%	5%
Don't know	**21**	1	20	9	12	2	3	4	15	1	3	4	1
	2%	*	3% B	2%	2%	2% *	3% *	2%	3% J	*	2%	2%	1%
Mean score	**0.83**	0.84	0.82	0.9	0.78	0.78 *	0.79 *	0.98	0.9 J	0.73	0.77	0.87	0.87
Standard Deviation	**1.01**	0.991	1.023	0.99	1.021	1.046	1.013	0.959	0.986	0.945	1.162	1.049	1.114
Standard Error	**0.032**	0.06	0.039	0.049	0.042	0.112	0.103	0.067	0.044	0.058	0.089	0.078	0.102

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It worries me that unhealthy foods seem to be on price promotion more often than healthy ones

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**657** **66%**	165 71% E	111 70%	77 70%	546 65%
I definitely agree (2)	**274** **27%**	70 30%	55 35% E	42 38% E	219 26%
I tend to agree (1)	**383** **38%**	95 41%	55 35%	35 32%	327 39%
I neither agree nor disagree (0)	**231** **23%**	47 20%	33 21%	23 21%	198 24%
Net: Disagree	**91** **9%**	19 8%	11 7%	8 8%	80 9%
I tend to disagree (-1)	**59** **6%**	13 5%	8 5%	6 5%	52 6%
I definitely disagree (-2)	**32** **3%**	6 3%	4 2%	3 2%	28 3%
Don't know	**21** **2%**	1 *	4 2%	1 1%	18 2%
Mean score	**0.83**	0.91	0.97	0.99	0.8
Standard Deviation	**1.01**	0.98	0.993	1.021	1.011
Standard Error	**0.032**	0.064	0.08	0.098	0.035

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**543** **54%**	242 50%	301 59% B	86 64% HI*	97 60% I	87 59% I	105 58% I	78 51% I	91 41%	129 52%	156 57%	105 57%	154 53%	284 54%	259 55%
I definitely agree (2)	**146** **15%**	53 11%	92 18% B	26 20% I*	34 21% HI	26 18% I	25 14%	17 11%	17 8%	34 14%	41 15%	26 14%	45 16%	75 14%	71 15%
I tend to agree (1)	**398** **40%**	189 39%	208 41%	59 45% *	64 39%	61 41%	80 44% I	61 40%	74 33%	95 38%	115 42%	79 43%	109 38%	210 40%	188 40%
I neither agree nor disagree (0)	**276** **28%**	149 31% C	127 25%	31 23% *	40 25%	37 25%	47 26%	47 31%	75 33%	64 26%	75 27%	49 27%	87 30%	139 27%	137 29%
Net: Disagree	**174** **17%**	92 19%	82 16%	14 11% *	25 15%	23 15%	27 15%	27 18%	58 26% DEFG	56 23% KNO	41 15%	31 17%	46 16%	97 19% K	77 16%
I tend to disagree (-1)	**129** **13%**	68 14%	61 12%	13 9% *	18 11%	13 9%	22 12%	16 11%	48 21% DEFGH	41 16%	34 12%	24 13%	31 11%	75 14%	54 11%
I definitely disagree (-2)	**45** **5%**	24 5%	21 4%	1 1% *	7 5%	9 6%	5 3%	11 7% D	10 5%	15 6%	7 3%	7 4%	16 5%	23 4%	23 5%
Don't know	**6** **1%**	3 1%	4 1%	2 2% *	- -	1 1%	2 1%	- -	1 *	1 *	3 1%	- -	2 1%	4 1%	2 *
Mean score	**0.47**	0.37	0.57 B	0.74 HI*	0.61 HI	0.56 I	0.54 I	0.37	0.18	0.37	0.55 JN	0.5	0.48	0.46 J	0.49
Standard Deviation	**1.037**	1.017	1.048	0.928	1.071	1.088	0.979	1.06	1.004	1.099	0.979	1.01	1.052	1.041	1.035
Standard Error	**0.033**	0.046	0.046	0.081	0.084	0.09	0.073	0.086	0.067	0.07	0.059	0.074	0.062	0.046	0.048

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**543** **54%**	110 50%	204 51%	97 56%	132 65% PQ	177 63% U	367 51%
I definitely agree (2)	**146** **15%**	26 12%	56 14%	29 17%	34 17%	50 18%	95 13%
I tend to agree (1)	**398** **40%**	84 38%	148 37%	68 39%	98 48% Q	126 45% U	272 38%
I neither agree nor disagree (0)	**276** **28%**	58 27%	111 28%	54 31%	53 26%	70 25%	206 29%
Net: Disagree	**174** **17%**	48 22% RS	88 22% RS	20 12%	19 9%	32 11%	142 20% T
I tend to disagree (-1)	**129** **13%**	37 17% RS	67 17% RS	11 7%	14 7%	22 8%	107 15% T
I definitely disagree (-2)	**45** **5%**	11 5%	21 5%	9 5%	5 2%	10 4%	35 5%
Don't know	**6** **1%**	3 2% Q	- -	2 1%	1 *	1 *	6 1%
Mean score	**0.47**	0.36	0.38	0.57 P	0.7 PQ	0.66 U	0.4
Standard Deviation	**1.037**	1.057	1.076	1.014	0.914	0.981	1.05
Standard Error	**0.033**	0.072	0.054	0.077	0.064	0.059	0.039

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**543** **54%**	118 48%	399 58% BD	26 42% *	352 60% F	191 46%	109 68% I	186 63% I	51 44%	344 55%	187 55%	12 44% **	156 60% O	92 51%	169 48%	124 63% NO	407 58% R	136 45%
I definitely agree (2)	**146** **15%**	35 14%	106 15%	4 7% *	90 15%	55 13%	44 27% HI	36 12%	10 9%	101 16%	45 13%	- - **	38 15%	22 12%	44 12%	41 21% NO	109 16%	37 12%
I tend to agree (1)	**398** **40%**	83 34%	293 42% B	22 35% *	262 45% F	136 33%	65 40%	150 50% I	41 36%	243 39%	142 41%	12 44% **	118 46% O	69 39%	125 35%	83 42%	299 43% R	99 33%
I neither agree nor disagree (0)	**276** **28%**	82 33% C	175 25%	20 32% *	140 24%	136 33% E	28 17%	73 24%	34 30% G	164 26%	101 30%	10 37% **	71 27%	47 26%	111 31%	47 24%	172 25%	104 34% Q
Net: Disagree	**174** **17%**	43 17%	115 17%	16 26% *	92 16%	83 20%	24 15%	36 12%	30 26% GH	116 18%	53 15%	5 19% **	32 12%	40 22% MP	74 21% MP	22 11%	114 16%	60 20%
I tend to disagree (-1)	**129** **13%**	36 15%	82 12%	11 18% *	74 13%	55 13%	17 11%	32 11%	25 21% GH	86 14%	39 11%	5 16% **	24 9%	29 16% MP	56 16% MP	16 8%	86 12%	43 14%
I definitely disagree (-2)	**45** **5%**	7 3%	33 5%	5 8% *	17 3%	28 7% E	7 4%	5 2%	6 5%	30 5%	14 4%	1 3% **	8 3%	11 6%	18 5%	7 3%	28 4%	17 6%
Don't know	**6** **1%**	3 1%	4 1%	- - *	2 *	5 1%	- -	2 1%	- -	4 1%	2 1%	- - **	- -	1 1%	1 *	4 2%	3 *	3 1%
Mean score	**0.47**	0.42	0.52 D	0.15 *	0.57 F	0.33	0.76 I	0.61 I	0.22	0.48	0.49	0.22 **	0.6 NO	0.35	0.34	0.71 NO	0.54 R	0.32
Standard Deviation	**1.037**	1.006	1.041	1.069	0.994	1.082	1.101	0.891	1.035	1.068	0.995	0.841	0.953	1.087	1.045	1.003	1.028	1.045
Standard Error	**0.033**	0.065	0.04	0.135	0.041	0.053	0.087	0.052	0.096	0.043	0.054	0.158	0.059	0.081	0.056	0.072	0.039	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**543** **54%**	76 55%	468 54%
I definitely agree (2)	**146** **15%**	21 15%	125 14%
I tend to agree (1)	**398** **40%**	55 40%	343 40%
I neither agree nor disagree (0)	**276** **28%**	38 27%	238 28%
Net: Disagree	**174** **17%**	23 17%	151 18%
I tend to disagree (-1)	**129** **13%**	18 13%	111 13%
I definitely disagree (-2)	**45** **5%**	5 4%	40 5%
Don't know	**6** **1%**	1 1%	5 1%
Mean score	**0.47**	0.5	0.47
Standard Deviation	**1.037**	1.025	1.04
Standard Error	**0.033**	0.088	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**543** **54%**	153 57%	382 54%	234 57%	309 52%	55 61% *	50 50% *	121 58%	240 46%	152 56% I	139 80% LM	116 62%	76 63%
I definitely agree (2)	**146** **15%**	43 16%	100 14%	65 16%	81 14%	19 21% *	13 13% *	30 15%	46 9%	33 12%	63 36% LM	31 17%	23 19%
I tend to agree (1)	**398** **40%**	110 41%	283 40%	170 42%	228 39%	36 40% *	37 37% *	91 44%	193 37%	119 44%	76 44%	85 46%	53 45%
I neither agree nor disagree (0)	**276** **28%**	65 24%	202 28%	110 27%	166 28%	26 29% *	31 32% *	50 24%	152 29%	94 35%	18 10%	52 28% K	32 26% K
Net: Disagree	**174** **17%**	51 19%	122 17%	64 16%	110 19%	8 9% *	18 18% *	36 17%	131 25% J	24 9%	16 9%	18 9%	12 10%
I tend to disagree (-1)	**129** **13%**	34 13%	93 13%	46 11%	83 14%	4 4% *	13 14% *	28 13% F	100 19% J	18 7%	10 6%	11 6%	7 6%
I definitely disagree (-2)	**45** **5%**	17 6%	29 4%	18 4%	28 5%	5 5% *	5 5% *	8 4%	31 6% J	5 2%	6 4%	6 3%	5 5%
Don't know	**6** **1%**	1 *	5 1%	- -	6 1%	- - *	- - *	- -	3 1%	1 *	1 1%	- -	- -
Mean score	**0.47**	0.48	0.47	0.53	0.43	0.68 *	0.4 *	0.52	0.24	0.58 I	1.04 LM	0.66	0.68
Standard Deviation	**1.037**	1.097	1.02	1.026	1.044	1.027	1.035	1.026	1.05	0.863	1.012	0.941	0.996
Standard Error	**0.033**	0.067	0.038	0.051	0.043	0.108	0.104	0.071	0.046	0.053	0.077	0.069	0.091

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I need to do something to eat more healthily

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**543** **54%**	141 61% E	97 61%	68 63%	446 53%
I definitely agree (2)	**146** **15%**	49 21% E	32 20%	24 22% E	114 14%
I tend to agree (1)	**398** **40%**	93 40%	65 41%	45 41%	333 40%
I neither agree nor disagree (0)	**276** **28%**	59 25%	40 25%	33 30%	236 28%
Net: Disagree	**174** **17%**	32 14%	21 13% D	7 7%	153 18% D
I tend to disagree (-1)	**129** **13%**	19 8%	18 11% D	7 7%	111 13% B
I definitely disagree (-2)	**45** **5%**	13 6% D	3 2%	- -	42 5% D
Don't know	**6** **1%**	- -	1 1%	- -	6 1%
Mean score	**0.47**	0.63 E	0.67 E	0.78 CE	0.44
Standard Deviation	**1.037**	1.074	0.983	0.868	1.044
Standard Error	**0.033**	0.071	0.078	0.083	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**280** **28%**	132 27%	148 29%	46 35% GI*	59 36% GHI	43 29%	41 23%	39 26%	52 23%	61 24%	72 26%	64 34% JN	84 29%	133 25%	148 31%
I definitely agree (2)	**66** **7%**	37 8%	29 6%	7 5% *	18 11% G	12 8%	7 4%	10 7%	13 6%	12 5%	16 6%	14 8%	24 8%	28 5%	38 8%
I tend to agree (1)	**214** **21%**	95 19%	120 23%	39 29% I*	41 26%	32 21%	34 19%	28 19%	39 17%	48 19%	56 20%	50 27%	60 21%	105 20%	110 23%
I neither agree nor disagree (0)	**258** **26%**	129 26%	129 25%	45 34% GI*	45 28%	43 29%	39 21%	39 26%	48 21%	61 24%	75 27%	44 24%	78 27%	136 26%	122 26%
Net: Disagree	**449** **45%**	222 46%	227 44%	39 29% *	56 34%	58 40%	99 55% DEF	73 48% DE	125 56% DEF	126 50% LO	124 45%	74 40%	126 43%	250 48%	199 42%
I tend to disagree (-1)	**266** **27%**	132 27%	134 26%	28 21% *	35 22%	36 24%	48 27%	36 24%	83 37% DEFGH	75 30%	75 27%	44 24%	71 24%	151 29%	115 24%
I definitely disagree (-2)	**183** **18%**	90 18%	94 18%	11 8% *	21 13%	22 15%	51 28% DEFI	37 24% DE	42 19% D	50 20%	49 18%	29 16%	55 19%	99 19%	84 18%
Don't know	**12** **1%**	4 1%	8 2%	4 3% *	3 2%	3 2%	2 1%	1 1%	- -	3 1%	4 1%	4 2%	2 1%	6 1%	6 1%
Mean score	**-0.29**	-0.3	-0.28	0.03 GHI*	* GHI	-0.18 GI	-0.57	-0.4	-0.46	-0.41	-0.32	-0.14 JN	-0.25	-0.36	-0.21 JN
Standard Deviation	**1.189**	1.199	1.18	1.032	1.2	1.181	1.196	1.236	1.15	1.161	1.158	1.208	1.222	1.159	1.217
Standard Error	**0.038**	0.055	0.053	0.091	0.095	0.098	0.089	0.101	0.077	0.074	0.07	0.09	0.072	0.051	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Agree	280 28%	62 28%	101 25%	49 28%	68 33%	92 33%	189 26%
I definitely agree (2)	66 7%	15 7%	23 6%	12 7%	16 8%	22 8%	44 6%
I tend to agree (1)	214 21%	47 22%	78 19%	37 21%	52 25%	70 25%	145 20%
I neither agree nor disagree (0)	258 26%	48 22%	103 26%	42 24%	65 32% P	75 27%	184 26%
Net: Disagree	449 45%	108 50% S	194 48% S	78 45% S	70 34%	110 39%	340 47% T
I tend to disagree (-1)	266 27%	60 27%	112 28%	44 25%	50 24%	70 25%	195 27%
I definitely disagree (-2)	183 18%	49 22% S	82 20% S	34 19% S	19 9%	39 14%	144 20% T
Don't know	12 1%	- -	5 1%	5 3% P	2 1%	4 1%	8 1%
Mean score	-0.29	-0.36	-0.38	-0.3	-0.03 PQR	-0.13 U	-0.35
Standard Deviation	1.189	1.234	1.179	1.222	1.098	1.176	1.189
Standard Error	0.038	0.083	0.059	0.094	0.077	0.071	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**280** **28%**	62 25%	201 29%	17 27% *	172 29%	109 26%	61 38% HI	82 28%	25 22%	181 29%	90 26%	9 31% **	69 27%	45 25%	98 28%	67 34%	214 31% R	67 22%
I definitely agree (2)	**66** **7%**	13 5%	50 7%	3 4% *	41 7%	25 6%	21 13% H	10 3%	8 7%	43 7%	22 6%	1 3% **	16 6%	7 4%	32 9%	11 5%	53 8%	13 4%
I tend to agree (1)	**214** **21%**	49 20%	151 22%	14 22% *	131 22%	83 20%	41 25%	72 24%	17 15%	138 22%	68 20%	8 27% **	53 21%	38 21%	66 19%	56 28% O	161 23%	54 18%
I neither agree nor disagree (0)	**258** **26%**	54 22%	190 27%	14 22% *	146 25%	113 27%	26 16%	84 28% G	33 29% G	146 23%	104 30% J	8 30% **	68 26%	45 25%	82 23%	61 31%	179 26%	79 26%
Net: Disagree	**449** **45%**	123 50% C	295 43%	31 50% *	261 45%	188 45%	73 45%	127 43%	54 47%	298 47%	141 41%	10 36% **	120 46% P	89 50% P	172 48% P	63 32%	298 43%	151 50%
I tend to disagree (-1)	**266** **27%**	70 28%	176 25%	21 33% *	154 26%	112 27%	45 28%	76 26%	29 25%	174 28%	86 25%	5 19% **	74 29% P	55 31% P	101 29% P	32 16%	171 25%	95 31% Q
I definitely disagree (-2)	**183** **18%**	54 22%	119 17%	11 17% *	107 18%	77 18%	28 18%	51 17%	25 21%	124 20%	55 16%	5 17% **	45 18%	34 19%	71 20%	32 16%	128 18%	56 18%
Don't know	**12** **1%**	5 2%	6 1%	1 2% *	7 1%	5 1%	- -	4 1%	3 3%	4 1%	7 2%	1 3% **	2 1%	1 1%	3 1%	6 3%	6 1%	6 2%
Mean score	**-0.29**	-0.42	-0.24 B	-0.36 *	-0.27	-0.32	-0.12	-0.29	-0.4	-0.32	-0.25	-0.2 **	-0.31	-0.39	-0.32	-0.09 NO	-0.23 R	-0.43
Standard Deviation	**1.189**	1.201	1.186	1.148	1.202	1.17	1.321	1.122	1.198	1.212	1.15	1.147	1.17	1.135	1.242	1.159	1.214	1.118
Standard Error	**0.038**	0.077	0.045	0.146	0.05	0.058	0.104	0.066	0.113	0.049	0.063	0.22	0.073	0.085	0.066	0.084	0.046	0.065

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**280** **28%**	46 34%	234 27%
I definitely agree (2)	**66** **7%**	11 8%	55 6%
I tend to agree (1)	**214** **21%**	36 26%	179 21%
I neither agree nor disagree (0)	**258** **26%**	38 28%	220 25%
Net: Disagree	**449** **45%**	52 38%	398 46%
I tend to disagree (-1)	**266** **27%**	38 28%	228 26%
I definitely disagree (-2)	**183** **18%**	13 10%	170 20% S
Don't know	**12** **1%**	1 1%	11 1%
Mean score	**-0.29**	-0.06 T	-0.33
Standard Deviation	**1.189**	1.121	1.196
Standard Error	**0.038**	0.096	0.041

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Agree	**280**	77	196	120	160	36	29	51	144	80	48	65	47
	28%	29%	28%	29%	27%	40% H*	29% *	24%	27%	30%	27%	35%	39% K
I definitely agree (2)	**66**	22	42	28	38	11	5	10	33	15	14	16	12
	7%	8%	6%	7%	6%	12% H*	5% *	5%	6%	6%	8%	9%	10%
I tend to agree (1)	**214**	55	154	92	122	25	24	41	111	65	33	49	35
	21%	20%	22%	23%	21%	27% *	24% *	20%	21%	24%	19%	27%	29%
I neither agree nor disagree (0)	**258**	70	183	102	156	25	27	46	120	93	34	53	32
	26%	26%	26%	25%	26%	28% *	27% *	22%	23%	34% I	19%	28% K	27%
Net: Disagree	**449**	123	321	182	267	30	43	108	258	95	89	66	39
	45%	46%	45%	45%	45%	33% *	43% *	52% F	49% J	35%	51% LM	35%	32%
I tend to disagree (-1)	**266**	71	191	109	157	13	29	66	151	60	52	42	27
	27%	26%	27%	27%	27%	14% *	30% F*	32% F	29%	22%	30%	23%	22%
I definitely disagree (-2)	**183**	51	130	73	110	17	13	42	107	35	37	23	12
	18%	19%	18%	18%	19%	18% *	13% *	20%	20% J	13%	21% LM	13%	10%
Don't know	**12**	-	12	3	9	-	1	2	4	2	4	2	2
	1%	-	2%	1%	1%	- *	1% *	1%	1%	1%	2%	1%	2%
Mean score	**-0.29**	-0.28	-0.3	-0.26	-0.31	0.01	-0.22	-0.43	-0.36	-0.13	-0.38	-0.04	0.06
						H*	*			I		K	K
Standard Deviation	**1.189**	1.219	1.178	1.197	1.184	1.288	1.116	1.16	1.203	1.098	1.252	1.167	1.161
Standard Error	**0.038**	0.074	0.045	0.059	0.049	0.136	0.113	0.081	0.053	0.067	0.096	0.086	0.107

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Net: Agree	280 28%	72 31%	51 32%	33 31%	230 27%
I definitely agree (2)	66 7%	16 7%	14 9%	10 9%	52 6%
I tend to agree (1)	214 21%	56 24%	36 23%	23 21%	178 21%
I neither agree nor disagree (0)	258 26%	62 27%	34 21%	28 26%	224 27%
Net: Disagree	449 45%	93 40%	74 47%	47 43%	375 45%
I tend to disagree (-1)	266 27%	55 24%	46 29%	27 25%	220 26%
I definitely disagree (-2)	183 18%	37 16%	28 17%	20 18%	156 19%
Don't know	12 1%	4 2%	- -	- -	12 1%
Mean score	-0.29	-0.18	-0.23	-0.22	-0.3
Standard Deviation	1.189	1.187	1.24	1.243	1.179
Standard Error	0.038	0.079	0.098	0.119	0.041

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Agree	**475** **47%**	217 45%	258 50%	70 53% I*	92 57% HI	75 51% I	86 47%	66 43%	86 38%	99 40%	124 45%	109 59% JKN	143 49% J	223 43%	251 53% JKN
I definitely agree (2)	**146** **15%**	61 13%	85 17%	20 15% *	25 16%	25 17%	30 17%	21 14%	25 11%	28 11%	43 15%	30 16%	46 16%	70 13%	76 16%
I tend to agree (1)	**329** **33%**	156 32%	173 34%	50 38% *	67 41% HI	50 34%	55 31%	45 30%	62 27%	72 29%	81 30%	79 43% JKN	97 33%	153 29%	176 37% JKN
I neither agree nor disagree (0)	**193** **19%**	99 20%	94 18%	24 18% *	33 20%	27 18%	30 16%	32 21%	47 21%	44 18%	58 21%	35 19%	56 19%	102 19%	92 19%
Net: Disagree	**326** **33%**	169 35%	157 31%	36 27% *	37 23%	44 30%	64 36% E	54 36% E	90 40% DE	106 42% KLMNO	89 32% L	41 22%	90 31%	195 37% KLO	131 28%
I tend to disagree (-1)	**218** **22%**	106 22%	113 22%	31 23% *	26 16%	33 22%	38 21%	25 17%	65 29% EH	68 27% LO	58 21%	29 15%	64 22%	126 24% L	93 20%
I definitely disagree (-2)	**107** **11%**	64 13% C	44 9%	5 4% *	11 7%	11 8%	27 15% DE	29 19% DEFI	25 11% D	38 15% LMO	31 11%	13 7%	26 9%	69 13% LO	38 8%
Don't know	**6** **1%**	2 *	5 1%	2 2% *	1 1%	1 1%	1 *	- -	1 *	1 *	4 2%	- -	1 *	5 1%	1 *
Mean score	**0.19**	0.09	0.28 B	0.38 HI*	0.43 GHI	0.31 I	0.14	0.02	-0.02	-0.07	0.17 JN	0.46 JKN	0.25 JN	0.06 J	0.33 JN
Standard Deviation	**1.24**	1.25	1.224	1.121	1.138	1.213	1.334	1.331	1.209	1.273	1.256	1.136	1.221	1.269	1.192
Standard Error	**0.039**	0.057	0.054	0.098	0.089	0.1	0.099	0.108	0.081	0.081	0.076	0.084	0.072	0.056	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Agree	**475** **47%**	91 41%	176 44%	98 57% PQ	110 54% PQ	151 54% U	323 45%
I definitely agree (2)	**146** **15%**	28 13%	61 15%	29 17%	28 14%	40 14%	106 15%
I tend to agree (1)	**329** **33%**	63 29%	114 28%	69 40% PQ	83 40% PQ	112 40% U	217 30%
I neither agree nor disagree (0)	**193** **19%**	43 20%	80 20%	28 16%	43 21%	48 17%	145 20%
Net: Disagree	**326** **33%**	82 37% RS	147 36% RS	47 27%	51 25%	79 28%	246 34%
I tend to disagree (-1)	**218** **22%**	52 24%	99 24% S	34 20%	34 17%	59 21%	159 22%
I definitely disagree (-2)	**107** **11%**	30 14%	48 12%	12 7%	17 8%	21 7%	87 12% T
Don't know	**6** **1%**	3 1%	1 *	1 1%	1 *	1 *	5 1%
Mean score	**0.19**	0.03	0.11	0.4 PQ	0.35 PQ	0.33 U	0.13
Standard Deviation	**1.24**	1.27	1.269	1.192	1.152	1.171	1.262
Standard Error	**0.039**	0.086	0.063	0.091	0.081	0.07	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Agree	**475** **47%**	114 47%	334 48%	27 42% *	300 51% F	174 42%	96 60% I	150 50%	52 45%	291 46%	173 50%	11 38% **	143 55% NO	75 42%	150 42%	105 53% NO	340 49%	135 45%
I definitely agree (2)	**146** **15%**	36 15%	104 15%	6 9% *	85 15%	61 15%	36 23% H	33 11%	16 14%	96 15%	49 14%	2 6% **	52 20% NO	20 11%	40 11%	33 17%	107 15%	39 13%
I tend to agree (1)	**329** **33%**	78 32%	230 33%	21 33% *	215 37% F	113 27%	60 37%	117 39%	36 31%	195 31%	124 36%	9 32% **	91 35%	55 31%	111 31%	71 36%	233 33%	95 31%
I neither agree nor disagree (0)	**193** **19%**	46 19%	133 19%	15 23% *	105 18%	88 21%	23 14%	53 18%	27 24%	114 18%	73 21%	7 23% **	50 19%	29 16%	78 22%	35 18%	130 19%	63 21%
Net: Disagree	**326** **33%**	82 33%	223 32%	21 34% *	177 30%	149 36%	41 25%	93 31%	36 31%	220 35% K	95 28%	11 39% **	64 25%	76 42% MP	125 35% M	55 28%	225 32%	101 33%
I tend to disagree (-1)	**218** **22%**	61 25%	145 21%	12 19% *	128 22%	91 22%	26 16%	75 25% G	24 21%	143 23%	68 20%	7 26% **	45 17%	51 28% M	80 23%	38 19%	153 22%	66 22%
I definitely disagree (-2)	**107** **11%**	20 8%	77 11%	10 16% *	49 8%	58 14% E	15 9%	18 6%	13 11%	77 12%	27 8%	4 13% **	19 7%	24 14%	45 13%	17 9%	73 10%	35 12%
Don't know	**6** **1%**	3 1%	3 *	- - *	3 *	3 1%	1 1%	1 *	- -	4 1%	2 1%	- - **	1 *	1 *	1 *	3 2%	2 *	4 1%
Mean score	**0.19**	0.2	0.2	0.02 *	0.27 F	0.07	0.48 HI	0.24	0.17	0.14	0.29	-0.07 **	0.44 NO	-0.03	0.06	0.34 NO	0.21	0.13
Standard Deviation	**1.24**	1.216	1.249	1.239	1.2	1.286	1.267	1.132	1.222	1.276	1.171	1.178	1.203	1.261	1.224	1.223	1.242	1.235
Standard Error	**0.039**	0.078	0.048	0.156	0.05	0.063	0.1	0.066	0.114	0.051	0.063	0.222	0.075	0.094	0.065	0.088	0.047	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Agree	**475** **47%**	68 50%	407 47%
I definitely agree (2)	**146** **15%**	21 15%	125 14%
I tend to agree (1)	**329** **33%**	47 34%	282 33%
I neither agree nor disagree (0)	**193** **19%**	22 16%	171 20%
Net: Disagree	**326** **33%**	47 34%	279 32%
I tend to disagree (-1)	**218** **22%**	34 25%	184 21%
I definitely disagree (-2)	**107** **11%**	12 9%	95 11%
Don't know	**6** **1%**	- -	6 1%
Mean score	**0.19**	0.22	0.18
Standard Deviation	**1.24**	1.239	1.24
Standard Error	**0.039**	0.106	0.042

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Agree	**475**	132	332	199	276	47	44	101	181	148	134	105	72
	47%	49%	47%	49%	47%	52% *	44% *	49%	34%	55% I	77% LM	57%	60%
I definitely agree (2)	**146**	50	94	63	83	17	9	33	44	35	61	28	20
	15%	19% C	13%	15%	14%	19% *	9% *	16%	8%	13%	35% LM	15%	17%
I tend to agree (1)	**329**	82	238	136	193	29	35	68	136	113	73	78	51
	33%	30%	33%	33%	33%	33% *	35% *	33%	26%	42% I	42%	42%	43%
I neither agree nor disagree (0)	**193**	58	130	85	108	19	21	42	94	74	19	34	22
	19%	22%	18%	21%	18%	21% *	21% *	20%	18%	27% I	11%	18% K	19%
Net: Disagree	**326**	78	244	124	202	25	34	64	248	49	21	46	26
	33%	29%	34%	30%	34%	27% *	35% *	31%	47% J	18%	12%	25% K	22% K
I tend to disagree (-1)	**218**	45	172	87	132	17	20	50	165	34	15	36	20
	22%	17%	24% B	21%	22%	19% *	20% *	24%	31% J	12%	9%	19% K	17% K
I definitely disagree (-2)	**107**	33	72	38	70	8	14	15	83	15	6	11	5
	11%	12%	10%	9%	12%	8% *	14% *	7%	16% J	6%	3%	6%	5%
Don't know	**6**	1	5	-	6	-	-	-	3	-	1	-	-
	1%	*	1%	-	1%	- *	- *	-	1%	-	1%	-	-
Mean score	**0.19**	0.27	0.15	0.24	0.15	0.36 *	0.04 *	0.26	-0.2	0.44 I	0.96 LM	0.41	0.51
Standard Deviation	**1.24**	1.285	1.225	1.213	1.258	1.229	1.222	1.196	1.231	1.048	1.056	1.128	1.101
Standard Error	**0.039**	0.078	0.046	0.06	0.052	0.13	0.123	0.083	0.054	0.064	0.08	0.083	0.101

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. How much do you agree or disagree with - I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Agree	**475** **47%**	132 57% E	86 54%	65 59% E	388 46%
I definitely agree (2)	**146** **15%**	36 16%	29 18%	22 20%	117 14%
I tend to agree (1)	**329** **33%**	96 41% E	57 36%	43 39%	272 32%
I neither agree nor disagree (0)	**193** **19%**	39 17%	30 19%	21 19%	164 19%
Net: Disagree	**326** **33%**	60 26%	43 27%	23 22%	283 34% BD
I tend to disagree (-1)	**218** **22%**	41 18%	29 18%	17 16%	190 23%
I definitely disagree (-2)	**107** **11%**	19 8%	14 9%	6 6%	93 11%
Don't know	**6** **1%**	1 1%	- -	- -	6 1%
Mean score	**0.19**	0.39 E	0.36	0.52 CE	0.16
Standard Deviation	**1.24**	1.184	1.231	1.152	1.239
Standard Error	**0.039**	0.078	0.098	0.11	0.043

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Summary table: Agreement with statements about healthy eating

Base: All respondents

	The experts contradict each other over what foods are good or bad for you	I get confused over what's supposed to be healthy and what isn't	As long as you take enough exercise you can eat whatever you want	I think my children are a healthy weight for their age and height	I'm worried about the possibility of me or my children getting type 2 diabetes later in life	I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	I tend to eat more unhealthily at home than at work	I'm worried about the types of food my child(ren) is/are eating
Unweighted Base	**1000**	**1000**	**1000**	**276**	**276**	**1000**	**1000**	**276**
Base	**1000**	**1000**	**1000**	**282**	**282**	**1000**	**1000**	**282**
Net: Agree	677	330	227	212	106	819	262	144
	68%	33%	23%	75%	38%	82%	26%	51%
I definitely agree (2)	224	65	41	92	26	406	86	35
	22%	7%	4%	32%	9%	41%	9%	13%
I tend to agree (1)	453	264	186	120	80	413	176	109
	45%	26%	19%	43%	28%	41%	18%	39%
I neither agree nor disagree (0)	230	297	290	52	97	138	323	77
	23%	30%	29%	18%	34%	14%	32%	27%
Net: Disagree	79	364	471	15	78	33	379	54
	8%	36%	47%	5%	28%	3%	38%	19%
I tend to disagree (-1)	67	258	358	9	55	23	216	45
	7%	26%	36%	3%	20%	2%	22%	16%
I definitely disagree (-2)	12	106	113	6	23	9	164	10
	1%	11%	11%	2%	8%	1%	16%	3%
Don't know	14	10	12	4	1	10	36	7
	1%	1%	1%	1%	*	1%	4%	2%
Mean score	0.82	-0.08	-0.32	1.02	0.11	1.2	-0.2	0.42
Standard Deviation	0.9	1.102	1.036	0.913	1.086	0.831	1.184	1.021
Standard Error	0.029	0.035	0.033	0.055	0.065	0.026	0.038	0.062

Weighted by: WEIGHT

Prepared by Kantar TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Summary table: Agreement with statements about healthy eating

Base: All respondents

	I think the problems around people in Scotland being overweight or obese are exaggerated	Eating things like cakes, biscuits, chocolates or sweets makes me feel good	I think there are too many children who are not a healthy weight for their age and height	There are too many people who eat unhealthily in Scotland	Eating healthy food makes me feel good about myself	I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	I know I need to do something to eat more healthily
Unweighted Base	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**
Base	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**	**1000**
Net: Agree	205 20%	473 47%	738 74%	762 76%	635 64%	765 77%	657 66%	543 54%
I definitely agree (2)	53 5%	112 11%	343 34%	331 33%	193 19%	298 30%	274 27%	146 15%
I tend to agree (1)	152 15%	361 36%	395 39%	432 43%	442 44%	467 47%	383 38%	398 40%
I neither agree nor disagree (0)	220 22%	299 30%	184 18%	160 16%	278 28%	172 17%	231 23%	276 28%
Net: Disagree	547 55%	221 22%	50 5%	47 5%	78 8%	48 5%	91 9%	174 17%
I tend to disagree (-1)	325 33%	156 16%	38 4%	33 3%	51 5%	35 4%	59 6%	129 13%
I definitely disagree (-2)	222 22%	65 6%	12 1%	14 1%	27 3%	13 1%	32 3%	45 5%
Don't know	28 3%	8 1%	28 3%	31 3%	9 1%	15 1%	21 2%	6 1%
Mean score	-0.53	0.3	1.05	1.06	0.73	1.02	0.83	0.47
Standard Deviation	1.16	1.069	0.899	0.879	0.924	0.86	1.01	1.037
Standard Error	0.037	0.034	0.029	0.028	0.029	0.027	0.032	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Summary table: Agreement with statements about healthy eating

Base: All respondents

	It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day
Unweighted Base	**1000**	**1000**
Base	**1000**	**1000**
Net: Agree	280 28%	475 47%
I definitely agree (2)	66 7%	146 15%
I tend to agree (1)	214 21%	329 33%
I neither agree nor disagree (0)	258 26%	193 19%
Net: Disagree	449 45%	326 33%
I tend to disagree (-1)	266 27%	218 22%
I definitely disagree (-2)	183 18%	107 11%
Don't know	12 1%	6 1%
Mean score	-0.29	0.19
Standard Deviation	1.189	1.24
Standard Error	0.038	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
The experts contradict each other over what foods are good or bad for you	**0.82**	0.8	0.84	0.69 *	0.74	0.83	0.8	0.9	0.92 D	0.81	0.82	0.73	0.89	0.82	0.83
I get confused over what's supposed to be healthy and what isn't	**-0.08**	-0.07	-0.08	-0.09 *	0.17 GHI	0.03 G	-0.27	-0.16	-0.1	-0.32	-0.14	0.05 JN	0.12 JKN	-0.23	0.09 JKN
As long as you take enough exercise you can eat whatever you want	**-0.32**	-0.29	-0.36	-0.2 HI*	0.16 DFGHI	-0.17 GHI	-0.39 H	-0.63	-0.57	-0.45	-0.33	-0.14 JN	-0.32	-0.39	-0.25 JN
I think my children are a healthy weight for their age and height	**1.02**	0.92	1.08	0.67 **	1 *	1.14 *	1.13 *	1.12 **	-	1.03 *	0.95 *	0.99 *	1.09 *	0.99	1.05
I'm worried about the possibility of me or my children getting type 2 diabetes later in life	**0.11**	0.09	0.12	0.14 *	0.29 F*	-0.07 *	0.05 *	* **	-	0.06 *	0.12 *	0.05 *	0.2 *	0.09	0.13
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	**1.2**	1.16	1.23	1.07 *	1.02	1.17	1.3 DE	1.26 E	1.29 DE	1.36 KLMNO	1.19	1.13	1.1	1.27 KMO	1.11
I tend to eat more unhealthily at home than at work	**-0.2**	-0.31	-0.1 B	0.17 GHI*	0.21 FGHI	-0.1 HI	-0.28 I	-0.53	-0.52	-0.46	-0.11 JN	-0.09 J	-0.14 J	-0.27 J	-0.12 J
I'm worried about the types of food my child(ren) is/are eating	**0.42**	0.37	0.45	0.37 **	0.52 *	0.43 *	0.44 *	-0.14 **	-	0.3 *	0.5 *	0.35 *	0.53 *	0.4	0.45
I think the problems around people in Scotland being overweight or obese are exaggerated	**-0.53**	-0.62	-0.43 B	-0.03 FGHI*	-0.07 FGHI	-0.43 I	-0.69 I	-0.69 I	-0.96	-0.76	-0.56 JN	-0.44 JN	-0.35 JKN	-0.66 J	-0.38 JN
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	**0.3**	0.22	0.38 B	0.54 GHI*	0.55 GHI	0.44 HI	0.26	0.09	0.07	0.15	0.42 JN	0.3	0.32	0.29 J	0.31

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
I think there are too many children who are not a healthy weight for their age and height	**1.05**	1.05	1.05	0.91 *	0.95	0.88	1.1 F	1.29 DEFG	1.11 F	1.15 MO	1.08	1.02	0.95	1.11 MO	0.98
There are too many people who eat unhealthily in Scotland	**1.06**	1.08	1.05	0.93 *	0.94	1	1.1	1.08	1.23 DEF	1.23 KLMNO	1.04	0.99	0.99	1.13 KMO	0.99
Eating healthy food makes me feel good about myself	**0.73**	0.57	0.88 B	0.9 I*	0.8	0.69	0.69	0.71	0.65	0.83 MO	0.81 MO	0.67	0.61	0.82 MO	0.63
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	**1.02**	0.97	1.06	0.98 *	0.86	0.89	1.09 E	1.05	1.15 EF	1.14 MO	1.02	1.01	0.91	1.08 MO	0.95
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	**0.83**	0.7	0.94 B	0.89 *	0.9	0.8	0.78	0.79	0.81	0.9	0.83	0.72	0.83	0.86	0.79
I know I need to do something to eat more healthily	**0.47**	0.37	0.57 B	0.74 HI*	0.61 HI	0.56 I	0.54 I	0.37	0.18	0.37	0.55 JN	0.5	0.48	0.46 J	0.49
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	**-0.29**	-0.3	-0.28	0.03 GHI*	* GHI	-0.18 GI	-0.57	-0.4	-0.46	-0.41	-0.32	-0.14 JN	-0.25	-0.36	-0.21 JN
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	**0.19**	0.09	0.28 B	0.38 HI*	0.43 GHI	0.31 I	0.14	0.02	-0.02	-0.07	0.17 JN	0.46 JKN	0.25 JN	0.06 J	0.33 JN

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
The experts contradict each other over what foods are good or bad for you	**0.82**	0.86	0.82	0.82	0.79	0.8	0.83
I get confused over what's supposed to be healthy and what isn't	**-0.08**	-0.05	-0.19	0.09 Q	-0.01	-0.01	-0.1
As long as you take enough exercise you can eat whatever you want	**-0.32**	-0.43	-0.4	-0.22 P	-0.13 PQ	-0.09 U	-0.41
I think my children are a healthy weight for their age and height	**1.02**	1.47 **	0.95 *	0.97 *	1.06	1.01	1.47 **
I'm worried about the possibility of me or my children getting type 2 diabetes later in life	**0.11**	1.47 **	0.14 *	0.12 *	0.08	0.1	1.47 **
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	**1.2**	1.27	1.2	1.11	1.18	1.1	1.23 T
I tend to eat more unhealthily at home than at work	**-0.2**	-0.36	-0.35	0.03 PQ	0.06 PQ	0.09 U	-0.32
I'm worried about the types of food my child(ren) is/are eating	**0.42**	1.53 **	0.69 *	0.35 *	0.38	0.41	1.53 **
I think the problems around people in Scotland being overweight or obese are exaggerated	**-0.53**	-0.7	-0.63	-0.34 PQ	-0.28 PQ	-0.19 U	-0.65
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	**0.3**	0.31	0.21	0.41 Q	0.38	0.43 U	0.25

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
I think there are too many children who are not a healthy weight for their age and height	**1.05**	1.16 R	1.06 R	0.85	1.08 R	0.93	1.09 T
There are too many people who eat unhealthily in Scotland	**1.06**	1.08	1.12	0.97	1.02	0.93	1.12 T
Eating healthy food makes me feel good about myself	**0.73**	0.67	0.7	0.7	0.87 PQ	0.8	0.7
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	**1.02**	1.06	1.03	0.96	0.99	0.94	1.05
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	**0.83**	0.79	0.81	0.79	0.93	0.87	0.81
I know I need to do something to eat more healthily	**0.47**	0.36	0.38	0.57 P	0.7 PQ	0.66 U	0.4
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	**-0.29**	-0.36	-0.38	-0.3	-0.03 PQR	-0.13 U	-0.35
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	**0.19**	0.03	0.11	0.4 PQ	0.35 PQ	0.33 U	0.13

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
The experts contradict each other over what foods are good or bad for you	**0.82**	0.88	0.81	0.77 *	0.77	0.89	0.74	0.78	0.79	0.86	0.77	0.69 **	0.83	0.92 O	0.73	0.87	0.81	0.86
I get confused over what's supposed to be healthy and what isn't	**-0.08**	-0.03	-0.1	-0.01 *	-0.08	-0.07	0.06	-0.11	-0.18	-0.06	-0.11	0.1 **	-0.04	-0.12	-0.16	0.09 O	-0.08	-0.07
As long as you take enough exercise you can eat whatever you want	**-0.32**	-0.31	-0.32	-0.4 *	-0.28	-0.39	-0.14	-0.3	-0.38	-0.34	-0.27	-0.46 **	-0.24	-0.4	-0.38	-0.24	-0.38	-0.19 Q
I think my children are a healthy weight for their age and height	**1.02**	1.19 *	0.97	0.89 **	1.02	1.01 *	1.18 *	1.04 *	0.76 **	1.16 K	0.77 *	0.86 **	0.83 *	0.91 *	1.14 M*	1.13 *	1.05	0.95 *
I'm worried about the possibility of me or my children getting type 2 diabetes later in life	**0.11**	0.2 *	0.18	-0.84 **	0.17	-0.02 *	0.35 *	0.13 *	-0.13 **	0.04	0.22 *	0.21 **	0.19 *	-0.03 *	0.13 *	0.07 *	0.28 R	-0.21 *
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	**1.2**	1.28 D	1.18	1.06 *	1.2	1.18	1.33 H	1.16	1.14	1.24 K	1.12	1.04 **	1.17	1.11	1.28 N	1.15	1.28 R	0.99
I tend to eat more unhealthily at home than at work	**-0.2**	-0.25	-0.17	-0.38 *	-0.16	-0.27	-0.04 I	-0.09 I	-0.42	-0.22	-0.15	-0.53 **	-0.11 NO	-0.35	-0.37	0.14 MNO	-0.18	-0.25
I'm worried about the types of food my child(ren) is/are eating	**0.42**	0.53 *	0.47	-0.39 **	0.54 F	0.18 *	0.58 *	0.55 *	0.32 **	0.4	0.45 *	0.55 **	0.38 *	0.38 *	0.42 *	0.5 *	0.53 R	0.2 *
I think the problems around people in Scotland being overweight or obese are exaggerated	**-0.53**	-0.49	-0.54	-0.56 *	-0.57	-0.46	-0.47	-0.54	-0.71	-0.57	-0.43	-0.79 **	-0.51 O	-0.44 O	-0.7	-0.28 O	-0.57	-0.42
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	**0.3**	0.32	0.32	0.05 *	0.36 F	0.22	0.6 HI	0.26	0.31	0.29	0.34	0.18 **	0.48 NO	0.25	0.18	0.34	0.25	0.42 Q

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
I think there are too many children who are not a healthy weight for their age and height	**1.05**	1.02	1.05	1.09 *	1.09	0.99	1.22 I	1.08	0.93	1.09 K	0.96	1.1 **	1.03	0.93	1.15 NP	0.99	1.12 R	0.87
There are too many people who eat unhealthily in Scotland	**1.06**	1.06	1.07	0.95 *	1.11 F	0.99	1.11	1.12	1.1	1.07	1.03	1.28 **	1	0.88	1.21 MNP	1.04	1.12 R	0.94
Eating healthy food makes me feel good about myself	**0.73**	0.72	0.73	0.78 *	0.81 F	0.62	1.1 HI	0.81 I	0.41	0.78	0.67	0.39 **	0.64	0.52	0.9 MN	0.77 N	0.85 R	0.46
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	**1.02**	1	1.03	0.91 *	1.05	0.97	1.24 HI	1.04 I	0.81	1.06	0.95	0.83 **	0.97	0.97	1.13 MNP	0.92	1.11 R	0.81
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	**0.83**	0.88	0.8	0.91 *	0.85	0.79	0.99 I	0.84	0.69	0.87	0.77	0.62 **	0.72	0.7	0.89 MN	0.97 MN	0.96 R	0.52
I know I need to do something to eat more healthily	**0.47**	0.42	0.52 D	0.15 *	0.57 F	0.33	0.76 I	0.61 I	0.22	0.48	0.49	0.22 **	0.6 NO	0.35	0.34	0.71 NO	0.54 R	0.32
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	**-0.29**	-0.42	-0.24 B	-0.36 *	-0.27	-0.32	-0.12	-0.29	-0.4	-0.32	-0.25	-0.2 **	-0.31	-0.39	-0.32	-0.09 NO	-0.23 R	-0.43
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	**0.19**	0.2	0.2	0.02 *	0.27 F	0.07	0.48 HI	0.24	0.17	0.14	0.29	-0.07 **	0.44 NO	-0.03	0.06	0.34 NO	0.21	0.13

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
The experts contradict each other over what foods are good or bad for you	**0.82**	0.84	0.82
I get confused over what's supposed to be healthy and what isn't	**-0.08**	-0.09	-0.07
As long as you take enough exercise you can eat whatever you want	**-0.32**	-0.35	-0.32
I think my children are a healthy weight for their age and height	**1.02**	1.16 *	0.98
I'm worried about the possibility of me or my children getting type 2 diabetes later in life	**0.11**	0.34 *	0.05
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	**1.2**	1.24	1.19
I tend to eat more unhealthily at home than at work	**-0.2**	-0.25	-0.19
I'm worried about the types of food my child(ren) is/are eating	**0.42**	0.65 *	0.37
I think the problems around people in Scotland being overweight or obese are exaggerated	**-0.53**	-0.53	-0.53
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	**0.3**	0.36	0.29

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
I think there are too many children who are not a healthy weight for their age and height	**1.05**	1.01	1.06
There are too many people who eat unhealthily in Scotland	**1.06**	1.02	1.07
Eating healthy food makes me feel good about myself	**0.73**	0.73	0.73
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	**1.02**	1.01	1.02
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	**0.83**	0.85	0.82
I know I need to do something to eat more healthily	**0.47**	0.5	0.47
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	**-0.29**	-0.06 T	-0.33
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	**0.19**	0.22	0.18

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
The experts contradict each other over what foods are good or bad for you	**0.82**	0.87	0.8	0.82	0.83	0.83 *	0.65 *	0.87 G	0.78	0.82	0.95	0.82	0.81
I get confused over what's supposed to be healthy and what isn't	**-0.08**	-0.02	-0.1	-0.08	-0.07	0.12 G*	-0.22 *	-0.14	-0.22	0.07 I	0.12	0.14	0.26
As long as you take enough exercise you can eat whatever you want	**-0.32**	-0.45	-0.29 B	-0.28	-0.35	-0.07 H*	-0.32 *	-0.37	-0.4	-0.13 I	-0.4	-0.08 K	-0.02 K
I think my children are a healthy weight for their age and height	**1.02**	1.02 *	1.01	0.96	1.06	0.7 *	1.06 **	1.1 F*	1.07	0.98 *	0.95 *	1.01	1.06
I'm worried about the possibility of me or my children getting type 2 diabetes later in life	**0.11**	0.33 *	0.04	0.09	0.12	0.4 *	-0.21 **	0.03 *	0.1	0.11 *	0.13 *	0.15	0.16
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	**1.2**	1.23	1.19	1.22	1.18	1.05 *	1.15 *	1.31 F	1.28 J	1	1.24 LM	1.04	0.99
I tend to eat more unhealthily at home than at work	**-0.2**	-0.17	-0.22	-0.19	-0.21	0.09 GH*	-0.36 *	-0.26	-0.5	-0.01 I	0.36	0.2	0.21 *
I'm worried about the types of food my child(ren) is/are eating	**0.42**	0.57 *	0.37	0.5	0.36	0.62 *	0.34 **	0.48 *	0.38	0.39 *	0.6 *	0.47	0.46 *
I think the problems around people in Scotland being overweight or obese are exaggerated	**-0.53**	-0.57	-0.52	-0.47	-0.57	-0.11 GH*	-0.52 *	-0.63	-0.63	-0.36 I	-0.44	-0.12 K	0.01 K*
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	**0.3**	0.18	0.34 B	0.41 E	0.23	0.6 *	0.31 *	0.37	0.1	0.43 I	0.69 LM	0.44	0.38

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

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FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
I think there are too many children who are not a healthy weight for their age and height	1.05	1.11	1.03	1.07	1.04	1.02 *	1.13 *	1.06	1.16 J	0.85	1.04	0.91	0.92 *
There are too many people who eat unhealthily in Scotland	1.06	1.11	1.06	1.09	1.04	0.9 *	1.07 *	1.16 F	1.17 J	0.88	1.05	0.9	0.88 *
Eating healthy food makes me feel good about myself	0.73	0.66	0.76	0.8	0.68	0.64 *	0.75 *	0.88 F	0.93 J	0.54	0.42	0.79 K	0.78 K
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	1.02	1.08	1	1.06	0.99	0.93 *	0.99 *	1.14	1.1 J	0.86	1.04 M	0.88	0.82
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	0.83	0.84	0.82	0.9	0.78	0.78 *	0.79 *	0.98	0.9 J	0.73	0.77	0.87	0.87
I know I need to do something to eat more healthily	0.47	0.48	0.47	0.53	0.43	0.68 *	0.4 *	0.52	0.24	0.58 I	1.04 LM	0.66	0.68
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	-0.29	-0.28	-0.3	-0.26	-0.31	0.01 H*	-0.22 *	-0.43	-0.36	-0.13 I	-0.38	-0.04 K	0.06 K
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	0.19	0.27	0.15	0.24	0.15	0.36 *	0.04 *	0.26	-0.2	0.44 I	0.96 LM	0.41	0.51

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
The experts contradict each other over what foods are good or bad for you	**0.82**	0.82	0.89	0.89	0.81
I get confused over what's supposed to be healthy and what isn't	**-0.08**	0.04 E	0.15 E	0.21 E	-0.12
As long as you take enough exercise you can eat whatever you want	**-0.32**	-0.19 E	-0.21	-0.13	-0.34
I think my children are a healthy weight for their age and height	**1.02**	1.16 E	1.19 *	1.26 *	0.97
I'm worried about the possibility of me or my children getting type 2 diabetes later in life	**0.11**	0.08	0.38 E*	0.2 *	0.04
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	**1.2**	1.09	1.3 B	1.35 BE	1.18
I tend to eat more unhealthily at home than at work	**-0.2**	-0.01 E	0.01 E	0.11 E	-0.24
I'm worried about the types of food my child(ren) is/are eating	**0.42**	0.46	0.62 *	0.6 *	0.37
I think the problems around people in Scotland being overweight or obese are exaggerated	**-0.53**	-0.25 CE	-0.48	-0.45 *	-0.53
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	**0.3**	0.49 E	0.4	0.45 *	0.28

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q56. Mean score summary table: Agreement with statements about healthy eating

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
I think there are too many children who are not a healthy weight for their age and height	**1.05**	0.9	1.14 B	1.12 B	1.03 B
There are too many people who eat unhealthily in Scotland	**1.06**	0.96	1.18 B	1.16 B	1.04
Eating healthy food makes me feel good about myself	**0.73**	0.83 E	1.02 BE	1.04 BE*	0.68
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	**1.02**	0.89	1.26 BE	1.31 BE	0.97
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	**0.83**	0.91	0.97	0.99	0.8
I know I need to do something to eat more healthily	**0.47**	0.63 E	0.67 E	0.78 CE	0.44
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	**-0.29**	-0.18	-0.23	-0.22	-0.3
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	**0.19**	0.39 E	0.36	0.52 CE	0.16

Weighted by: WEIGHT

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Net: Any Vegetarian/vegan	**116**	42	74	30	25	12	20	9	21	39	36	19	23	74	42
	12%	9%	15% B	22% FGHI*	15% H	8%	11%	6%	9%	15% MO	13%	10%	8%	14% MO	9%
Completely vegetarian	**38**	19	20	9	12	3	10	2	3	13	13	7	5	26	12
	4%	4%	4%	7% I*	8% HI	2%	5% I	1%	1%	5%	5%	4%	2%	5% M	3%
Partly vegetarian	**67**	22	46	18	12	7	8	5	17	25	18	11	14	43	25
	7%	4%	9% B	14% FGH*	7%	5%	4%	3%	8%	10% MO	6%	6%	5%	8%	5%
Vegan	**14**	4	10	3	3	1	3	3	2	4	5	1	4	9	5
	1%	1%	2%	2% *	2%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%
Allergic to certain foods or ingredients	**65**	22	43	13	11	7	12	4	18	16	15	12	22	31	34
	7%	5%	8% B	10% H*	7%	5%	7%	2%	8% H	6%	6%	7%	8%	6%	7%
Net: Any Diet	**228**	94	134	43	40	36	33	29	48	50	69	41	68	119	109
	23%	19%	26% B	32% GH*	25%	24%	18%	19%	21%	20%	25%	22%	23%	23%	23%
On a diet trying to lose weight	**172**	61	111	31	30	33	26	22	31	33	53	31	56	86	86
	17%	13%	22% B	23% *	18%	22%	15%	14%	14%	13%	19%	17%	19%	16%	18%
On a diet trying to gain weight	**29**	15	14	11	7	3	3	3	2	10	4	10	5	13	16
	3%	3%	3%	8% GHI*	5%	2%	2%	2%	1%	4%	1%	6% K	2%	3%	3%
On a diet due to diabetes	**48**	25	22	7	5	3	5	8	19	13	16	7	12	28	19
	5%	5%	4%	5% *	3%	2%	3%	6%	8% FG	5%	6%	4%	4%	5%	4%
Net: Any reducing specific element	**458**	223	235	44	70	59	78	85	122	114	123	82	138	238	220
	46%	46%	46%	33% *	43%	40%	43%	56% DEFG	54% DEFG	46%	45%	44%	48%	45%	46%
Reducing the amount of fat in my diet	**307**	154	153	21	40	36	55	59	96	76	76	58	97	152	155
	31%	32%	30%	16% *	25%	24%	30% D	39% DEF	43% DEFG	31%	28%	31%	33%	29%	33%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Reducing the amount of sugar in my diet	**357** **36%**	177 36%	181 35%	33 25% *	46 28%	41 28%	64 35%	71 47% DEFG	102 46% DEFG	91 36%	94 34%	63 34%	109 38%	185 35%	172 36%
Reducing the amount of starchy foods in my diet	**115** **11%**	62 13%	53 10%	13 10% *	16 10%	11 7%	19 11%	23 15% F	34 15% F	33 13%	31 11%	17 9%	34 12%	64 12%	51 11%
Net: Any increasing specific element	**127** **13%**	61 13%	66 13%	14 11% *	20 12%	21 14%	29 16%	20 13%	22 10%	27 11%	37 14%	25 14%	37 13%	64 12%	62 13%
Increasing the amount of protein in my diet	**109** **11%**	53 11%	56 11%	9 7% *	18 11%	19 13%	23 13%	18 12%	21 9%	23 9%	30 11%	24 13%	32 11%	53 10%	56 12%
Increasing the amount of starchy foods in my diet	**22** **2%**	11 2%	12 2%	5 4% *	2 1%	2 1%	9 5% I	3 2%	2 1%	5 2%	8 3%	3 1%	7 3%	12 2%	10 2%
Net: Any avoiding food for other reason	**235** **23%**	113 23%	122 24%	25 19% *	34 21%	40 27%	36 20%	36 24%	63 28%	67 27%	59 21%	35 19%	74 25%	126 24%	109 23%
Avoid certain food for religious or cultural reasons	**34** **3%**	16 3%	18 4%	11 8% GHI*	9 5% HI	7 5%	4 2%	1 1%	3 1%	8 3%	10 3%	7 4%	10 3%	17 3%	17 4%
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	**83** **8%**	45 9%	38 7%	8 6% *	12 7%	12 8%	15 9%	13 9%	23 10%	24 9%	19 7%	13 7%	28 10%	42 8%	41 9%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	**140** **14%**	60 12%	81 16%	11 9% *	17 10%	26 17%	20 11%	26 17%	39 18%	43 17%	34 12%	21 11%	43 15%	77 15%	64 13%
Reducing the amount of salt in my diet	**2** *	2 *	- -	- - *	- -	- -	- -	1 1%	1 *	- -	- -	- -	2 1%	- -	2 *
Trying to eat healthily	**2** *	1 *	1 *	- - *	- -	- -	1 *	- -	1 *	2 1%	- -	- -	- -	2 *	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Other	**7**	2	5	3	-	1	1	-	2	2	2	-	2	4	2
	1%	*	1%	2%	-	1%	1%	-	1%	1%	1%	-	1%	1%	*
				*											
None	**303**	164	139	35	43	54	60	46	64	76	81	56	90	156	146
	30%	34%	27%	27%	27%	36%	33%	30%	29%	30%	29%	30%	31%	30%	31%
		C		*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Any Vegetarian/vegan	**116** **12%**	25 11%	45 11%	15 8%	32 15%	38 14%	78 11%
Completely vegetarian	**38** **4%**	7 3%	13 3%	7 4%	11 5%	11 4%	27 4%
Partly vegetarian	**67** **7%**	15 7%	26 7%	5 3%	21 10% R	27 10% U	41 6%
Vegan	**14** **1%**	3 1%	7 2%	2 1%	2 1%	3 1%	11 2%
Allergic to certain foods or ingredients	**65** **7%**	15 7%	24 6%	10 6%	16 8%	16 6%	49 7%
Net: Any Diet	**228** **23%**	45 20%	94 23%	41 24%	48 24%	61 22%	168 23%
On a diet trying to lose weight	**172** **17%**	35 16%	67 17%	32 19%	38 18%	45 16%	127 18%
On a diet trying to gain weight	**29** **3%**	4 2%	9 2%	6 4%	9 5%	11 4%	18 3%
On a diet due to diabetes	**48** **5%**	9 4%	23 6%	7 4%	8 4%	7 3%	41 6%
Net: Any reducing specific element	**458** **46%**	116 53% RS	186 46%	68 39%	87 43%	109 39%	348 48% T
Reducing the amount of fat in my diet	**307** **31%**	77 35% R	135 33% R	40 23%	55 27%	75 27%	232 32%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Reducing the amount of sugar in my diet	**357** **36%**	89 40% R	150 37%	52 30%	67 33%	75 27%	282 39% T
Reducing the amount of starchy foods in my diet	**115** **11%**	30 14% S	51 13% S	20 12%	14 7%	22 8%	93 13% T
Net: Any increasing specific element	**127** **13%**	33 15%	46 12%	19 11%	28 14%	31 11%	96 13%
Increasing the amount of protein in my diet	**109** **11%**	28 13%	41 10%	18 10%	22 11%	26 9%	83 11%
Increasing the amount of starchy foods in my diet	**22** **2%**	5 2%	8 2%	2 1%	7 4%	6 2%	16 2%
Net: Any avoiding food for other reason	**235** **23%**	56 26%	92 23%	41 23%	46 22%	57 21%	177 25%
Avoid certain food for religious or cultural reasons	**34** **3%**	5 2%	13 3%	5 3%	11 5%	17 6% U	18 2%
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	**83** **8%**	14 6%	34 8%	20 11%	15 8%	18 7%	65 9%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	**140** **14%**	39 18%	54 13%	23 13%	24 12%	28 10%	113 16% T
Reducing the amount of salt in my diet	**2** *****	1 *	1 *	- -	- -	- -	2 *
Trying to eat healthily	**2** *****	- -	1 *	- -	1 *	1 *	1 *

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Other	**7**	1	3	-	2	2	4
	1%	*	1%	-	1%	1%	1%
None	**303**	65	123	58	57	97	206
	30%	30%	31%	33%	28%	35%	29%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Any Vegetarian/vegan	**116** **12%**	28 11%	86 12% D	2 3% *	71 12%	45 11%	23 14%	34 11%	13 11%	72 11%	42 12%	2 7% **	20 8%	23 13%	48 14% M	24 12%	116 17% R	- -
Completely vegetarian	**38** **4%**	9 4%	30 4%	- - *	21 4%	17 4%	6 4%	10 3%	4 3%	23 4%	15 4%	1 3% **	6 2%	9 5%	16 5%	7 3%	38 6% R	- -
Partly vegetarian	**67** **7%**	16 6%	50 7%	2 3% *	41 7%	26 6%	13 8%	21 7%	8 7%	42 7%	25 7%	1 4% **	13 5%	12 7%	25 7%	16 8%	67 10% R	- -
Vegan	**14** **1%**	3 1%	11 2%	- - *	11 2%	3 1%	6 3%	4 1%	2 1%	10 2%	4 1%	- - **	2 1%	2 1%	9 3%	1 1%	14 2% R	- -
Allergic to certain foods or ingredients	**65** **7%**	16 7%	46 7%	3 5% *	37 6%	28 7%	9 6%	18 6%	10 8%	46 7%	17 5%	2 7% **	11 4%	14 7%	26 7%	15 7%	65 9% R	- -
Net: Any Diet	**228** **23%**	46 19%	170 25%	12 19% *	138 24%	90 22%	40 25%	70 24%	26 22%	144 23%	82 24%	3 10% **	61 24%	28 16%	82 23%	56 28% N	228 33% R	- -
On a diet trying to lose weight	**172** **17%**	33 13%	134 19%	5 9% *	104 18%	69 17%	32 20%	45 15%	25 21%	109 17%	63 18%	1 3% **	46 18%	22 12%	59 17%	44 22% N	172 25% R	- -
On a diet trying to gain weight	**29** **3%**	6 3%	21 3%	1 2% *	17 3%	12 3%	3 2%	13 4% I	- -	20 3%	8 2%	- - **	12 4%	4 2%	8 2%	6 3%	29 4% R	- -
On a diet due to diabetes	**48** **5%**	14 6%	28 4%	5 9% *	30 5%	18 4%	6 4%	21 7%	3 3%	28 4%	18 5%	2 7% **	12 5%	5 3%	20 6%	11 5%	48 7% R	- -
Net: Any reducing specific element	**458** **46%**	110 45%	321 46%	27 43% *	275 47%	183 44%	81 50%	144 49%	44 38%	308 49% K	141 41%	9 32% **	116 45%	78 43%	179 51%	82 42%	458 66% R	- -
Reducing the amount of fat in my diet	**307** **31%**	83 34%	205 30%	20 32% *	196 34% F	111 27%	58 36%	103 35%	31 27%	207 33%	98 28%	3 10% **	89 34%	53 29%	113 32%	50 25%	307 44% R	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Reducing the amount of sugar in my diet	**357** **36%**	86 35%	250 36%	21 34% *	208 36%	149 36%	60 37%	113 38%	32 28%	236 38%	112 33%	9 32% **	82 32%	63 35%	140 39%	69 35%	357 51% R	- -
Reducing the amount of starchy foods in my diet	**115** **11%**	24 10%	84 12%	6 10% *	80 14% F	35 8%	23 14%	38 13%	17 15%	81 13%	31 9%	3 10% **	30 12%	16 9%	41 11%	27 14%	115 16% R	- -
Net: Any increasing specific element	**127** **13%**	25 10%	94 14%	9 14% *	86 15% F	41 10%	27 17%	45 15%	12 10%	76 12%	51 15%	- - **	29 11%	21 12%	40 11%	36 18% O	127 18% R	- -
Increasing the amount of protein in my diet	**109** **11%**	22 9%	79 11%	7 12% *	69 12%	39 9%	20 12%	38 13%	9 8%	66 11%	42 12%	- - **	26 10%	18 10%	34 10%	31 16%	109 16% R	- -
Increasing the amount of starchy foods in my diet	**22** **2%**	3 1%	18 3%	1 2% *	18 3% F	4 1%	8 5%	7 3%	3 3%	10 2%	12 3%	- - **	4 2%	4 2%	8 2%	6 3%	22 3% R	- -
Net: Any avoiding food for other reason	**235** **23%**	63 26%	151 22%	21 33% *	131 22%	104 25%	43 27%	63 21%	23 20%	145 23%	82 24%	7 26% **	67 26%	36 20%	83 23%	46 23%	235 34% R	- -
Avoid certain food for religious or cultural reasons	**34** **3%**	7 3%	26 4%	2 4% *	25 4%	9 2%	13 8% H	8 3%	4 4%	22 4%	11 3%	1 4% **	12 5%	4 2%	15 4%	3 1%	34 5% R	- -
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	**83** **8%**	22 9%	54 8%	6 10% *	42 7%	41 10%	18 11%	18 6%	6 5%	45 7%	32 9%	6 20% **	22 8%	12 6%	28 8%	20 10%	83 12% R	- -
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	**140** **14%**	39 16%	89 13%	13 21% *	77 13%	64 15%	18 11%	42 14%	15 13%	90 14%	49 14%	1 3% **	38 15%	23 13%	47 13%	30 15%	140 20% R	- -
Reducing the amount of salt in my diet	**2** *	- -	2 *	- - *	1 *	1 *	- -	1 *	- -	1 *	1 *	- - **	1 *	1 1%	- -	- -	2 *	- -
Trying to eat healthily	**2** *	1 *	1 *	- - *	2 *	- -	- -	1 *	1 1%	- -	2 1%	- - **	1 *	- -	1 *	- -	2 *	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Other	**7**	2	4	-	4	2	-	2	1	3	3	-	1	2	1	2	7	-
	1%	1%	1%	- *	1%	1%	-	1%	1%	1%	1%	- **	*	1%	*	1%	1%	-
None	**303**	79	197	27	171	132	43	85	40	186	104	12	83	59	96	61	-	303
	30%	32%	28%	43% C*	29%	32%	27%	28%	35%	30%	30%	44% **	32%	33%	27%	31%	-	100% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any Vegetarian/vegan	**116** **12%**	27 19% T	89 10%
Completely vegetarian	**38** **4%**	5 4%	33 4%
Partly vegetarian	**67** **7%**	20 15% T	47 5%
Vegan	**14** **1%**	2 1%	12 1%
Allergic to certain foods or ingredients	**65** **7%**	65 47% T	- -
Net: Any Diet	**228** **23%**	42 30% T	187 22%
On a diet trying to lose weight	**172** **17%**	32 24%	140 16%
On a diet trying to gain weight	**29** **3%**	6 4%	23 3%
On a diet due to diabetes	**48** **5%**	8 6%	39 5%
Net: Any reducing specific element	**458** **46%**	72 53%	385 45%
Reducing the amount of fat in my diet	**307** **31%**	47 34%	260 30%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Reducing the amount of sugar in my diet	**357** **36%**	53 39%	304 35%
Reducing the amount of starchy foods in my diet	**115** **11%**	18 13%	97 11%
Net: Any increasing specific element	**127** **13%**	19 14%	108 13%
Increasing the amount of protein in my diet	**109** **11%**	13 9%	96 11%
Increasing the amount of starchy foods in my diet	**22** **2%**	7 5% T	15 2%
Net: Any avoiding food for other reason	**235** **23%**	52 38% T	183 21%
Avoid certain food for religious or cultural reasons	**34** **3%**	11 8% T	23 3%
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	**83** **8%**	21 15% T	62 7%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	**140** **14%**	30 22% T	110 13%
Reducing the amount of salt in my diet	**2** *****	- -	2 *
Trying to eat healthily	**2** *****	- -	2 *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Other	**7**	2	4
	1%	2%	1%
None	**303**	16	287
	30%	12%	33%
			S

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any Vegetarian/vegan	**116**	23	89	48	69	9	12	24	74	25	11	18	12
	12%	9%	13%	12%	12%	10%	12%	12%	14%	9%	7%	10%	10%
						*	*						
Completely vegetarian	**38**	4	33	15	24	3	5	7	28	5	3	6	5
	4%	1%	5%	4%	4%	3%	5%	3%	5%	2%	2%	3%	4%
			B			*	*		J				
Partly vegetarian	**67**	17	49	30	37	6	7	15	42	16	8	11	8
	7%	6%	7%	7%	6%	6%	7%	7%	8%	6%	5%	6%	6%
						*	*						
Vegan	**14**	5	8	6	8	2	1	3	8	4	-	1	-
	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	-	*	-
						*	*						
Allergic to certain foods or ingredients	**65**	22	40	32	33	11	7	13	45	11	6	10	6
	7%	8%	6%	8%	6%	12%	7%	6%	9%	4%	4%	5%	5%
						*	*		J				
Net: Any Diet	**228**	89	133	103	125	24	22	56	137	47	41	45	31
	23%	33%	19%	25%	21%	26%	22%	27%	26%	17%	24%	24%	26%
		C				*	*		J				
On a diet trying to lose weight	**172**	58	110	82	90	20	17	43	98	38	33	36	27
	17%	22%	15%	20%	15%	22%	17%	21%	19%	14%	19%	19%	22%
		C				*	*						
On a diet trying to gain weight	**29**	6	22	15	14	5	3	7	18	5	6	5	3
	3%	2%	3%	4%	2%	5%	3%	3%	3%	2%	4%	3%	3%
						*	*						
On a diet due to diabetes	**48**	38	9	19	29	6	4	9	35	7	4	4	2
	5%	14%	1%	5%	5%	6%	4%	4%	7%	3%	2%	2%	1%
		C				*	*		J				
Net: Any reducing specific element	**458**	154	291	197	261	47	45	101	286	94	62	79	52
	46%	57%	41%	48%	44%	52%	45%	49%	54%	35%	35%	42%	43%
		C				*	*		J				
Reducing the amount of fat in my diet	**307**	104	195	127	180	30	25	69	196	61	39	52	33
	31%	39%	27%	31%	30%	33%	25%	33%	37%	23%	23%	28%	27%
		C				*	*		J				

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Reducing the amount of sugar in my diet	357 36%	130 48% C	220 31%	151 37%	207 35%	34 37% *	34 35% *	79 38%	231 44% J	61 23%	55 31%	52 28%	33 28%
Reducing the amount of starchy foods in my diet	115 11%	46 17% C	67 9%	52 13%	63 11%	12 13% *	13 13% *	25 12%	75 14% J	23 9%	14 8%	13 7%	9 7%
Net: Any increasing specific element	127 13%	41 15%	85 12%	65 16% E	61 10%	20 23% H*	16 16% *	26 12%	79 15% J	25 9%	20 11%	22 12%	13 11%
Increasing the amount of protein in my diet	109 11%	35 13%	72 10%	53 13%	56 9%	15 17% *	14 14% *	21 10%	70 13% J	22 8%	15 9%	19 10%	13 11%
Increasing the amount of starchy foods in my diet	22 2%	7 3%	15 2%	14 3%	9 1%	5 6% *	2 2% *	5 3%	11 2%	4 1%	7 4%	4 2%	1 1%
Net: Any avoiding food for other reason	235 23%	103 38% C	126 18%	119 29% E	115 20%	34 38% *	28 28% *	53 26%	139 26% J	47 17%	39 22%	35 19%	24 20%
Avoid certain food for religious or cultural reasons	34 3%	7 3%	26 4%	19 5%	16 3%	6 7% *	5 5% *	5 2%	18 3%	8 3%	8 5%	10 5%	6 5%
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	83 8%	55 21% C	26 4%	37 9%	45 8%	16 17% H*	8 8% *	14 7%	51 10% J	13 5%	15 9%	11 6%	9 8%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	140 14%	54 20% C	82 12%	76 19% E	64 11%	16 18% *	18 18% *	40 19%	84 16% J	28 10%	20 12%	16 9%	10 9%
Reducing the amount of salt in my diet	2 *	2 1%	- -	1 *	1 *	- - *	- - *	1 *	2 *	- -	- -	- -	- -
Trying to eat healthily	2 *	- -	2 *	2 *	- -	- - *	1 1% *	1 *	1 *	- -	1 1%	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Other	**7**	2	4	3	3	1	2	-	6	1	-	2	2
	1%	1%	1%	1%	1%	1% *	2% *	-	1%	*	-	1%	2%
None	**303**	58	243	104	198	16	24	62	112	119	66	61	42
	30%	22%	34% B	26%	34% D	17% *	24% *	30% F	21%	44% I	38%	33%	35%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any Vegetarian/vegan	**116** **12%**	29 13%	14 9%	7 7%	102 12%
Completely vegetarian	**38** **4%**	10 5% CD	1 1%	- -	37 4% C
Partly vegetarian	**67** **7%**	16 7%	12 7%	7 7%	55 7%
Vegan	**14** **1%**	4 2%	2 1%	- -	12 1%
Allergic to certain foods or ingredients	**65** **7%**	19 8%	12 8%	7 7%	53 6%
Net: Any Diet	**228** **23%**	61 26%	44 28%	32 30%	184 22%
On a diet trying to lose weight	**172** **17%**	52 22% E	30 19%	21 19%	142 17%
On a diet trying to gain weight	**29** **3%**	5 2%	10 6% BE	8 7% BE	19 2%
On a diet due to diabetes	**48** **5%**	9 4%	9 5%	6 5%	39 5%
Net: Any reducing specific element	**458** **46%**	96 41%	92 58% BE	68 62% BE	366 44%
Reducing the amount of fat in my diet	**307** **31%**	60 26%	58 37% B	42 39% B	249 30%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Reducing the amount of sugar in my diet	**357** **36%**	64 28%	71 45% BE	51 47% BE	286 34% B
Reducing the amount of starchy foods in my diet	**115** **11%**	17 7%	33 21% BE	24 22% BE	82 10%
Net: Any increasing specific element	**127** **13%**	26 11%	36 23% BE	27 25% BE	91 11%
Increasing the amount of protein in my diet	**109** **11%**	24 10%	32 20% BE	23 21% BE	77 9%
Increasing the amount of starchy foods in my diet	**22** **2%**	2 1%	7 4%	7 6% BE	16 2%
Net: Any avoiding food for other reason	**235** **23%**	53 23%	51 32% BE	31 28%	184 22%
Avoid certain food for religious or cultural reasons	**34** **3%**	8 3%	10 7% E	7 6%	24 3%
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	**83** **8%**	17 7%	18 12%	13 12%	65 8%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	**140** **14%**	35 15%	28 18%	14 13%	112 13%
Reducing the amount of salt in my diet	**2** *	- -	2 1% E	2 2% E	- -
Trying to eat healthily	**2** *	1 *	1 1%	1 1%	1 *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q57. Which, if any, of the following applies to you?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Other	**7**	1	1	1	5
	1%	1%	1%	1%	1%
None	**303**	68	31	20	271
	30%	30% CD	20%	19%	32% CD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q58. Does anyone in your household, other than you, have a food allergy?

Base: All who follow a specific diet/ have specific dietary requirements

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**774**	**382**	**392**	**94**	**150**	**112**	**146**	**114**	**158**	**223**	**220**	**147**	**184**	**443**	**331**
Base	**781**	**367**	**414**	**124**	**144**	**118**	**138**	**104**	**154**	**211**	**205**	**164**	**201**	**416**	**365**
Yes	**88** **11%**	42 11%	46 11%	20 16% *	17 12%	15 13%	13 10%	9 8%	14 9%	28 13%	19 10%	15 9%	25 13%	47 11%	41 11%
No	**685** **88%**	321 87%	364 88%	99 80% *	126 88%	102 86%	124 90% D	95 92% D	139 90% D	182 86%	181 89%	148 90%	174 87%	364 87%	322 88%
Don't know	**8** **1%**	4 1%	3 1%	5 4% *	1 1%	1 1%	- -	- -	1 1%	1 *	4 2%	1 1%	2 1%	5 1%	3 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q58. Does anyone in your household, other than you, have a food allergy?

Base: All who follow a specific diet/ have specific dietary requirements

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**774**	**-**	**407**	**170**	**197**	**274**	**500**
Base	**781**	**-**	**403**	**173**	**205**	**280**	**501**
Yes	**88**	-	31	23	34	41	47
	11%	-	8%	14% Q	17% Q	15% U	9%
No	**685**	-	368	148	170	239	446
	88%	-	91% RS	85%	83%	85%	89%
Don't know	**8**	-	4	2	1	-	8
	1%	-	1%	1%	1%	-	2%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q58. Does anyone in your household, other than you, have a food allergy?

Base: All who follow a specific diet/ have specific dietary requirements

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**774**	**186**	**539**	**49**	**466**	**308**	**121**	**244**	**94**	**408**	**339**	**27**	**215**	**134**	**286**	**133**	**538**	**236**
Base	**781**	**188**	**546**	**48**	**470**	**311**	**124**	**245**	**93**	**415**	**341**	**25**	**218**	**133**	**281**	**144**	**543**	**238**
Yes	**88**	25	58	5	57	31	18	27	11	43	41	4	33	12	28	14	72	16
	11%	13%	11%	11% *	12%	10%	15%	11%	12% *	10%	12%	15% **	15%	9%	10%	10%	13% R	7%
No	**685**	161	482	43	407	278	104	216	81	369	295	22	184	121	247	127	464	222
	88%	86%	88%	89% *	87%	89%	84%	88%	87% *	89%	87%	85% **	85%	91%	88%	88%	85%	93% Q
Don't know	**8**	2	6	-	5	2	2	3	1	3	5	-	-	-	5	3	8	-
	1%	1%	1%	- *	1%	1%	1%	1%	1% *	1%	1%	- **	-	-	2%	2%	1%	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q58. Does anyone in your household, other than you, have a food allergy?

Base: All who follow a specific diet/ have specific dietary requirements

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**774**	**117**	**657**
Base	**781**	**122**	**659**
Yes	**88** **11%**	88 72% T	- -
No	**685** **88%**	34 28%	651 99% S
Don't know	**8** **1%**	- -	8 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q58. Does anyone in your household, other than you, have a food allergy?

Base: All who follow a specific diet/ have specific dietary requirements

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**774**	**207**	**554**	**314**	**460**	**75**	**67**	**161**	**411**	**214**	**130**	**179**	**106**
Base	**781**	**205**	**562**	**316**	**464**	**77**	**67**	**160**	**411**	**215**	**134**	**186**	**120**
Yes	**88**	30	56	47	41	18	5	22	48	18	19	28	22
	11%	15%	10%	15% E	9%	24% G*	8% *	14%	12%	8%	14%	15%	18%
No	**685**	175	502	269	417	59	62	137	360	195	115	157	98
	88%	85%	89%	85%	90%	76% *	92% F*	86%	88%	91%	86%	85%	82%
Don't know	**8**	-	5	1	7	-	-	1	3	2	-	-	-
	1%	-	1%	*	1%	- *	- *	1%	1%	1%	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q58. Does anyone in your household, other than you, have a food allergy?

Base: All who follow a specific diet/ have specific dietary requirements

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**774**	**200**	**128**	**86**	**646**
Base	**781**	**199**	**130**	**89**	**651**
Yes	**88** **11%**	25 12%	25 19% E	18 20% E*	63 10%
No	**685** **88%**	174 87%	104 80%	71 80% *	581 89% CD
Don't know	**8** **1%**	1 *	1 1%	- - *	7 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q59. And do you ever buy food for this person with the allergy?

Base: All with someone in the household with a food alergy

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**85**	**44**	**41**	**15**	**17**	**14**	**14**	**10**	**15**	**29**	**20**	**13**	**23**	**49**	**36**
Base	**88**	**42**	**46**	**20**	**17**	**15**	**13**	**9**	**14**	**28**	**19**	**15**	**25**	**47**	**41**
	74	32	42	15	16	14	13	8	9	23	14	15	22	37	37
Yes	**85%**	77%	92%	75%	94%	93%	100%	91%	60%	82%	73%	100%	88%	78%	92%
		*	*	**	**	**	**	**	**	**	**	**	**	*	*
	13	10	4	5	1	1	-	1	6	5	5	-	3	10	3
No	**15%**	23%	8%	25%	6%	7%	-	9%	40%	18%	27%	-	12%	22%	8%
		*	*	**	**	**	**	**	**	**	**	**	**	*	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q59. And do you ever buy food for this person with the allergy?

Base: All with someone in the household with a food alergy

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**85**	**-**	**32**	**21**	**32**	**39**	**46**
Base	**88**	**-**	**31**	**23**	**34**	**41**	**47**
	74	-	22	21	30	38	37
Yes	**85%**	-	74% *	92% **	90% *	91% *	79% *
	13	-	8	2	3	4	10
No	**15%**	-	26% *	8% **	10% *	9% *	21% *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q59. And do you ever buy food for this person with the allergy?

Base: All with someone in the household with a food alergy

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**85**	**23**	**57**	**5**	**55**	**30**	**17**	**26**	**11**	**41**	**40**	**4**	**32**	**12**	**28**	**13**	**70**	**15**
Base	**88**	**25**	**58**	**5**	**57**	**31**	**18**	**27**	**11**	**43**	**41**	**4**	**33**	**12**	**28**	**14**	**72**	**16**
	74	20	51	4	51	23	17	23	10	41	33	1	28	9	24	13	60	14
Yes	**85%**	79%	88%	76%	89%	76%	93%	86%	90%	95%	80%	25%	85%	76%	85%	91%	84%	88%
		**	*	**	*	**	**	**	**	*	*	**	*	**	**	**	*	**
	13	5	7	1	6	7	1	4	1	2	8	3	5	3	4	1	12	2
No	**15%**	21%	12%	24%	11%	24%	7%	14%	10%	5%	20%	75%	15%	24%	15%	9%	16%	12%
		**	*	**	*	**	**	**	**	*	*	**	*	**	**	**	*	**

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q59. And do you ever buy food for this person with the allergy?

Base: All with someone in the household with a food alergy

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**85**	**85**	**-**
Base	**88**	**88**	**-**
	74	74	-
Yes	**85%**	85%	-
	13	13	-
No	**15%**	15%	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q59. And do you ever buy food for this person with the allergy?

Base: All with someone in the household with a food alergy

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**85**	**30**	**53**	**45**	**40**	**17**	**5**	**22**	**46**	**17**	**19**	**26**	**19**
Base	**88**	**30**	**56**	**47**	**41**	**18**	**5**	**22**	**48**	**18**	**19**	**28**	**22**
	74	25	47	40	34	17	3	19	40	15	16	26	21
Yes	**85%**	84%	84%	86%	83%	95%	60%	85%	84%	84%	85%	92%	95%
		**	*	*	*	**	**	**	*	**	**	**	**
	13	5	9	6	7	1	2	3	8	3	3	2	1
No	**15%**	16%	16%	14%	17%	5%	40%	15%	16%	16%	15%	8%	5%
		**	*	*	*	**	**	**	*	**	**	**	**

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q59. And do you ever buy food for this person with the allergy?

Base: All with someone in the household with a food alergy

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**85**	**24**	**24**	**17**	**61**
Base	**88**	**25**	**25**	**18**	**63**
Yes	**74**	25	21	15	53
	85%	100%	84%	83%	85%
		**	**	**	*
No	**13**	-	4	3	10
	15%	-	16%	17%	15%
		**	**	**	*

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**132**	**60**	**72**	**24**	**25**	**20**	**25**	**11**	**27**	**41**	**32**	**22**	**37**	**73**	**59**
Base	**137**	**57**	**80**	**32**	**25**	**21**	**24**	**10**	**26**	**39**	**32**	**25**	**41**	**71**	**66**
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	**20** **15%**	8 15% *	12 15% *	3 9% **	1 4% **	4 20% **	4 16% **	2 19% **	7 25% **	8 20% *	4 11% *	5 19% **	4 10% *	11 16% *	9 14% *
Crustaceans, e.g.prawns, crab and lobster	**18** **13%**	8 15% *	9 12% *	4 12% **	1 4% **	- - **	3 12% **	1 8% **	9 35% **	4 10% *	5 16% *	3 13% **	5 13% *	9 13% *	9 13% *
Eggs	**18** **13%**	10 18% *	7 9% *	4 13% **	3 12% **	6 30% **	- - **	2 17% **	3 11% **	6 16% *	4 13% *	2 9% **	5 12% *	11 15% *	7 11% *
Fish	**6** **5%**	3 5% *	3 4% *	1 4% **	1 4% **	2 9% **	- - **	1 10% **	1 4% **	1 2% *	2 7% *	2 8% **	1 2% *	3 4% *	3 5% *
Peanuts	**24** **18%**	8 14% *	16 20% *	4 13% **	6 24% **	3 15% **	8 32% **	2 19% **	2 7% **	3 9% *	7 21% *	4 16% **	10 24% *	10 14% *	14 21% *
Soybeans	**6** **4%**	4 8% *	1 2% *	1 4% **	- - **	- - **	1 4% **	2 19% **	2 7% **	3 8% *	2 5% *	1 4% **	- - *	5 7% *	1 1% *
Milk	**29** **21%**	14 24% *	16 20% *	6 20% **	7 29% **	5 24% **	4 19% **	2 17% **	5 18% **	10 25% M*	11 34% M*	7 27% **	2 5% *	20 29% M*	9 14% M*
Nuts, e.g.almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	**25** **18%**	8 14% *	17 21% *	12 38% **	2 8% **	1 6% **	5 20% **	4 39% **	1 3% **	3 7% *	9 27% J*	5 19% **	9 21% *	11 16% J*	13 20% *
Celery (including celeriac)	**6** **4%**	1 2% *	5 6% *	1 4% **	1 4% **	1 6% **	1 4% **	1 10% **	- - **	- - *	1 4% *	1 4% **	3 8% *	1 2% *	4 6% *

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**137**	**57**	**80**	**32**	**25**	**21**	**24**	**10**	**26**	**39**	**32**	**25**	**41**	**71**	**66**
Mustard	**5** **4%**	4 7% *	1 1% *	- - **	2 8% **	1 6% **	1 4% **	1 9% **	- - **	1 2% *	1 3% *	2 8% **	1 3% *	2 2% *	3 5% *
Sesame	**6** **4%**	3 5% *	3 4% *	- - **	2 8% **	- - **	1 4% **	1 10% **	2 7% **	1 2% *	2 5% *	1 4% **	2 5% *	3 4% *	3 5% *
Sulphur dioxide/sulphites (preservatives used in some foods and drinks) at levels above 10mg per kg or per litre	**8** **6%**	3 5% *	5 6% *	1 4% **	1 4% **	- - **	2 9% **	1 9% **	3 11% **	3 7% *	2 6% *	2 8% **	1 3% *	5 7% *	3 5% *
Lupin	**5** **4%**	4 7% *	1 1% *	- - **	1 4% **	1 6% **	- - **	- - **	3 11% **	2 5% *	- - *	1 4% **	2 5% *	2 3% *	3 5% *
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	**16** **12%**	6 10% *	10 13% *	8 24% **	1 4% **	1 5% **	- - **	1 9% **	6 22% **	8 20% *	5 14% *	- - **	4 9% *	13 18% *	4 6% *
Fruit (all mentions)	**18** **13%**	3 6% *	15 18% *	8 24% **	3 11% **	1 5% **	3 13% **	1 10% **	2 8% **	2 6% *	7 21% *	4 14% **	5 13% *	9 13% *	9 13% *
Mushrooms	**3** **2%**	- - *	3 3% *	2 5% **	- - **	1 5% **	- - **	- - **	- - **	1 3% *	- - *	- - **	2 4% *	1 1% *	2 2% *
Vegetables (all mentions)	**6** **4%**	3 5% *	3 4% *	- - **	1 4% **	1 6% **	1 4% **	1 11% **	2 7% **	1 2% *	1 3% *	- - **	4 10% *	2 2% *	4 6% *
Meat (any type)	**2** **1%**	2 3% *	- - *	- - **	- - **	- - **	2 7% **	- - **	- - **	2 4% *	- - *	- - **	- - *	2 2% *	- - *
Spices	**3** **2%**	1 2% *	2 2% *	- - **	1 4% **	- - **	- - **	- - **	2 7% **	2 5% *	- - *	- - **	1 3% *	2 3% *	1 2% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**137**	**57**	**80**	**32**	**25**	**21**	**24**	**10**	**26**	**39**	**32**	**25**	**41**	**71**	**66**
Other	**6**	2	4	-	-	2	2	1	1	3	1	-	2	4	2
	4%	3%	5%	-	-	10%	8%	9%	4%	7%	3%	-	5%	5%	3%
		*	*	**	**	**	**	**	**	*	*	**	*	*	*
Dk/nothing	**1**	1	-	-	-	1	-	-	-	1	-	-	-	1	-
	1%	2%	-	-	-	5%	-	-	-	2%	-	-	-	1%	-
		*	*	**	**	**	**	**	**	*	*	**	*	*	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**132**	**15**	**49**	**28**	**40**	**50**	**82**
Base	**137**	**15**	**48**	**31**	**43**	**53**	**85**
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	**20**	4	7	1	9	8	12
	15%	25%	14%	3%	20%	15%	15%
		**	*	**	*	*	*
Crustaceans, e.g.prawns, crab and lobster	**18**	3	9	3	2	3	14
	13%	20%	20%	10%	4%	6%	17%
		**	*	**	*	*	*
Eggs	**18**	-	8	4	6	7	10
	13%	-	16%	13%	13%	14%	12%
		**	*	**	*	*	*
Fish	**6**	-	4	-	2	2	4
	5%	-	9%	-	5%	4%	5%
		**	*	**	*	*	*
Peanuts	**24**	-	10	5	9	12	13
	18%	-	21%	17%	21%	22%	15%
		**	*	**	*	*	*
Soybeans	**6**	-	3	-	3	3	3
	4%	-	5%	-	7%	6%	3%
		**	*	**	*	*	*
Milk	**29**	3	12	8	5	13	17
	21%	21%	26%	27%	13%	24%	20%
		**	*	**	*	*	*
Nuts, e.g.almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	**25**	1	6	6	11	9	15
	18%	8%	13%	20%	26%	18%	18%
		**	*	**	*	*	*
Celery (including celeriac)	**6**	-	1	2	2	1	5
	4%	-	3%	7%	5%	2%	5%
		**	*	**	*	*	*

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**137**	**15**	**48**	**31**	**43**	**53**	**85**
Mustard	**5** **4%**	1 7% **	1 2% *	1 4% **	2 4% *	3 6% *	2 2% *
Sesame	**6** **4%**	- - **	3 6% *	- - **	3 6% *	2 3% *	4 5% *
Sulphur dioxide/sulphites (preservatives used in some foods and drinks) at levels above 10mg per kg or per litre	**8** **6%**	- - **	6 12% *	1 3% **	1 2% *	1 2% *	7 8% *
Lupin	**5** **4%**	1 6% **	1 2% *	3 11% **	- - *	2 4% *	3 3% *
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	**16** **12%**	3 19% **	6 13% *	1 3% **	6 14% *	6 11% *	10 12% *
Fruit (all mentions)	**18** **13%**	3 20% **	5 11% *	5 15% **	5 11% *	3 5% *	15 18% *
Mushrooms	**3** **2%**	- - **	1 2% *	- - **	2 4% *	- - *	3 3% *
Vegetables (all mentions)	**6** **4%**	2 14% **	3 6% *	- - **	1 3% *	2 4% *	4 5% *
Meat (any type)	**2** **1%**	- - **	1 2% *	- - **	1 2% *	1 2% *	1 1% *
Spices	**3** **2%**	1 6% **	- - *	1 3% **	1 2% *	- - *	3 3% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**137**	**15**	**48**	**31**	**43**	**53**	**85**
Other	**6**	1	2	2	1	2	4
	4%	6%	4%	7%	2%	3%	5%
		**	*	**	*	*	*
Dk/nothing	**1**	-	-	1	-	1	-
	1%	-	-	3%	-	2%	-
		**	*	**	*	*	*

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	132	35	89	8	81	51	25	37	18	79	49	4	37	24	47	24	117	15
Base	137	38	92	8	84	53	26	39	18	83	51	4	38	24	49	27	121	16
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	**20**	3	15	2	13	7	2	7	4	12	8	-	5	5	7	3	15	5
	15%	8%	17%	23%	16%	13%	7%	17%	22%	15%	16%	-	14%	20%	15%	12%	12%	31%
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Crustaceans, e.g.prawns, crab and lobster	**18**	5	10	2	12	5	5	4	4	13	4	-	2	5	8	3	18	-
	13%	14%	11%	26%	14%	10%	18%	9%	22%	16%	9%	-	5%	21%	16%	13%	14%	-
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Eggs	**18**	5	12	1	9	8	2	4	3	9	8	1	8	4	5	1	17	1
	13%	13%	13%	14%	11%	16%	7%	11%	17%	11%	15%	28%	21%	16%	10%	4%	14%	6%
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Fish	**6**	2	4	-	6	-	2	1	3	5	1	-	1	-	3	2	6	-
	5%	5%	5%	-	7%	-	8%	3%	18%	6%	2%	-	3%	-	7%	8%	5%	-
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Peanuts	**24**	9	13	2	16	8	4	7	5	15	9	-	11	1	6	6	20	4
	18%	24%	15%	25%	19%	15%	14%	19%	29%	18%	18%	-	29%	4%	12%	24%	17%	26%
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Soybeans	**6**	-	5	1	3	3	1	1	1	3	3	-	3	-	2	1	5	1
	4%	-	5%	12%	3%	6%	4%	2%	5%	4%	5%	-	7%	-	4%	5%	4%	6%
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Milk	**29**	5	24	1	21	8	9	10	1	20	9	1	10	3	12	5	25	5
	21%	13%	26%	10%	25%	16%	36%	27%	7%	24%	17%	23%	25%	12%	25%	18%	20%	29%
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Nuts, e.g.almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	**25**	5	18	2	16	9	3	9	3	11	14	-	13	1	7	4	24	1
	18%	12%	20%	25%	19%	16%	13%	24%	17%	13%	27%	-	34%	5%	13%	14%	20%	6%
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Celery (including celeriac)	**6**	-	3	2	4	1	1	1	2	2	3	-	1	-	3	1	5	1
	4%	-	4%	25%	5%	2%	4%	3%	12%	2%	7%	-	3%	-	7%	4%	4%	6%
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**137**	**38**	**92**	**8**	**84**	**53**	**26**	**39**	**18**	**83**	**51**	**4**	**38**	**24**	**49**	**27**	**121**	**16**
Mustard	**5** **4%**	1 3% *	3 3% *	1 14% **	4 5% *	1 2% *	2 8% **	1 3% *	1 5% **	1 1% *	4 8% *	- - **	3 8% *	- - **	2 4% *	- - **	5 4%	- - **
Sesame	**6** **4%**	- - *	4 4% *	2 24% **	2 2% *	4 7% *	1 4% **	1 3% *	- - **	5 6% *	1 2% *	- - **	1 2% *	1 4% **	3 6% *	1 3% **	5 4%	1 6% **
Sulphur dioxide/sulphites (preservatives used in some foods and drinks) at levels above 10mg per kg or per litre	**8** **6%**	- - *	8 9% *	- - **	5 6% *	3 6% *	2 7% **	3 8% *	- - **	5 6% *	3 6% *	- - **	4 10% *	1 4% **	3 6% *	- - **	8 6%	- - **
Lupin	**5** **4%**	- - *	4 4% *	1 14% **	4 5% *	1 2% *	1 4% **	3 8% *	- - **	3 4% *	2 4% *	- - **	2 5% *	1 4% **	2 4% *	- - **	5 4%	- - **
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	**16** **12%**	4 11% *	12 13% *	- - **	8 9% *	8 16% *	2 8% **	3 7% *	3 16% **	7 8% *	9 19% *	- - **	4 11% *	3 12% **	8 16% *	2 6% **	15 12%	1 8% **
Fruit (all mentions)	**18** **13%**	5 14% *	11 12% *	1 15% **	11 14% *	6 12% *	- - **	9 23% *	3 14% **	11 13% *	6 11% *	1 25% **	3 8% *	4 19% **	7 15% *	3 11% **	16 13%	2 14% **
Mushrooms	**3** **2%**	3 7% *	- - *	- - **	1 1% *	2 3% *	- - **	1 3% *	- - **	1 1% *	2 3% *	- - **	3 7% *	- - **	- - *	- - **	3 2%	- - **
Vegetables (all mentions)	**6** **4%**	4 11% *	2 2% *	- - **	2 2% *	4 7% *	1 4% **	1 3% *	- - **	4 5% *	2 4% *	- - **	2 5% *	- - **	2 4% *	2 8% **	6 5%	- - **
Meat (any type)	**2** **1%**	- - *	2 2% *	- - **	1 1% *	1 2% *	- - **	- - *	1 5% **	2 2% *	- - *	- - **	- - *	2 7% **	- - *	- - **	2 1%	- - **
Spices	**3** **2%**	- - *	3 3% *	- - **	- - *	3 5% *	- - **	- - *	- - **	1 1% *	1 2% *	1 24% **	1 2% *	1 4% **	1 2% *	- - **	3 2%	- - **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	137	38	92	8	84	53	26	39	18	83	51	4	38	24	49	27	121	16
Other	6	-	6	-	3	3	-	-	3	1	5	-	2	1	2	1	5	1
	4%	-	6%	-	4%	5%	-	-	16%	1%	10%	-	5%	4%	4%	4%	4%	6%
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**
Dk/nothing	1	-	1	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-
	1%	-	1%	-	1%	-	-	3%	-	1%	-	-	3%	-	-	-	1%	-
		*	*	**	*	*	**	*	**	*	*	**	*	**	*	**		**

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**132**	**132**	**-**
Base	**137**	**137**	**-**
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	**20** **15%**	20 15%	- -
Crustaceans, e.g.prawns, crab and lobster	**18** **13%**	18 13%	- -
Eggs	**18** **13%**	18 13%	- -
Fish	**6** **5%**	6 5%	- -
Peanuts	**24** **18%**	24 18%	- -
Soybeans	**6** **4%**	6 4%	- -
Milk	**29** **21%**	29 21%	- -
Nuts, e.g.almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	**25** **18%**	25 18%	- -
Celery (including celeriac)	**6** **4%**	6 4%	- -

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**137**	**137**	**-**
Mustard	**5** **4%**	5 4%	- -
Sesame	**6** **4%**	6 4%	- -
Sulphur dioxide/sulphites (preservatives used in some foods and drinks) at levels above 10mg per kg or per litre	**8** **6%**	8 6%	- -
Lupin	**5** **4%**	5 4%	- -
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	**16** **12%**	16 12%	- -
Fruit (all mentions)	**18** **13%**	18 13%	- -
Mushrooms	**3** **2%**	3 2%	- -
Vegetables (all mentions)	**6** **4%**	6 4%	- -
Meat (any type)	**2** **1%**	2 1%	- -
Spices	**3** **2%**	3 2%	- -

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**137**	**137**	**-**
Other	**6** **4%**	6 4%	- -
Dk/nothing	**1** **1%**	1 1%	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	132	44	84	69	63	23	11	33	78	25	24	31	22
Base	137	45	89	72	66	24	12	33	81	26	24	34	26
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	**20**	8	12	9	11	4	2	3	12	5	3	6	5
	15%	19%	13%	13%	17%	18%	15%	9%	15%	20%	12%	16%	18%
		*	*	*	*	**	**	*	*	**	**	**	**
Crustaceans, e.g.prawns, crab and lobster	**18**	5	12	9	8	2	3	3	14	3	1	2	1
	13%	12%	14%	13%	12%	9%	28%	9%	17%	12%	3%	5%	4%
		*	*	*	*	**	**	*	*	**	**	**	**
Eggs	**18**	5	12	12	6	5	1	5	10	4	4	5	2
	13%	12%	14%	16%	9%	19%	9%	15%	12%	14%	17%	13%	9%
		*	*	*	*	**	**	*	*	**	**	**	**
Fish	**6**	1	5	4	2	2	1	-	3	2	1	1	1
	5%	2%	6%	6%	3%	8%	9%	-	4%	8%	4%	3%	4%
		*	*	*	*	**	**	*	*	**	**	**	**
Peanuts	**24**	8	15	12	12	5	1	6	14	5	6	9	7
	18%	19%	17%	17%	18%	22%	8%	18%	17%	18%	25%	26%	28%
		*	*	*	*	**	**	*	*	**	**	**	**
Soybeans	**6**	2	4	5	1	1	1	3	6	-	-	2	1
	4%	4%	4%	7%	2%	5%	8%	8%	7%	-	-	5%	4%
		*	*	*	*	**	**	*	*	**	**	**	**
Milk	**29**	10	19	17	12	6	1	10	21	2	5	7	5
	21%	23%	22%	24%	19%	26%	8%	30%	26%	7%	22%	22%	18%
		*	*	*	*	**	**	*	*	**	**	**	**
Nuts, e.g.almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	**25**	9	15	14	10	6	1	6	19	2	3	8	5
	18%	21%	17%	20%	15%	24%	8%	19%	23%	6%	13%	22%	18%
		*	*	*	*	**	**	*	*	**	**	**	**
Celery (including celeriac)	**6**	2	2	2	3	-	1	1	3	-	-	1	1
	4%	5%	3%	3%	5%	-	9%	4%	4%	-	-	3%	4%
		*	*	*	*	**	**	*	*	**	**	**	**

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	137	45	89	72	66	24	12	33	81	26	24	34	26
Mustard	**5** **4%**	2 4% *	3 3% *	5 7% *	- - *	3 13% **	- - **	2 5% *	3 3% *	2 8% **	- - **	3 9% **	2 8% **
Sesame	**6** **4%**	3 7% *	2 2% *	3 4% *	3 5% *	1 3% **	- - **	2 5% *	5 6% *	1 3% **	- - **	2 5% **	1 4% **
Sulphur dioxide/sulphites (preservatives used in some foods and drinks) at levels above 10mg per kg or per litre	**8** **6%**	2 4% *	6 7% *	5 7% *	3 4% *	- - **	1 8% **	4 13% *	7 8% *	- - **	1 4% **	- - **	- - **
Lupin	**5** **4%**	1 2% *	4 5% *	5 7% *	- - *	2 9% **	1 8% **	2 6% *	4 5% *	1 4% **	- - **	2 6% **	2 8% **
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	**16** **12%**	4 10% *	12 13% *	10 14% *	6 10% *	2 8% **	3 28% **	3 11% *	12 14% *	2 9% **	2 9% **	3 8% **	2 6% **
Fruit (all mentions)	**18** **13%**	3 7% *	14 15% *	6 9% *	12 18% *	- - **	3 25% **	3 10% *	12 15% *	2 8% **	2 9% **	3 8% **	2 6% **
Mushrooms	**3** **2%**	2 3% *	1 1% *	2 2% *	1 2% *	2 6% **	- - **	- - *	1 1% *	2 6% **	- - **	- - **	- - **
Vegetables (all mentions)	**6** **4%**	3 7% *	3 4% *	3 4% *	3 5% *	1 4% **	- - **	2 5% *	5 6% *	- - **	1 4% **	2 7% **	2 9% **
Meat (any type)	**2** **1%**	1 2% *	1 1% *	2 2% *	- - *	1 3% **	- - **	1 3% *	2 2% *	- - **	- - **	- - **	- - **
Spices	**3** **2%**	2 4% *	1 1% *	2 3% *	1 1% *	- - **	1 9% **	1 3% *	1 1% *	1 3% **	- - **	- - **	- - **

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**137**	**45**	**89**	**72**	**66**	**24**	**12**	**33**	**81**	**26**	**24**	**34**	**26**
Other	**6**	3	2	2	4	1	-	1	2	1	2	-	-
	4%	6%	2%	2%	6%	3%	-	3%	2%	3%	8%	-	-
		*	*	*	*	**	**	*	*	**	**	**	**
Dk/nothing	**1**	-	1	-	1	-	-	-	-	1	-	-	-
	1%	-	1%	-	1%	-	-	-	-	4%	-	-	-
		*	*	*	*	**	**	*	*	**	**	**	**

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**132**	**37**	**32**	**22**	**100**
Base	**137**	**38**	**33**	**23**	**104**
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	**20** **15%**	5 13% *	4 11% *	1 4% **	16 16% *
Crustaceans, e.g.prawns, crab and lobster	**18** **13%**	1 3% *	6 17% *	3 12% **	12 11% *
Eggs	**18** **13%**	3 9% *	6 17% *	5 20% **	12 12% *
Fish	**6** **5%**	1 3% *	1 3% *	1 4% **	5 5% *
Peanuts	**24** **18%**	10 27% *	8 24% *	7 31% **	16 16% *
Soybeans	**6** **4%**	- - *	4 12% E*	2 8% **	2 2% *
Milk	**29** **21%**	8 22% *	11 33% *	7 30% **	18 18% *
Nuts, e.g.almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	**25** **18%**	5 13% *	7 20% *	6 24% **	18 17% *
Celery (including celeriac)	**6** **4%**	3 9% *	1 3% *	1 4% **	5 4% *

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**137**	**38**	**33**	**23**	**104**
Mustard	**5** **4%**	1 3% *	4 12% E*	4 17% **	1 1% *
Sesame	**6** **4%**	3 8% *	1 3% *	1 4% **	5 5% *
Sulphur dioxide/sulphites (preservatives used in some foods and drinks) at levels above 10mg per kg or per litre	**8** **6%**	2 5% *	1 3% *	- - **	7 7% *
Lupin	**5** **4%**	- - *	4 12% E*	1 5% **	1 1% *
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	**16** **12%**	2 5% *	2 5% *	- - **	14 14% *
Fruit (all mentions)	**18** **13%**	6 16% *	2 5% *	2 6% **	16 16% *
Mushrooms	**3** **2%**	1 3% *	2 5% *	2 6% **	1 1% *
Vegetables (all mentions)	**6** **4%**	2 6% *	2 6% *	- - **	4 4% *
Meat (any type)	**2** **1%**	- - *	1 3% *	1 4% **	1 1% *
Spices	**3** **2%**	1 3% *	1 3% *	- - **	2 2% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q60. What are you / someone in your household allergic to?

Base: All with / living with someone with food allergy

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**137**	**38**	**33**	**23**	**104**
Other	**6**	3	-	-	6
	4%	8%	-	-	6%
		*	*	**	*
Dk/nothing	**1**	-	-	-	1
	1%	-	-	-	1%
		*	*	**	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q61. How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?

Base: All with / living with someone with food allergy

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**132**	**60**	**72**	**24**	**25**	**20**	**25**	**11**	**27**	**41**	**32**	**22**	**37**	**73**	**59**
Base	**137**	**57**	**80**	**32**	**25**	**21**	**24**	**10**	**26**	**39**	**32**	**25**	**41**	**71**	**66**
Net: Easy	**86** **63%**	37 64% *	50 62% *	20 64% **	12 48% **	17 79% **	19 79% **	6 63% **	13 48% **	26 65% *	28 87% MO*	12 46% **	22 53% *	53 75% MO*	33 50% *
Very easy (2)	**23** **16%**	7 13% *	15 19% *	4 12% **	8 30% **	4 20% **	6 23% **	2 17% **	- - **	4 11% *	8 26% *	6 23% **	4 10% *	13 18% *	10 15% *
Quite easy (1)	**64** **47%**	29 51% *	35 44% *	17 53% **	5 18% **	12 60% **	13 56% **	5 46% **	13 48% **	21 54% *	19 61% O*	6 24% **	17 42% *	41 57% O*	23 35% *
Neither (0)	**25** **18%**	10 17% *	15 19% *	9 27% **	3 12% **	2 9% **	1 4% **	3 27% **	7 28% **	5 14% *	2 5% *	8 33% **	9 23% *	7 10% *	18 27% KN*
Net: Difficult	**26** **19%**	11 19% *	15 19% *	3 9% **	10 39% **	2 11% **	4 16% **	1 10% **	6 24% **	8 21% *	3 8% *	5 20% **	10 25% *	11 15% *	15 23% *
Quite difficult (-1)	**23** **17%**	9 16% *	14 17% *	3 9% **	8 31% **	2 11% **	3 13% **	1 10% **	6 24% **	8 19% *	3 8% *	4 16% **	9 22% *	10 14% *	13 20% *
Very difficult (-2)	**3** **2%**	2 3% *	1 1% *	- - **	2 8% **	- - **	1 4% **	- - **	- - **	1 2% *	- - *	1 4% **	1 3% *	1 1% *	2 3% *
Mean score	**0.58**	0.54 *	0.61 *	0.67 **	0.31 **	0.88 **	0.83 **	0.7 **	0.23 **	0.53 *	1.05 JMNO*	0.45 **	0.36 *	0.76 JMO*	0.39 *
Standard Deviation	**1.022**	1.021	1.027	0.805	1.419	0.872	1.058	0.916	0.832	1.005	0.803	1.148	1.029	0.951	1.068
Standard Error	**0.087**	0.135	0.115	0.143	0.284	0.191	0.218	0.293	0.162	0.16	0.142	0.229	0.161	0.113	0.131

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q61. How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?

Base: All with / living with someone with food allergy

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	132	15	49	28	40	50	82
Base	137	15	48	31	43	53	85
Net: Easy	86 63%	10 67% **	29 60% *	17 55% **	30 70% *	34 65% *	52 62% *
Very easy (2)	23 16%	4 28% **	4 8% *	6 18% **	9 20% *	11 21% *	12 14% *
Quite easy (1)	64 47%	6 39% **	25 52% *	11 36% **	22 50% *	23 44% *	41 48% *
Neither (0)	25 18%	2 14% **	11 23% *	5 16% **	7 15% *	7 14% *	17 21% *
Net: Difficult	26 19%	3 19% **	8 17% *	9 29% **	6 14% *	11 21% *	15 18% *
Quite difficult (-1)	23 17%	3 19% **	6 13% *	8 25% **	6 14% *	10 19% *	13 16% *
Very difficult (-2)	3 2%	- - **	2 4% *	1 3% **	- - *	1 2% *	2 2% *
Mean score	0.58	0.77 **	0.47 *	0.41 **	0.76 *	0.63 *	0.55 *
Standard Deviation	1.022	1.091	0.964	1.167	0.944	1.08	0.989
Standard Error	0.087	0.279	0.139	0.211	0.144	0.149	0.107

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q61. How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?

Base: All with / living with someone with food allergy

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	132	35	89	8	81	51	25	37	18	79	49	4	37	24	47	24	117	15
Base	137	38	92	8	84	53	26	39	18	83	51	4	38	24	49	27	121	16
Net: Easy	**86** **63%**	28 73% *	55 60% *	4 49% **	55 65% *	32 59% *	15 58% **	27 69% *	12 65% **	54 65% *	31 60% *	2 49% **	20 52% *	14 60% **	32 66% *	20 76% **	74 61%	12 76% **
Very easy (2)	**23** **16%**	8 20% *	15 16% *	- - **	17 20% *	6 11% *	8 29% **	6 15% *	2 12% **	16 19% *	7 13% *	- - **	6 15% *	4 17% **	9 18% *	4 15% **	21 17%	2 9% **
Quite easy (1)	**64** **47%**	20 53% *	40 44% *	4 49% **	38 46% *	26 48% *	8 29% **	21 55% *	9 52% **	38 46% *	24 47% *	2 49% **	14 36% *	10 43% **	24 49% *	16 61% **	53 44%	11 67% **
Neither (0)	**25** **18%**	5 13% *	19 20% *	1 13% **	14 16% *	11 21% *	2 9% **	8 20% *	3 19% **	14 17% *	9 17% *	2 51% **	10 27% *	5 21% **	7 14% *	3 10% **	23 19%	2 11% **
Net: Difficult	**26** **19%**	5 13% *	18 20% *	3 38% **	16 19% *	10 20% *	9 32% **	4 11% *	3 16% **	15 18% *	12 23% *	- - **	8 21% *	4 19% **	10 20% *	4 14% **	24 20%	2 12% **
Quite difficult (-1)	**23** **17%**	5 13% *	15 17% *	3 38% **	14 16% *	10 18% *	8 29% **	3 8% *	3 16% **	12 14% *	12 23% *	- - **	7 18% *	4 16% **	9 18% *	4 14% **	21 18%	2 12% **
Very difficult (-2)	**3** **2%**	- - *	3 3% *	- - **	2 2% *	1 2% *	1 4% **	1 3% *	- - **	3 4% *	- - *	- - **	1 3% *	1 4% **	1 2% *	- - **	3 2%	- - **
Mean score	**0.58**	0.8 *	0.54 *	0.11 **	0.64 *	0.49 *	0.51 **	0.7 *	0.61 **	0.63 *	0.51 *	0.49 **	0.43 *	0.54 **	0.62 *	0.77 **	0.56	0.73 **
Standard Deviation	**1.022**	0.922	1.053	0.988	1.053	0.973	1.306	0.918	0.929	1.058	0.996	0.582	1.055	1.073	1.049	0.89	1.047	0.82
Standard Error	**0.087**	0.15	0.11	0.349	0.115	0.133	0.255	0.147	0.22	0.116	0.139	0.298	0.17	0.221	0.151	0.172	0.095	0.204

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q61. How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?

Base: All with / living with someone with food allergy

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**132**	**132**	**-**
Base	**137**	**137**	**-**
Net: Easy	**86**	86	-
	63%	63%	-
Very easy (2)	**23**	23	-
	16%	16%	-
Quite easy (1)	**64**	64	-
	47%	47%	-
Neither (0)	**25**	25	-
	18%	18%	-
Net: Difficult	**26**	26	-
	19%	19%	-
Quite difficult (-1)	**23**	23	-
	17%	17%	-
Very difficult (-2)	**3**	3	-
	2%	2%	-
Mean score	**0.58**	0.58	-
Standard Deviation	**1.022**	1.022	-
Standard Error	**0.087**	0.087	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q61. How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?

Base: All with / living with someone with food allergy

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	132	44	84	69	63	23	11	33	78	25	24	31	22
Base	137	45	89	72	66	24	12	33	81	26	24	34	26
Net: Easy	86	25	60	41	46	12	3	24	57	12	18	22	14
	63%	56% *	67% *	57% *	70% *	49% **	25% **	74% *	70% *	47% **	73% **	64% **	56% **
Very easy (2)	23	5	17	10	13	6	-	4	14	4	4	7	6
	16%	11% *	19% *	14% *	19% *	23% **	- **	13% *	18% *	15% **	18% **	22% **	22% **
Quite easy (1)	64	20	43	31	33	6	3	20	42	8	13	15	9
	47%	45% *	48% *	43% *	51% *	25% **	25% **	61% *	52% *	32% **	55% **	43% **	34% **
Neither (0)	25	10	13	14	11	5	5	3	10	11	3	5	5
	18%	23% *	15% *	19% *	17% *	21% **	42% **	8% *	12% *	41% **	12% **	15% **	20% **
Net: Difficult	26	9	16	17	9	7	4	6	15	3	4	7	6
	19%	21% *	18% *	24% *	13% *	30% **	33% **	18% *	18% *	12% **	16% **	21% **	24% **
Quite difficult (-1)	23	7	15	14	9	5	4	6	12	3	4	6	5
	17%	17% *	17% *	20% *	13% *	19% **	33% **	18% *	14% *	12% **	16% **	18% **	20% **
Very difficult (-2)	3	2	1	3	-	3	-	-	3	-	-	1	1
	2%	4% *	1% *	4% *	- *	12% **	- **	- *	4% *	- **	- **	3% **	4% **
Mean score	0.58	0.41 *	0.68 *	0.42 *	0.75 *	0.3 **	-0.07 **	0.68 *	0.66 *	0.51 **	0.74 **	0.63 **	0.5 **
Standard Deviation	1.022	1.032	1.006	1.089	0.92	1.355	0.793	0.931	1.046	0.905	0.944	1.114	1.182
Standard Error	0.087	0.155	0.107	0.129	0.114	0.274	0.233	0.162	0.116	0.178	0.192	0.19	0.233

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q61. How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?

Base: All with / living with someone with food allergy

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**132**	**37**	**32**	**22**	**100**
Base	**137**	**38**	**33**	**23**	**104**
Net: Easy	**86** **63%**	28 73% *	21 62% *	17 72% **	66 63% *
Very easy (2)	**23** **16%**	10 28% *	6 19% *	5 23% **	16 16% *
Quite easy (1)	**64** **47%**	17 46% *	14 43% *	11 49% **	50 48% *
Neither (0)	**25** **18%**	2 6% *	3 10% *	3 14% **	21 21% B*
Net: Difficult	**26** **19%**	8 21% *	9 28% *	3 14% **	17 16% *
Quite difficult (-1)	**23** **17%**	7 18% *	8 25% *	3 14% **	15 14% *
Very difficult (-2)	**3** **2%**	1 3% *	1 3% *	- - **	2 2% *
Mean score	**0.58**	0.77 *	0.5 *	0.82 **	0.61 *
Standard Deviation	**1.022**	1.139	1.164	0.96	0.976
Standard Error	**0.087**	0.185	0.201	0.198	0.096

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q62. How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or restaurant, or when ordering a take-away?

Base: All with / living with someone with food allergy

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	132	60	72	24	25	20	25	11	27	41	32	22	37	73	59
Base	137	57	80	32	25	21	24	10	26	39	32	25	41	71	66
Net: Easy	**48** **35%**	25 43% *	23 29% *	15 49% **	12 46% **	6 28% **	8 35% **	4 44% **	3 10% **	17 44% O*	16 52% MO*	5 20% **	9 22% *	34 47% MO*	14 22% *
Very easy (2)	**9** **7%**	4 7% *	5 6% *	1 4% **	5 20% **	1 5% **	2 8% **	- - **	- - **	2 4% *	2 7% *	3 12% **	2 5% *	4 6% *	5 8% *
Quite easy (1)	**39** **28%**	21 37% *	18 22% *	14 45% **	7 26% **	5 23% **	6 27% **	4 44% **	3 10% **	16 39% O*	14 45% MO*	2 8% **	7 17% *	30 42% MO*	9 14% *
Neither (0)	**27** **20%**	11 19% *	16 21% *	7 22% **	4 16% **	2 11% **	4 16% **	3 27% **	8 29% **	2 5% *	5 14% *	7 27% **	14 33% JN*	7 9% *	20 31% JN*
Net: Difficult	**62** **45%**	22 38% *	40 51% *	9 29% **	9 38% **	13 61% **	12 49% **	3 29% **	16 61% **	20 51% *	11 34% *	13 53% **	18 44% *	31 43% *	31 47% *
Quite difficult (-1)	**48** **35%**	17 30% *	31 39% *	5 16% **	8 30% **	13 61% **	8 32% **	3 29% **	12 47% **	15 37% *	9 29% *	12 46% **	13 32% *	24 33% *	25 37% *
Very difficult (-2)	**14** **10%**	5 8% *	9 11% *	4 13% **	2 8% **	- - **	4 17% **	- - **	4 14% **	5 13% *	2 5% *	2 6% **	5 13% *	7 10% *	7 10% *
Mean score	**-0.14**	0.04 *	-0.26 *	0.1 **	0.21 **	-0.29 **	-0.23 **	0.15 **	-0.65 **	-0.16 *	0.2 *	-0.26 **	-0.3 *	* *	-0.28 *
Standard Deviation	**1.136**	1.132	1.128	1.145	1.303	0.999	1.262	0.89	0.861	1.221	1.106	1.124	1.068	1.176	1.081
Standard Error	**0.097**	0.149	0.126	0.203	0.261	0.219	0.26	0.284	0.168	0.195	0.196	0.224	0.167	0.139	0.133

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q62. How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or restaurant, or when ordering a take-away?

Base: All with / living with someone with food allergy

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	132	15	49	28	40	50	82
Base	137	15	48	31	43	53	85
Net: Easy	48 35%	4 23% **	14 30% *	11 36% **	19 44% *	23 43% *	25 30% *
Very easy (2)	9 7%	2 15% **	2 4% *	2 7% **	3 6% *	4 7% *	5 6% *
Quite easy (1)	39 28%	1 8% **	12 26% *	9 29% **	16 38% *	19 36% *	20 23% *
Neither (0)	27 20%	2 11% **	8 17% *	6 21% **	11 25% *	9 17% *	18 22% *
Net: Difficult	62 45%	10 66% **	26 53% *	13 43% **	13 31% *	21 40% *	41 49% *
Quite difficult (-1)	48 35%	7 47% **	21 43% S*	12 38% **	9 20% *	15 29% *	33 39% *
Very difficult (-2)	14 10%	3 19% **	5 10% *	2 5% **	4 10% *	5 10% *	8 10% *
Mean score	-0.14	-0.47 **	-0.29 *	-0.06 **	0.1 *	* *	-0.22 *
Standard Deviation	1.136	1.345	1.088	1.083	1.131	1.176	1.108
Standard Error	0.097	0.344	0.157	0.196	0.172	0.162	0.12

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q62. How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or restaurant, or when ordering a take-away?

Base: All with / living with someone with food allergy

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	132	35	89	8	81	51	25	37	18	79	49	4	37	24	47	24	117	15
Base	137	38	92	8	84	53	26	39	18	83	51	4	38	24	49	27	121	16
Net: Easy	48 35% *	10 25% *	35 38% *	4 48% **	34 40% *	14 27% *	15 56% **	13 34% *	6 32% **	24 29% *	23 45% *	1 24% **	14 37% *	7 30% **	19 39% *	8 29% **	41 34%	7 45% **
Very easy (2)	9 7% *	4 11% *	5 5% *	- - **	8 10% *	1 2% *	5 20% **	1 3% *	2 11% **	8 10% *	1 2% *	- - **	4 10% *	1 4% **	3 7% *	1 4% **	9 8%	- - **
Quite easy (1)	39 28% *	5 14% *	30 33% *	4 48% **	25 30% *	14 26% *	9 36% **	12 31% *	4 21% **	16 20% *	22 43% J*	1 24% **	10 27% *	6 25% **	16 33% *	7 25% **	32 26%	7 45% **
Neither (0)	27 20% *	7 17% *	20 21% *	1 13% **	17 20% *	10 20% *	2 8% **	6 16% *	8 46% **	16 20% *	10 19% *	1 28% **	10 27% *	3 11% **	9 18% *	6 21% **	26 22%	1 6% **
Net: Difficult	62 45% *	22 57% *	37 41% *	3 39% **	34 40% *	28 53% *	9 36% **	19 50% *	4 21% **	42 51% *	18 36% *	2 48% **	14 36% *	14 59% **	21 43% *	13 50% **	54 45%	8 48% **
Quite difficult (-1)	48 35% *	17 45% *	29 32% *	2 28% **	26 31% *	22 42% *	8 29% **	16 41% *	3 17% **	35 42% K*	12 23% *	2 48% **	11 30% *	11 47% **	16 32% *	10 38% **	43 35%	6 34% **
Very difficult (-2)	14 10% *	5 12% *	8 9% *	1 11% **	7 9% *	6 12% *	2 7% **	4 10% *	1 5% **	7 8% *	7 13% *	- - **	2 6% *	3 11% **	5 11% *	3 12% **	11 9%	2 14% **
Mean score	-0.14 *	-0.33 *	-0.06 *	-0.02 **	0.01 *	-0.36 *	0.32 **	-0.23 *	0.17 **	-0.2 *	-0.03 *	-0.25 **	0.04 *	-0.36 **	-0.08 *	-0.3 **	-0.13	-0.18 **
Standard Deviation	1.136	1.209	1.104	1.174	1.174	1.045	1.3	1.087	1.017	1.148	1.139	0.946	1.116	1.134	1.171	1.109	1.133	1.194
Standard Error	0.097	0.197	0.115	0.414	0.128	0.143	0.254	0.174	0.241	0.126	0.16	0.484	0.18	0.233	0.168	0.214	0.103	0.297

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q62. How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or restaurant, or when ordering a take-away?

Base: All with / living with someone with food allergy

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**132**	**132**	**-**
Base	**137**	**137**	**-**
Net: Easy	**48** **35%**	48 35%	- -
Very easy (2)	**9** **7%**	9 7%	- -
Quite easy (1)	**39** **28%**	39 28%	- -
Neither (0)	**27** **20%**	27 20%	- -
Net: Difficult	**62** **45%**	62 45%	- -
Quite difficult (-1)	**48** **35%**	48 35%	- -
Very difficult (-2)	**14** **10%**	14 10%	- -
Mean score	**-0.14**	-0.14	-
Standard Deviation	**1.136**	1.136	-
Standard Error	**0.097**	0.097	-

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q62. How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or restaurant, or when ordering a take-away?

Base: All with / living with someone with food allergy

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	132	44	84	69	63	23	11	33	78	25	24	31	22
Base	137	45	89	72	66	24	12	33	81	26	24	34	26
Net: Easy	**48** **35%**	16 35% *	32 36% *	25 35% *	23 35% *	11 46% **	2 21% **	11 35% *	32 40% *	7 26% **	7 31% **	11 33% **	7 26% **
Very easy (2)	**9** **7%**	3 7% *	6 7% *	6 8% *	3 5% *	4 17% **	- - **	2 6% *	7 9% *	1 4% **	1 4% **	2 6% **	2 8% **
Quite easy (1)	**39** **28%**	12 28% *	26 29% *	19 27% *	20 30% *	7 29% **	2 21% **	10 29% *	25 31% *	6 22% **	7 27% **	9 27% **	5 18% **
Neither (0)	**27** **20%**	11 25% *	15 17% *	15 22% *	12 18% *	6 24% **	3 29% **	4 12% *	9 11% *	10 40% **	5 21% **	8 24% **	6 24% **
Net: Difficult	**62** **45%**	18 40% *	42 48% *	31 43% *	31 47% *	7 30% **	6 49% **	18 54% *	39 49% *	9 34% **	12 49% **	15 43% **	13 51% **
Quite difficult (-1)	**48** **35%**	12 26% *	35 39% *	24 34% *	24 37% *	4 17% **	4 35% **	16 49% *	30 37% *	7 27% **	10 40% **	12 35% **	11 43% **
Very difficult (-2)	**14** **10%**	6 14% *	7 8% *	7 9% *	7 11% *	3 13% **	2 15% **	2 5% *	10 12% *	2 7% **	2 9% **	3 9% **	2 8% **
Mean score	**-0.14**	-0.12 *	-0.13 *	-0.09 *	-0.18 *	0.19 **	-0.43 **	-0.19 *	-0.12 *	-0.12 **	-0.22 **	-0.13 **	-0.25 **
Standard Deviation	**1.136**	1.18	1.133	1.152	1.124	1.3	1.031	1.103	1.229	0.979	1.082	1.103	1.108
Standard Error	**0.097**	0.177	0.12	0.136	0.139	0.263	0.302	0.192	0.136	0.192	0.22	0.189	0.219

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q62. How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or restaurant, or when ordering a take-away?

Base: All with / living with someone with food allergy

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**132**	**37**	**32**	**22**	**100**
Base	**137**	**38**	**33**	**23**	**104**
Net: Easy	**48** **35%**	12 31% *	14 41% *	12 50% **	34 33% *
Very easy (2)	**9** **7%**	4 10% *	3 9% *	2 9% **	6 6% *
Quite easy (1)	**39** **28%**	8 20% *	11 32% *	10 42% **	28 27% *
Neither (0)	**27** **20%**	6 16% *	3 10% *	3 14% **	24 23% *
Net: Difficult	**62** **45%**	20 53% *	16 49% *	8 35% **	46 44% *
Quite difficult (-1)	**48** **35%**	17 45% *	13 39% *	8 35% **	35 34% *
Very difficult (-2)	**14** **10%**	3 8% *	3 10% *	- - **	10 10% *
Mean score	**-0.14**	-0.2 *	-0.09 *	0.24 **	-0.15 *
Standard Deviation	**1.136**	1.177	1.226	1.055	1.111
Standard Error	**0.097**	0.192	0.212	0.218	0.109

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q63. Where do you mainly get allergy information when shopping or eating out of the home?

Base: All with / living with someone with food allergy

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**132**	**60**	**72**	**24**	**25**	**20**	**25**	**11**	**27**	**41**	**32**	**22**	**37**	**73**	**59**
Base	**137**	**57**	**80**	**32**	**25**	**21**	**24**	**10**	**26**	**39**	**32**	**25**	**41**	**71**	**66**
Labels on food	**81**	33	48	17	12	14	15	6	18	24	20	11	26	44	37
	59%	58%	60%	54%	47%	66%	63%	62%	67%	61%	64%	44%	62%	63%	55%
		*	*	**	**	**	**	**	**	*	*	**	*	*	*
Ask staff/people in shops/stalls for information	**67**	22	45	17	14	13	8	6	10	23	14	10	20	38	30
	49%	39%	56%	54%	57%	61%	32%	56%	39%	59%	46%	39%	48%	53%	45%
		*	*	**	**	**	**	**	**	*	*	**	*	*	*
Information on menus	**59**	27	32	12	12	6	13	5	11	19	14	6	19	33	26
	43%	47%	40%	36%	48%	30%	56%	46%	43%	47%	45%	26%	47%	46%	39%
		*	*	**	**	**	**	**	**	*	*	**	*	*	*
Other in-store information e.g. signs on the wall	**15**	9	6	4	5	2	1	2	1	5	1	2	7	6	9
	11%	16%	7%	13%	21%	10%	4%	17%	3%	12%	3%	8%	18%	8%	14%
		*	*	**	**	**	**	**	**	*	*	**	*	*	*
Restaurant website	**19**	8	11	5	7	1	2	1	3	6	5	2	6	10	8
	14%	14%	14%	16%	28%	5%	8%	9%	11%	15%	14%	8%	15%	15%	13%
		*	*	**	**	**	**	**	**	*	*	**	*	*	*
Other	**2**	1	1	-	-	-	2	-	-	-	1	-	1	1	1
	1%	2%	1%	-	-	-	8%	-	-	-	3%	-	2%	1%	2%
		*	*	**	**	**	**	**	**	*	*	**	*	*	*
None	**2**	1	1	-	-	-	1	-	1	-	-	1	1	-	2
	2%	2%	1%	-	-	-	4%	-	4%	-	-	4%	2%	-	3%
		*	*	**	**	**	**	**	**	*	*	**	*	*	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q63. Where do you mainly get allergy information when shopping or eating out of the home?

Base: All with / living with someone with food allergy

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	132	15	49	28	40	50	82
Base	137	15	48	31	43	53	85
Labels on food	81 59% 	9 57% **	26 55% *	19 60% **	27 64% *	33 62% *	48 57% *
Ask staff/people in shops/stalls for information	67 49% 	9 61% **	18 38% *	20 65% **	20 46% *	25 48% *	42 50% *
Information on menus	59 43% 	7 44% **	22 45% *	15 49% **	15 35% *	23 43% *	36 42% *
Other in-store information e.g. signs on the wall	15 11% 	- - **	6 12% *	5 16% **	4 10% *	5 10% *	10 12% *
Restaurant website	19 14% 	4 28% **	4 8% *	3 10% **	7 17% *	8 16% *	10 12% *
Other	2 1% 	- - **	- - *	- - **	2 4% *	2 4% *	- - *
None	2 2% 	1 7% **	1 2% *	- - **	- - *	- - *	2 3% *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q63. Where do you mainly get allergy information when shopping or eating out of the home?

Base: All with / living with someone with food allergy

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	132	35	89	8	81	51	25	37	18	79	49	4	37	24	47	24	117	15
Base	137	38	92	8	84	53	26	39	18	83	51	4	38	24	49	27	121	16
Labels on food	**81** **59%**	16 42% *	59 65% B*	6 74% **	48 57% *	34 63% *	13 51% **	23 58% *	12 65% **	49 60% *	29 57% *	3 77% **	20 52% *	11 48% **	32 65% *	18 68% **	72 60%	9 54% **
Ask staff/people in shops/stalls for information	**67** **49%**	19 49% *	46 50% *	3 38% **	40 47% *	28 52% *	11 43% **	20 52% *	8 46% **	43 53% *	22 43% *	2 47% **	17 44% *	10 43% **	27 56% *	13 49% **	58 48%	10 60% **
Information on menus	**59** **43%**	11 29% *	45 49% *	3 34% **	36 43% *	23 43% *	11 41% **	17 43% *	7 40% **	34 41% *	25 49% *	- - **	15 39% *	12 50% **	23 47% *	9 33% **	52 43%	6 40% **
Other in-store information e.g. signs on the wall	**15** **11%**	4 12% *	9 10% *	1 14% **	8 10% *	7 13% *	- - **	6 15% *	2 13% **	3 4% *	12 23% J*	- - **	5 14% *	2 9% **	5 10% *	3 9% **	13 11%	2 12% **
Restaurant website	**19** **14%**	5 13% *	12 14% *	1 15% **	10 12% *	9 17% *	2 8% **	7 17% *	- - **	7 8% *	12 23% J*	- - **	3 7% *	5 22% **	9 19% *	1 5% **	16 14%	2 14% **
Other	**2** **1%**	2 5% *	- - *	- - **	1 1% *	1 2% *	- - **	- - *	- - **	1 1% *	1 2% *	- - **	- - *	1 4% **	1 2% *	- - **	2 2%	- - **
None	**2** **2%**	1 3% *	1 1% *	- - **	- - *	2 4% *	- - **	- - *	- - **	2 3% *	- - *	- - **	- - *	- - **	1 2% *	1 4% **	2 2%	- - **

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q63. Where do you mainly get allergy information when shopping or eating out of the home?

Base: All with / living with someone with food allergy

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**132**	**132**	**-**
Base	**137**	**137**	**-**
Labels on food	**81** **59%**	81 59%	- -
Ask staff/people in shops/stalls for information	**67** **49%**	67 49%	- -
Information on menus	**59** **43%**	59 43%	- -
Other in-store information e.g. signs on the wall	**15** **11%**	15 11%	- -
Restaurant website	**19** **14%**	19 14%	- -
Other	**2** **1%**	2 1%	- -
None	**2** **2%**	2 2%	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q63. Where do you mainly get allergy information when shopping or eating out of the home?

Base: All with / living with someone with food allergy

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	132	44	84	69	63	23	11	33	78	25	24	31	22
Base	137	45	89	72	66	24	12	33	81	26	24	34	26
Labels on food	81 59%	25 55% *	55 63% *	46 65% *	35 53% *	11 44% **	8 65% **	26 77% *	50 61% *	15 58% **	12 48% **	19 57% **	15 58% **
Ask staff/people in shops/stalls for information	67 49%	20 46% *	43 49% *	31 43% *	36 55% *	10 43% **	5 45% **	14 42% *	41 50% *	9 33% **	13 56% **	17 48% **	13 51% **
Information on menus	59 43%	24 54% *	33 37% *	34 47% *	25 37% *	11 44% **	6 53% **	17 52% *	38 47% *	8 29% **	8 33% **	12 36% **	10 37% **
Other in-store information e.g. signs on the wall	15 11%	8 17% *	6 7% *	10 14% *	5 8% *	5 19% **	1 9% **	4 13% *	4 5% *	5 18% **	3 13% **	4 12% **	4 17% **
Restaurant website	19 14%	6 14% *	13 14% *	9 13% *	9 14% *	3 13% **	2 19% **	4 12% *	11 13% *	5 19% **	2 8% **	5 15% **	3 12% **
Other	2 1%	- - *	2 2% *	- - *	2 3% *	- - **	- - **	- - *	- - *	2 7% **	- - **	2 5% **	1 4% **
None	2 2%	1 2% *	1 1% *	- - *	2 3% *	- - **	- - **	- - *	1 1% *	- - **	1 4% **	- - **	- - **

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q63. Where do you mainly get allergy information when shopping or eating out of the home?

Base: All with / living with someone with food allergy

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**132**	**37**	**32**	**22**	**100**
Base	**137**	**38**	**33**	**23**	**104**
Labels on food	**81**	22	18	12	63
	59%	59%	53%	53%	61%
		*	*	**	*
Ask staff/people in shops/stalls for information	**67**	24	15	8	52
	49%	64%	46%	36%	50%
		*	*	**	*
Information on menus	**59**	16	14	7	45
	43%	43%	42%	31%	43%
		*	*	**	*
Other in-store information e.g. signs on the wall	**15**	3	5	5	10
	11%	8%	14%	19%	10%
		*	*	**	*
Restaurant website	**19**	5	4	2	15
	14%	13%	12%	9%	14%
		*	*	**	*
Other	**2**	1	-	-	2
	1%	2%	-	-	2%
		*	*	**	*
None	**2**	-	-	-	2
	2%	-	-	-	2%
		*	*	**	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q65. Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household ?

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any	**977**	474	503	127	157	148	178	151	217	243	269	180	286	512	466
	98%	97%	98%	96% *	97%	100%	98%	99%	97%	97%	98%	97%	99%	97%	98%
Responsible for all or most of the food/grocery shopping	**635**	265	370	51	107	111	120	100	146	147	166	114	207	314	321
	63%	54%	72% B	38% *	66% D	75% DI	67% D	66% D	65% D	59%	60%	62%	72% JKLNO	60%	68% JN
Responsible for about half of the food/grocery shopping	**276**	161	115	54	47	33	47	44	51	74	81	56	65	155	121
	28%	33% C	22%	41% FGI*	29%	23%	26%	29%	23%	30%	29%	30%	23%	30% M	26%
Responsible for less than half of the food/grocery shopping	**66**	48	18	22	3	3	10	8	20	21	22	10	13	43	23
	7%	10% C	3%	17% EFGH*	2%	2%	6%	5%	9% EF	9%	8%	5%	4%	8% O	5%
Not responsible for any of the food/grocery shopping	**23**	13	10	6	6	-	3	1	8	7	6	5	4	13	9
	2%	3%	2%	4% *	3%	-	2%	1%	3%	3%	2%	3%	1%	3%	2%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q65. Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household ?

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Any	**977**	219	393	169	196	275	702
	98%	100% S	98%	98%	96%	98%	97%
Responsible for all or most of the food/grocery shopping	**635**	218	207	103	107	178	457
	63%	99% QRS	51%	60%	52%	64%	63%
Responsible for about half of the food/grocery shopping	**276**	1	158	53	64	77	199
	28%	1%	39% P	31% P	31% P	28%	28%
Responsible for less than half of the food/grocery shopping	**66**	-	28	13	25	20	46
	7%	-	7% P	7% P	12% P	7%	6%
Not responsible for any of the food/grocery shopping	**23**	-	9	4	9	5	18
	2%	-	2%	2%	4% P	2%	3%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q65. Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household ?

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Any	**977**	240	676	61	578	400	160	293	113	628	330	19	251	179	343	195	685	292
	98%	98%	98%	97% * F	99%	96%	99%	99%	97%	100% K	96%	68% **	97%	99%	97%	99%	98%	96%
Responsible for all or most of the food/grocery shopping	**635**	161	436	39	378	256	126	178	66	566	62	7	148	126	213	143	446	189
	63%	65%	63%	62% *	65%	62%	78% HI	60%	57%	90% K	18%	24% **	57%	70% MO	60%	72% MO	64%	62%
Responsible for about half of the food/grocery shopping	**276**	62	199	15	159	117	27	90	40	60	210	6	84	47	102	40	195	82
	28%	25%	29%	25% *	27%	28%	17%	30% G	35% G	10%	61% J	22% **	33% P	26%	29%	20%	28%	27%
Responsible for less than half of the food/grocery shopping	**66**	17	42	7	40	26	7	25	7	1	58	6	19	7	29	11	44	22
	7%	7%	6%	11% *	7%	6%	4%	8%	6%	*	17% J	22% **	7%	4%	8%	6%	6%	7%
Not responsible for any of the food/grocery shopping	**23**	5	16	2	8	15	1	4	3	1	13	9	7	1	11	3	12	11
	2%	2%	2%	3% *	1%	4% E	1%	1%	3%	*	4% J	32% **	3%	1%	3%	1%	2%	4%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q65. Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household ?

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any	**977**	133	845
	98%	97%	98%
Responsible for all or most of the food/grocery shopping	**635**	77	557
	63%	56%	65%
Responsible for about half of the food/grocery shopping	**276**	43	233
	28%	31%	27%
Responsible for less than half of the food/grocery shopping	**66**	12	54
	7%	9%	6%
Not responsible for any of the food/grocery shopping	**23**	5	18
	2%	3%	2%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q65. Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household ?

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: Any	**977**	262	697	406	572	89	99	205	520	257	171	183	118
	98%	97%	98%	99% E	97%	99% *	100% *	99%	99% J	95%	98%	99%	99%
Responsible for all or most of the food/grocery shopping	**635**	173	451	269	366	56	70	136	341	157	120	122	85
	63%	64%	63%	66%	62%	62% *	70% *	66%	65%	58%	69%	66%	71%
Responsible for about half of the food/grocery shopping	**276**	71	199	105	172	27	21	56	147	77	41	50	29
	28%	26%	28%	26%	29%	30% *	21% *	27%	28%	29%	24%	27%	24%
Responsible for less than half of the food/grocery shopping	**66**	18	47	32	34	6	9	13	32	23	9	11	4
	7%	7%	7%	8%	6%	7% *	9% *	6%	6%	8%	5%	6%	4%
Not responsible for any of the food/grocery shopping	**23**	7	15	3	20	1	-	2	6	13	4	2	2
	2%	3%	2%	1%	3% D	1% *	- *	1%	1%	5% I	2%	1%	1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q65. Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household ?

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any	**977** **98%**	229 99%	159 100%	109 100%	818 97%
Responsible for all or most of the food/grocery shopping	**635** **63%**	174 75% E	109 69%	78 71%	526 63%
Responsible for about half of the food/grocery shopping	**276** **28%**	54 23%	44 27%	27 25%	233 28%
Responsible for less than half of the food/grocery shopping	**66** **7%**	2 1%	6 4%	4 4%	60 7% B
Not responsible for any of the food/grocery shopping	**23** **2%**	3 1%	- -	- -	23 3%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Any Supermarket	**964** **96%**	470 96%	494 96%	125 94% *	152 94%	143 97%	178 98%	149 98%	217 96%	245 98%	264 96%	176 95%	279 96%	510 97%	454 96%
Large supermarket	**846** **85%**	415 85%	431 84%	107 80% *	131 81%	128 87%	150 83%	134 88%	197 88%	224 89% KMN	217 79%	165 89% K	240 83%	441 84% K	406 85% K
Mini supermarket e.g. Metro/Local	**73** **7%**	32 6%	41 8%	14 10% *	16 10% I	10 7%	17 10% I	6 4%	9 4%	13 5%	33 12% JLNO	5 3%	22 7%	46 9% JL	27 6%
Home delivery – from a supermarket	**45** **4%**	23 5%	22 4%	4 3% *	5 3%	5 3%	10 6%	9 6%	11 5%	9 4%	14 5%	5 3%	17 6%	23 4%	22 5%
Net: Any Independent	**19** **2%**	11 2%	8 1%	3 2% *	3 2%	3 2%	1 1%	2 1%	7 3%	2 1%	6 2%	3 2%	8 3%	7 1%	11 2%
Independent greengrocer	**5** *	4 1%	1 *	- - *	1 1%	2 1%	- -	2 1%	- -	2 1%	1 *	1 1%	1 *	3 1%	2 *
Independent butcher	**6** **1%**	4 1%	2 *	- - *	1 1%	1 1%	- -	- -	4 2%	- -	3 1%	1 1%	2 1%	3 *	3 1%
Independent baker	**3** *	1 *	2 *	1 1% *	1 1%	- -	1 1%	- -	- -	- -	1 *	1 1%	1 *	1 *	2 *
Independent fishmonger	**5** *	2 *	2 *	2 1% *	- -	- -	- -	- -	3 1%	- -	1 *	- -	4 1%	1 *	4 1%
Net: Any Home Delivery	**47** **5%**	23 5%	23 5%	4 3% *	7 4%	5 3%	10 6%	9 6%	11 5%	9 4%	15 5%	5 3%	18 6%	24 5%	23 5%
Home delivery – from a supermarket	**45** **4%**	23 5%	22 4%	4 3% *	5 3%	5 3%	10 6%	9 6%	11 5%	9 4%	14 5%	5 3%	17 6%	23 4%	22 5%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Home delivery (including vegetable boxes) – not from a supermarket	**2** *****	1 *	1 *	- - *	2 1%	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	1 *
Net: Any corner shop/garage	**12** **1%**	5 1%	7 1%	3 2% *	5 3%	1 1%	1 1%	1 1%	1 *	1 *	3 1%	6 3% JN	2 1%	4 1%	8 2%
Local/corner shop (including newsagents)	**5** **1%**	3 1%	2 *	2 1% *	1 1%	- -	1 1%	1 1%	1 *	- -	1 *	4 2% N	1 *	1 *	5 1%
Garage forecourt	**7** **1%**	2 *	4 1%	1 1% *	4 3% I	1 1%	- -	- -	- -	1 *	2 1%	3 1%	1 *	3 1%	4 1%
Market (including stalls or farmer's markets)	**1** *****	- -	1 *	- - *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -
Farm	**1** *****	- -	1 *	1 1% *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
Other shop	**1** *****	- -	1 *	1 1% *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: Any Supermarket	964	214	382	167	200	267	696
	96%	98%	95%	97%	98%	96%	97%
Large supermarket	846	182	335	149	180	239	607
	85%	83%	83%	86%	88%	85%	84%
Mini supermarket e.g. Metro/Local	73	20	27	13	13	19	53
	7%	9%	7%	7%	6%	7%	7%
Home delivery – from a supermarket	45	12	20	6	7	9	36
	4%	5%	5%	3%	3%	3%	5%
Net: Any Independent	19	3	12	2	2	3	16
	2%	1%	3%	1%	1%	1%	2%
Independent greengrocer	5	2	1	2	-	2	3
	*	1%	*	1%	-	1%	*
Independent butcher	6	1	4	-	1	1	5
	1%	*	1%	-	*	*	1%
Independent baker	3	-	2	-	1	-	3
	*	-	1%	-	1%	-	*
Independent fishmonger	5	-	5	-	-	-	5
	*	-	1%	-	-	-	1%
Net: Any Home Delivery	47	12	22	6	7	10	37
	5%	5%	5%	3%	3%	4%	5%
Home delivery – from a supermarket	45	12	20	6	7	9	36
	4%	5%	5%	3%	3%	3%	5%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	1000	219	403	173	205	280	720
Home delivery (including vegetable boxes) – not from a supermarket	2 *	- -	2 *	- -	- -	1 *	1 *
Net: Any corner shop/garage	12 1%	2 1%	5 1%	3 1%	2 1%	6 2%	6 1%
Local/corner shop (including newsagents)	5 1%	1 *	3 1%	- -	2 1%	2 1%	4 1%
Garage forecourt	7 1%	1 1%	2 1%	3 1%	1 *	4 2%	2 *
Market (including stalls or farmer's markets)	1 *	- -	1 *	- -	- -	- -	1 *
Farm	1 *	- -	1 *	- -	- -	1 *	- -
Other shop	1 *	- -	- -	1 1%	- -	1 *	- -

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Any Supermarket	**964** **96%**	238 97%	666 96%	59 95% *	562 96%	401 97%	156 97%	282 95%	114 98%	612 97% K	324 94%	28 100% **	249 96%	170 94%	342 96%	194 98%	670 96%	294 97%
Large supermarket	**846** **85%**	213 87%	581 84%	52 84% *	496 85%	350 85%	143 89%	247 83%	97 84%	535 85%	286 83%	26 91% **	223 86%	150 83%	296 83%	168 85%	586 84%	260 86%
Mini supermarket e.g. Metro/Local	**73** **7%**	11 4%	57 8%	5 8% *	43 7%	30 7%	11 7%	22 7%	10 9%	49 8%	23 7%	1 3% **	15 6%	11 6%	29 8%	17 8%	54 8%	19 6%
Home delivery – from a supermarket	**45** **4%**	15 6%	28 4%	2 3% *	24 4%	21 5%	2 1%	14 5%	6 6%	28 4%	15 4%	2 6% **	11 4%	9 5%	16 5%	9 5%	30 4%	15 5%
Net: Any Independent	**19** **2%**	3 1%	13 2%	2 3% *	11 2%	8 2%	- -	9 3%	1 1%	10 2%	9 3%	- - **	5 2%	5 3%	8 2%	1 *	14 2%	5 2%
Independent greengrocer	**5** *	- -	3 *	2 3% BC*	5 1%	- -	- -	3 1%	1 1%	3 *	2 1%	- - **	2 1%	1 *	2 1%	- -	4 1%	1 *
Independent butcher	**6** **1%**	1 *	5 1%	- - *	3 1%	3 1%	- -	3 1%	- -	3 *	3 1%	- - **	2 1%	1 1%	2 1%	1 *	4 1%	2 1%
Independent baker	**3** *	2 1%	1 *	- - *	- -	3 1%	- -	- -	- -	2 *	1 *	- - **	- -	3 2% O	- -	- -	3 *	- -
Independent fishmonger	**5** *	- -	5 1%	- - *	3 *	2 *	- -	3 1%	- -	2 *	3 1%	- - **	1 *	- -	3 1%	- -	3 *	2 1%
Net: Any Home Delivery	**47** **5%**	16 6%	29 4%	2 3% *	25 4%	22 5%	2 1%	14 5%	6 6%	29 5%	16 5%	2 6% **	12 5%	9 5%	16 5%	10 5%	32 5%	15 5%
Home delivery – from a supermarket	**45** **4%**	15 6%	28 4%	2 3% *	24 4%	21 5%	2 1%	14 5%	6 6%	28 4%	15 4%	2 6% **	11 4%	9 5%	16 5%	9 5%	30 4%	15 5%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Home delivery (including vegetable boxes) – not from a supermarket	2 *	1 *	1 *	- - *	1 *	1 *	- -	1 *	- -	1 *	1 *	- - **	1 *	- -	- -	1 1%	2 *	- -
Net: Any corner shop/garage	12 1%	3 1%	8 1%	1 2% *	10 2%	3 1%	4 3%	6 2%	- -	4 1%	8 2%	- - **	3 1%	5 3%	4 1%	- -	11 2%	1 *
Local/corner shop (including newsagents)	5 1%	2 1%	3 *	1 2% *	3 *	3 1%	1 1%	2 1%	- -	2 *	3 1%	- - **	- -	4 2%	2 1%	- -	4 1%	1 *
Garage forecourt	7 1%	1 *	6 1%	- - *	7 1%	- -	3 2%	4 1%	- -	2 *	4 1%	- - **	3 1%	2 1%	2 1%	- -	7 1%	- -
Market (including stalls or farmer's markets)	1 *	- -	1 *	- - *	1 *	- -	- -	- -	1 1%	1 *	- -	- - **	1 *	- -	- -	- -	- -	1 *
Farm	1 *	- -	1 *	- - *	1 *	- -	1 1%	- -	- -	1 *	- -	- - **	- -	- -	- -	1 1%	- -	1 *
Other shop	1 *	- -	1 *	- - *	- -	1 *	- -	- -	- -	- -	1 *	- - **	- -	- -	1 *	- -	- -	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Any Supermarket	**964** **96%**	129 94%	835 97%
Large supermarket	**846** **85%**	111 81%	735 85%
Mini supermarket e.g. Metro/Local	**73** **7%**	14 10%	59 7%
Home delivery – from a supermarket	**45** **4%**	4 3%	41 5%
Net: Any Independent	**19** **2%**	3 2%	16 2%
Independent greengrocer	**5** *****	1 1%	4 *
Independent butcher	**6** **1%**	1 1%	5 1%
Independent baker	**3** *****	1 1%	2 *
Independent fishmonger	**5** *****	- -	5 1%
Net: Any Home Delivery	**47** **5%**	5 4%	42 5%
Home delivery – from a supermarket	**45** **4%**	4 3%	41 5%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Home delivery (including vegetable boxes) – not from a supermarket	**2** *****	1 1%	1 *
Net: Any corner shop/garage	**12** **1%**	4 3%	8 1%
Local/corner shop (including newsagents)	**5** **1%**	1 1%	4 1%
Garage forecourt	**7** **1%**	3 2%	4 *
Market (including stalls or farmer's markets)	**1** *****	- -	1 *
Farm	**1** *****	- -	1 *
Other shop	**1** *****	- -	1 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Any Supermarket	964 96%	258 96%	689 97%	390 96%	574 97%	82 91% *	94 95% *	203 98% F	504 96%	262 97%	169 97%	176 95%	113 94%
Large supermarket	846 85%	219 81%	613 86%	341 83%	505 85%	72 80% *	81 82% *	178 86%	454 86%	223 83%	147 84%	155 83%	103 85%
Mini supermarket e.g. Metro/Local	73 7%	20 8%	50 7%	36 9%	37 6%	6 7% *	12 12% *	17 8%	35 7%	21 8%	13 7%	14 8%	7 5%
Home delivery – from a supermarket	45 4%	19 7% C	26 4%	13 3%	32 5%	4 4% *	1 1% *	8 4%	15 3%	18 7% I	9 5%	6 3%	4 3%
Net: Any Independent	19 2%	5 2%	13 2%	10 2%	9 1%	5 5% *	2 2% *	2 1%	11 2%	4 2%	2 1%	3 2%	2 2%
Independent greengrocer	5 *	- -	5 1%	3 1%	2 *	2 2% *	1 1% *	- -	2 *	1 *	1 1%	2 1%	2 2%
Independent butcher	6 1%	3 1%	2 *	2 *	4 1%	1 1% *	- - *	1 1%	4 1%	2 1%	- -	1 *	- -
Independent baker	3 *	1 *	2 *	1 *	2 *	- - *	- - *	- -	2 *	1 *	- -	- -	- -
Independent fishmonger	5 *	1 *	3 *	3 1%	1 *	2 2% *	1 1% *	1 *	3 1%	- -	1 1%	- -	- -
Net: Any Home Delivery	47 5%	19 7% C	26 4%	14 3%	33 6%	4 4% *	1 1% *	9 4%	15 3%	18 7% I	11 6%	7 4%	5 4%
Home delivery – from a supermarket	45 4%	19 7% C	26 4%	13 3%	32 5%	4 4% *	1 1% *	8 4%	15 3%	18 7% I	9 5%	6 3%	4 3%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Home delivery (including vegetable boxes) – not from a supermarket	2 *	1 *	- -	1 *	1 *	- - *	- - *	1 *	- -	- -	2 1%	1 1%	1 1%
Net: Any corner shop/garage	12 1%	5 2%	7 1%	7 2%	5 1%	4 4% *	2 2% *	1 1%	8 2%	2 1%	2 1%	5 3%	4 3%
Local/corner shop (including newsagents)	5 1%	3 1%	3 *	1 *	4 1%	- - *	1 1% *	- -	3 *	2 1%	1 1%	2 1%	2 1%
Garage forecourt	7 1%	2 1%	4 1%	6 1% E	1 *	4 4% *	1 1% *	1 1%	6 1%	- -	1 1%	3 2%	3 2%
Market (including stalls or farmer's markets)	1 *	- -	1 *	1 *	- -	- - *	1 1% *	- -	1 *	- -	- -	- -	- -
Farm	1 *	- -	1 *	- -	1 *	- - *	- - *	- -	1 *	- -	- -	1 1%	- -
Other shop	1 *	- -	1 *	- -	1 *	- - *	- - *	- -	- -	1 *	- -	- -	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Any Supermarket	**964** **96%**	222 96%	148 93%	103 95%	816 97% C
Large supermarket	**846** **85%**	190 82%	136 86%	92 85%	710 84%
Mini supermarket e.g. Metro/Local	**73** **7%**	22 9% C	5 3%	5 5%	67 8%
Home delivery – from a supermarket	**45** **4%**	11 5%	7 4%	6 5%	38 5%
Net: Any Independent	**19** **2%**	4 2%	6 4%	4 3%	13 2%
Independent greengrocer	**5** *****	- -	2 1%	1 1%	3 *
Independent butcher	**6** **1%**	2 1%	1 1%	- -	5 1%
Independent baker	**3** *****	2 1%	- -	- -	3 *
Independent fishmonger	**5** *****	- -	3 2%	3 2% E	2 *
Net: Any Home Delivery	**47** **5%**	12 5%	7 5%	6 5%	39 5%
Home delivery – from a supermarket	**45** **4%**	11 5%	7 4%	6 5%	38 5%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis

Base: All responsible for food and grocery shopping

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Base	1000	232	159	109	841
Home delivery (including vegetable boxes) – not from a supermarket	2 *	1 *	1 1%	- -	1 *
Net: Any corner shop/garage	12 1%	3 1%	4 3%	2 2%	8 1%
Local/corner shop (including newsagents)	5 1%	- -	2 1%	1 1%	3 *
Garage forecourt	7 1%	3 1%	2 1%	1 1%	4 1%
Market (including stalls or farmer's markets)	1 *	1 *	- -	- -	1 *
Farm	1 *	- -	- -	- -	1 *
Other shop	1 *	- -	- -	- -	1 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q68. How often do you do a main shop for your household food shopping?

Base: All responsible for food and grocery shopping

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: At least once a month	**980** **98%**	474 97%	506 99%	132 99% *	161 99%	146 99%	178 98%	149 98%	215 96%	244 98%	268 97%	183 99%	286 99%	511 97%	469 99%
Net: At least once a week	**833** **83%**	406 83%	427 83%	114 86% *	145 89% FH	116 79%	153 85%	122 80%	183 82%	212 85%	226 82%	167 91% KMNO	228 79%	438 83%	395 83% M
Every day	**28** **3%**	15 3%	13 3%	1 1% *	8 5%	8 6%	4 2%	2 1%	5 2%	6 2%	7 3%	4 2%	11 4%	13 2%	15 3%
2-3 times per week	**221** **22%**	99 20%	122 24%	47 36% FGHI*	44 27% I	30 20%	34 19%	29 19%	37 17%	53 21%	66 24%	50 27% M	52 18%	119 23%	102 22% M
About once a week	**584** **58%**	292 60%	292 57%	65 49% *	93 57%	78 53%	115 64% D	91 60%	141 63% D	153 61%	153 56%	113 61%	165 57%	305 58%	278 59%
2-3 times a month	**104** **10%**	52 11%	52 10%	15 11% *	8 5%	21 14% E	14 8%	23 15% EG	23 10%	25 10%	28 10%	10 5%	41 14% LO	53 10%	51 11% L
Once a month	**43** **4%**	17 3%	26 5%	3 2% *	8 5%	8 6%	11 6%	5 3%	9 4%	7 3%	14 5%	6 3%	17 6%	21 4%	22 5%
Less often	**10** **1%**	6 1%	4 1%	1 1% *	- -	- -	2 1%	2 1%	5 2%	3 1%	3 1%	1 1%	3 1%	6 1%	4 1%
Never	**10** **1%**	6 1%	4 1%	- - *	2 1%	2 1%	1 *	1 1%	5 2%	4 1%	4 2%	1 1%	1 *	8 2%	2 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q68. How often do you do a main shop for your household food shopping?

Base: All responsible for food and grocery shopping

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Net: At least once a month	980 98%	211 96%	393 97%	173 100% P	203 99%	278 99%	702 97%
Net: At least once a week	833 83%	167 76%	335 83%	149 86% P	181 89% P	245 88% U	588 82%
Every day	28 3%	6 3%	12 3%	4 2%	5 2%	11 4%	17 2%
2-3 times per week	221 22%	42 19%	87 22%	42 24%	50 25%	65 23%	156 22%
About once a week	584 58%	119 54%	236 58%	103 59%	126 61%	169 60%	414 58%
2-3 times a month	104 10%	33 15% Q	37 9%	15 9%	19 9%	24 8%	80 11%
Once a month	43 4%	11 5%	20 5%	9 5%	3 1%	10 3%	34 5%
Less often	10 1%	6 3%	4 1%	- -	- -	- -	10 1%
Never	10 1%	2 1%	7 2%	- -	2 1%	2 1%	8 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q68. How often do you do a main shop for your household food shopping?

Base: All responsible for food and grocery shopping

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: At least once a month	**980** **98%**	241 98%	678 98%	61 97% *	576 98%	404 97%	160 99%	292 98%	112 97%	615 98%	338 99%	26 94% **	254 98%	176 98%	348 98%	193 98%	685 98%	295 98%
Net: At least once a week	**833** **83%**	203 83%	576 83%	53 85% *	499 85%	334 81%	148 92% HI	250 84%	90 78%	525 83%	286 83%	23 80% **	222 86%	147 82%	298 84%	156 79%	584 84%	249 82%
Every day	**28** **3%**	5 2%	21 3%	2 3% *	19 3%	9 2%	10 6% H	6 2%	3 2%	23 4% K	4 1%	1 3% **	5 2%	11 6% P	10 3%	2 1%	21 3%	7 2%
2-3 times per week	**221** **22%**	41 17%	165 24% B	15 24% *	127 22%	94 23%	34 21%	65 22%	23 20%	145 23%	71 21%	5 17% **	51 20%	40 22%	82 23%	47 24%	158 23%	63 21%
About once a week	**584** **58%**	158 64% C	389 56%	36 58% *	353 60%	231 56%	104 65%	179 60%	65 56%	356 57%	210 61%	17 60% **	166 64% NP	97 54%	206 58%	107 54%	404 58%	179 59%
2-3 times a month	**104** **10%**	27 11%	72 10%	5 8% *	53 9%	51 12%	7 4%	31 10% G	14 12% G	59 9%	40 12%	4 14% **	22 8%	22 12%	41 12%	19 10%	73 11%	30 10%
Once a month	**43** **4%**	11 5%	30 4%	3 4% *	25 4%	19 5%	6 3%	11 4%	8 7%	31 5%	12 4%	- - **	10 4%	7 4%	9 2%	18 9% O	27 4%	16 5%
Less often	**10** **1%**	4 2%	6 1%	- - *	5 1%	5 1%	- -	4 1%	1 1%	9 1%	1 *	- - **	2 1%	2 1%	2 1%	4 2%	8 1%	2 1%
Never	**10** **1%**	- -	8 1%	2 3% *	5 1%	5 1%	1 1%	1 *	3 2%	5 1%	4 1%	2 6% **	2 1%	3 1%	5 1%	1 *	5 1%	5 2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q68. How often do you do a main shop for your household food shopping?

Base: All responsible for food and grocery shopping

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: At least once a month	**980** **98%**	135 98%	845 98%
Net: At least once a week	**833** **83%**	114 83%	718 83%
Every day	**28** **3%**	5 4%	23 3%
2-3 times per week	**221** **22%**	40 29% T	181 21%
About once a week	**584** **58%**	69 50%	514 60%
2-3 times a month	**104** **10%**	15 11%	89 10%
Once a month	**43** **4%**	6 4%	37 4%
Less often	**10** **1%**	1 1%	9 1%
Never	**10** **1%**	1 1%	9 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q68. How often do you do a main shop for your household food shopping?

Base: All responsible for food and grocery shopping

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: At least once a month	**980** **98%**	261 97%	700 98%	402 99%	578 98%	90 100% *	97 98% *	203 98%	515 98%	267 99%	171 98%	185 99%	120 100%
Net: At least once a week	**833** **83%**	211 78%	607 85% B	342 84%	491 83%	76 85% *	89 89% *	166 80%	450 86%	224 83%	138 79%	167 90% K	108 90% K
Every day	**28** **3%**	12 4%	14 2%	10 2%	18 3%	6 7% *	1 1% *	3 1%	15 3%	10 4%	3 2%	8 4%	4 4%
2-3 times per week	**221** **22%**	60 22%	160 23%	100 24%	121 21%	25 28% *	31 32% H*	38 18%	130 25%	56 21%	29 16%	45 24%	26 22%
About once a week	**584** **58%**	139 52%	433 61% B	232 57%	351 59%	45 50% *	56 57% *	125 61%	305 58%	158 58%	107 61%	114 61%	78 65%
2-3 times a month	**104** **10%**	40 15% C	62 9%	46 11%	58 10%	9 10% *	8 8% *	28 14%	46 9%	29 11%	22 13%	12 7%	8 7%
Once a month	**43** **4%**	9 3%	31 4%	15 4%	29 5%	5 6% *	1 1% *	9 4%	19 4%	15 5%	10 6%	6 3%	4 3%
Less often	**10** **1%**	6 2%	4 1%	4 1%	6 1%	- - *	1 1% *	3 1%	7 1%	- -	2 1%	- -	- -
Never	**10** **1%**	3 1%	7 1%	2 *	8 1%	- - *	1 1% *	1 *	5 1%	3 1%	2 1%	1 1%	- -

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q68. How often do you do a main shop for your household food shopping?

Base: All responsible for food and grocery shopping

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	1000	232	157	106	843
Base	1000	232	159	109	841
Net: At least once a month	980 98%	230 99%	157 99%	107 98%	823 98%
Net: At least once a week	833 83%	195 84%	130 82%	90 83%	703 84%
Every day	28 3%	10 4%	8 5%	5 5%	20 2%
2-3 times per week	221 22%	56 24%	37 23%	24 22%	185 22%
About once a week	584 58%	129 56%	85 54%	61 56%	498 59%
2-3 times a month	104 10%	20 9%	20 13%	13 12%	84 10%
Once a month	43 4%	15 7%	7 4%	4 4%	37 4%
Less often	10 1%	- -	- -	- -	10 1%
Never	10 1%	2 1%	2 1%	2 2%	8 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q69. Which, if any, of the following types of raw meat (including poultry) do you usually buy?

Base: All responsible for food and grocery shopping

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Minced or diced	**679**	334	345	66	98	101	129	113	171	164	183	137	195	347	332
	68%	69%	67%	50%	60%	68%	72%	74%	76%	65%	67%	74%	67%	66%	70%
				*		D	DE	DE	DE						
Meat portion (e.g. steak or chops)	**568**	292	276	50	73	89	116	89	152	149	147	103	170	296	273
	57%	60%	54%	37%	45%	60%	64%	59%	68%	60%	53%	55%	59%	56%	57%
				*		DE	DE	DE	DE						
Skinless chicken portions	**607**	293	314	76	99	98	111	93	130	155	168	117	167	323	284
	61%	60%	61%	57%	61%	66%	61%	62%	58%	62%	61%	63%	57%	62%	60%
				*											
Skin-on chicken portions	**255**	133	122	29	33	33	46	44	70	65	59	54	78	124	132
	26%	27%	24%	22%	20%	22%	25%	29%	31%	26%	21%	29%	27%	24%	28%
				*					E						
Processed (e.g. sausages or bacon)	**536**	280	257	54	74	82	110	90	127	130	138	111	157	269	268
	54%	57%	50%	41%	45%	55%	61%	59%	56%	52%	50%	60%	54%	51%	56%
		C		*		D	DE	DE	DE						
Joints (e.g. of beef, lamb, pork, etc.)	**362**	197	164	25	36	48	75	57	120	100	74	72	116	174	188
	36%	40%	32%	19%	22%	33%	41%	38%	53%	40%	27%	39%	40%	33%	40%
		C		*		D	DE	DE	DEFGH	KN		K	K	K	KN
Whole chicken or other poultry	**421**	216	205	43	60	54	87	72	105	117	91	84	128	208	212
	42%	44%	40%	32%	37%	37%	48%	47%	47%	47%	33%	46%	44%	40%	45%
				*			DEF	D	D	KN		K	K	K	K
Other type of raw meat	**85**	50	34	4	7	9	15	21	30	21	21	14	28	43	42
	8%	10%	7%	3%	4%	6%	8%	14%	13%	9%	8%	8%	10%	8%	9%
				*				DEF	DE						
Do not buy raw meat	**107**	48	58	21	19	14	27	13	12	28	37	15	26	65	41
	11%	10%	11%	16%	12%	10%	15%	9%	5%	11%	14%	8%	9%	12%	9%
				I*	I		I				O				

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q69. Which, if any, of the following types of raw meat (including poultry) do you usually buy?

Base: All responsible for food and grocery shopping

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	1000	226	407	170	197	274	726
Base	1000	219	403	173	205	280	720
Minced or diced	679 68%	129 59%	288 71% P	116 67%	146 71% P	197 70%	482 67%
Meat portion (e.g. steak or chops)	568 57%	110 50%	243 60% P	108 62% P	107 53%	154 55%	414 58%
Skinless chicken portions	607 61%	97 44%	253 63% P	121 70% P	136 67% P	186 66% U	421 59%
Skin-on chicken portions	255 26%	55 25%	108 27%	41 24%	50 25%	65 23%	191 27%
Processed (e.g. sausages or bacon)	536 54%	104 47%	228 57% P	98 57%	106 52%	145 52%	392 54%
Joints (e.g. of beef, lamb, pork, etc.)	362 36%	53 24%	169 42% P	64 37% P	77 37% P	95 34%	266 37%
Whole chicken or other poultry	421 42%	57 26%	181 45% P	83 48% P	99 48% P	126 45%	295 41%
Other type of raw meat	85 8%	19 9%	40 10%	14 8%	12 6%	12 4%	72 10% T
Do not buy raw meat	107 11%	39 18% QRS	37 9%	15 9%	15 7%	16 6%	90 13% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q69. Which, if any, of the following types of raw meat (including poultry) do you usually buy?

Base: All responsible for food and grocery shopping

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Minced or diced	679 68%	171 70%	465 67%	43 69% *	406 69%	273 66%	111 69%	207 70%	80 69%	428 68%	234 68%	16 57% **	188 73% NP	112 62%	255 72% NP	118 60%	456 65%	222 73% Q
Meat portion (e.g. steak or chops)	568 57%	144 59%	391 56%	34 54% *	332 57%	236 57%	87 54%	181 61%	61 53%	352 56%	203 59%	13 47% **	171 66% NOP	101 56%	195 55%	98 49%	386 55%	183 60%
Skinless chicken portions	607 61%	162 66% D	416 60% D	29 46% *	360 61%	247 60%	86 54%	191 64% G	76 65%	392 62%	204 60%	11 39% **	165 64%	104 58%	214 60%	120 61%	421 60%	186 61%
Skin-on chicken portions	255 26%	61 25%	177 26%	17 28% *	160 27%	96 23%	46 28%	85 29%	25 21%	154 25%	96 28%	5 16% **	74 28%	43 24%	95 27%	41 21%	180 26%	76 25%
Processed (e.g. sausages or bacon)	536 54%	137 56%	367 53%	32 52% *	319 54%	218 53%	78 48%	179 60% G	57 49%	326 52%	197 58%	13 46% **	149 58% N	83 46%	191 54%	108 54%	359 52%	177 58%
Joints (e.g. of beef, lamb, pork, etc.)	362 36%	102 42% C	236 34%	24 38% *	218 37%	143 35%	58 36%	116 39%	41 35%	209 33%	144 42% J	9 31% **	100 39% P	63 35%	143 40% P	50 25%	252 36%	110 36%
Whole chicken or other poultry	421 42%	111 45%	284 41%	26 42% *	259 44%	162 39%	66 41%	137 46%	49 42%	247 39%	165 48% J	8 30% **	107 42%	69 38%	163 46%	74 37%	288 41%	133 44%
Other type of raw meat	85 8%	23 9%	57 8%	5 8% *	47 8%	37 9%	15 9%	22 7%	10 9%	51 8%	33 10%	1 3% **	17 7%	25 14% MP	29 8%	12 6%	55 8%	29 10%
Do not buy raw meat	107 11%	26 11%	77 11%	4 6% *	53 9%	53 13%	16 10%	22 7%	14 12%	65 10%	34 10%	8 27% **	19 7%	23 13%	38 11%	24 12%	76 11%	30 10%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q69. Which, if any, of the following types of raw meat (including poultry) do you usually buy?

Base: All responsible for food and grocery shopping

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Minced or diced	**679**	86	593
	68%	62%	69%
Meat portion (e.g. steak or chops)	**568**	74	495
	57%	54%	57%
Skinless chicken portions	**607**	88	519
	61%	64%	60%
Skin-on chicken portions	**255**	42	213
	26%	31%	25%
Processed (e.g. sausages or bacon)	**536**	76	461
	54%	55%	53%
Joints (e.g. of beef, lamb, pork, etc.)	**362**	51	311
	36%	37%	36%
Whole chicken or other poultry	**421**	59	361
	42%	43%	42%
Other type of raw meat	**85**	11	73
	8%	8%	8%
Do not buy raw meat	**107**	10	96
	11%	7%	11%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q69. Which, if any, of the following types of raw meat (including poultry) do you usually buy?

Base: All responsible for food and grocery shopping

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Minced or diced	**679**	183	486	268	410	58	60	147	351	188	124	137	87
	68%	68%	68%	66%	69%	64% *	60% *	71%	67%	70%	71%	74%	73%
Meat portion (e.g. steak or chops)	**568**	169	391	237	332	55	49	125	293	165	95	96	60
	57%	63% C	55%	58%	56%	61% *	49% *	60%	56%	61%	54%	52%	50%
Skinless chicken portions	**607**	157	443	254	353	55	57	137	318	164	110	123	78
	61%	58%	62%	62%	60%	61% *	58% *	66%	61%	61%	63%	66%	65%
Skin-on chicken portions	**255**	81	166	107	148	28	18	57	129	81	36	44	33
	26%	30% C	23%	26%	25%	31% *	18% *	27%	25%	30%	20%	24%	27%
Processed (e.g. sausages or bacon)	**536**	150	378	217	320	50	48	115	255	165	101	101	71
	54%	56%	53%	53%	54%	56% *	49% *	55%	48%	61% I	58%	54%	59%
Joints (e.g. of beef, lamb, pork, etc.)	**362**	111	244	146	216	33	28	82	196	101	56	64	47
	36%	41%	34%	36%	36%	37% *	28% *	40%	37%	38%	32%	34%	39%
Whole chicken or other poultry	**421**	117	297	164	257	36	29	95	231	116	60	84	59
	42%	44%	42%	40%	43%	40% *	29% *	46% G	44%	43%	34%	45% K	49% K
Other type of raw meat	**85**	29	53	37	48	8	8	20	42	23	14	7	3
	8%	11%	7%	9%	8%	8% *	8% *	10%	8%	9%	8%	4%	3%
Do not buy raw meat	**107**	18	84	39	68	4	13	20	55	28	18	7	2
	11%	7%	12% B	10%	11%	4% *	13% *	10%	11%	10%	10% LM	4%	2%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q69. Which, if any, of the following types of raw meat (including poultry) do you usually buy?

Base: All responsible for food and grocery shopping

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Minced or diced	**679** **68%**	156 67%	124 78% BE	83 77% E	555 66%
Meat portion (e.g. steak or chops)	**568** **57%**	126 54%	97 61%	64 58%	471 56%
Skinless chicken portions	**607** **61%**	145 63%	100 63%	69 64%	508 60%
Skin-on chicken portions	**255** **26%**	51 22%	47 29%	33 31%	209 25%
Processed (e.g. sausages or bacon)	**536** **54%**	121 52%	84 53%	56 51%	453 54%
Joints (e.g. of beef, lamb, pork, etc.)	**362** **36%**	63 27%	58 36%	33 30%	304 36% B
Whole chicken or other poultry	**421** **42%**	90 39%	64 40%	40 37%	357 42%
Other type of raw meat	**85** **8%**	13 6%	15 9%	8 8%	70 8%
Do not buy raw meat	**107** **11%**	28 12% CD	8 5%	5 5%	99 12% CD

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Yes	**269**	148	121	17	27	37	45	49	93	64	65	38	102	130	140
	27%	30%	24%	13%	17%	25%	25%	32%	42%	26%	24%	21%	35%	25%	29%
		C		*		D	D	DE	DEFG				JKLNO		L
No	**712**	329	383	111	131	110	132	101	127	184	203	142	182	387	324
	71%	68%	75%	84%	81%	74%	73%	66%	57%	74%	74%	77%	63%	74%	68%
			B	HI*	HI	I	I			M	M	MO		M	M
Don't know	**15**	7	8	5	4	1	3	1	2	1	6	5	3	7	8
	2%	1%	2%	3%	2%	1%	2%	1%	1%	*	2%	2%	1%	1%	2%
				*											
Refused	**4**	3	1	-	-	-	1	1	2	1	-	-	3	1	3
	*****	1%	*	-	-	-	1%	1%	1%	*	-	-	1%	*	1%
				*											

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Yes	**269**	64	121	38	47	57	212
	27%	29%	30%	22%	23%	20%	29% T
No	**712**	149	273	135	155	219	492
	71%	68%	68%	78% Q	76%	78% U	68%
Don't know	**15**	2	9	1	3	4	11
	2%	1%	2%	1%	1%	1%	2%
Refused	**4**	4	-	-	-	-	4
	*****	2% Q	-	-	-	-	1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Yes	**269**	61	189	20	153	117	36	86	29	164	94	11	77	53	81	52	211	58
	27%	25%	27%	31% *	26%	28%	23%	29%	25%	26%	27%	39% **	30%	30%	23%	26%	30% R	19%
No	**712**	177	492	43	422	290	121	208	84	453	244	15	177	125	267	141	469	243
	71%	72%	71%	69% *	72%	70%	75%	70%	72%	72%	71%	54% **	68%	69%	75%	71%	67%	80% Q
Don't know	**15**	7	9	-	10	5	3	4	3	8	5	2	3	1	6	5	13	2
	2%	3%	1%	- *	2%	1%	2%	1%	3%	1%	2%	7% **	1%	1%	2%	2%	2%	1%
Refused	**4**	1	3	-	1	3	1	-	-	4	-	-	1	1	1	-	4	-
	*****	*	*	- *	*	1%	1%	-	-	1%	-	- **	*	1%	*	-	1%	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Yes	**269** **27%**	45 32%	225 26%
No	**712** **71%**	89 64%	623 72%
Don't know	**15** **2%**	3 2%	12 1%
Refused	**4** *	1 1%	3 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Yes	**269**	269	-	119	151	38	23	57	138	74	49	42	30
	27%	100% C	-	29%	25%	42% GH*	23% *	27%	26%	28%	28%	23%	25%
No	**712**	-	712	282	430	52	74	145	383	186	124	140	88
	71%	-	100% B	69%	73%	57% *	75% F*	70% F	73%	69%	71%	75%	74%
Don't know	**15**	-	-	6	9	1	1	4	3	8	2	4	2
	2%	-	-	1%	2%	1% *	1% *	2%	1%	3% I	1%	2%	2%
Refused	**4**	-	-	2	2	-	1	1	2	2	-	-	-
	*****	-	-	*	*	- *	1% *	*	*	1%	-	-	-

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q70. Whether suffer from long term illness/condition/suppressed immunity (prompted list given)

Base: All respondents

	Total	All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Yes	**269**	55	53	38	217
	27%	24%	33% B	35% B	26%
No	**712**	172	105	70	607
	71%	74%	66%	65%	72%
Don't know	**15**	5	2	1	13
	2%	2%	1%	1%	2%
Refused	**4**	-	-	-	4
	*****	-	-	-	*

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Working	**524**	259	266	59	117	108	127	82	32	138	167	125	94	305	219
	52%	53%	52%	44%	72%	73%	70%	54%	14%	55%	61%	68%	32%	58%	46%
				I*	DHI	DHI	DHI	I		MO	MO	JMNO		MO	M
Self employed full time (30+ hours per week)	**87**	49	37	6	19	19	25	15	3	32	25	19	11	57	30
	9%	10%	7%	5%	12%	13%	14%	10%	1%	13%	9%	10%	4%	11%	6%
				*	I	I	DI	I		MO	M	MO		MO	M
Self employed part-time (less than 30 hours per week)	**42**	19	24	4	10	7	9	8	6	10	12	8	12	22	20
	4%	4%	5%	3%	6%	4%	5%	5%	3%	4%	4%	5%	4%	4%	4%
				*											
In paid full-time employment (30+ hours per week)	**297**	168	129	33	68	67	76	43	10	76	106	76	39	182	115
	30%	34%	25%	25%	42%	45%	42%	29%	4%	30%	39%	41%	13%	35%	24%
		C		I*	DHI	DHI	DHI	I		M	JMO	JMO		MO	M
In paid part-time employment (less than 30 hours per week)	**97**	23	74	16	19	16	17	15	13	21	23	21	33	44	53
	10%	5%	15%	12%	12%	11%	9%	10%	6%	8%	9%	11%	11%	8%	11%
			B	*											
On maternity/paternity leave	**2**	-	2	-	2	-	-	-	-	-	-	2	-	-	2
	*****	-	*	-	1%	-	-	-	-	-	-	1%	-	-	*
				*											
Net: Not working	**462**	225	237	71	42	37	53	66	193	111	105	58	189	215	247
	46%	46%	46%	53%	26%	25%	29%	44%	86%	44%	38%	31%	65%	41%	52%
				EFG*				EFG	DEFGH	L			JKLNO	L	KLN
Unemployed	**53**	25	28	11	11	9	13	8	-	8	8	4	32	16	37
	5%	5%	5%	8%	7%	6%	7%	6%	-	3%	3%	2%	11%	3%	8%
				I*	I	I	I	I					JKLNO		JKLN
Retired from paid work altogether	**224**	139	86	-	1	-	6	26	191	73	51	27	74	124	100
	22%	28%	17%	-	1%	-	4%	17%	85%	29%	18%	14%	25%	24%	21%
		C		*				DEFG	DEFGH	KLNO			LO	KL	L
Looking after family or home	**50**	11	39	6	12	11	12	6	2	7	10	12	21	16	33
	5%	2%	8%	4%	7%	8%	7%	4%	1%	3%	4%	7%	7%	3%	7%
			B	*	I	I	I						JN		JN
Full-time student/ at school	**66**	17	50	53	12	2	-	-	-	19	32	9	6	52	15
	7%	3%	10%	40%	7%	1%	-	-	-	8%	12%	5%	2%	10%	3%
			B	EFGHI*	FGHI					MO	LMO			MO	

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Long term sick or disabled	**59** **6%**	31 6%	29 6%	- - *	5 3% I	12 8% DI	18 10% DEI	23 15% DEI	- -	4 1%	3 1%	6 3%	47 16% JKLNO	6 1%	53 11% JKLN
Unable to work because of short-term illness or injury	**10** **1%**	3 1%	7 1%	1 1% *	1 1%	2 2%	3 2%	2 1%	- -	- -	1 *	- -	8 3% JN	1 *	8 2% N
On a government training scheme	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Doing something else	**10** **1%**	2 *	8 2%	3 2% *	2 1%	2 1%	- -	3 2%	- -	- -	3 1%	2 1%	6 2%	3 1%	7 2%
Would prefer not to say	**4** *****	2 *	2 *	- - *	2 1%	- -	1 *	1 1%	- -	1 *	1 *	- -	2 1%	2 *	2 *

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Working	**524**	88	191	113	133	203	322
	52%	40%	47%	65% PQ	65% PQ	72% U	45%
Self employed full time (30+ hours per week)	**87**	16	26	21	24	41	45
	9%	7%	6%	12% Q	12%	15% U	6%
Self employed part-time (less than 30 hours per week)	**42**	4	19	7	13	16	26
	4%	2%	5%	4%	6%	6%	4%
In paid full-time employment (30+ hours per week)	**297**	45	115	63	74	111	186
	30%	21%	29% P	36% P	36% P	40% U	26%
In paid part-time employment (less than 30 hours per week)	**97**	23	31	21	23	33	64
	10%	10%	8%	12%	11%	12%	9%
On maternity/paternity leave	**2**	-	-	2	-	2	-
	*****	-	-	1%	-	1%	-
Net: Not working	**462**	126	209	58	69	71	391
	46%	58% RS	52% RS	33%	34%	25%	54% T
Unemployed	**53**	16	19	11	7	12	41
	5%	7%	5%	6%	4%	4%	6%
Retired from paid work altogether	**224**	73	131	14	7	4	221
	22%	33% RS	33% RS	8%	3%	1%	31% T
Looking after family or home	**50**	1	10	15	23	28	22
	5%	1%	3%	8% PQ	11% PQ	10% U	3%
Full-time student/ at school	**66**	8	25	13	21	16	50
	7%	3%	6%	7%	10% P	6%	7%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Long term sick or disabled	**59**	28	18	5	9	10	49
	6%	13% QRS	4%	3%	4%	4%	7%
Unable to work because of short-term illness or injury	**10**	2	5	-	2	2	8
	1%	1%	1%	-	1%	1%	1%
On a government training scheme	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Doing something else	**10**	4	1	2	3	5	5
	1%	2%	*	1%	1%	2%	1%
Would prefer not to say	**4**	1	2	1	-	1	3
	*****	*	*	1%	-	*	*

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: Working	**524** **52%**	136 55%	355 51%	34 54% *	336 57% F	189 46%	89 55%	179 60%	61 53%	308 49%	202 59% J	14 51% **	141 55%	88 49%	188 53%	105 53%	358 51%	167 55%
Self employed full time (30+ hours per week)	**87** **9%**	18 7%	61 9%	8 12% *	66 11% F	21 5%	20 12%	33 11%	11 9%	54 9%	30 9%	2 7% **	23 9%	24 13% O	25 7%	14 7%	60 9%	27 9%
Self employed part-time (less than 30 hours per week)	**42** **4%**	13 5%	26 4%	3 5% *	21 4%	22 5%	1 1%	12 4%	7 6% G	23 4%	18 5%	1 3% **	8 3%	8 5%	18 5%	6 3%	31 4%	11 4%
In paid full-time employment (30+ hours per week)	**297** **30%**	74 30%	203 29%	20 32% *	192 33% F	105 25%	55 34%	98 33%	34 30%	159 25%	127 37% J	11 38% **	78 30%	47 26%	114 32%	58 30%	202 29%	95 31%
In paid part-time employment (less than 30 hours per week)	**97** **10%**	31 13%	63 9%	3 5% *	56 9%	42 10%	12 7%	35 12%	9 7%	70 11%	26 8%	1 3% **	31 12% N	9 5%	31 9%	26 13% N	64 9%	33 11%
On maternity/paternity leave	**2** *****	- -	2 *	- - *	2 *	- -	2 1%	- -	- -	2 *	- -	- - **	2 1%	- -	- -	- -	- -	2 1%
Net: Not working	**462** **46%**	104 42%	330 48%	28 45% *	243 42%	219 53% E	71 44%	116 39%	53 46%	309 49% K	139 41%	14 49% **	113 44%	90 50%	164 46%	88 45%	330 47%	133 44%
Unemployed	**53** **5%**	6 2%	46 7% B	1 2% *	25 4%	28 7%	6 3%	11 4%	8 7%	33 5%	18 5%	2 6% **	11 4%	9 5%	12 3%	21 11% MO	36 5%	17 5%
Retired from paid work altogether	**224** **22%**	54 22%	151 22%	19 31% *	118 20%	107 26% E	35 22%	51 17%	29 25%	152 24% K	62 18%	10 36% **	59 23% P	51 29% P	91 26% P	17 9%	160 23%	64 21%
Looking after family or home	**50** **5%**	14 6%	33 5%	2 4% *	31 5%	18 4%	9 5%	19 6%	3 3%	37 6%	12 3%	1 3% **	10 4%	11 6%	16 4%	11 6%	30 4%	20 7%
Full-time student/ at school	**66** **7%**	15 6%	50 7%	1 2% *	35 6%	31 8%	14 9%	14 5%	6 5%	37 6%	29 8%	- - **	17 7%	9 5%	25 7%	15 8%	54 8%	12 4%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Long term sick or disabled	59 6%	13 5%	41 6%	4 7% *	26 4%	33 8% E	6 4%	15 5%	5 4%	43 7%	15 4%	1 4% **	11 4%	10 6%	15 4%	22 11% MO	41 6%	18 6%
Unable to work because of short-term illness or injury	10 1%	1 *	9 1%	- - *	8 1%	2 *	1 1%	5 2%	1 1%	7 1%	3 1%	- - **	4 2%	- -	4 1%	1 1%	9 1%	1 *
On a government training scheme	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -
Doing something else	10 1%	5 2%	4 1%	1 1% *	5 1%	5 1%	1 *	2 1%	2 2%	8 1%	2 *	- - **	3 1%	1 *	2 1%	4 2%	8 1%	2 *
Would prefer not to say	4 *	1 *	3 *	- - *	2 *	2 *	1 1%	1 *	- -	4 1%	- -	- - **	1 *	1 1%	1 *	1 *	2 *	2 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: Working	**524** **52%**	73 53%	451 52%
Self employed full time (30+ hours per week)	**87** **9%**	15 11%	71 8%
Self employed part-time (less than 30 hours per week)	**42** **4%**	8 6%	35 4%
In paid full-time employment (30+ hours per week)	**297** **30%**	41 30%	256 30%
In paid part-time employment (less than 30 hours per week)	**97** **10%**	8 6%	89 10%
On maternity/paternity leave	**2** *****	2 1%	- -
Net: Not working	**462** **46%**	61 44%	401 46%
Unemployed	**53** **5%**	8 6%	45 5%
Retired from paid work altogether	**224** **22%**	24 18%	200 23%
Looking after family or home	**50** **5%**	6 4%	44 5%
Full-time student/ at school	**66** **7%**	15 11%	51 6%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Long term sick or disabled	**59**	4	55
	6%	3%	6%
Unable to work because of short-term illness or injury	**10**	3	6
	1%	2%	1%
On a government training scheme	**-**	-	-
	-	-	-
Doing something else	**10**	3	7
	1%	2%	1%
Would prefer not to say	**4**	-	4
	*****	-	*

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Working	**524**	102	417	220	304	54	49	110	271	155	88	131	80
	52%	38%	59% B	54%	51%	60% *	50% *	53%	51%	57%	50%	71% K	67% K
Self employed full time (30+ hours per week)	**87**	25	61	39	47	10	8	20	51	20	13	24	15
	9%	9%	9%	10%	8%	11% *	8% *	10%	10%	7%	8%	13%	12%
Self employed part-time (less than 30 hours per week)	**42**	11	31	18	24	3	5	9	20	13	7	13	9
	4%	4%	4%	4%	4%	4% *	5% *	5%	4%	5%	4%	7%	7%
In paid full-time employment (30+ hours per week)	**297**	47	245	122	175	31	30	59	149	96	48	69	41
	30%	17%	34% B	30%	30%	34% *	30% *	28%	28%	35%	27%	37% K	34%
In paid part-time employment (less than 30 hours per week)	**97**	19	78	40	58	9	7	20	50	27	18	25	14
	10%	7%	11%	10%	10%	10% *	7% *	10%	10%	10%	10%	13%	12%
On maternity/paternity leave	**2**	-	2	2	-	-	-	2	-	-	2	2	2
	*****	-	*	*	-	- *	- *	1%	-	-	1%	1%	1%
Net: Not working	**462**	160	290	185	277	35	50	95	252	113	81	48	35
	46%	59% C	41%	45%	47%	39% *	50% *	46%	48%	42%	46% LM	26%	29%
Unemployed	**53**	11	40	18	35	1	4	10	24	13	13	7	7
	5%	4%	6%	4%	6%	1% *	4% *	5%	5%	5%	7%	4%	6%
Retired from paid work altogether	**224**	89	130	79	145	11	21	46	140	48	30	2	-
	22%	33% C	18%	19%	25%	12% *	21% *	22%	27% J	18%	17% LM	1%	-
Looking after family or home	**50**	13	35	19	31	3	3	12	23	16	9	24	17
	5%	5%	5%	5%	5%	4% *	3% *	6%	4%	6%	5%	13% K	15% K
Full-time student/ at school	**66**	9	55	36	30	7	15	14	31	14	16	5	-
	7%	3%	8% B	9% E	5%	8% *	15% H*	7%	6%	5%	9% LM	2% M	-

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Long term sick or disabled	59 6%	32 12% C	26 4%	27 7%	32 5%	8 9% *	6 6% *	12 6%	27 5%	19 7%	12 7%	9 5%	9 7%
Unable to work because of short-term illness or injury	10 1%	5 2%	4 1%	6 2%	3 1%	4 5% H*	1 1% *	1 *	6 1%	2 1%	1 1%	2 1%	2 2%
On a government training scheme	- -	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Doing something else	10 1%	6 2% C	3 *	2 *	8 1%	1 1% *	- - *	1 *	2 *	2 1%	5 3%	5 3%	4 3%
Would prefer not to say	4 *	1 *	2 *	1 *	3 *	- - *	- - *	1 *	1 *	1 *	1 *	1 1%	1 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Working	**524** **52%**	155 67% DE	93 58%	60 55%	431 51%
Self employed full time (30+ hours per week)	**87** **9%**	25 11%	16 10%	11 10%	70 8%
Self employed part-time (less than 30 hours per week)	**42** **4%**	14 6%	9 6%	8 7%	33 4%
In paid full-time employment (30+ hours per week)	**297** **30%**	79 34%	52 32%	29 27%	245 29%
In paid part-time employment (less than 30 hours per week)	**97** **10%**	34 15% E	14 9%	10 9%	83 10%
On maternity/paternity leave	**2** *****	2 1%	2 1%	2 1% E	- -
Net: Not working	**462** **46%**	72 31%	64 40%	49 45% B	398 47% B
Unemployed	**53** **5%**	15 7%	6 4%	6 6%	46 6%
Retired from paid work altogether	**224** **22%**	2 1%	27 17% B	17 16% B	198 24% B
Looking after family or home	**50** **5%**	24 10% E	13 8%	10 9%	37 4%
Full-time student/ at school	**66** **7%**	8 4%	11 7%	10 9%	56 7% B

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q71. Working status

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Long term sick or disabled	**59** **6%**	18 8%	6 4%	5 5%	53 6%
Unable to work because of short-term illness or injury	**10** **1%**	5 2%	1 1%	1 1%	9 1%
On a government training scheme	**-** **-**	- -	- -	- -	- -
Doing something else	**10** **1%**	4 2%	2 1%	- -	8 1%
Would prefer not to say	**4** *****	1 *	- -	- -	4 *

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: White	**949** **95%**	465 96%	483 94%	117 88% *	142 88%	143 97% DE	172 95% E	150 99% DE	224 100% DEG	234 94%	259 94%	173 94%	282 97% N	493 94%	456 96%
Scottish	**759** **76%**	381 78%	378 74%	88 67% *	111 69%	119 81% DE	143 79% DE	118 78%	179 80% DE	181 72%	205 75%	136 74%	237 82% JKN	385 73%	373 79%
Other British	**134** **13%**	67 14%	67 13%	12 9% *	12 7%	18 12%	25 14%	28 18% DE	40 18% DE	40 16%	30 11%	26 14%	38 13%	69 13%	65 14%
Irish	**8** **1%**	4 1%	4 1%	1 1% *	3 2%	- -	1 *	1 1%	2 1%	1 *	4 1%	1 1%	2 1%	5 1%	3 1%
Gypsy/Traveller	**1** *	1 *	- -	1 1% *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *
Polish	**13** **1%**	2 *	11 2%	2 2% *	8 5% GHI	1 1%	- -	1 1%	- -	3 1%	6 2%	2 1%	2 1%	9 2%	4 1%
Any other White ethnic group	**34** **3%**	10 2%	24 5% B	12 9% GHI*	8 5% I	5 3%	4 2%	2 2%	2 1%	11 4% M	14 5% MO	6 3%	3 1%	25 5% MO	9 2%
Net: Mixed or Multiple ethnic groups	**3** *	1 *	2 *	1 1% *	1 1%	- -	1 *	- -	- -	1 *	1 *	1 1%	- -	2 *	1 *
Any Mixed or Multiple ethnic groups	**3** *	1 *	2 *	1 1% *	1 1%	- -	1 *	- -	- -	1 *	1 *	1 1%	- -	2 *	1 *
Net: Asian, Asian Scottish or Asian British	**22** **2%**	10 2%	12 2%	6 5% HI*	9 6% HI	3 2%	4 2%	- -	- -	7 3%	7 2%	6 3%	2 1%	14 3%	8 2%
Pakistani, Pakistani Scottish or Pakistani British	**8** **1%**	2 *	6 1%	2 1% *	4 3% I	- -	2 1%	- -	- -	- -	1 *	5 3% JN	2 1%	1 *	7 2% N

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Indian, Indian Scottish or Indian British	**6** **1%**	3 1%	3 1%	1 1% *	3 2%	2 1%	- -	- -	- -	4 1% O	2 1%	- -	- -	6 1%	- -
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	**1** *	1 *	- -	- - *	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *
Chinese, Chinese Scottish or Chinese British	**4** *	3 1%	2 *	1 1% *	1 1%	1 1%	2 1%	- -	- -	2 1%	3 1%	- -	- -	4 1%	- -
Any other Asian	**2** *	1 *	1 *	2 2% *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -
Net: African	**9** **1%**	2 *	6 1%	4 3% *	3 2%	2 1%	- -	- -	- -	3 1%	4 1%	2 1%	- -	7 1%	2 *
African, African Scottish or African British	**7** **1%**	2 *	5 1%	3 2% *	3 2%	2 1%	- -	- -	- -	2 1%	4 1%	2 1%	- -	6 1%	2 *
Any other African	**1** *	- -	1 *	1 1% *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -
Net: Caribbean or Black	**3** *	2 *	1 *	- - *	2 1%	- -	- -	1 1%	- -	2 1%	- -	1 1%	- -	2 *	1 *
Caribbean, Caribbean Scottish or Caribbean British	**1** *	1 *	- -	- - *	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	1 *	- -
Black, Black Scottish or Black British	**2** *	1 *	1 *	- - *	2 1%	- -	- -	- -	- -	1 *	- -	1 1%	- -	1 *	1 *
Any other Caribbean or Black	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Net: Other ethnic group	**3** *****	3 1%	- -	1 1% *	2 1%	- -	- -	- -	- -	- -	2 1%	- -	1 *	2 *	1 *
Arab, Arab Scottish or Arab British	**1** *****	1 *	- -	1 1% *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
Any other ethnic group	**2** *****	2 *	- -	- - *	2 1%	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	1 *
Would prefer not to say	**12** **1%**	4 1%	9 2%	3 2% *	4 2%	- -	4 2%	1 1%	1 *	3 1%	3 1%	2 1%	5 2%	6 1%	7 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: White	**949** **95%**	207 95%	396 98% PRS	163 94%	183 89%	254 91%	695 96% T
Scottish	**759** **76%**	167 76%	298 74%	136 78%	158 77%	220 79%	539 75%
Other British	**134** **13%**	34 16% S	69 17% RS	16 9%	15 7%	17 6%	117 16% T
Irish	**8** **1%**	1 *	6 1%	1 *	- -	1 *	7 1%
Gypsy/Traveller	**1** *****	- -	1 *	- -	- -	- -	1 *
Polish	**13** **1%**	- -	5 1%	2 1%	6 3% P	5 2%	8 1%
Any other White ethnic group	**34** **3%**	5 2%	17 4%	8 5%	4 2%	11 4%	23 3%
Net: Mixed or Multiple ethnic groups	**3** *****	1 *	- -	- -	2 1%	1 *	2 *
Any Mixed or Multiple ethnic groups	**3** *****	1 *	- -	- -	2 1%	1 *	2 *
Net: Asian, Asian Scottish or Asian British	**22** **2%**	1 *	3 1%	5 3%	13 6% PQ	15 5% U	7 1%
Pakistani, Pakistani Scottish or Pakistani British	**8** **1%**	- -	1 *	2 1%	6 3% PQ	8 3% U	- -

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Indian, Indian Scottish or Indian British	**6** **1%**	1 *	- -	1 1%	4 2% Q	5 2% U	1 *
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	**1** *	- -	- -	1 1%	- -	- -	1 *
Chinese, Chinese Scottish or Chinese British	**4** *	- -	1 *	2 1%	2 1%	2 1%	3 *
Any other Asian	**2** *	- -	1 *	- -	1 1%	- -	2 *
Net: African	**9** **1%**	2 1%	2 *	3 2%	2 1%	6 2% U	3 *
African, African Scottish or African British	**7** **1%**	2 1%	2 *	2 1%	2 1%	5 2%	3 *
Any other African	**1** *	- -	- -	1 1%	- -	1 *	- -
Net: Caribbean or Black	**3** *	- -	- -	- -	3 1%	3 1%	- -
Caribbean, Caribbean Scottish or Caribbean British	**1** *	- -	- -	- -	1 *	1 *	- -
Black, Black Scottish or Black British	**2** *	- -	- -	- -	2 1%	2 1%	- -
Any other Caribbean or Black	**-** **-**	- -	- -	- -	- -	- -	- -

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
Net: Other ethnic group	**3**	2	-	1	-	1	2
	*	1%	-	*	-	*	*
Arab, Arab Scottish or Arab British	**1**	1	-	-	-	-	1
	*	1%	-	-	-	-	*
Any other ethnic group	**2**	1	-	1	-	1	1
	*	*	-	*	-	*	*
Would prefer not to say	**12**	6	3	2	2	1	11
	1%	3%	1%	1%	1%	*	2%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Net: White	**949** **95%**	237 96%	651 94%	61 97% *	556 95%	393 95%	150 93%	283 95%	111 96%	596 95%	324 94%	28 100% **	241 93%	172 95%	334 94%	193 98% M	655 94%	294 97%
Scottish	**759** **76%**	179 73%	537 78%	42 67% *	472 81% F	286 69%	133 83%	240 81%	91 79%	476 76%	257 75%	25 90% **	202 78%	135 75%	257 72%	161 82% O	515 74%	244 80% Q
Other British	**134** **13%**	46 19% C	72 10%	16 25% C*	63 11%	71 17% E	10 6%	33 11%	17 14% G	88 14%	43 13%	3 10% **	28 11%	24 14%	56 16%	21 11%	92 13%	42 14%
Irish	**8** **1%**	1 1%	5 1%	1 2% *	6 1%	2 *	2 1%	3 1%	1 1%	3 1%	5 1%	- - **	1 *	- -	4 1%	2 1%	7 1%	1 *
Gypsy/Traveller	**1** *	- -	1 *	- - *	- -	1 *	- -	- -	- -	- -	1 *	- - **	- -	- -	- -	1 1%	1 *	- -
Polish	**13** **1%**	4 2%	9 1%	- - *	3 1%	10 2% E	- -	3 1%	- -	7 1%	5 2%	- - **	2 1%	5 3%	6 2%	- -	12 2%	1 *
Any other White ethnic group	**34** **3%**	5 2%	26 4%	2 3% *	11 2%	22 5% E	4 3%	4 1%	2 2%	21 3%	12 4%	- - **	8 3%	7 4%	11 3%	7 4%	28 4%	6 2%
Net: Mixed or Multiple ethnic groups	**3** *	1 *	2 *	- - *	3 1%	- -	- -	1 *	2 2%	2 *	1 *	- - **	1 *	1 1%	1 *	- -	3 *	- -
Any Mixed or Multiple ethnic groups	**3** *	1 *	2 *	- - *	3 1%	- -	- -	1 *	2 2%	2 *	1 *	- - **	1 *	1 1%	1 *	- -	3 *	- -
Net: Asian, Asian Scottish or Asian British	**22** **2%**	3 1%	19 3%	- - *	11 2%	11 3%	3 2%	8 3%	- -	9 1%	13 4% J	- - **	8 3% P	3 2%	10 3% P	- -	17 2%	5 2%
Pakistani, Pakistani Scottish or Pakistani British	**8** **1%**	- -	8 1%	- - *	5 1%	3 1%	1 1%	4 1%	- -	3 *	5 1%	- - **	3 1%	3 1%	3 1%	- -	6 1%	2 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Indian, Indian Scottish or Indian British	**6** **1%**	1 *	5 1%	- - *	4 1%	2 *	2 1%	2 1%	- -	3 *	3 1%	- - **	2 1%	1 *	3 1%	- -	5 1%	1 *
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	**1** *	- -	1 *	- - *	- -	1 *	- -	- -	- -	- -	1 *	- - **	1 *	- -	- -	- -	1 *	- -
Chinese, Chinese Scottish or Chinese British	**4** *	1 *	4 1%	- - *	3 *	2 *	- -	3 1%	- -	2 *	3 1%	- - **	1 *	- -	4 1%	- -	3 *	2 1%
Any other Asian	**2** *	1 1%	1 *	- - *	- -	2 1%	- -	- -	- -	1 *	1 *	- - **	1 *	- -	1 *	- -	2 *	- -
Net: African	**9** **1%**	- -	9 1%	- - *	9 1% F	- -	6 3% H	1 *	2 2%	6 1%	2 1%	- - **	3 1%	- -	4 1%	2 1%	6 1%	2 1%
African, African Scottish or African British	**7** **1%**	- -	7 1%	- - *	7 1%	- -	4 3%	1 *	2 2%	5 1%	2 1%	- - **	3 1%	- -	3 1%	2 1%	5 1%	2 1%
Any other African	**1** *	- -	1 *	- - *	1 *	- -	1 1%	- -	- -	1 *	- -	- - **	- -	- -	1 *	- -	1 *	- -
Net: Caribbean or Black	**3** *	- -	3 *	- - *	2 *	1 *	1 1%	1 *	- -	1 *	2 1%	- - **	2 1%	- -	- -	1 *	3 *	- -
Caribbean, Caribbean Scottish or Caribbean British	**1** *	- -	1 *	- - *	1 *	- -	- -	1 *	- -	- -	1 *	- - **	1 *	- -	- -	- -	1 *	- -
Black, Black Scottish or Black British	**2** *	- -	2 *	- - *	1 *	1 *	1 1%	- -	- -	1 *	1 *	- - **	1 *	- -	- -	1 *	2 *	- -
Any other Caribbean or Black	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- - **	- -	- -	- -	- -	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Net: Other ethnic group	**3** *	1 *	2 *	- - *	- -	3 1%	- -	- -	- -	3 *	- -	- - **	2 1%	- -	1 *	- -	3 *	- -
Arab, Arab Scottish or Arab British	**1** *	- -	1 *	- - *	- -	1 *	- -	- -	- -	1 *	- -	- - **	1 *	- -	- -	- -	1 *	- -
Any other ethnic group	**2** *	1 *	1 *	- - *	- -	2 *	- -	- -	- -	2 *	- -	- - **	1 *	- -	1 *	- -	2 *	- -
Would prefer not to say	**12** **1%**	4 2%	7 1%	2 3% *	5 1%	7 2%	2 1%	3 1%	1 1%	11 2%	1 *	- - **	2 1%	4 2%	4 1%	2 1%	11 2%	2 1%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Net: White	**949** **95%**	127 92%	822 95%
Scottish	**759** **76%**	98 72%	660 77%
Other British	**134** **13%**	22 16%	112 13%
Irish	**8** **1%**	2 2%	6 1%
Gypsy/Traveller	**1** *****	- -	1 *
Polish	**13** **1%**	1 1%	12 1%
Any other White ethnic group	**34** **3%**	3 2%	30 4%
Net: Mixed or Multiple ethnic groups	**3** *****	- -	3 *
Any Mixed or Multiple ethnic groups	**3** *****	- -	3 *
Net: Asian, Asian Scottish or Asian British	**22** **2%**	3 3%	18 2%
Pakistani, Pakistani Scottish or Pakistani British	**8** **1%**	- -	8 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Indian, Indian Scottish or Indian British	**6** **1%**	2 2%	4 *
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	**1** *	- -	1 *
Chinese, Chinese Scottish or Chinese British	**4** *	- -	4 1%
Any other Asian	**2** *	1 1%	1 *
Net: African	**9** **1%**	2 2%	6 1%
African, African Scottish or African British	**7** **1%**	1 1%	6 1%
Any other African	**1** *	1 1%	- -
Net: Caribbean or Black	**3** *	2 1%	1 *
Caribbean, Caribbean Scottish or Caribbean British	**1** *	1 1%	- -
Black, Black Scottish or Black British	**2** *	1 1%	1 *
Any other Caribbean or Black	**-** **-**	- -	- -

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**1000**	**137**	**863**
Net: Other ethnic group	**3** *****	- -	3 *
Arab, Arab Scottish or Arab British	**1** *****	- -	1 *
Any other ethnic group	**2** *****	- -	2 *
Would prefer not to say	**12** **1%**	3 2%	9 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
Net: White	**949** **95%**	263 98% C	668 94%	383 94%	565 96%	83 93% *	91 92% *	197 95%	501 95%	257 95%	165 95%	168 91%	108 90%
Scottish	**759** **76%**	217 81%	531 75%	303 74%	456 77%	66 74% *	70 71% *	162 78%	384 73%	218 81% I	135 77%	147 79%	95 79%
Other British	**134** **13%**	41 15%	88 12%	55 13%	79 13%	11 12% *	14 14% *	28 13%	81 15%	28 10%	23 13% L	12 6%	9 7%
Irish	**8** **1%**	1 *	7 1%	5 1%	3 *	2 2% *	- - *	2 1%	7 1%	1 *	- -	1 *	- -
Gypsy/Traveller	**1** *	- -	- -	- -	1 *	- - *	- - *	- -	1 *	- -	- -	- -	- -
Polish	**13** **1%**	- -	13 2%	5 1%	7 1%	1 1% *	2 2% *	1 *	11 2%	2 1%	- -	4 2%	3 3%
Any other White ethnic group	**34** **3%**	4 1%	29 4%	15 4%	19 3%	4 4% *	5 5% *	4 2%	17 3%	8 3%	7 4%	5 3%	1 1%
Net: Mixed or Multiple ethnic groups	**3** *	- -	2 *	1 *	2 *	- - *	- - *	1 1%	2 *	1 *	- -	1 1%	1 1%
Any Mixed or Multiple ethnic groups	**3** *	- -	2 *	1 *	2 *	- - *	- - *	1 1%	2 *	1 *	- -	1 1%	1 1%
Net: Asian, Asian Scottish or Asian British	**22** **2%**	- -	22 3% B	15 4% E	7 1%	4 5% *	4 4% *	5 2%	11 2%	7 3%	4 2%	11 6%	7 6%
Pakistani, Pakistani Scottish or Pakistani British	**8** **1%**	- -	8 1%	4 1%	4 1%	2 2% *	- - *	2 1%	4 1%	3 1%	1 *	8 4% K	7 6% K

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Indian, Indian Scottish or Indian British	**6** **1%**	- -	6 1%	6 1% E	- -	3 3% *	- - *	2 1%	3 1%	1 *	2 1%	1 1%	- -
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	**1** *	- -	1 *	1 *	- -	- - *	1 1% *	- -	- -	1 *	- -	- -	- -
Chinese, Chinese Scottish or Chinese British	**4** *	- -	4 1%	2 *	3 *	- - *	2 2% *	- -	3 *	2 1%	- -	2 1%	- -
Any other Asian	**2** *	- -	2 *	2 1%	- -	- - *	1 1% *	1 1%	1 *	- -	1 1%	- -	- -
Net: African	**9** **1%**	1 *	7 1%	3 1%	5 1%	1 1% *	1 1% *	1 *	5 1%	1 *	1 1%	2 1%	2 1%
African, African Scottish or African British	**7** **1%**	1 *	6 1%	2 1%	5 1%	1 1% *	- - *	1 *	4 1%	1 *	1 1%	2 1%	2 1%
Any other African	**1** *	- -	1 *	1 *	- -	- - *	1 1% *	- -	1 *	- -	- -	- -	- -
Net: Caribbean or Black	**3** *	1 *	2 *	1 *	2 *	1 1% *	- - *	- -	2 *	1 *	- -	1 1%	1 1%
Caribbean, Caribbean Scottish or Caribbean British	**1** *	- -	1 *	- -	1 *	- - *	- - *	- -	1 *	- -	- -	- -	- -
Black, Black Scottish or Black British	**2** *	1 *	1 *	1 *	1 *	1 1% *	- - *	- -	1 *	1 *	- -	1 1%	1 1%
Any other Caribbean or Black	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Net: Other ethnic group	3	-	3	1	2	-	1	-	1	1	1	1	-
	*	-	*	*	*	-	1%	-	*	*	1%	*	-
						*	*						
Arab, Arab Scottish or Arab British	1	-	1	1	-	-	1	-	-	-	1	-	-
	*	-	*	*	-	-	1%	-	-	-	1%	-	-
						*	*						
Any other ethnic group	2	-	2	-	2	-	-	-	1	1	-	1	-
	*	-	*	-	*	-	-	-	*	*	-	*	-
						*	*						
Would prefer not to say	12	4	8	4	8	-	1	3	4	2	3	1	1
	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	1%
						*	*						

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Net: White	**949** **95%**	213 92%	152 96%	103 95%	796 95%
Scottish	**759** **76%**	169 73%	131 82% BE	88 80%	628 75%
Other British	**134** **13%**	21 9%	14 9%	10 9%	120 14% B
Irish	**8** **1%**	3 1%	2 1%	2 2%	6 1%
Gypsy/Traveller	**1** *****	- -	- -	- -	1 *
Polish	**13** **1%**	9 4% E	1 1%	1 1%	12 1%
Any other White ethnic group	**34** **3%**	11 5%	4 2%	3 3%	30 4%
Net: Mixed or Multiple ethnic groups	**3** *****	1 *	- -	- -	3 *
Any Mixed or Multiple ethnic groups	**3** *****	1 *	- -	- -	3 *
Net: Asian, Asian Scottish or Asian British	**22** **2%**	8 3%	5 3%	4 4%	17 2%
Pakistani, Pakistani Scottish or Pakistani British	**8** **1%**	4 2%	2 1%	1 1%	6 1%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Indian, Indian Scottish or Indian British	**6** **1%**	2 1%	3 2%	3 3% E	3 *
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	**1** *	- -	- -	- -	1 *
Chinese, Chinese Scottish or Chinese British	**4** *	2 1%	- -	- -	4 1%
Any other Asian	**2** *	- -	- -	- -	2 *
Net: African	**9** **1%**	4 2%	- -	- -	9 1%
African, African Scottish or African British	**7** **1%**	4 2%	- -	- -	7 1%
Any other African	**1** *	- -	- -	- -	1 *
Net: Caribbean or Black	**3** *	1 *	1 1%	1 1%	2 *
Caribbean, Caribbean Scottish or Caribbean British	**1** *	- -	- -	- -	1 *
Black, Black Scottish or Black British	**2** *	1 *	1 1%	1 1%	1 *
Any other Caribbean or Black	**-** **-**	- -	- -	- -	- -

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q72. Ethnicity

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**1000**	**232**	**159**	**109**	**841**
Net: Other ethnic group	**3** *****	- -	- -	- -	3 *
Arab, Arab Scottish or Arab British	**1** *****	- -	- -	- -	1 *
Any other ethnic group	**2** *****	- -	- -	- -	2 *
Would prefer not to say	**12** **1%**	5 2%	1 1%	1 1%	11 1%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q73. This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**1000**	**508**	**492**	**101**	**169**	**141**	**192**	**165**	**232**	**266**	**299**	**167**	**268**	**565**	**435**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
	783	382	400	86	121	122	137	127	189	200	210	144	229	410	373
Yes	**78%**	78%	78%	65%	75%	83%	76%	84%	84%	80%	76%	78%	79%	78%	78%
				*		D		D	DE						
	217	105	113	47	41	26	43	24	36	50	65	41	61	115	102
No	**22%**	22%	22%	35%	25%	17%	24%	16%	16%	20%	24%	22%	21%	22%	22%
				FHI*	I										

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q73. This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Base: All respondents

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	**1000**	**226**	**407**	**170**	**197**	**274**	**726**
Base	**1000**	**219**	**403**	**173**	**205**	**280**	**720**
	783	171	327	135	150	214	569
Yes	**78%**	78%	81% S	78%	73%	76%	79%
	217	48	76	39	55	66	152
No	**22%**	22%	19%	22%	27% Q	24%	21%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

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Base: All respondents

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**1000**	**245**	**691**	**64**	**586**	**414**	**158**	**298**	**118**	**629**	**341**	**30**	**258**	**183**	**363**	**187**	**697**	**303**
Base	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
	783	189	540	54	461	321	143	229	80	502	261	19	201	143	284	148	549	234
Yes	**78%**	77%	78%	86% *	79%	78%	89% HI	77%	69%	80%	76%	69% **	78%	79%	80%	75%	79%	77%
	217	56	152	9	124	93	18	68	36	127	82	9	57	37	71	50	149	69
No	**22%**	23%	22%	14% *	21%	22%	11%	23% G	31% G	20%	24%	31% **	22%	21%	20%	25%	21%	23%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q73. This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Base: All respondents

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**1000**	**132**	**868**
Base	**1000**	**137**	**863**
Yes	**783**	107	675
	78%	78%	78%
No	**217**	30	187
	22%	22%	22%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

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Base: All respondents

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**1000**	**274**	**707**	**409**	**591**	**87**	**100**	**211**	**530**	**270**	**172**	**179**	**106**
Base	**1000**	**269**	**712**	**408**	**592**	**90**	**99**	**207**	**526**	**270**	**175**	**186**	**120**
	783	219	550	315	468	75	70	162	416	208	136	141	91
Yes	**78%**	81%	77%	77%	79%	83% *	71% *	78%	79%	77%	78%	76%	76%
	217	50	162	93	124	15	29	45	110	62	39	45	29
No	**22%**	19%	23%	23%	21%	17% *	29% *	22%	21%	23%	22%	24%	24%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q73. This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Base: All respondents

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**1000**	**232**	**157**	**106**	**843**
Base	**1000**	**232**	**159**	**109**	**841**
Yes	**783**	184	124	87	659
	78%	79%	78%	80%	78%
No	**217**	48	35	22	182
	22%	21%	22%	20%	22%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

		Total	Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
	Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	337 69%	381 74%	73 55% *	114 70% D	115 78% D	130 72% D	117 77% D	169 75% D	176 71%	181 66%	143 77% KN	217 75% K	357 68%	360 76% KN
	Wash hands immediately after handling raw meat, poultry or fish	740 74%	340 70%	400 78% B	87 65% *	113 69%	118 80% D	138 76%	114 75%	171 76%	183 73%	192 70%	140 76%	225 78% K	375 71%	366 77% K
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	227 47%	266 52%	56 42% *	77 47%	68 46%	96 53%	78 52%	118 52%	130 52% K	119 43%	105 57% KN	139 48%	249 47% K	244 51% K
	Mean scores	1.95	1.86	2.04 B	1.63 *	1.87	2.04 D	2.02 D	2.04 D	2.03 D	1.96	1.79	2.1 KN	2.01 K	1.87	2.04 KN
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	396 81%	421 82%	109 82% *	149 92% DGHI	129 88% HI	150 83% I	117 77%	163 73%	209 84%	230 84%	147 79%	232 80%	439 84%	379 80%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	237 49%	241 47%	43 33% *	75 46% D	74 50% D	84 46% D	81 53% D	121 54% D	111 44%	130 47%	95 52%	142 49%	241 46%	237 50%
	Check fridge temperature using thermometer or built in thermometer	455 45%	225 46%	230 45%	58 44% *	61 38%	70 48%	84 46%	69 46%	112 50% E	120 48%	114 41%	98 53% KMO	122 42%	234 45%	220 46% M
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	109 22%	116 23%	35 26% *	36 22%	24 16%	39 21%	41 27% F	50 22%	52 21%	58 21%	41 22%	73 25%	110 21%	114 24%
	Mean scores	1.97	1.98	1.96	1.85 *	1.97	2.02	1.97	2.02	1.99	1.97	1.93	2.06	1.96	1.95	2

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**1000**	**487**	**513**	**133**	**163**	**148**	**181**	**152**	**225**	**250**	**275**	**185**	**290**	**525**	**475**
Cross contamination average															
Raw meat / poultry in fridge should be stored in a covered container	**369**	181	189	42	54	56	66	67	85	93	89	76	111	182	187
	37%	37%	37%	31%	33%	38%	37%	44%	38%	37%	33%	41%	38%	35%	39%
				*											
Raw meat / poultry should be stored at bottom of fridge	**604**	270	334	70	91	92	118	88	145	157	148	117	182	305	298
	60%	56%	65%	53%	56%	62%	65%	58%	65%	63%	54%	63%	63%	58%	63%
			B	*			D			KN			K	K	K
Use different chopping boards for different foods or wash chopping boards when switching between foods	**471**	217	254	53	65	75	99	73	106	120	120	91	139	240	231
	47%	45%	49%	40%	40%	51%	55%	48%	47%	48%	44%	49%	48%	46%	49%
				*			DE								
Wash raw chicken or poultry	**445**	202	243	50	59	93	91	66	86	119	133	69	123	253	193
	45%	42%	47%	37%	37%	63%	51%	44%	38%	48%	49%	37%	43%	48%	41%
				*		DEGHI	DEI				LO			LO	
Wash raw meat other than chicken / poultry	**454**	196	258	56	70	83	91	64	91	122	138	72	122	260	194
	45%	40%	50%	42%	43%	56%	50%	42%	40%	49%	50%	39%	42%	50%	41%
			B	*		DEHI				O	LO			LMO	
Store open tins in the fridge	**527**	268	259	38	56	74	109	97	152	138	130	102	157	268	259
	53%	55%	50%	29%	35%	50%	60%	64%	67%	55%	47%	55%	54%	51%	54%
				*		DE	DE	DEF	DEF						
Mean scores	**2.87**	2.74	2.99	2.32	2.43	3.2	3.18	2.99	2.96	3	2.76	2.85	2.88	2.87	2.87
			B	*		DE	DE	DE	DE						

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

			Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Base	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	335 69%	382 75%	80 60% *	105 65%	109 74% D	141 78% DE	115 76% DE	168 75% DE	179 71%	189 69%	134 73%	216 74%	368 70%	350 74%
	Reheat cooked food no more than once	882 88%	438 90%	444 87%	102 77% *	121 75%	135 92% DE	172 95% DE	140 92% DE	211 94% DE	223 89%	235 86%	163 88%	261 90%	458 87%	424 89%
	When reheating check food is cooked all the way through	453 45%	193 40%	260 51% B	75 56% EI*	65 40%	71 48%	80 44%	68 45%	95 42%	113 45%	132 48%	85 46%	123 42%	245 47%	208 44%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	386 79%	402 78%	86 64% *	106 65%	118 80% DE	148 82% DE	129 85% DE	201 89% DEFG	188 75%	208 76%	149 80%	243 84% JKN	396 75%	392 82% JKN
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	340 70%	356 69%	67 51% *	89 55%	104 70% DE	133 73% DE	122 80% DE	181 81% DEF	159 64%	175 64%	135 73% KN	227 78% JKN	334 64%	362 76% JKN
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	326 67%	330 64%	63 47% *	78 48%	106 72% DE	126 70% DE	112 74% DE	171 76% DE	151 60%	179 65%	123 67%	203 70% J	330 63%	326 69% J
	Mean scores	4.19	4.14	4.24	3.56 *	3.47	4.36 DE	4.43 DE	4.52 DE	4.57 DE	4.05	4.07	4.27	4.39 JKN	4.06	4.34 JKN
Total 4Cs practic	Mean scores	10.99	10.73	11.24 B	9.35 *	9.75	11.62 DE	11.6 DE	11.57 DE	11.55 DE	10.97	10.55	11.27	11.23 K	10.75	11.25 KN

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Unweighted Base	1000	226	407	170	197	274	726
	Base	1000	219	403	173	205	280	720
Cleaning practices followed	Wash hands before starting to cook or prepare food	717	157	293	122	144	198	520
		72%	72%	73%	71%	71%	71%	72%
	Wash hands immediately after handling raw meat, poultry or fish	740	161	289	134	156	213	527
		74%	74%	72%	77%	76%	76%	73%
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493	104	198	88	103	132	360
		49%	48%	49%	51%	50%	47%	50%
	Mean scores	1.95	1.93	1.94	1.99	1.97	1.94	1.95
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818	184	318	147	168	236	582
		82%	84%	79%	85%	82%	84%	81%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478	115	190	82	91	128	349
		48%	53%	47%	47%	44%	46%	49%
	Check fridge temperature using thermometer or built in thermometer	455	89	184	81	101	127	327
		45%	41%	46%	47%	49%	45%	45%
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224	47	90	37	51	64	160
		22%	21%	22%	22%	25%	23%	22%
	Mean scores	1.97	1.99	1.94	2	2.01	1.98	1.97

Table continues

Weighted by: WEIGHT

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

Cross contamination average		Total	No in HH				Children in HH	
			1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Base	1000	219	403	173	205	280	720
	Raw meat / poultry in fridge should be stored in a covered container	369 37%	75 34%	142 35%	77 45% Q	74 36%	113 40%	256 36%
	Raw meat / poultry should be stored at bottom of fridge	604 60%	119 54%	247 61%	107 62%	131 64%	177 63%	427 59%
	Use different chopping boards for different foods or wash chopping boards when switching between foods	471 47%	95 43%	190 47%	87 50%	98 48%	129 46%	342 47%
	Wash raw chicken or poultry	445 45%	99 45%	170 42%	93 54% QS	84 41%	132 47%	313 43%
	Wash raw meat other than chicken / poultry	454 45%	111 51%	170 42%	84 48%	89 44%	136 49%	318 44%
	Store open tins in the fridge	527 53%	124 57% S	230 57% S	87 50%	85 42%	122 43%	405 56% T
	Mean scores	2.87	2.85	2.85	3.09 S	2.74	2.89	2.86

Table continues

Weighted by: WEIGHT

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KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Base	1000	219	403	173	205	280	720
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	165 75%	282 70%	118 68%	152 74%	206 74%	511 71%
	Reheat cooked food no more than once	882 88%	187 85%	363 90%	153 88%	179 88%	247 88%	634 88%
	When reheating check food is cooked all the way through	453 45%	99 45%	186 46%	77 45%	90 44%	127 46%	326 45%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	185 84% RS	328 81% S	131 76%	144 70%	205 73%	582 81% T
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	161 73%	278 69%	123 71%	134 66%	190 68%	506 70%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	152 69%	270 67%	113 65%	122 60%	169 61%	487 68% T
	Mean scores	4.19	4.32 S	4.24	4.13	4.01	4.09	4.23
Total 4Cs practic	Mean scores	10.99	11.09	10.97	11.2	10.74	10.91	11.02

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

		Total	Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
			North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
	Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Cleaning practices followed	Wash hands before starting to cook or prepare food	717	174	497	46	435	282	121	226	79	475	242	-	192	133	256	133	504	213
		72%	71%	72%	74% *	74% F	68%	75%	76%	68%	76%	71%	- **	74%	74%	72%	67%	72%	71%
	Wash hands immediately after handling raw meat, poultry or fish	740	180	515	46	443	297	123	228	86	499	242	-	189	135	268	143	505	235
		74%	73%	74%	73% *	76%	72%	76%	77%	74%	79% K	70%	- **	73%	75%	76%	72%	72%	78%
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493	120	347	26	301	192	91	151	52	326	166	-	141	89	173	84	351	141
		49%	49%	50%	41% *	51%	46%	57%	51%	45%	52%	48%	- **	54% P	49%	49%	43%	50%	47%
	Mean scores	1.95	1.93	1.96	1.88 *	2.01 F	1.86	2.08	2.03	1.86	2.07 K	1.9	- **	2.02	1.98	1.96	1.82	1.95	1.95
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818	199	566	52	479	339	124	248	97	521	297	-	200	154	296	161	565	252
		82%	81%	82%	83% *	82%	82%	77%	83%	84%	83%	86%	- **	77%	85% M	83%	81%	81%	83%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478	120	323	35	299	179	85	153	55	334	144	-	124	89	165	94	323	154
		48%	49%	47%	55% *	51% F	43%	53%	51%	48%	53% K	42%	- **	48%	49%	47%	48%	46%	51%
	Check fridge temperature using thermometer or built in thermometer	455	113	312	30	298	156	79	159	53	290	165	-	130	71	169	81	333	121
		45%	46%	45%	48% *	51% F	38%	49%	53%	46%	46%	48%	- **	50% N	39%	48%	41%	48% R	40%
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224	54	160	10	141	84	55	67	18	149	69	7	60	39	79	47	164	61
		22%	22%	23%	16% *	24%	20%	34% HI	22%	16%	24%	20%	23% **	23%	21%	22%	24%	23%	20%
	Mean scores	1.97	1.98	1.97	2.03 *	2.08 F	1.83	2.13	2.11	1.94	2.06	1.97	0.23 **	1.99	1.96	2	1.94	1.99	1.94

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

Cross contamination average		Total	Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
			North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
	Raw meat / poultry in fridge should be stored in a covered container	**369**	93	255	21	234	135	77	109	44	253	116	-	104	60	132	69	263	106
		37%	38%	37%	34%	40%	33%	48%	37%	38%	40%	34%	-	40%	34%	37%	35%	38%	35%
					*	F		H					**						
	Raw meat / poultry should be stored at bottom of fridge	**604**	150	409	44	366	238	106	196	57	403	201	-	154	107	222	114	418	185
		60%	61%	59%	70%	63%	57%	66%	66%	49%	64%	59%	-	60%	59%	63%	58%	60%	61%
					*			I	I				**						
	Use different chopping boards for different foods or wash chopping boards when switching between foods	**471**	117	328	25	291	180	87	157	43	316	154	-	132	85	173	78	335	135
		47%	48%	47%	40%	50%	43%	54%	53%	37%	50%	45%	-	51%	47%	49%	39%	48%	45%
					*			I	I				**	P		P			
	Wash raw chicken or poultry	**445**	118	299	29	266	180	62	135	61	309	136	-	97	71	171	104	286	160
		45%	48%	43%	46%	45%	43%	39%	45%	53%	49%	40%	-	38%	39%	48%	52%	41%	53%
					*					G	K		**			M	MN		Q
	Wash raw meat other than chicken / poultry	**454**	117	310	27	260	194	72	129	53	312	142	-	100	79	172	100	294	160
		45%	48%	45%	44%	44%	47%	45%	43%	45%	50%	41%	-	39%	44%	48%	51%	42%	53%
					*						K		**			M	M		Q
	Store open tins in the fridge	**527**	134	360	33	307	220	90	148	63	353	174	-	137	98	199	88	366	161
		53%	54%	52%	52%	52%	53%	56%	50%	54%	56%	51%	-	53%	54%	56%	45%	52%	53%
					*								**			P			
	Mean scores	**2.87**	2.97	2.83	2.86	2.94	2.77	3.06	2.94	2.76	3.1	2.69	-	2.8	2.77	3.01	2.79	2.82	3
					*						K		**						

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Base	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	179 73%	497 72%	42 66% *	436 74% F	282 68%	123 76%	227 76%	78 67%	488 78% K	230 67%	- - **	193 75%	128 71%	254 72%	136 69%	497 71%	221 73%
	Reheat cooked food no more than once	882 88%	216 88%	611 88%	55 87% *	517 88%	365 88%	135 84%	272 92% G	100 87%	551 88%	307 89%	24 84% **	233 90%	160 89%	306 86%	176 89%	611 88%	271 89%
	When reheating check food is cooked all the way through	453 45%	108 44%	320 46%	25 40% *	257 44%	196 47%	66 41%	142 48%	45 39%	279 44%	162 47%	11 41% **	114 44%	77 43%	167 47%	92 47%	314 45%	139 46%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	204 83%	534 77%	49 78% *	460 79%	328 79%	121 75%	239 80%	91 78%	527 84% K	260 76%	- - **	207 80%	141 78%	275 77%	158 80%	529 76%	259 85% Q
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	170 69%	478 69%	49 78% *	409 70%	287 69%	110 68%	214 72%	79 68%	470 75% K	227 66%	- - **	182 70%	133 74%	238 67%	138 70%	474 68%	222 73%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	168 68%	445 64%	43 69% *	388 66%	269 65%	103 64%	196 66%	80 69%	438 70%	219 64%	- - **	176 68%	124 69%	222 62%	130 66%	442 63%	215 71% Q
	Mean scores	4.19	4.26	4.17	4.19 *	4.21	4.16	4.08	4.34	4.08	4.38 K	4.1	1.24 **	4.28	4.23	4.12	4.2	4.11	4.38 Q
Total 4Cs practic	Mean scores	10.99	11.15	10.93	10.95 *	11.25 F	10.62	11.35	11.42	10.64	11.6 K	10.65	1.48 **	11.08	10.94	11.1	10.75	10.86	11.27

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

		Total	Food allergy in hhold: Yes	Food allergy in hhold: No
			S	T
	Unweighted Base	1000	132	868
	Base	1000	137	863
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	93 68%	625 72%
Cleaning practices followed	Wash hands immediately after handling raw meat, poultry or fish	740 74%	100 73%	640 74%
Cleaning practices followed	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	58 42%	435 50%
Cleaning practices followed	Mean scores	1.95	1.83	1.97
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	107 78%	711 82%
Chilling practices followed	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	73 53%	405 47%
Chilling practices followed	Check fridge temperature using thermometer or built in thermometer	455 45%	73 53%	382 44%
Chilling practices followed	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	32 23%	192 22%
Chilling practices followed	Mean scores	1.97	2.07	1.96

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

		Total	Food allergy in hhold: Yes	Food allergy in hhold: No
			S	T
	Base	1000	137	863
Cross contamination average	Raw meat / poultry in fridge should be stored in a covered container	369 37%	61 44%	308 36%
	Raw meat / poultry should be stored at bottom of fridge	604 60%	91 66%	513 59%
	Use different chopping boards for different foods or wash chopping boards when switching between foods	471 47%	63 46%	408 47%
	Wash raw chicken or poultry	445 45%	64 46%	382 44%
	Wash raw meat other than chicken / poultry	454 45%	59 43%	395 46%
	Store open tins in the fridge	527 53%	65 48%	461 53%
	Mean scores	2.87	2.93	2.86

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

			Food allergy in hhold	
		Total	Yes	No
			S	T
	Base	1000	137	863
Cooking practices followed	Cook food until it is steaming hot throughout	**718** **72%**	88 64%	630 73% S
	Reheat cooked food no more than once	**882** **88%**	113 82%	769 89% S
	When reheating check food is cooked all the way through	**453** **45%**	68 50%	385 45%
	Eat chicken or turkey if the meat is pink or has pink or red juices	**788** **79%**	99 72%	688 80%
	Eat burgers or sausages if the meat is pink or has pink or red juices	**696** **70%**	90 66%	606 70%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**656** **66%**	81 59%	576 67%
	Mean scores	**4.19**	3.93	4.23
Total 4Cs practic	Mean scores	**10.99**	10.76	11.02

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

		Total	Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
			Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
	Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	190 71%	518 73%	299 73%	418 71%	63 70% *	75 75% *	153 74%	402 76% J	181 67%	117 67%	137 74%	91 76%
Cleaning practices followed	Wash hands immediately after handling raw meat, poultry or fish	740 74%	199 74%	536 75%	301 74%	440 74%	58 65% *	72 73% *	161 78% F	399 76%	190 70%	128 73%	142 77%	93 78%
Cleaning practices followed	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	130 48%	356 50%	206 51%	286 48%	48 54% *	54 54% *	97 47%	298 57% J	108 40%	75 43%	87 47%	60 50%
Cleaning practices followed	Mean scores	1.95	1.93	1.98	1.97	1.93	1.88 *	2.02 *	1.98	2.09 J	1.78	1.84	1.97	2.04
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	213 79%	590 83%	342 84%	476 80%	72 80% *	83 84% *	178 86%	424 81%	223 82%	147 84%	155 83%	98 82%
Chilling practices followed	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	135 50%	333 47%	196 48%	281 48%	42 47% *	46 47% *	105 51%	254 48%	127 47%	81 46%	94 51%	60 50%
Chilling practices followed	Check fridge temperature using thermometer or built in thermometer	455 45%	137 51% C	309 43%	197 48%	257 43%	53 59% G*	40 40% *	99 48%	256 49%	120 44%	66 38%	86 46%	57 48%
Chilling practices followed	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	61 23%	158 22%	88 22%	136 23%	33 36% GH*	12 12% *	41 20%	117 22%	59 22%	41 24%	45 24%	26 22%
Chilling practices followed	Mean scores	1.97	2.03	1.95	2.02	1.94	2.21 G*	1.83 *	2.05	2	1.96	1.92	2.04	2.01

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

		Total	Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
			Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Cross contamination average	Raw meat / poultry in fridge should be stored in a covered container	369 37%	103 38%	259 36%	172 42% E	197 33%	41 45% *	42 43% *	86 41%	203 39%	96 35%	57 32%	73 39%	47 39%
	Raw meat / poultry should be stored at bottom of fridge	604 60%	167 62%	425 60%	248 61%	356 60%	49 55% *	53 54% *	141 68% FG	336 64% J	151 56%	102 58%	120 65%	77 64%
	Use different chopping boards for different foods or wash chopping boards when switching between foods	471 47%	126 47%	340 48%	189 46%	282 48%	36 40% *	44 45% *	102 49%	270 51% J	116 43%	72 41%	87 47%	57 47%
	Wash raw chicken or poultry	445 45%	94 35%	345 48% B	189 46%	257 43%	33 36% *	38 38% *	115 55% FG	226 43%	121 45%	82 47%	85 46%	52 43%
	Wash raw meat other than chicken / poultry	454 45%	104 39%	343 48% B	190 47%	264 45%	29 32% *	42 42% *	116 56% FG	229 44%	126 47%	87 50%	88 47%	52 43%
	Store open tins in the fridge	527 53%	150 56%	369 52%	201 49%	325 55%	34 37% *	46 47% *	119 58% F	284 54%	130 48%	99 57% LM	75 41%	44 37%
	Mean scores	2.87	2.77	2.92	2.91	2.84	2.45 *	2.68 *	3.28 FG	2.94	2.74	2.85	2.84	2.73

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

			Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
		Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Base	1000	269	712	408	592	90	99	207	526	270	175	186	120
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	199 74%	509 72%	282 69%	436 74%	58 64% *	65 66% *	149 72%	385 73%	185 68%	133 76%	139 75%	90 75%
	Reheat cooked food no more than once	882 88%	258 96% C	609 86%	350 86%	532 90%	67 75% *	84 85% *	192 93% FG	462 88%	240 89%	156 89%	163 88%	103 86%
	When reheating check food is cooked all the way through	453 45%	115 43%	330 46%	199 49%	254 43%	34 38% *	41 42% *	119 57% FG	237 45%	116 43%	88 50%	86 46%	56 47%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	222 82%	557 78%	307 75%	480 81% D	54 60% *	75 76% F*	172 83% F	410 78%	214 79%	141 81%	142 76%	92 77%
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	196 73%	491 69%	265 65%	432 73% D	44 49% *	61 62% *	153 74% FG	354 67%	193 71%	130 74%	132 71%	89 74%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	187 69%	462 65%	256 63%	400 68%	43 48% *	57 58% *	150 73% FG	339 64%	179 66%	121 69%	121 65%	81 67%
	Mean scores	4.19	4.37	4.16	4.06	4.28 D	3.34 *	3.87 *	4.52 FG	4.16	4.18	4.4	4.22	4.26
Total 4Cs practic	Mean scores	10.99	11.09	11.02	10.97	11	9.88 *	10.41 *	11.83 FG	11.19	10.66	11	11.07	11.04

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

		Total	All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Unweighted Base	1000	232	157	106	843
	Base	1000	232	159	109	841
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	172 74%	123 78%	81 75%	594 71%
	Wash hands immediately after handling raw meat, poultry or fish	740 74%	183 79% E	127 80%	87 79%	613 73%
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	127 55% E	83 52%	59 54%	409 49%
	Mean scores	1.95	2.08 E	2.1	2.08	1.92
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	204 88% E	135 85%	94 86%	683 81%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	108 46%	92 58% BE	64 59% BE	386 46%
	Check fridge temperature using thermometer or built in thermometer	455 45%	99 43%	99 62% BE	63 58% BE	356 42%
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	44 19%	40 25%	24 22%	184 22%
	Mean scores	1.97	1.97	2.29 BE	2.26 BE	1.91

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

Cross contamination average			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Base	1000	232	159	109	841
	Raw meat / poultry in fridge should be stored in a covered container	369 37%	85 37%	69 44%	48 44%	300 36%
	Raw meat / poultry should be stored at bottom of fridge	604 60%	153 66% E	110 69% E	72 66%	494 59%
	Use different chopping boards for different foods or wash chopping boards when switching between foods	471 47%	108 47%	88 55% E	59 54%	383 46%
	Wash raw chicken or poultry	445 45%	122 53% CE	63 40%	45 41%	382 45%
	Wash raw meat other than chicken / poultry	454 45%	128 55% CE	70 44%	49 45%	385 46%
	Store open tins in the fridge	527 53%	108 47%	88 55%	61 56%	439 52%
	Mean scores	2.87	3.04 E	3.07	3.06	2.83

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All respondents

			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Base	1000	232	159	109	841
Cooking practices followed	Cook food until it is steaming hot throughout	**718** **72%**	175 75%	114 71%	78 72%	604 72%
	Reheat cooked food no more than once	**882** **88%**	196 85%	138 87%	96 88%	743 88%
	When reheating check food is cooked all the way through	**453** **45%**	110 47%	67 42%	46 42%	386 46%
	Eat chicken or turkey if the meat is pink or has pink or red juices	**788** **79%**	176 76%	123 77%	84 77%	665 79%
	Eat burgers or sausages if the meat is pink or has pink or red juices	**696** **70%**	159 69%	106 67%	76 70%	590 70%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	**656** **66%**	146 63%	104 66%	71 65%	552 66%
	Mean scores	**4.19**	4.15	4.1	4.14	4.21
Total 4Cs practic	Mean scores	**10.99**	11.23	11.56 E	11.54	10.88

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

		Total	Gender		Age						Social Grade					
			Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
	Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Cleaning practices followed	**Wash hands before starting to cook or prepare food**	**717** **72%**	337 69%	381 74%	73 55% *	114 70% D	115 78% D	130 72% D	117 77% D	169 75% D	176 71%	181 66%	143 77% KN	217 75% K	357 68%	360 76% KN
	Wash hands immediately after handling raw meat, poultry or fish	**740** **74%**	340 70%	400 78% B	87 65% *	113 69%	118 80% D	138 76%	114 75%	171 76%	183 73%	192 70%	140 76%	225 78% K	375 71%	366 77% K
	Wash fruit or veg (inc. salad) which are going to be eaten raw	**493** **49%**	227 47%	266 52%	56 42% *	77 47%	68 46%	96 53%	78 52%	118 52%	130 52% K	119 43%	105 57% KN	139 48%	249 47% K	244 51% K
	Mean scores	**2.01**	1.94	2.07 B	1.66 *	1.89	2.09 D	2.1 D	2.08 D	2.12 DE	2.06 KN	1.84	2.14 KN	2.04 K	1.94 K	2.08 KN
Chilling practices followed	**Temperature inside fridge should be between 0 and 5C**	**818** **82%**	396 81%	421 82%	109 82% *	149 92% DGHI	129 88% HI	150 83% I	117 77%	163 73%	209 84%	230 84%	147 79%	232 80%	439 84%	379 80%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	**478** **48%**	237 49%	241 47%	43 33% *	75 46% D	74 50% D	84 46% D	81 53% D	121 54% D	111 44%	130 47%	95 52%	142 49%	241 46%	237 50%
	Check fridge temperature using thermometer or built in thermometer	**455** **45%**	225 46%	230 45%	58 44% *	61 38%	70 48%	84 46%	69 46%	112 50% E	120 48%	114 41%	98 53% KMO	122 42%	234 45%	220 46% M
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	**224** **22%**	109 22%	116 23%	35 26% *	36 22%	24 16%	39 21%	41 27% F	50 22%	52 21%	58 21%	41 22%	73 25%	110 21%	114 24%
	Mean scores	**2.02**	2.06	1.99	1.88 *	1.99	2.06	2.04	2.06	2.07	2.07	1.98	2.1	1.99	2.02	2.03

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

Cross contamination average

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Raw meat / poultry in fridge should be stored in a covered container	**369** **37%**	181 37%	189 37%	42 31% *	54 33%	56 38%	66 37%	67 44%	85 38%	93 37%	89 33%	76 41%	111 38%	182 35%	187 39%
Raw meat / poultry should be stored at bottom of fridge	**604** **60%**	270 56%	334 65% B	70 53% *	91 56%	92 62%	118 65% D	88 58%	145 65%	157 63% KN	148 54%	117 63%	182 63% K	305 58% K	298 63% K
Use different chopping boards for different foods or wash chopping boards when switching between foods	**471** **47%**	217 45%	254 49%	53 40% *	65 40%	75 51%	99 55% DE	73 48%	106 47%	120 48%	120 44%	91 49%	139 48%	240 46%	231 49%
Wash raw chicken or poultry	**445** **45%**	202 42%	243 47%	50 37% *	59 37%	93 63% DEGHI	91 51% DEI	66 44%	86 38%	119 48%	133 49% LO	69 37%	123 43%	253 48% LO	193 41%
Wash raw meat other than chicken / poultry	**454** **45%**	196 40%	258 50% B	56 42% *	70 43%	83 56% DEHI	91 50%	64 42%	91 40%	122 49% O	138 50% LO	72 39%	122 42%	260 50% LMO	194 41%
Store open tins in the fridge	**527** **53%**	268 55%	259 50%	38 29% *	56 35%	74 50% DE	109 60% DE	97 64% DEF	152 67% DEF	138 55%	130 47%	102 55%	157 54%	268 51%	259 54%
Mean scores	**2.95**	2.86	3.04	2.36 *	2.46	3.29 DE	3.31 DE	3.06 DE	3.09 DE	3.15 KN	2.84	2.9	2.92	2.99 K	2.92

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

			Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Base	972	467	505	130	161	143	173	149	215	238	267	181	286	505	467
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	335 69%	382 75%	80 60% *	105 65%	109 74% D	141 78% DE	115 76% DE	168 75% DE	179 71%	189 69%	134 73%	216 74%	368 70%	350 74%
	Reheat cooked food no more than once	882 88%	438 90%	444 87%	102 77% *	121 75%	135 92% DE	172 95% DE	140 92% DE	211 94% DE	223 89%	235 86%	163 88%	261 90%	458 87%	424 89%
	When reheating check food is cooked all the way through	453 45%	193 40%	260 51% B	75 56% EI*	65 40%	71 48%	80 44%	68 45%	95 42%	113 45%	132 48%	85 46%	123 42%	245 47%	208 44%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	386 79%	402 78%	86 64% *	106 65%	118 80% DE	148 82% DE	129 85% DE	201 89% DEFG	188 75%	208 76%	149 80%	243 84% JKN	396 75%	392 82% JKN
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	340 70%	356 69%	67 51% *	89 55%	104 70% DE	133 73% DE	122 80% DE	181 81% DEF	159 64%	175 64%	135 73% KN	227 78% JKN	334 64%	362 76% JKN
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	326 67%	330 64%	63 47% *	78 48%	106 72% DE	126 70% DE	112 74% DE	171 76% DE	151 60%	179 65%	123 67%	203 70% J	330 63%	326 69% J
	Mean scores	4.28	4.27	4.29	3.6 *	3.5	4.46 DE	4.55 DE	4.58 DE	4.72 DE	4.19	4.15	4.33	4.44 KN	4.17	4.4 KN
Total 4Cs practic	Mean scores	11.26	11.12	11.39	9.51 *	9.85	11.9 DE	12.01 DE	11.78 DE	12 DE	11.47 KN	10.81	11.46	11.39	11.12 K	11.42 K

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Unweighted Base	970	223	389	166	192	269	701
	Base	972	216	386	170	199	275	697
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	157 72%	293 73%	122 71%	144 71%	198 71%	520 72%
	Wash hands immediately after handling raw meat, poultry or fish	740 74%	161 74%	289 72%	134 77%	156 76%	213 76%	527 73%
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	104 48%	198 49%	88 51%	103 50%	132 47%	360 50%
	Mean scores	2.01	1.95	2.02	2.03	2.03	1.98	2.02
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	184 84%	318 79%	147 85%	168 82%	236 84%	582 81%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	115 53%	190 47%	82 47%	91 44%	128 46%	349 49%
	Check fridge temperature using thermometer or built in thermometer	455 45%	89 41%	184 46%	81 47%	101 49%	127 45%	327 45%
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	47 21%	90 22%	37 22%	51 25%	64 23%	160 22%
	Mean scores	2.02	2.01	2.01	2.04	2.06	2.01	2.03

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

			No in HH			Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Base	972	216	386	170	199	275	697
Cross contamination average	Raw meat / poultry in fridge should be stored in a covered container	369 37%	75 34%	142 35%	77 45% Q	74 36%	113 40%	256 36%
	Raw meat / poultry should be stored at bottom of fridge	604 60%	119 54%	247 61%	107 62%	131 64%	177 63%	427 59%
	Use different chopping boards for different foods or wash chopping boards when switching between foods	471 47%	95 43%	190 47%	87 50%	98 48%	129 46%	342 47%
	Wash raw chicken or poultry	445 45%	99 45%	170 42%	93 54% QS	84 41%	132 47%	313 43%
	Wash raw meat other than chicken / poultry	454 45%	111 51%	170 42%	84 48%	89 44%	136 49%	318 44%
	Store open tins in the fridge	527 53%	124 57% S	230 57% S	87 50%	85 42%	122 43%	405 56% T
	Mean scores	2.95	2.88	2.97	3.15 S	2.82	2.94	2.96

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Base	972	216	386	170	199	275	697
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	165 75%	282 70%	118 68%	152 74%	206 74%	511 71%
	Reheat cooked food no more than once	882 88%	187 85%	363 90%	153 88%	179 88%	247 88%	634 88%
	When reheating check food is cooked all the way through	453 45%	99 45%	186 46%	77 45%	90 44%	127 46%	326 45%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	185 84% RS	328 81% S	131 76%	144 70%	205 73%	582 81% T
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	161 73%	278 69%	123 71%	134 66%	190 68%	506 70%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	152 69%	270 67%	113 65%	122 60%	169 61%	487 68% T
	Mean scores	4.28	4.36	4.37	4.19	4.09	4.14	4.33
Total 4Cs practic	Mean scores	11.26	11.2	11.37	11.41	10.99	11.07	11.34

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Unweighted Base	970	236	671	63	575	395	157	292	114	629	341	-	248	180	352	181	680	290
	Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	174 71%	497 72%	46 74% *	435 74% F	282 68%	121 75%	226 76%	79 68%	475 76%	242 71%	- - **	192 74%	133 74%	256 72%	133 67%	504 72%	213 71%
	Wash hands immediately after handling raw meat, poultry or fish	740 74%	180 73%	515 74%	46 73% *	443 76%	297 72%	123 76%	228 77%	86 74%	499 79% K	242 70%	- - **	189 73%	135 75%	268 76%	143 72%	505 72%	235 78%
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	120 49%	347 50%	26 41% *	301 51%	192 46%	91 57%	151 51%	52 45%	326 52%	166 48%	- - **	141 54% P	89 49%	173 49%	84 43%	351 50%	141 47%
	Mean scores	2.01	2	2.02	1.9 *	2.05	1.94	2.09	2.07	1.93	2.07 K	1.9	-	2.09 P	2.01	2.03	1.87	2	2.03
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	199 81%	566 82%	52 83% *	479 82%	339 82%	124 77%	248 83%	97 84%	521 83%	297 86%	- - **	200 77%	154 85% M	296 83%	161 81%	565 81%	252 83%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	120 49%	323 47%	35 55% *	299 51% F	179 43%	85 53%	153 51%	55 48%	334 53% K	144 42%	- - **	124 48%	89 49%	165 47%	94 48%	323 46%	154 51%
	Check fridge temperature using thermometer or built in thermometer	455 45%	113 46%	312 45%	30 48% *	298 51% F	156 38%	79 49%	159 53%	53 46%	290 46%	165 48%	- - **	130 50% N	71 39%	169 48%	81 41%	333 48% R	121 40%
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	54 22%	160 23%	10 16% *	141 24%	84 20%	55 34% HI	67 22%	18 16%	149 24%	69 20%	7 23% **	60 23%	39 21%	79 22%	47 24%	164 23%	61 20%
	Mean scores	2.02	2.05	2.01	2.05 *	2.11 F	1.9	2.14	2.14	2	2.06	1.97	-	2.05	1.98	2.06	1.98	2.03	2.02

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

Cross contamination average

	Total	Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Raw meat / poultry in fridge should be stored in a covered container	**369**	93	255	21	234	135	77	109	44	253	116	-	104	60	132	69	263	106
	37%	38%	37%	34% *	40% F	33%	48% H	37%	38%	40%	34%	- **	40%	34%	37%	35%	38%	35%
Raw meat / poultry should be stored at bottom of fridge	**604**	150	409	44	366	238	106	196	57	403	201	-	154	107	222	114	418	185
	60%	61%	59%	70% *	63%	57%	66% I	66% I	49%	64%	59%	- **	60%	59%	63%	58%	60%	61%
Use different chopping boards for different foods or wash chopping boards when switching between foods	**471**	117	328	25	291	180	87	157	43	316	154	-	132	85	173	78	335	135
	47%	48%	47%	40% *	50%	43%	54% I	53% I	37%	50%	45%	- **	51% P	47%	49% P	39%	48%	45%
Wash raw chicken or poultry	**445**	118	299	29	266	180	62	135	61	309	136	-	97	71	171	104	286	160
	45%	48%	43%	46% *	45%	43%	39%	45%	53% G	49% K	40%	- **	38%	39%	48% M	52% MN	41%	53% Q
Wash raw meat other than chicken / poultry	**454**	117	310	27	260	194	72	129	53	312	142	-	100	79	172	100	294	160
	45%	48%	45%	44% *	44%	47%	45%	43%	45%	50% K	41%	- **	39%	44%	48% M	51% M	42%	53% Q
Store open tins in the fridge	**527**	134	360	33	307	220	90	148	63	353	174	-	137	98	199	88	366	161
	53%	54%	52%	52% *	52%	53%	56%	50%	54%	56%	51%	- **	53%	54%	56% P	45%	52%	53%
Mean scores	**2.95**	3.09	2.91	2.9 *	3	2.89	3.08	3	2.87	3.1 K	2.69	-	2.91	2.82	3.11	2.87	2.88	3.12 Q

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	179 73%	497 72%	42 66% *	436 74% F	282 68%	123 76%	227 76%	78 67%	488 78% K	230 67%	- - **	193 75%	128 71%	254 72%	136 69%	497 71%	221 73%
	Reheat cooked food no more than once	882 88%	216 88%	611 88%	55 87% *	517 88%	365 88%	135 84%	272 92% G	100 87%	551 88%	307 89%	24 84% **	233 90%	160 89%	306 86%	176 89%	611 88%	271 89%
	When reheating check food is cooked all the way through	453 45%	108 44%	320 46%	25 40% *	257 44%	196 47%	66 41%	142 48%	45 39%	279 44%	162 47%	11 41% **	114 44%	77 43%	167 47%	92 47%	314 45%	139 46%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	204 83%	534 77%	49 78% *	460 79%	328 79%	121 75%	239 80%	91 78%	527 84% K	260 76%	- - **	207 80%	141 78%	275 77%	158 80%	529 76%	259 85% Q
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	170 69%	478 69%	49 78% *	409 70%	287 69%	110 68%	214 72%	79 68%	470 75% K	227 66%	- - **	182 70%	133 74%	238 67%	138 70%	474 68%	222 73%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	168 68%	445 64%	43 69% *	388 66%	269 65%	103 64%	196 66%	80 69%	438 70%	219 64%	- - **	176 68%	124 69%	222 62%	130 66%	442 63%	215 71% Q
	Mean scores	4.28	4.37	4.25	4.23 *	4.27	4.29	4.09	4.4	4.2	4.38 K	4.1	-	4.4	4.27	4.2	4.29	4.17	4.52 Q
Total 4Cs practic	Mean scores	11.26	11.51	11.19	11.09 *	11.43	11.02	11.4	11.61	11	11.6 K	10.65	-	11.44	11.08	11.39	11.02	11.08	11.7 Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

		Total	Food allergy in hhold: Yes	Food allergy in hhold: No
			S	T
	Unweighted Base	970	128	842
	Base	972	134	838
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	93 68%	625 72%
	Wash hands immediately after handling raw meat, poultry or fish	740 74%	100 73%	640 74%
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	58 42%	435 50%
	Mean scores	2.01	1.88	2.03
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	107 78%	711 82%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	73 53%	405 47%
	Check fridge temperature using thermometer or built in thermometer	455 45%	73 53%	382 44%
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	32 23%	192 22%
	Mean scores	2.02	2.12	2.01

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

		Total	Food allergy in hhold: Yes	Food allergy in hhold: No
			S	T
	Base	972	134	838
Cross contamination average	Raw meat / poultry in fridge should be stored in a covered container	369 37%	61 44%	308 36%
	Raw meat / poultry should be stored at bottom of fridge	604 60%	91 66%	513 59%
	Use different chopping boards for different foods or wash chopping boards when switching between foods	471 47%	63 46%	408 47%
	Wash raw chicken or poultry	445 45%	64 46%	382 44%
	Wash raw meat other than chicken / poultry	454 45%	59 43%	395 46%
	Store open tins in the fridge	527 53%	65 48%	461 53%
	Mean scores	2.95	3.02	2.94

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

		Total	Food allergy in hhold: Yes	Food allergy in hhold: No
			S	T
	Base	972	134	838
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	88 64%	630 73% S
	Reheat cooked food no more than once	882 88%	113 82%	769 89% S
	When reheating check food is cooked all the way through	453 45%	68 50%	385 45%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	99 72%	688 80%
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	90 66%	606 70%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	81 59%	576 67%
	Mean scores	4.28	4.01	4.32 S
Total 4Cs practic	Mean scores	11.26	11.03	11.3

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

		Total	Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
			Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
	Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	190 71%	518 73%	299 73%	418 71%	63 70% *	75 75% *	153 74%	402 76% J	181 67%	117 67%	137 74%	91 76%
	Wash hands immediately after handling raw meat, poultry or fish	740 74%	199 74%	536 75%	301 74%	440 74%	58 65% *	72 73% *	161 78% F	399 76%	190 70%	128 73%	142 77%	93 78%
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	130 48%	356 50%	206 51%	286 48%	48 54% *	54 54% *	97 47%	298 57% J	108 40%	75 43%	87 47%	60 50%
	Mean scores	2.01	2.01	2.02	2.01	2	1.95 *	2.08 *	2	2.14 J	1.84	1.9	1.99	2.06
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	213 79%	590 83%	342 84%	476 80%	72 80% *	83 84% *	178 86%	424 81%	223 82%	147 84%	155 83%	98 82%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	135 50%	333 47%	196 48%	281 48%	42 47% *	46 47% *	105 51%	254 48%	127 47%	81 46%	94 51%	60 50%
	Check fridge temperature using thermometer or built in thermometer	455 45%	137 51% C	309 43%	197 48%	257 43%	53 59% G*	40 40% *	99 48%	256 49%	120 44%	66 38%	86 46%	57 48%
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	61 23%	158 22%	88 22%	136 23%	33 36% GH*	12 12% *	41 20%	117 22%	59 22%	41 24%	45 24%	26 22%
	Mean scores	2.02	2.1	1.99	2.05	2.01	2.27 G*	1.88 *	2.06	2.04	2.03	1.96	2.06	2.02

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

		Total	Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
			Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Cross contamination average	Raw meat / poultry in fridge should be stored in a covered container	369 37%	103 38%	259 36%	172 42% E	197 33%	41 45% *	42 43% *	86 41%	203 39%	96 35%	57 32%	73 39%	47 39%
	Raw meat / poultry should be stored at bottom of fridge	604 60%	167 62%	425 60%	248 61%	356 60%	49 55% *	53 54% *	141 68% FG	336 64% J	151 56%	102 58%	120 65%	77 64%
	Use different chopping boards for different foods or wash chopping boards when switching between foods	471 47%	126 47%	340 48%	189 46%	282 48%	36 40% *	44 45% *	102 49%	270 51% J	116 43%	72 41%	87 47%	57 47%
	Wash raw chicken or poultry	445 45%	94 35%	345 48% B	189 46%	257 43%	33 36% *	38 38% *	115 55% FG	226 43%	121 45%	82 47%	85 46%	52 43%
	Wash raw meat other than chicken / poultry	454 45%	104 39%	343 48% B	190 47%	264 45%	29 32% *	42 42% *	116 56% FG	229 44%	126 47%	87 50%	88 47%	52 43%
	Store open tins in the fridge	527 53%	150 56%	369 52%	201 49%	325 55%	34 37% *	46 47% *	119 58% F	284 54%	130 48%	99 57% LM	75 41%	44 37%
	Mean scores	2.95	2.88	2.99	2.97	2.94	2.53 *	2.76 *	3.31 FG	3.02	2.84	2.95	2.87	2.76

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

			Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
		Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Base	972	258	696	401	571	87	96	205	513	261	169	184	119
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	199 74%	509 72%	282 69%	436 74%	58 64% *	65 66% *	149 72%	385 73%	185 68%	133 76%	139 75%	90 75%
	Reheat cooked food no more than once	882 88%	258 96% C	609 86%	350 86%	532 90%	67 75% *	84 85% *	192 93% FG	462 88%	240 89%	156 89%	163 88%	103 86%
	When reheating check food is cooked all the way through	453 45%	115 43%	330 46%	199 49%	254 43%	34 38% *	41 42% *	119 57% FG	237 45%	116 43%	88 50%	86 46%	56 47%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	222 82%	557 78%	307 75%	480 81% D	54 60% *	75 76% F*	172 83% F	410 78%	214 79%	141 81%	142 76%	92 77%
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	196 73%	491 69%	265 65%	432 73% D	44 49% *	61 62% *	153 74% FG	354 67%	193 71%	130 74%	132 71%	89 74%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	187 69%	462 65%	256 63%	400 68%	43 48% *	57 58% *	150 73% FG	339 64%	179 66%	121 69%	121 65%	81 67%
	Mean scores	4.28	4.5 C	4.22	4.11	4.4 D	3.42 *	3.94 *	4.54 FG	4.24	4.28	4.49	4.25	4.29
Total 4Cs practic	Mean scores	11.26	11.5	11.23	11.13	11.35	10.17 *	10.66 *	11.91 FG	11.44	10.99	11.3	11.17	11.13

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

		Total	All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Unweighted Base	970	228	155	105	815
	Base	972	228	157	108	815
Cleaning practices followed	Wash hands before starting to cook or prepare food	717 72%	172 74%	123 78%	81 75%	594 71%
	Wash hands immediately after handling raw meat, poultry or fish	740 74%	183 79% E	127 80%	87 79%	613 73%
	Wash fruit or veg (inc. salad) which are going to be eaten raw	493 49%	127 55% E	83 52%	59 54%	409 49%
	Mean scores	2.01	2.12 E	2.13	2.1	1.98
Chilling practices followed	Temperature inside fridge should be between 0 and 5C	818 82%	204 88% E	135 85%	94 86%	683 81%
	Meat usually defrosted in fridge (or in a cool place other than fridge)	478 48%	108 46%	92 58% BE	64 59% BE	386 46%
	Check fridge temperature using thermometer or built in thermometer	455 45%	99 43%	99 62% BE	63 58% BE	356 42%
	Would keep an open packet of cooked/cured ham for up to 2 days before deciding not to eat it	224 22%	44 19%	40 25%	24 22%	184 22%
	Mean scores	2.02	1.99	2.32 BE	2.27 BE	1.97

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

Cross contamination average		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Base	**972**	**228**	**157**	**108**	**815**
Raw meat / poultry in fridge should be stored in a covered container	**369** **37%**	85 37%	69 44%	48 44%	300 36%
Raw meat / poultry should be stored at bottom of fridge	**604** **60%**	153 66% E	110 69% E	72 66%	494 59%
Use different chopping boards for different foods or wash chopping boards when switching between foods	**471** **47%**	108 47%	88 55% E	59 54%	383 46%
Wash raw chicken or poultry	**445** **45%**	122 53% CE	63 40%	45 41%	382 45%
Wash raw meat other than chicken / poultry	**454** **45%**	128 55% CE	70 44%	49 45%	385 46%
Store open tins in the fridge	**527** **53%**	108 47%	88 55%	61 56%	439 52%
Mean scores	**2.95**	3.09	3.11	3.09	2.92

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Recommended Practice

Base: All responsible for cooking and preparing food in the home

			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Base	972	228	157	108	815
Cooking practices followed	Cook food until it is steaming hot throughout	718 72%	175 75%	114 71%	78 72%	604 72%
	Reheat cooked food no more than once	882 88%	196 85%	138 87%	96 88%	743 88%
	When reheating check food is cooked all the way through	453 45%	110 47%	67 42%	46 42%	386 46%
	Eat chicken or turkey if the meat is pink or has pink or red juices	788 79%	176 76%	123 77%	84 77%	665 79%
	Eat burgers or sausages if the meat is pink or has pink or red juices	696 70%	159 69%	106 67%	76 70%	590 70%
	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	656 66%	146 63%	104 66%	71 65%	552 66%
	Mean scores	4.28	4.2	4.14	4.16	4.31
Total 4Cs practic	Mean scores	11.26	11.4	11.69	11.62	11.18

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Clean. Number of Cleaning behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
0	**116**	64	52	23	23	14	21	14	21	23	42	20	31	65	51
	12%	14%	10%	17%	15%	9%	12%	10%	10%	10%	16%	11%	11%	13%	11%
				*							J			J	
1	**164**	82	82	28	31	24	23	24	35	45	50	20	48	96	68
	17%	18%	16%	21%	19%	17%	13%	16%	16%	19%	19%	11%	17%	19%	15%
				*						L	L			L	
2	**288**	141	147	51	47	41	47	46	56	65	81	57	85	147	141
	30%	30%	29%	39%	29%	29%	27%	31%	26%	27%	31%	31%	30%	29%	30%
				I*											
3	**403**	180	223	29	60	65	82	65	103	104	93	85	121	197	206
	41%	39%	44%	22%	37%	45%	47%	44%	48%	44%	35%	47%	42%	39%	44%
				*	D	D	D	D	DE	KN		K		K	K
Mean scores	**2.01**	1.94	2.07	1.66	1.89	2.09	2.1	2.08	2.12	2.06	1.84	2.14	2.04	1.94	2.08
			B	*		D	D	D	DE	KN		KN	K	K	KN
Standard Deviation	**1.03**	1.05	1.01	1.01	1.07	1	1.04	0.99	1.01	1.01	1.07	1	1.02	1.05	1.01
Standard Error	**0.033**	0.049	0.045	0.089	0.084	0.083	0.079	0.081	0.069	0.065	0.066	0.074	0.06	0.047	0.047

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Clean. Number of Cleaning behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
0	116	26	50	16	24	35	82
	12%	12%	13%	9%	12%	13%	12%
1	164	41	60	31	32	47	117
	17%	19%	15%	18%	16%	17%	17%
2	288	65	110	56	57	83	205
	30%	30%	29%	33%	29%	30%	29%
3	403	84	167	67	86	110	293
	41%	39%	43%	39%	43%	40%	42%
Mean scores	2.01	1.95	2.02	2.03	2.03	1.98	2.02
Standard Deviation	1.03	1.03	1.05	0.98	1.04	1.04	1.03
Standard Error	0.033	0.07	0.053	0.075	0.074	0.063	0.039

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Clean. Number of Cleaning behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
0	**116**	29	79	9	71	45	20	33	18	61	55	-	27	20	37	31	82	34
	12%	12%	12%	15% *	12%	11%	12%	11%	16%	10%	16% J	-	11%	11%	11%	16%	12%	12%
1	**164**	41	114	10	82	82	23	39	17	106	58	-	38	34	59	30	117	47
	17%	17%	17%	15% *	14%	21% E	15%	14%	15%	17%	17%	-	15%	19%	17%	16%	17%	16%
2	**288**	68	199	22	167	122	41	93	31	190	98	-	72	47	108	62	203	85
	30%	29%	30%	35% *	29%	31%	25%	32%	28%	30%	29%	-	29%	26%	31%	32%	30%	29%
3	**403**	99	282	22	255	149	77	126	46	271	132	-	113	76	141	68	279	124
	41%	42%	42%	35% *	44% F	37%	48%	43%	41%	43%	38%	-	45%	43%	41%	36%	41%	43%
Mean scores	**2.01**	2	2.02	1.9 *	2.05	1.94	2.09	2.07	1.93	2.07 K	1.9	-	2.09 P	2.01	2.03	1.87	2	2.03
Standard Deviation	**1.03**	1.04	1.03	1.05	1.04	1.02	1.05	1.01	1.1	0.99	1.09	-	1.01	1.04	1	1.08	1.03	1.03
Standard Error	**0.033**	0.068	0.04	0.133	0.043	0.051	0.083	0.059	0.105	0.04	0.059	-	0.064	0.078	0.054	0.078	0.04	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Clean. Number of Cleaning behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
0	**116** **12%**	14 11%	102 12%
1	**164** **17%**	33 25% T	131 16%
2	**288** **30%**	41 30%	248 30%
3	**403** **41%**	46 34%	358 43%
Mean scores	**2.01**	1.88	2.03
Standard Deviation	**1.03**	1.01	1.03
Standard Error	**0.033**	0.087	0.036

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Clean. Number of Cleaning behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
0	116 12%	29 11%	80 11%	49 12%	67 12%	14 16% *	7 7% *	26 13%	44 9%	46 17% I	21 13%	23 12%	15 12%
1	164 17%	49 19%	113 16%	62 15%	102 18%	13 15% *	16 17% *	31 15%	80 16%	44 17%	33 20%	30 16%	16 13%
2	288 30%	71 27%	214 31%	126 31%	163 29%	23 26% *	35 36% *	65 32%	148 29%	78 30%	55 33%	57 31%	37 31%
3	403 41%	110 42%	290 42%	164 41%	239 42%	37 42% *	38 40% *	83 40%	241 47% J	93 36%	59 35%	74 40%	52 44%
Mean scores	2.01	2.01	2.02	2.01	2	1.95 *	2.08 *	2	2.14 J	1.84	1.9	1.99	2.06
Standard Deviation	1.03	1.04	1.02	1.03	1.03	1.11	0.93	1.03	0.98	1.1	1.02	1.03	1.03
Standard Error	0.033	0.064	0.039	0.051	0.043	0.119	0.094	0.072	0.043	0.068	0.079	0.076	0.095

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Clean. Number of Cleaning behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
0	**116** **12%**	25 11%	14 9%	10 10%	102 13%
1	**164** **17%**	36 16%	19 12%	14 13%	145 18%
2	**288** **30%**	55 24%	56 36% B	39 36% B	232 29%
3	**403** **41%**	112 49% E	67 43%	45 42%	336 41%
Mean scores	**2.01**	2.12 E	2.13	2.1	1.98
Standard Deviation	**1.03**	1.04	0.95	0.96	1.04
Standard Error	**0.033**	0.069	0.076	0.093	0.037

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Chill. Number of Chilling behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
0	**41**	16	25	12	3	2	7	8	8	8	8	6	18	16	24
	4%	3%	5%	9% EF*	2%	1%	4%	6%	4%	3%	3%	3%	6%	3%	5%
1	**252**	114	138	33	44	43	44	32	56	67	72	42	70	139	112
	26%	24%	27%	26% *	27%	30%	25%	22%	26%	28%	27%	23%	25%	28%	24%
2	**377**	185	191	49	69	48	66	62	82	81	117	69	110	197	179
	39%	40%	38%	38% *	43%	33%	38%	42%	38%	34%	44% JN	38%	39%	39% J	38%
3	**248**	130	119	29	39	45	46	34	54	64	57	55	72	121	127
	26%	28%	24%	22% *	25%	31%	27%	23%	25%	27%	21%	31% K	25%	24%	27%
4	**54**	22	32	7	5	5	10	12	16	18	13	9	15	30	24
	6%	5%	6%	5% *	3%	4%	6%	8%	7%	7%	5%	5%	5%	6%	5%
Mean scores	**2.02**	2.06	1.99	1.88 *	1.99	2.06	2.04	2.06	2.07	2.07	1.98	2.1	1.99	2.02	2.03
Standard Deviation	**0.95**	0.92	0.98	1.02	0.85	0.91	0.96	1	0.97	0.99	0.9	0.93	0.98	0.94	0.96
Standard Error	**0.031**	0.043	0.044	0.09	0.067	0.076	0.073	0.082	0.066	0.064	0.055	0.069	0.058	0.042	0.045

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Chill. Number of Chilling behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Unweighted Base	970	223	389	166	192	269	701
Base	972	216	386	170	199	275	697
0	41	9	17	4	11	13	28
	4%	4%	4%	2%	6%	5%	4%
1	252	54	105	45	49	71	180
	26%	25%	27%	26%	24%	26%	26%
2	377	94	144	67	72	104	273
	39%	43%	37%	40%	36%	38%	39%
3	248	48	99	48	53	74	175
	26%	22%	26%	28%	27%	27%	25%
4	54	13	22	5	15	13	41
	6%	6%	6%	3%	7%	5%	6%
Mean scores	2.02	2.01	2.01	2.04	2.06	2.01	2.03
Standard Deviation	0.95	0.93	0.96	0.88	1.02	0.95	0.95
Standard Error	0.031	0.063	0.049	0.067	0.072	0.057	0.036

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Chill. Number of Chilling behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
0	**41**	7	31	2	15	26	5	5	4	26	14	-	12	8	11	8	29	12
	4%	3%	5%	3% *	3%	7% E	3%	2%	3%	4%	4%	-	5%	4%	3%	4%	4%	4%
1	**252**	58	179	15	139	113	32	68	36	156	95	-	63	48	84	55	172	79
	26%	25%	27%	24% *	24%	28%	20%	23%	32% G	25%	28%	-	25%	27%	24%	29%	25%	27%
2	**377**	99	251	27	223	153	70	115	36	247	130	-	90	70	138	75	270	107
	39%	42%	37%	43% *	39%	39%	44%	39%	32%	39%	38%	-	36%	39%	40%	39%	40%	37%
3	**248**	60	174	14	165	84	41	91	28	155	93	-	66	44	96	41	171	77
	26%	25%	26%	23% *	29% F	21%	26%	31%	25%	25%	27%	-	27%	25%	28%	21%	25%	27%
4	**54**	12	38	4	33	21	12	13	8	44	10	-	18	8	15	13	39	16
	6%	5%	6%	6% *	6%	5%	7%	4%	7%	7% K	3%	-	7%	5%	4%	7%	6%	5%
Mean scores	**2.02**	2.05	2.01	2.05 *	2.11 F	1.9	2.14	2.14	2	2.06	1.97	-	2.05	1.98	2.06	1.98	2.03	2.02
Standard Deviation	**0.95**	0.91	0.97	0.93	0.92	0.98	0.93	0.88	1	0.97	0.91	-	1	0.94	0.91	0.97	0.95	0.96
Standard Error	**0.031**	0.059	0.037	0.118	0.038	0.049	0.073	0.051	0.094	0.039	0.049	-	0.063	0.071	0.049	0.07	0.036	0.056

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Chill. Number of Chilling behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
0	**41** **4%**	6 5%	34 4%
1	**252** **26%**	27 20%	225 27%
2	**377** **39%**	54 41%	322 38%
3	**248** **26%**	37 28%	211 25%
4	**54** **6%**	9 7%	45 5%
Mean scores	**2.02**	2.12	2.01
Standard Deviation	**0.95**	0.96	0.95
Standard Error	**0.031**	0.083	0.033

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Chill. Number of Chilling behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
0	41 4%	12 5%	29 4%	17 4%	24 4%	2 2% *	7 7% *	7 3%	22 4%	10 4%	6 4%	9 5%	7 6%
1	252 26%	59 23%	187 27%	98 24%	154 27%	17 20% *	27 28% *	49 24%	127 25%	69 26%	50 30%	39 21%	27 23%
2	377 39%	97 38%	276 40%	154 38%	223 39%	32 37% *	35 36% *	82 40%	203 40%	95 37%	68 40%	77 42%	48 40%
3	248 26%	72 28%	168 24%	116 29%	133 23%	27 31% *	26 27% *	61 30%	128 25%	76 29%	34 20%	51 28%	33 28%
4	54 6%	19 7%	35 5%	17 4%	37 6%	9 10% GH*	2 2% *	7 3%	33 6%	10 4%	11 6%	8 4%	5 4%
Mean scores	2.02	2.1	1.99	2.05	2.01	2.27 G*	1.88 *	2.06	2.04	2.03	1.96	2.06	2.02
Standard Deviation	0.95	0.98	0.94	0.93	0.96	0.97	0.95	0.89	0.96	0.93	0.95	0.93	0.94
Standard Error	0.031	0.061	0.036	0.047	0.04	0.104	0.097	0.062	0.042	0.058	0.073	0.068	0.086

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Chill. Number of Chilling behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
0	**41** **4%**	5 2%	3 2%	2 1%	38 5%
1	**252** **26%**	67 29% CD	27 17%	18 17%	225 28% CD
2	**377** **39%**	90 39%	60 39%	47 43%	316 39%
3	**248** **26%**	57 25%	53 34% E	33 30%	195 24%
4	**54** **6%**	9 4%	14 9% B	9 8%	40 5%
Mean scores	**2.02**	1.99	2.32 BE	2.27 BE	1.97
Standard Deviation	**0.95**	0.89	0.92	0.89	0.95
Standard Error	**0.031**	0.059	0.073	0.086	0.033

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - CC. Number of Cross-contamination behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
0	**67**	29	38	19	21	7	6	7	7	12	27	14	14	39	28
	7%	6%	8%	15% FGHI*	13% FGHI	5%	3%	5%	3%	5%	10% M	8%	5%	8%	6%
1	**133**	73	59	23	33	11	17	20	29	23	40	29	42	62	70
	14%	16%	12%	18% F*	21% FG	8%	10%	13%	13%	10%	15%	16%	15%	12%	15%
2	**177**	93	85	24	26	25	34	28	41	51	42	29	56	93	85
	18%	20%	17%	18% *	16%	18%	19%	19%	19%	21%	16%	16%	20%	18%	18%
3	**209**	108	101	31	34	29	31	30	54	48	58	38	65	106	104
	22%	23%	20%	24% *	21%	20%	18%	20%	25%	20%	22%	21%	23%	21%	22%
4	**217**	92	125	21	29	39	45	38	45	54	57	42	65	111	106
	22%	20%	25%	16% *	18%	27%	26%	25%	21%	23%	21%	23%	23%	22%	23%
5	**124**	48	76	12	18	22	29	16	28	35	31	22	36	67	57
	13%	10%	15% B	9% *	11%	15%	17%	11%	13%	15%	12%	12%	12%	13%	12%
6	**44**	24	21	-	1	10	12	10	12	14	13	8	8	28	17
	5%	5%	4%	- *	1%	7% DE	7% DE	7% DE	5% DE	6%	5%	5%	3%	5%	4%
Mean scores	**2.95**	2.86	3.04	2.36 *	2.46	3.29 DE	3.31 DE	3.06 DE	3.09 DE	3.15 KN	2.84	2.9	2.92	2.99 K	2.92
Standard Deviation	**1.58**	1.56	1.59	1.54	1.59	1.54	1.54	1.57	1.49	1.55	1.66	1.61	1.49	1.62	1.54
Standard Error	**0.051**	0.072	0.071	0.135	0.125	0.128	0.117	0.128	0.102	0.101	0.102	0.12	0.088	0.072	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - CC. Number of Cross-contamination behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
0	**67**	16	32	8	11	16	51
	7%	7%	8%	5%	6%	6%	7%
1	**133**	34	48	20	31	38	94
	14%	16%	12%	12%	16%	14%	14%
2	**177**	35	71	28	44	55	122
	18%	16%	18%	16%	22%	20%	18%
3	**209**	50	75	44	41	62	148
	22%	23%	19%	26%	20%	22%	21%
4	**217**	47	93	32	44	58	159
	22%	22%	24%	19%	22%	21%	23%
5	**124**	28	45	26	24	34	90
	13%	13%	12%	15%	12%	12%	13%
6	**44**	6	23	12	4	12	32
	5%	3%	6%	7% S	2%	5%	5%
Mean scores	**2.95**	2.88	2.97	3.15 S	2.82	2.94	2.96
Standard Deviation	**1.58**	1.56	1.63	1.58	1.48	1.54	1.59
Standard Error	**0.051**	0.106	0.083	0.121	0.105	0.093	0.06

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - CC. Number of Cross-contamination behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	970	236	671	63	575	395	157	292	114	629	341	-	248	180	352	181	680	290
Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
0	**67** **7%**	13 6%	49 7%	5 7% *	35 6%	32 8%	6 4%	20 7%	8 7%	36 6%	31 9%	- -	15 6%	15 8%	22 6%	14 7%	52 8%	15 5%
1	**133** **14%**	35 15%	90 13%	8 13% *	78 14%	55 14%	24 15%	39 13%	13 12%	80 13%	53 15%	- -	36 14%	27 15%	42 12%	27 14%	104 15% R	29 10%
2	**177** **18%**	34 15%	131 19%	12 19% *	104 18%	73 18%	25 16%	54 19%	22 19%	102 16%	75 22% J	- -	52 21%	34 19%	54 16%	35 18%	130 19%	47 16%
3	**209** **22%**	52 22%	141 21%	16 27% *	125 22%	84 21%	33 20%	60 21%	32 28%	134 21%	76 22%	- -	51 20%	35 19%	80 23%	41 22%	136 20%	73 25%
4	**217** **22%**	53 22%	155 23%	9 15% *	125 22%	92 23%	43 27%	62 21%	19 17%	159 25% K	58 17%	- -	59 24%	38 21%	71 21%	49 26%	143 21%	74 26%
5	**124** **13%**	34 14%	80 12%	10 16% *	85 15% F	39 10%	22 14%	41 14%	18 16%	86 14%	38 11%	- -	26 11%	24 14%	54 16%	18 10%	84 12%	40 14%
6	**44** **5%**	15 6%	28 4%	2 3% *	23 4%	21 5%	6 4%	16 5%	1 1%	33 5%	12 3%	- -	11 4%	5 3%	21 6%	7 4%	33 5%	11 4%
Mean scores	**2.95**	3.09	2.91	2.9 *	3	2.89	3.08	3	2.87	3.1 K	2.69	-	2.91	2.82	3.11	2.87	2.88	3.12 Q
Standard Deviation	**1.58**	1.62	1.57	1.57	1.56	1.6	1.51	1.61	1.48	1.56	1.58	-	1.54	1.59	1.62	1.54	1.62	1.48
Standard Error	**0.051**	0.105	0.06	0.2	0.065	0.081	0.12	0.094	0.14	0.062	0.085	-	0.097	0.12	0.087	0.111	0.062	0.087

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - CC. Number of Cross-contamination behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
0	**67** **7%**	8 6%	59 7%
1	**133** **14%**	15 11%	118 14%
2	**177** **18%**	27 20%	150 18%
3	**209** **22%**	29 22%	181 22%
4	**217** **22%**	30 23%	186 22%
5	**124** **13%**	19 14%	105 13%
6	**44** **5%**	5 4%	39 5%
Mean scores	**2.95**	3.02	2.94
Standard Deviation	**1.58**	1.54	1.59
Standard Error	**0.051**	0.134	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - CC. Number of Cross-contamination behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
0	**67**	10	54	34	33	8	12	12	33	17	13	9	6
	7%	4%	8% B	8%	6%	9% *	12% *	6%	7%	7%	8%	5%	5%
1	**133**	42	88	43	90	13	15	12	75	36	22	30	22
	14%	16%	13%	11%	16% D	15% H*	15% H*	6%	15%	14%	13%	16%	18%
2	**177**	53	120	73	104	25	13	34	87	61	23	34	21
	18%	20%	17%	18%	18%	28% GH*	13% *	17%	17%	23% I	14%	19%	18%
3	**209**	60	150	91	118	19	21	49	100	54	47	43	29
	22%	23%	22%	23%	21%	22% *	22% *	24%	19%	21%	28%	24%	25%
4	**217**	62	151	91	126	14	22	52	120	50	41	41	28
	22%	24%	22%	23%	22%	16% *	23% *	25%	23%	19%	24%	22%	23%
5	**124**	20	101	49	74	5	10	34	67	35	18	19	12
	13%	8%	15% B	12%	13%	6% *	11% *	16% F	13%	13%	10%	10%	10%
6	**44**	11	32	19	25	3	4	13	30	7	7	7	1
	5%	4%	5%	5%	4%	3% *	4% *	6%	6%	3%	4%	4% M	1%
Mean scores	**2.95**	2.88	2.99	2.97	2.94	2.53 *	2.76 *	3.31 FG	3.02	2.84	2.95	2.87	2.76
Standard Deviation	**1.58**	1.46	1.61	1.59	1.57	1.49	1.68	1.51	1.62	1.53	1.53	1.5	1.43
Standard Error	**0.051**	0.091	0.061	0.079	0.066	0.16	0.171	0.106	0.072	0.095	0.118	0.111	0.132

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - CC. Number of Cross-contamination behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
0	**67** **7%**	14 6%	8 5%	5 5%	59 7%
1	**133** **14%**	27 12%	24 15%	20 18%	109 13%
2	**177** **18%**	37 16%	24 15%	16 15%	153 19%
3	**209** **22%**	48 21%	28 18%	17 16%	181 22%
4	**217** **22%**	57 25%	40 26%	26 24%	177 22%
5	**124** **13%**	37 16% E	24 16%	17 16%	99 12%
6	**44** **5%**	8 3%	8 5%	7 7%	36 4%
Mean scores	**2.95**	3.09	3.11	3.09	2.92
Standard Deviation	**1.58**	1.56	1.6	1.66	1.57
Standard Error	**0.051**	0.103	0.128	0.16	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Cook. Number of Cooking behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
0	**26** **3%**	7 2%	19 4%	5 4% *	14 9% GHI	4 3%	1 *	1 1%	1 *	7 3%	7 3%	6 3%	6 2%	14 3%	12 3%
1	**58** **6%**	32 7%	27 5%	20 15% FGHI*	20 12% FGHI	7 5%	4 3%	2 1%	6 3%	11 5%	26 10% JMNO	10 5%	11 4%	37 7% J	21 5%
2	**72** **7%**	29 6%	43 8%	17 13% FI*	19 12% I	7 5%	15 9% I	8 6%	5 3%	21 9%	16 6%	15 8%	20 7%	37 7%	35 7%
3	**91** **9%**	44 9%	47 9%	14 11% *	22 14% G	12 8%	10 6%	15 10%	17 8%	30 13% L	22 8%	11 6%	28 10%	52 10%	39 8%
4	**176** **18%**	88 19%	88 17%	24 19% *	23 14%	26 18%	34 20%	29 19%	40 19%	43 18%	65 24% LMO	28 15%	40 14%	108 21% MO	68 15%
5	**316** **32%**	181 39% C	135 27%	22 17% *	35 22%	45 31% D	65 38% DE	61 41% DE	88 41% DE	71 30%	62 23%	74 41% JKN	108 38% KN	133 26%	183 39% JKN
6	**233** **24%**	85 18%	148 29% B	28 21% *	29 18%	42 30% E	44 25%	32 22%	58 27%	54 23%	69 26%	38 21%	72 25%	123 24%	110 24%
Mean scores	**4.28**	4.27	4.29	3.6 *	3.5	4.46 DE	4.55 DE	4.58 DE	4.72 DE	4.19	4.15	4.33	4.44 KN	4.17	4.4 KN
Standard Deviation	**1.6**	1.5	1.69	1.88	1.95	1.58	1.34	1.21	1.21	1.6	1.69	1.59	1.51	1.65	1.54
Standard Error	**0.051**	0.07	0.075	0.165	0.154	0.132	0.102	0.1	0.083	0.104	0.104	0.118	0.089	0.073	0.071

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Cook. Number of Cooking behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
0	**26**	6	7	9	4	9	17
	3%	3%	2%	5%	2%	3%	2%
1	**58**	4	23	14	16	21	37
	6%	2%	6% P	8% P	8% P	7%	5%
2	**72**	14	26	10	22	31	41
	7%	6%	7%	6%	11%	11% U	6%
3	**91**	21	36	14	19	20	71
	9%	10%	9%	9%	10%	7%	10%
4	**176**	48	69	22	37	45	131
	18%	22% R	18%	13%	18%	16%	19%
5	**316**	80	123	56	57	76	240
	32%	37%	32%	33%	29%	28%	34%
6	**233**	42	102	45	44	73	161
	24%	20%	26%	26%	22%	26%	23%
Mean scores	**4.28**	4.36	4.37	4.19	4.09	4.14	4.33
Standard Deviation	**1.6**	1.43	1.56	1.81	1.66	1.75	1.54
Standard Error	**0.051**	0.097	0.079	0.139	0.118	0.106	0.058

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Cook. Number of Cooking behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
0	**26**	8	15	3	18	8	6	7	4	17	9	-	6	4	12	4	23	3
	3%	3%	2%	5% *	3%	2%	4%	3%	4%	3%	2%	-	2%	2%	3%	2%	3%	1%
1	**58**	8	47	3	35	23	13	14	8	24	34	-	12	17	17	12	44	14
	6%	3%	7%	5% *	6%	6%	8%	5%	7%	4%	10% J	-	5%	10%	5%	6%	6%	5%
2	**72**	15	53	3	40	32	11	19	8	44	28	-	17	14	27	13	52	19
	7%	7%	8%	5% *	7%	8%	7%	6%	7%	7%	8%	-	7%	8%	8%	7%	8%	7%
3	**91**	20	65	6	52	39	17	27	8	54	37	-	22	9	37	21	72	18
	9%	9%	10%	9% *	9%	10%	11%	9%	7%	9%	11%	-	9%	5%	11% N	11%	11%	6%
4	**176**	49	115	12	105	71	25	50	27	120	56	-	38	27	74	37	129	47
	18%	21%	17%	20% *	18%	18%	16%	17%	24%	19%	16%	-	15%	15%	21%	19%	19%	16%
5	**316**	80	214	23	187	129	58	96	31	219	97	-	95	64	97	56	202	113
	32%	34%	32%	37% *	33%	32%	36%	33%	27%	35% K	28%	-	38% O	36%	28%	29%	30%	39% Q
6	**233**	57	164	12	138	95	30	78	27	151	83	-	60	43	81	50	158	75
	24%	24%	24%	20% *	24%	24%	19%	27%	24%	24%	24%	-	24%	24%	23%	26%	23%	26%
Mean scores	**4.28**	4.37	4.25	4.23 *	4.27	4.29	4.09	4.4	4.2	4.38 K	4.1	-	4.4	4.27	4.2	4.29	4.17	4.52 Q
Standard Deviation	**1.6**	1.53	1.62	1.63	1.62	1.57	1.69	1.56	1.66	1.52	1.72	-	1.53	1.69	1.61	1.59	1.65	1.45
Standard Error	**0.051**	0.1	0.063	0.208	0.068	0.079	0.134	0.092	0.157	0.061	0.093	-	0.097	0.127	0.087	0.115	0.063	0.085

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Cook. Number of Cooking behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
0	**26** **3%**	8 6% T	18 2%
1	**58** **6%**	9 7%	49 6%
2	**72** **7%**	15 11%	57 7%
3	**91** **9%**	10 7%	81 10%
4	**176** **18%**	22 17%	154 18%
5	**316** **32%**	36 27%	280 33%
6	**233** **24%**	33 25%	200 24%
Mean scores	**4.28**	4.01	4.32 S
Standard Deviation	**1.6**	1.85	1.56
Standard Error	**0.051**	0.16	0.054

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Cook. Number of Cooking behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
0	**26**	1	23	17	9	11	5	1	18	2	4	6	5
	3%	*	3%	4%	2%	13%	5%	*	4%	1%	2%	3%	4%
			B	E		H*	H*		J				
1	**58**	10	45	32	26	10	8	10	27	22	6	15	8
	6%	4%	7%	8%	5%	11%	9%	5%	5%	9%	3%	8%	7%
				E		*	*						
2	**72**	17	52	32	39	9	9	13	37	19	14	16	14
	7%	7%	7%	8%	7%	11%	9%	6%	7%	7%	8%	9%	12%
						*	*						
3	**91**	22	66	39	52	11	10	19	52	22	14	12	3
	9%	8%	10%	10%	9%	13%	10%	9%	10%	8%	8%	6%	3%
						*	*					M	
4	**176**	53	120	69	107	8	19	39	101	46	23	30	13
	18%	20%	17%	17%	19%	9%	19%	19%	20%	18%	14%	16%	11%
						*	*						
5	**316**	91	222	111	205	20	26	62	157	89	61	50	42
	32%	35%	32%	28%	36%	23%	27%	30%	31%	34%	36%	27%	36%
					D	*	*						L
6	**233**	64	167	100	133	17	20	62	122	60	47	55	33
	24%	25%	24%	25%	23%	20%	20%	30%	24%	23%	28%	30%	28%
						*	*						
Mean scores	**4.28**	4.5	4.22	4.11	4.4	3.42	3.94	4.54	4.24	4.28	4.49	4.25	4.29
		C			D	*	*	FG					
Standard Deviation	**1.6**	1.37	1.66	1.76	1.47	2.1	1.78	1.44	1.62	1.57	1.53	1.76	1.78
Standard Error	**0.051**	0.085	0.063	0.088	0.062	0.225	0.182	0.1	0.072	0.097	0.117	0.13	0.163

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Cook. Number of Cooking behaviours undertaken

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
0	**26** **3%**	12 5% E	10 6% E	6 6% E	16 2%
1	**58** **6%**	9 4%	11 7%	8 8%	47 6%
2	**72** **7%**	23 10% C	7 4%	5 5%	65 8%
3	**91** **9%**	22 10%	15 10%	9 9%	76 9%
4	**176** **18%**	41 18%	28 18%	18 17%	148 18%
5	**316** **32%**	55 24%	51 32%	36 33%	265 32% B
6	**233** **24%**	67 29%	35 22%	25 23%	198 24%
Mean scores	**4.28**	4.2	4.14	4.16	4.31
Standard Deviation	**1.6**	1.76	1.76	1.77	1.57
Standard Error	**0.051**	0.116	0.141	0.171	0.055

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	**-**	-	-	- *	-	-	-	-	-	-	-	-	-	-	-
	5	3	2	1	3	-	-	1	-	2	1	1	1	3	2
1	**1%**	1%	*	1% *	2%	-	-	1%	-	1%	*	1%	*	1%	*
	7	3	4	-	4	2	1	-	-	1	3	2	1	4	3
2	**1%**	1%	1%	- *	2%	2%	1%	-	-	*	1%	1%	*	1%	1%
	18	6	12	8	5	2	1	1	1	1	7	7	4	8	10
3	**2%**	1%	2%	7% GHI*	3%	1%	1%	1%	*	*	2%	4% J	1%	2%	2%
	28	12	17	12	7	2	4	1	3	3	12	7	7	15	14
4	**3%**	2%	3%	9% FGHI*	4%	1%	2%	1%	1%	1%	4%	4%	3%	3% J	3%
	32	11	20	4	12	6	4	1	5	8	12	3	9	20	12
5	**3%**	2%	4%	3% *	8% GHI	4%	2%	1%	2%	3%	4%	2%	3%	4%	3%
	26	14	13	6	7	1	5	4	3	11	5	5	5	16	10
6	**3%**	3%	2%	5% *	5%	1%	3%	3%	1%	5%	2%	3%	2%	3%	2%
	47	31	16	12	9	3	5	8	10	12	11	6	18	23	24
7	**5%**	7% C	3%	9% F*	6%	2%	3%	6%	5%	5%	4%	3%	6%	5%	5%
	53	26	27	7	12	7	5	12	9	14	17	7	15	31	22
8	**5%**	5%	5%	5% *	8%	5%	3%	8%	4%	6%	6%	4%	5%	6%	5%
	64	35	28	15	9	8	11	8	13	16	25	5	18	41	23
9	**7%**	8%	6%	12% *	6%	6%	6%	5%	6%	7%	9% LO	3%	6%	8% L	5%
	79	39	40	8	11	11	14	14	21	18	24	15	22	42	37
10	**8%**	8%	8%	6% *	7%	8%	8%	9%	10%	7%	9%	8%	8%	8%	8%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
11	**94** **10%**	51 11%	43 8%	9 7% *	16 10%	13 9%	18 11%	16 11%	21 10%	24 10%	24 9%	18 10%	27 9%	49 10%	45 10%
12	**99** **10%**	50 11%	49 10%	11 8% *	12 8%	16 11%	15 8%	17 12%	27 13%	23 10%	23 9%	17 9%	36 12%	46 9%	53 11%
13	**99** **10%**	48 10%	51 10%	10 8% *	17 11%	13 9%	24 14%	13 9%	22 10%	24 10%	27 10%	23 13%	25 9%	51 10%	48 10%
14	**132** **14%**	61 13%	71 14%	15 11% *	17 11%	25 17%	24 14%	20 14%	31 15%	33 14%	30 11%	28 15%	41 14%	63 12%	69 15%
15	**109** **11%**	41 9%	68 13% B	9 7% *	14 9%	17 12%	25 14%	16 11%	28 13%	24 10%	29 11%	19 10%	38 13%	53 10%	56 12%
16	**48** **5%**	26 6%	22 4%	- - *	3 2%	9 7% D	12 7% DE	11 8% DE	13 6% D	13 5%	9 3%	13 7%	14 5%	21 4%	27 6%
17	**19** **2%**	7 1%	12 2%	1 1% *	2 1%	6 4%	4 2%	5 3%	2 1%	10 4% O	4 1%	3 2%	3 1%	13 3%	6 1%
18	**10** **1%**	3 1%	7 1%	1 1% *	- -	2 1%	2 1%	1 1%	4 2%	2 1%	5 2%	1 1%	2 1%	7 1%	3 1%
19	**4** *****	1 *	3 1%	- - *	- -	- -	2 1%	- -	2 1%	1 *	1 *	2 1%	- -	2 *	2 *
Mean scores	**11.26**	11.12	11.39	9.51 *	9.85	11.9 DE	12.01 DE	11.78 DE	12 DE	11.47 KN	10.81	11.46	11.39	11.12 K	11.42 K
Standard Deviation	**3.65**	3.49	3.8	3.94	4	3.54	3.37	3.19	3.14	3.54	3.8	3.86	3.45	3.69	3.61

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Standard Error	**0.117**	0.161	0.169	0.345	0.315	0.296	0.256	0.262	0.214	0.229	0.233	0.287	0.204	0.164	0.167

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
	-	-	-	-	-	-	-
0	**-**	-	-	-	-	-	-
	5	-	3	2	-	2	3
1	**1%**	-	1%	1%	-	1%	*
	7	2	4	-	1	1	6
2	**1%**	1%	1%	-	1%	*	1%
	18	4	10	1	3	6	12
3	**2%**	2%	3%	1%	2%	2%	2%
	28	5	10	6	7	10	19
4	**3%**	2%	3%	4%	4%	4%	3%
	32	7	10	6	8	9	22
5	**3%**	3%	3%	4%	4%	3%	3%
	26	2	11	4	10	13	13
6	**3%**	1%	3%	2%	5% P	5% U	2%
	47	15	17	8	6	10	37
7	**5%**	7%	4%	5%	3%	3%	5%
	53	21	13	8	10	14	39
8	**5%**	10% Q	3%	5%	5%	5%	6%
	64	13	26	11	14	20	44
9	**7%**	6%	7%	7%	7%	7%	6%
	79	14	37	12	16	21	58
10	**8%**	6%	10%	7%	8%	8%	8%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
11	**94** **10%**	22 10%	27 7%	21 12%	23 12%	29 11%	65 9%
12	**99** **10%**	22 10%	44 11%	14 8%	18 9%	28 10%	71 10%
13	**99** **10%**	18 8%	40 10%	15 9%	26 13%	24 9%	75 11%
14	**132** **14%**	31 14%	52 13%	26 15%	23 12%	39 14%	92 13%
15	**109** **11%**	25 12%	45 12%	16 9%	24 12%	32 12%	77 11%
16	**48** **5%**	9 4%	24 6%	9 5%	6 3%	8 3%	40 6%
17	**19** **2%**	2 1%	7 2%	8 5% P	3 1%	9 3%	11 2%
18	**10** **1%**	4 2%	4 1%	2 1%	- -	1 *	9 1%
19	**4** *****	1 *	3 1%	- -	- -	- -	4 1%
Mean scores	**11.26**	11.2	11.37	11.41	10.99	11.07	11.34
Standard Deviation	**3.65**	3.57	3.77	3.69	3.49	3.68	3.64

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	Q	R	S	T	U
Base	972	216	386	170	199	275	697
Standard Error	0.117	0.243	0.192	0.283	0.247	0.222	0.138

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	970	236	671	63	575	395	157	292	114	629	341	-	248	180	352	181	680	290
Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	5	1	3	1	3	2	-	1	2	2	3	-	2	-	1	1	4	1
1	1%	*	*	2% *	*	1%	-	*	2%	*	1%	-	1%	-	*	1%	1%	*
	7	1	6	-	5	2	1	2	2	5	2	-	2	1	2	2	5	2
2	1%	1%	1%	- *	1%	1%	1%	1%	2%	1%	1%	-	1%	*	1%	1%	1%	1%
	18	5	12	1	10	7	5	2	2	11	6	-	3	4	4	7	15	3
3	2%	2%	2%	2% *	2%	2%	3%	1%	2%	2%	2%	-	1%	2%	1%	3%	2%	1%
	28	7	21	1	16	13	5	8	3	13	15	-	6	5	12	5	24	4
4	3%	3%	3%	2% *	3%	3%	3%	3%	3%	2%	4%	-	2%	3%	4%	2%	4%	1%
	32	5	24	2	16	16	4	11	1	18	14	-	7	10	10	4	21	11
5	3%	2%	4%	3% *	3%	4%	3%	4%	1%	3%	4%	-	3%	5%	3%	2%	3%	4%
	26	7	17	2	17	10	5	8	3	10	16	-	9	5	8	4	19	7
6	3%	3%	3%	3% *	3%	2%	3%	3%	2%	2%	5% J	-	3%	3%	2%	2%	3%	2%
	47	10	33	4	27	20	9	10	7	28	19	-	9	7	22	9	36	11
7	5%	4%	5%	7% *	5%	5%	6%	3%	6%	5%	5%	-	4%	4%	6%	5%	5%	4%
	53	12	39	2	27	26	8	12	7	36	16	-	11	8	21	13	46	7
8	5%	5%	6%	3% *	5%	6%	5%	4%	6%	6%	5%	-	4%	4%	6%	7%	7% R	2%
	64	18	44	2	35	29	8	20	7	40	24	-	16	12	20	16	42	21
9	7%	7%	7%	3% *	6%	7%	5%	7%	6%	6%	7%	-	7%	7%	6%	8%	6%	7%
	79	16	57	6	46	33	10	25	10	46	33	-	20	18	23	16	59	19
10	8%	7%	8%	9% *	8%	8%	6%	9%	9%	7%	10%	-	8%	10%	7%	9%	9%	7%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
11	**94** **10%**	26 11%	60 9%	9 14% *	50 9%	44 11%	13 8%	26 9%	11 10%	63 10%	31 9%	- -	27 11%	17 10%	31 9%	18 9%	66 10%	27 9%
12	**99** **10%**	24 10%	69 10%	6 10% *	53 9%	46 11%	9 5%	30 10%	14 12%	64 10%	35 10%	- -	25 10%	17 10%	42 12%	14 7%	67 10%	32 11%
13	**99** **10%**	21 9%	69 10%	9 14% *	69 12% F	30 7%	21 13%	35 12%	11 10%	62 10%	37 11%	- -	25 10%	16 9%	34 10%	22 11%	57 8%	41 14% Q
14	**132** **14%**	29 12%	94 14%	9 15% *	84 15%	48 12%	29 18%	43 15%	10 9%	88 14%	44 13%	- -	34 14%	27 15%	43 13%	25 13%	87 13%	45 16%
15	**109** **11%**	28 12%	75 11%	6 9% *	63 11%	46 12%	19 12%	26 9%	17 15%	79 13%	30 9%	- -	27 11%	21 12%	38 11%	23 12%	74 11%	35 12%
16	**48** **5%**	16 7%	29 4%	2 4% *	33 6%	15 4%	8 5%	20 7%	4 4%	34 5%	14 4%	- -	16 6%	5 3%	19 5%	9 4%	36 5%	12 4%
17	**19** **2%**	6 3%	13 2%	- - *	15 3%	5 1%	4 2%	9 3%	2 2%	16 3%	4 1%	- -	6 2%	3 2%	8 2%	2 1%	15 2%	5 2%
18	**10** **1%**	3 1%	7 1%	- - *	5 1%	5 1%	1 1%	4 1%	- -	10 2%	- -	- -	4 2%	1 1%	4 1%	1 *	7 1%	3 1%
19	**4** *	2 1%	2 *	- - *	2 *	2 *	1 1%	1 *	- -	4 1%	- -	- -	- -	- -	3 1%	1 *	2 *	2 1%
Mean scores	**11.26**	11.51	11.19	11.09 *	11.43	11.02	11.4	11.61	11	11.6 K	10.65	-	11.44	11.08	11.39	11.02	11.08	11.7 Q
Standard Deviation	**3.65**	3.68	3.66	3.44	3.66	3.63	3.8	3.54	3.73	3.6	3.67	-	3.66	3.59	3.63	3.72	3.73	3.43

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
Standard Error	0.117	0.24	0.141	0.437	0.153	0.182	0.3	0.208	0.352	0.144	0.198	-	0.232	0.269	0.196	0.269	0.143	0.201

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
	-	-	-
0	**-**	-	-
	5	-	5
1	**1%**	-	1%
	7	1	6
2	**1%**	1%	1%
	18	4	14
3	**2%**	3%	2%
	28	2	26
4	**3%**	2%	3%
	32	6	26
5	**3%**	4%	3%
	26	10	17
6	**3%**	7% T	2%
	47	5	42
7	**5%**	4%	5%
	53	2	51
8	**5%**	1%	6%
	64	9	54
9	**7%**	7%	6%
	79	15	64
10	**8%**	11%	8%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**972**	**134**	**838**
11	**94** **10%**	14 10%	80 10%
12	**99** **10%**	13 10%	86 10%
13	**99** **10%**	12 9%	86 10%
14	**132** **14%**	10 8%	122 15%
15	**109** **11%**	22 16%	87 10%
16	**48** **5%**	5 4%	43 5%
17	**19** **2%**	3 2%	17 2%
18	**10** **1%**	1 1%	9 1%
19	**4** *****	- -	4 *
Mean scores	**11.26**	11.03	11.3
Standard Deviation	**3.65**	3.69	3.65

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**972**	**134**	**838**
Standard Error	**0.117**	0.319	0.126

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	- *	- *	-	-	-	-	-	-
	5	-	4	2	3	1	-	-	3	-	1	2	2
1	1%	-	1%	1%	*	1% *	- *	-	1%	-	1%	1%	2%
	7	1	6	3	4	1	-	1	1	5	1	1	-
2	1%	*	1%	1%	1%	1% *	- *	1%	*	2% I	1%	*	-
	18	3	13	8	10	1	4	3	7	6	4	4	3
3	2%	1%	2%	2%	2%	1% *	4% *	1%	1%	2%	2%	2%	3%
	28	2	25	14	14	6	3	5	20	6	3	7	6
4	3%	1%	4% B	4%	2%	7% *	3% *	2%	4%	2%	2%	4%	5%
	32	6	25	18	13	7	5	6	13	9	8	7	3
5	3%	2%	4%	5%	2%	8% *	6% *	3%	3%	3%	5%	4%	3%
	26	6	20	13	13	4	4	4	16	6	4	5	3
6	3%	2%	3%	3%	2%	5% *	4% *	2%	3%	2%	2%	3%	3%
	47	13	32	21	26	4	8	9	26	14	4	5	4
7	5%	5%	5%	5%	4%	4% *	8% *	4%	5%	5%	2%	3%	4%
	53	16	36	19	34	6	6	7	29	16	6	8	5
8	5%	6%	5%	5%	6%	6% *	6% *	4%	6%	6%	3%	4%	4%
	64	19	43	22	41	3	6	11	31	18	14	12	4
9	7%	7%	6%	6%	7%	4% *	6% *	5%	6%	7%	8%	6%	4%
	79	29	49	29	50	3	7	18	41	24	14	15	9
10	8%	11% C	7%	7%	9%	3% *	7% *	9%	8%	9%	9%	8%	8%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
11	**94** **10%**	28 11%	65 9%	37 9%	56 10%	13 15% *	6 6% *	18 9%	43 8%	27 10%	20 12%	17 9%	10 8%
12	**99** **10%**	26 10%	72 10%	37 9%	61 11%	10 11% *	7 7% *	20 10%	48 9%	27 10%	19 11%	22 12%	13 11%
13	**99** **10%**	29 11%	69 10%	41 10%	58 10%	8 9% *	12 12% *	19 9%	41 8%	31 12%	22 13%	17 9%	13 11%
14	**132** **14%**	32 12%	99 14%	57 14%	75 13%	11 13% *	11 11% *	35 17%	79 15%	32 12%	20 12%	29 16%	24 20%
15	**109** **11%**	28 11%	79 11%	47 12%	62 11%	5 6% *	13 14% *	29 14%	63 12%	25 10%	19 11%	25 14%	18 15%
16	**48** **5%**	11 4%	35 5%	15 4%	33 6%	2 2% *	2 2% *	11 5%	25 5%	16 6%	5 3%	5 2%	1 1%
17	**19** **2%**	7 3%	12 2%	10 2%	10 2%	1 1% *	1 1% *	7 4%	14 3% J	- -	4 2%	3 2%	- -
18	**10** **1%**	1 *	9 1%	4 1%	6 1%	- - *	2 2% *	2 1%	8 2%	1 *	1 1%	1 1%	- -
19	**4** *****	1 *	3 *	2 *	2 *	1 1% *	- - *	1 *	3 1%	- -	1 *	- -	- -
Mean scores	**11.26**	11.5	11.23	11.13	11.35	10.17 *	10.66 *	11.91 FG	11.44	10.99	11.3	11.17	11.13
Standard Deviation	**3.65**	3.19	3.76	3.81	3.54	3.97	3.92	3.47	3.73	3.54	3.52	3.68	3.71

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Standard Error	**0.117**	0.199	0.142	0.19	0.148	0.426	0.399	0.242	0.165	0.219	0.27	0.272	0.341

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	970	228	155	105	815
Base	972	228	157	108	815
0	-	-	-	-	-
	-	-	-	-	-
1	5	1	1	-	4
	1%	*	1%	-	*
2	7	3	-	-	7
	1%	1%	-	-	1%
3	18	4	2	1	16
	2%	2%	1%	1%	2%
4	28	5	6	6	23
	3%	2%	4%	5%	3%
5	32	11	8	6	24
	3%	5%	5%	6%	3%
6	26	4	7	4	19
	3%	2%	4%	3%	2%
7	47	6	3	1	44
	5%	3%	2%	1%	5%
8	53	13	4	3	49
	5%	6%	2%	3%	6%
9	64	12	9	7	55
	7%	5%	6%	7%	7%
10	79	20	7	5	72
	8%	9%	5%	5%	9%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Base	**972**	**228**	**157**	**108**	**815**
11	**94** **10%**	22 9%	15 10%	10 9%	78 10%
12	**99** **10%**	21 9%	16 10%	12 11%	83 10%
13	**99** **10%**	27 12%	14 9%	7 7%	84 10%
14	**132** **14%**	28 12%	30 19% E	21 20%	102 13%
15	**109** **11%**	29 13%	18 12%	12 12%	91 11%
16	**48** **5%**	11 5%	10 6%	7 7%	38 5%
17	**19** **2%**	6 3%	5 3%	3 3%	14 2%
18	**10** **1%**	3 1%	1 1%	- -	9 1%
19	**4** *****	1 *	1 1%	1 1%	3 *
Mean scores	**11.26**	11.4	11.69	11.62	11.18
Standard Deviation	**3.65**	3.73	3.76	3.72	3.63

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

4Cs Seg - Overall Summary. Compliance with 4Cs Summary - Number of recommended practices followed (out of 19)

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**972**	**228**	**157**	**108**	**815**
Standard Error	**0.117**	0.247	0.3	0.358	0.127

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	C	D	E	F	G	H	I	J	K	L	M	N	O
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Dodgy Chiller -– don't check fridge temp.	**516** **53%**	241 52%	274 54%	72 55% *	100 62% I	73 51%	89 52%	79 53%	102 47%	118 50%	151 57% L	83 46%	163 57% LO	269 53%	247 53% L
Raw Griller – eats burgers and sausages that are still pink in the middle.	**518** **53%**	271 58% C	247 49%	74 57% F*	91 56% F	61 42%	83 48%	84 57% F	125 58% F	116 49%	129 48%	109 60% JKN	164 57% KN	244 48%	273 59% JKN
Fridge Stuffer – full fridge.	**808** **83%**	374 80%	434 86% B	118 91% GHI*	141 87% H	122 85%	140 81%	113 76%	174 81%	206 86% M	220 82%	156 86%	227 79%	426 84%	382 82%
Ham Sniffer – smells food, instead of trusting the use-by date.	**292** **30%**	145 31%	147 29%	25 19% *	41 26%	37 26%	54 31% D	60 40% DEF	75 35% D	78 33%	75 28%	51 28%	87 31%	153 30%	138 30%
Second Believer – drops food on the floor but eats it anyway.	**272** **28%**	107 23%	165 33% B	55 42% GHI*	65 40% GHI	46 32% GHI	35 20%	26 18%	45 21%	64 27%	93 35% MO	52 29%	63 22%	157 31% MO	115 25%
Multi Pinger – reheat leftovers more than once.	**858** **88%**	420 90%	438 87%	100 77% *	120 75%	132 92% DE	166 95% DE	138 93% DE	203 94% DE	211 89%	230 86%	159 88%	258 90%	441 87%	417 89%
Filthy Boarder – doesn't wash chopping boards thoroughly between different foods.	**501** **52%**	250 54%	251 50%	78 60% G*	95 59% G	69 48%	74 43%	76 51%	109 51%	118 50%	147 55%	90 50%	146 51%	265 52%	236 51%
Counter Melter – defrosts meat outside fridge.	**417** **43%**	194 41%	223 44%	70 54% HI*	73 46%	64 44%	72 41%	56 38%	82 38%	109 46%	114 43%	74 41%	119 42%	223 44%	194 41%
Open Tinner – stores open tins in the fridge.	**445** **46%**	199 43%	246 49%	92 71% FGHI*	105 65% FGHI	69 48% HI	64 37%	51 35%	64 30%	99 42%	137 51% JN	80 44%	129 45%	237 47% J	208 45%
Fridge Mingler – doesn't separate cooked and uncooked food in fridge.	**603** **62%**	286 61%	316 63%	88 68% *	107 67% H	88 61%	107 62%	82 55%	130 60%	145 61%	178 67%	106 58%	174 61%	323 64%	280 60%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
Top Shelfer – doesn't store raw meat / poultry covered at the bottom of the fridge.	**368**	197	171	60	70	52	55	61	70	81	119	65	104	199	169
	38%	42%	34%	46%	43%	36%	32%	41%	33%	34%	44%	36%	36%	39%	36%
		C		GI*	GI						JNO			J	
Undercooker – doesn't cook food until it's steaming hot throughout.	**254**	132	123	50	56	34	33	34	48	59	78	47	70	137	117
	26%	28%	24%	39%	35%	24%	19%	23%	22%	25%	29%	26%	24%	27%	25%
				FGHI*	GHI										
Label Snubber – doesn't read any information on labels.	**53**	27	26	8	13	12	4	9	8	10	16	8	19	26	27
	5%	6%	5%	6%	8%	8%	2%	6%	4%	4%	6%	5%	7%	5%	6%
				*	G	G									
Chicken Washer – washes chicken.	**526**	265	262	81	101	51	82	82	130	119	134	112	162	252	274
	54%	57%	52%	62%	63%	35%	47%	55%	60%	50%	50%	62%	57%	50%	59%
				FG*	FG		F	F	FG			JKN			JKN
Mucky Prepper – doesn't wash hands before preparing food.	**255**	130	124	57	47	29	43	32	47	61	86	39	68	147	107
	26%	28%	25%	44%	29%	20%	25%	22%	22%	26%	32%	21%	24%	29%	23%
				EFGHI*							LMO			O	
Risky Birder – eats chicken and turkey without checking it's been cooked properly.	**184**	81	103	45	55	26	25	20	15	50	59	33	43	109	75
	19%	17%	20%	34%	34%	18%	15%	13%	7%	21%	22%	18%	15%	22%	16%
				FGHI*	FGHI	I	I				M			MO	
Meaty Mitter – doesn't wash hands after touching raw meat / poultry.	**231**	127	105	44	48	26	35	34	45	55	75	41	60	130	101
	24%	27%	21%	33%	30%	18%	20%	23%	21%	23%	28%	23%	21%	26%	22%
		C		FGI*	F										

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Dodgy Chiller -– don't check fridge temp.	**516**	127	201	89	98	148	368
	53%	59%	52%	52%	49%	54%	53%
Raw Griller – eats burgers and sausages that are still pink in the middle.	**518**	105	216	86	110	139	379
	53%	49%	56%	50%	55%	51%	54%
Fridge Stuffer – full fridge.	**808**	134	333	156	184	251	556
	83%	62%	86% P	92% P	92% PQ	91% U	80%
Ham Sniffer – smells food, instead of trusting the use-by date.	**292**	76	131	41	44	69	222
	30%	35% RS	34% RS	24%	22%	25%	32%
Second Believer – drops food on the floor but eats it anyway.	**272**	48	103	55	66	91	181
	28%	22%	27%	32% P	33% P	33% U	26%
Multi Pinger – reheat leftovers more than once.	**858**	184	350	150	175	243	615
	88%	85%	91%	88%	88%	88%	88%
Filthy Boarder – doesn't wash chopping boards thoroughly between different foods.	**501**	122	196	82	101	146	355
	52%	56%	51%	49%	51%	53%	51%
Counter Melter – defrosts meat outside fridge.	**417**	77	167	78	95	133	283
	43%	35%	43%	46% P	48% P	48% U	41%
Open Tinner – stores open tins in the fridge.	**445**	92	157	83	114	153	292
	46%	42%	41%	49%	57% PQ	56% U	42%
Fridge Mingler – doesn't separate cooked and uncooked food in fridge.	**603**	141	244	93	125	162	441
	62%	65% R	63%	54%	63%	59%	63%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
Top Shelfer – doesn't store raw meat / poultry covered at the bottom of the fridge.	**368** **38%**	97 45% QS	140 36%	63 37%	68 34%	98 36%	270 39%
Undercooker – doesn't cook food until it's steaming hot throughout.	**254** **26%**	51 24%	104 27%	51 30%	47 24%	69 25%	185 27%
Label Snubber – doesn't read any information on labels.	**53** **5%**	11 5%	19 5%	12 7%	10 5%	16 6%	37 5%
Chicken Washer – washes chicken.	**526** **54%**	117 54%	216 56% R	77 45%	116 58% R	143 52%	384 55%
Mucky Prepper – doesn't wash hands before preparing food.	**255** **26%**	59 27%	93 24%	47 28%	55 28%	77 28%	177 25%
Risky Birder – eats chicken and turkey without checking it's been cooked properly.	**184** **19%**	32 15%	59 15%	39 23% Q	56 28% PQ	70 25% U	115 16%
Meaty Mitter – doesn't wash hands after touching raw meat / poultry.	**231** **24%**	55 25%	98 25%	36 21%	43 22%	62 22%	170 24%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	**970**	**236**	**671**	**63**	**575**	**395**	**157**	**292**	**114**	**629**	**341**	**-**	**248**	**180**	**352**	**181**	**680**	**290**
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Dodgy Chiller -– don't check fridge temp.	**516**	123	360	32	277	239	81	132	58	339	176	-	119	106	174	111	347	168
	53%	52%	53%	51% *	48%	60% E	51%	45%	52%	54%	51%	-	48%	60% M	51%	58%	51%	58%
Raw Griller – eats burgers and sausages that are still pink in the middle.	**518**	119	364	34	314	203	88	163	59	317	201	-	150	99	172	92	388	130
	53%	51%	54%	56% *	55%	51%	55%	56%	53%	50%	59% J	-	60% OP	56%	50%	48%	57% R	45%
Fridge Stuffer – full fridge.	**808**	195	564	49	495	313	136	259	89	504	304	-	222	138	297	144	576	232
	83%	82%	84%	79% *	86% F	79%	85%	89% I	80%	80%	89% J	-	89% NP	78%	86% NP	75%	85%	80%
Ham Sniffer – smells food, instead of trusting the use-by date.	**292**	70	201	21	165	127	43	80	36	204	87	-	66	58	109	56	200	91
	30%	30%	30%	34% *	29%	32%	27%	27%	32%	32% K	26%	-	26%	33%	32%	29%	29%	31%
Second Believer – drops food on the floor but eats it anyway.	**272**	66	190	17	177	95	57	94	27	176	97	-	64	54	91	63	192	80
	28%	28%	28%	27% *	31% F	24%	36%	32%	24%	28%	28%	-	26%	31%	26%	33%	28%	28%
Multi Pinger – reheat leftovers more than once.	**858**	208	595	55	507	351	134	266	97	551	307	-	225	158	297	171	597	261
	88%	88%	88%	88% *	88%	88%	83%	91% G	87%	88%	89%	-	90%	89%	86%	89%	88%	90%
Filthy Boarder – doesn't wash chopping boards thoroughly between different foods.	**501**	119	345	37	284	217	74	134	69	313	189	-	117	92	171	114	346	155
	52%	50%	51%	59% *	49%	55%	46%	46%	62% GH	50%	55%	-	47%	52%	50%	59% MO	51%	53%
Counter Melter – defrosts meat outside fridge.	**417**	98	294	24	239	178	66	122	47	248	169	-	107	77	150	82	304	113
	43%	42%	44%	39% *	42%	45%	41%	42%	42%	39%	49% J	-	43%	43%	43%	43%	45%	39%
Open Tinner – stores open tins in the fridge.	**445**	103	314	29	268	177	71	144	49	276	169	-	112	80	145	104	316	130
	46%	43%	47%	47% *	47%	45%	44%	49%	44%	44%	49%	-	45%	45%	42%	54% O	46%	45%
Fridge Mingler – doesn't separate cooked and uncooked food in fridge.	**603**	143	419	41	341	262	84	182	67	376	227	-	145	117	212	123	418	185
	62%	61%	62%	66% *	59%	66% E	52%	63% G	60%	60%	66%	-	58%	66%	62%	64%	61%	64%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
Top Shelfer – doesn't store raw meat / poultry covered at the bottom of the fridge.	**368** **38%**	86 36%	264 39%	18 29% *	208 36%	159 40%	54 34%	96 33%	55 49% GH	226 36%	142 41%	- -	95 38%	71 40%	122 35%	78 41%	263 39%	105 36%
Undercooker – doesn't cook food until it's steaming hot throughout.	**254** **26%**	57 24%	177 26%	20 33% *	139 24%	115 29%	37 23%	64 22%	34 30%	141 22%	113 33% J	- -	56 22%	49 28%	90 26%	56 29%	185 27%	70 24%
Label Snubber – doesn't read any information on labels.	**53** **5%**	17 7%	33 5%	4 6% *	22 4%	31 8% E	6 4%	5 2%	10 9% H	31 5%	22 6%	- -	12 5%	9 5%	18 5%	12 6%	20 3%	34 12% Q
Chicken Washer – washes chicken.	**526** **54%**	118 50%	375 56%	33 53% *	309 54%	217 55%	98 61% I	156 54%	51 46%	320 51%	207 60% J	- -	152 61% OP	107 60% OP	173 50%	88 46%	396 58% R	131 45%
Mucky Prepper – doesn't wash hands before preparing food.	**255** **26%**	63 26%	176 26%	16 25% *	140 24%	115 29%	39 24%	66 23%	33 30%	154 24%	101 29%	- -	58 23%	45 25%	88 26%	59 31%	178 26%	77 26%
Risky Birder – eats chicken and turkey without checking it's been cooked properly.	**184** **19%**	32 14%	139 21% B	13 21% *	115 20%	69 17%	39 24%	53 18%	21 19%	102 16%	82 24% J	- -	43 17%	37 21%	69 20%	34 18%	153 22% R	32 11%
Meaty Mitter – doesn't wash hands after touching raw meat / poultry.	**231** **24%**	56 24%	159 24%	16 26% *	131 23%	100 25%	38 24%	64 22%	26 23%	130 21%	101 30% J	- -	61 24%	42 24%	76 22%	49 26%	176 26% R	55 19%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
Dodgy Chiller -– don't check fridge temp.	**516** **53%**	61 46%	455 54%
Raw Griller – eats burgers and sausages that are still pink in the middle.	**518** **53%**	74 56%	443 53%
Fridge Stuffer – full fridge.	**808** **83%**	118 89%	689 82%
Ham Sniffer – smells food, instead of trusting the use-by date.	**292** **30%**	34 26%	257 31%
Second Believer – drops food on the floor but eats it anyway.	**272** **28%**	44 33%	228 27%
Multi Pinger – reheat leftovers more than once.	**858** **88%**	110 83%	748 89%
Filthy Boarder – doesn't wash chopping boards thoroughly between different foods.	**501** **52%**	71 53%	430 51%
Counter Melter – defrosts meat outside fridge.	**417** **43%**	56 42%	361 43%
Open Tinner – stores open tins in the fridge.	**445** **46%**	68 51%	377 45%
Fridge Mingler – doesn't separate cooked and uncooked food in fridge.	**603** **62%**	73 54%	530 63%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**972**	**134**	**838**
Top Shelfer – doesn't store raw meat / poultry covered at the bottom of the fridge.	**368** **38%**	43 32%	325 39%
Undercooker – doesn't cook food until it's steaming hot throughout.	**254** **26%**	46 34% T	209 25%
Label Snubber – doesn't read any information on labels.	**53** **5%**	2 2%	51 6%
Chicken Washer – washes chicken.	**526** **54%**	70 52%	457 54%
Mucky Prepper – doesn't wash hands before preparing food.	**255** **26%**	41 31%	214 26%
Risky Birder – eats chicken and turkey without checking it's been cooked properly.	**184** **19%**	34 26%	150 18%
Meaty Mitter – doesn't wash hands after touching raw meat / poultry.	**231** **24%**	33 25%	198 24%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Unweighted Base	**970**	**262**	**691**	**401**	**569**	**84**	**97**	**209**	**516**	**260**	**166**	**177**	**105**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Dodgy Chiller -– don't check fridge temp.	**516**	121	386	202	314	34	56	105	255	140	103	98	62
	53%	47%	55% B	50%	55%	39% *	58% F*	51%	50%	54%	61%	53%	52%
Raw Griller – eats burgers and sausages that are still pink in the middle.	**518**	154	353	211	307	58	55	89	284	134	82	96	67
	53%	60% C	51%	53%	54%	67% H*	57% H*	43%	55%	52%	49%	52%	56%
Fridge Stuffer – full fridge.	**808**	207	586	331	476	81	77	163	432	216	136	167	111
	83%	80%	84%	83%	83%	94% GH*	79% *	80%	84%	83%	80%	91% K	94% K
Ham Sniffer – smells food, instead of trusting the use-by date.	**292**	77	211	117	175	21	34	59	164	68	52	43	26
	30%	30%	30%	29%	31%	24% *	35% *	29%	32%	26%	31%	24%	22%
Second Believer – drops food on the floor but eats it anyway.	**272**	56	209	120	152	33	29	54	149	77	40	66	42
	28%	22%	30% B	30%	27%	38% *	30% *	26%	29%	30%	23%	36% K	35% K
Multi Pinger – reheat leftovers more than once.	**858**	247	597	344	515	65	81	191	451	234	150	161	102
	88%	96% C	86%	86%	90% D	75% *	84% *	93% FG	88%	90%	89%	87%	86%
Filthy Boarder – doesn't wash chopping boards thoroughly between different foods.	**501**	132	357	212	289	51	52	103	243	145	97	97	62
	52%	51%	51%	53%	51%	59% *	54% *	50%	47%	56% I	57%	53%	52%
Counter Melter – defrosts meat outside fridge.	**417**	108	304	179	238	44	43	86	218	111	76	81	53
	43%	42%	44%	45%	42%	51% *	45% *	42%	43%	42%	45%	44%	45%
Open Tinner – stores open tins in the fridge.	**445**	108	327	200	246	53	50	86	229	130	70	108	75
	46%	42%	47%	50% E	43%	61% H*	52% *	42%	45%	50%	41%	59% K	63% K
Fridge Mingler – doesn't separate cooked and uncooked food in fridge.	**603**	155	437	229	374	47	54	119	310	165	112	111	72
	62%	60%	63%	57%	65% D	53% *	56% *	58%	60%	63%	66%	60%	60%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
Top Shelfer – doesn't store raw meat / poultry covered at the bottom of the fridge.	**368** **38%**	91 35%	271 39%	153 38%	215 38%	38 43% *	43 45% H*	64 31%	177 34%	110 42% I	67 40%	64 35%	42 35%
Undercooker – doesn't cook food until it's steaming hot throughout.	**254** **26%**	59 23%	187 27%	119 30% E	135 24%	29 34% *	31 32% *	56 27%	128 25%	76 29%	36 22%	45 24%	29 24%
Label Snubber – doesn't read any information on labels.	**53** **5%**	11 4%	40 6%	13 3%	40 7% D	3 3% *	4 4% *	4 2%	19 4%	25 10% I	7 4%	11 6%	8 6%
Chicken Washer – washes chicken.	**526** **54%**	164 64% C	352 51%	212 53%	314 55%	55 63% H*	58 61% H*	90 44%	287 56%	139 53%	88 52%	99 54%	67 57%
Mucky Prepper – doesn't wash hands before preparing food.	**255** **26%**	68 26%	178 26%	102 25%	153 27%	24 28% *	22 23% *	53 26%	111 22%	79 30% I	52 31%	47 26%	28 23%
Risky Birder – eats chicken and turkey without checking it's been cooked properly.	**184** **19%**	37 14%	139 20%	94 23% E	90 16%	33 38% GH*	21 22% *	34 16%	103 20%	46 18%	28 17%	42 23%	27 22%
Meaty Mitter – doesn't wash hands after touching raw meat / poultry.	**231** **24%**	59 23%	161 23%	100 25%	131 23%	29 33% *	24 25% *	44 21%	114 22%	71 27%	41 24%	41 23%	26 22%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Unweighted Base	**970**	**228**	**155**	**105**	**815**
Base	**972**	**228**	**157**	**108**	**815**
Dodgy Chiller -– don't check fridge temp.	**516** **53%**	129 56% CD	58 37%	45 41%	457 56% CD
Raw Griller – eats burgers and sausages that are still pink in the middle.	**518** **53%**	100 44%	87 56% B	59 55%	430 53% B
Fridge Stuffer – full fridge.	**808** **83%**	196 86%	137 88%	93 86%	670 82%
Ham Sniffer – smells food, instead of trusting the use-by date.	**292** **30%**	59 26%	46 29%	30 28%	246 30%
Second Believer – drops food on the floor but eats it anyway.	**272** **28%**	79 34% E	51 32%	41 38% E	222 27%
Multi Pinger – reheat leftovers more than once.	**858** **88%**	193 85%	136 87%	95 88%	722 89%
Filthy Boarder – doesn't wash chopping boards thoroughly between different foods.	**501** **52%**	120 52%	69 44%	49 45%	432 53%
Counter Melter – defrosts meat outside fridge.	**417** **43%**	104 46%	62 39%	41 38%	355 44%
Open Tinner – stores open tins in the fridge.	**445** **46%**	120 52% E	69 44%	47 43%	376 46%
Fridge Mingler – doesn't separate cooked and uncooked food in fridge.	**603** **62%**	143 63%	88 56%	60 56%	515 63%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Proportion committing each kitchen crime

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**972**	**228**	**157**	**108**	**815**
Top Shelfer – doesn't store raw meat / poultry covered at the bottom of the fridge.	**368** **38%**	75 33%	47 30%	36 34%	321 39% BC
Undercooker – doesn't cook food until it's steaming hot throughout.	**254** **26%**	53 23%	43 28%	30 28%	211 26%
Label Snubber – doesn't read any information on labels.	**53** **5%**	19 9% CD	2 1%	2 2%	51 6% C
Chicken Washer – washes chicken.	**526** **54%**	106 46%	94 60% B	63 58% B	433 53% B
Mucky Prepper – doesn't wash hands before preparing food.	**255** **26%**	56 25%	34 21%	27 25%	221 27%
Risky Birder – eats chicken and turkey without checking it's been cooked properly.	**184** **19%**	52 23%	34 22%	24 22%	150 18%
Meaty Mitter – doesn't wash hands after touching raw meat / poultry.	**231** **24%**	45 20%	30 19%	21 20%	202 25%

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Unweighted Base	**970**	**486**	**484**	**99**	**167**	**137**	**184**	**161**	**222**	**252**	**290**	**164**	**264**	**542**	**428**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	**-**	-	-	- *	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	**-**	-	-	- *	-	-	-	-	-	-	-	-	-	-	-
	14	7	7	-	-	5	5	3	2	5	5	1	3	10	4
2	**1%**	2%	1%	- *	-	3%	3%	2%	1%	2%	2%	1%	1%	2%	1%
	47	19	28	4	1	7	9	6	20	19	12	9	6	31	16
3	**5%**	4%	5%	3% *	1%	5%	5% E	4%	9% E	8% MO	5%	5%	2%	6% M	3%
	78	36	42	3	10	14	21	16	14	11	15	19	34	26	53
4	**8%**	8%	8%	2% *	6%	10% D	12% D	11% D	7%	5%	5%	10% JN	12% JKN	5%	11% JKN
	134	71	63	10	14	28	24	22	35	29	31	37	37	61	74
5	**14%**	15%	12%	8% *	9%	20% DE	14%	15%	16% E	12%	12%	20% JKN	13%	12%	16%
	132	50	82	12	27	16	26	24	26	31	30	23	47	61	71
6	**14%**	11%	16% B	9% *	17%	11%	15%	16%	12%	13%	11%	13%	17%	12%	15%
	145	71	74	17	28	18	26	23	32	35	47	20	43	82	63
7	**15%**	15%	15%	13% *	18%	13%	15%	16%	15%	15%	18%	11%	15%	16%	13%
	120	60	60	21	9	17	19	14	41	39	33	18	31	71	49
8	**12%**	13%	12%	16% E*	6%	12%	11%	9%	19% EGH	16% O	12%	10%	11%	14%	11%
	108	57	52	19	15	14	27	18	16	29	34	11	34	63	45
9	**11%**	12%	10%	15% *	9%	10%	15% I	12%	7%	12%	13% L	6%	12%	13% L	10%
	70	37	32	14	20	9	7	8	12	17	19	14	21	35	34
10	**7%**	8%	6%	11% G*	13% GHI	7%	4%	5%	5%	7%	7%	8%	7%	7%	7%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		Gender		Age						Social Grade					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
		B	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**
Base	**972**	**467**	**505**	**130**	**161**	**143**	**173**	**149**	**215**	**238**	**267**	**181**	**286**	**505**	**467**
11	**53** **5%**	24 5%	29 6%	9 7% *	13 8% G	6 4%	5 3%	7 5%	12 6%	15 6%	19 7%	8 4%	11 4%	34 7%	18 4%
12	**37** **4%**	21 5%	15 3%	7 5% *	13 8% GI	6 4%	3 2%	6 4%	2 1%	4 1%	12 5%	11 6% J	10 3%	16 3%	21 5%
13	**25** **3%**	8 2%	16 3%	11 9% FGHI*	6 4%	2 2%	2 1%	1 1%	3 1%	4 2%	6 2%	6 3%	9 3%	10 2%	15 3%
14	**4** *****	1 *	3 1%	3 2% *	- -	- -	- -	1 1%	- -	- -	1 *	3 1%	- -	1 *	3 1%
15	**5** **1%**	3 1%	2 *	- - *	4 2%	1 1%	- -	- -	- -	1 *	3 1%	1 1%	- -	4 1%	1 *
16	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
17	**-** **-**	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean scores	**7.27**	7.33	7.21	8.56 FGHI*	8.22 FGHI	6.86	6.63	6.95	6.79	7.14	7.56	7.19	7.16	7.36	7.17
Standard Deviation	**2.64**	2.61	2.66	2.64	2.74	2.68	2.36	2.5	2.38	2.51	2.7	2.9	2.49	2.62	2.65
Standard Error	**0.085**	0.121	0.118	0.231	0.216	0.224	0.179	0.205	0.162	0.163	0.165	0.215	0.148	0.116	0.123

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Unweighted Base	**970**	**223**	**389**	**166**	**192**	**269**	**701**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
	-	-	-	-	-	-	-
0	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
1	**-**	-	-	-	-	-	-
	14	4	7	2	2	4	10
2	**1%**	2%	2%	1%	1%	1%	1%
	47	13	19	11	4	11	36
3	**5%**	6%	5%	6%	2%	4%	5%
	78	16	29	15	19	20	58
4	**8%**	7%	7%	9%	9%	7%	8%
	134	33	62	16	23	27	107
5	**14%**	15%	16%	10%	11%	10%	15% T
	132	30	41	29	31	46	86
6	**14%**	14%	11%	17% Q	16%	17%	12%
	145	36	57	23	29	43	102
7	**15%**	17%	15%	14%	15%	16%	15%
	120	26	58	16	21	24	96
8	**12%**	12%	15%	10%	11%	9%	14%
	108	25	36	23	25	35	74
9	**11%**	11%	9%	14%	12%	13%	11%
	70	12	25	13	20	24	45
10	**7%**	6%	6%	7%	10%	9%	6%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		No in HH				Children in HH	
	Total	1	2	3	4+	Yes	No
		P	**Q**	**R**	**S**	**T**	**U**
Base	**972**	**216**	**386**	**170**	**199**	**275**	**697**
11	**53**	9	25	10	8	16	37
	5%	4%	7%	6%	4%	6%	5%
12	**37**	9	12	7	9	15	21
	4%	4%	3%	4%	5%	6%	3%
13	**25**	3	13	4	4	6	19
	3%	1%	3%	3%	2%	2%	3%
14	**4**	-	1	-	3	2	2
	*****	-	*	-	1%	1%	*
15	**5**	-	3	-	2	2	3
	1%	-	1%	-	1%	1%	*
16	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
17	**-**	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mean scores	**7.27**	6.98	7.3	7.25	7.55 P	7.54	7.16
Standard Deviation	**2.64**	2.48	2.7	2.61	2.67	2.68	2.61
Standard Error	**0.085**	0.169	0.137	0.201	0.189	0.161	0.099

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Unweighted Base	970	236	671	63	575	395	157	292	114	629	341	-	248	180	352	181	680	290
Base	972	236	674	62	575	397	160	291	112	629	343	-	249	178	344	192	682	290
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	14	6	8	-	10	4	2	8	-	12	3	-	4	2	6	2	8	6
2	1%	3%	1%	- *	2%	1%	1%	3%	-	2%	1%	-	2%	1%	2%	1%	1%	2%
	47	12	33	2	27	20	6	13	6	36	11	-	11	5	23	8	34	12
3	5%	5%	5%	3% *	5%	5%	4%	5%	5%	6%	3%	-	4%	3%	7%	4%	5%	4%
	78	24	48	6	55	24	16	24	14	58	21	-	23	18	24	12	51	27
4	8%	10%	7%	10% *	9%	6%	10%	8%	13%	9%	6%	-	9%	10%	7%	6%	8%	9%
	134	28	98	9	74	60	24	34	13	101	33	-	30	22	52	27	84	50
5	14%	12%	15%	14% *	13%	15%	15%	12%	11%	16% K	10%	-	12%	12%	15%	14%	12%	17%
	132	42	83	7	83	49	22	46	12	89	43	-	41	23	44	23	89	43
6	14%	18%	12%	12% *	14%	12%	14%	16%	11%	14%	13%	-	17%	13%	13%	12%	13%	15%
	145	33	103	10	96	49	30	49	16	92	54	-	34	24	54	33	103	42
7	15%	14%	15%	16% *	17%	12%	18%	17%	14%	15%	16%	-	14%	13%	16%	17%	15%	14%
	120	25	88	7	58	63	9	31	14	68	52	-	31	26	38	24	91	29
8	12%	11%	13%	11% *	10%	16% E	6%	11%	13%	11%	15%	-	12%	15%	11%	12%	13%	10%
	108	25	75	8	63	45	18	28	16	72	36	-	27	19	39	21	80	28
9	11%	11%	11%	13% *	11%	11%	12%	10%	15%	11%	11%	-	11%	11%	11%	11%	12%	10%
	70	13	53	4	38	31	10	23	4	35	34	-	16	14	23	15	51	19
10	7%	5%	8%	6% *	7%	8%	6%	8%	3%	6%	10% J	-	6%	8%	7%	8%	7%	6%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
	Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base	**972**	**236**	**674**	**62**	**575**	**397**	**160**	**291**	**112**	**629**	**343**	**-**	**249**	**178**	**344**	**192**	**682**	**290**
11	**53**	11	37	5	29	24	9	14	5	29	24	-	15	9	19	8	35	18
	5%	5%	5%	8% *	5%	6%	6%	5%	4%	5%	7%	-	6%	5%	6%	4%	5%	6%
12	**37**	11	22	4	23	14	6	11	6	21	16	-	11	9	11	7	28	8
	4%	5%	3%	7% *	4%	3%	4%	4%	6%	3%	5%	-	4%	5%	3%	3%	4%	3%
13	**25**	8	17	-	17	8	6	6	4	13	12	-	7	1	9	8	17	8
	3%	3%	3%	- *	3%	2%	4%	2%	4%	2%	3%	-	3%	1%	3%	4%	3%	3%
14	**4**	-	4	-	1	3	-	1	-	1	3	-	-	2	1	1	4	-
	*****	-	1%	- *	*	1%	-	*	-	*	1%	-	-	1%	*	1%	1%	-
15	**5**	-	5	-	3	2	-	2	1	3	2	-	-	3	1	1	4	1
	1%	-	1%	- *	*	1%	-	1%	1%	*	1%	-	-	2%	*	1%	1%	*
16	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
17	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	- *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean scores	**7.27**	7.05	7.33	7.42 *	7.19	7.39	7.17	7.17	7.32	6.97	7.82 J	-	7.22	7.43	7.11	7.46	7.38	7.02
Standard Deviation	**2.64**	2.66	2.64	2.48	2.66	2.6	2.65	2.66	2.74	2.6	2.62	-	2.59	2.67	2.64	2.67	2.64	2.61
Standard Error	**0.085**	0.173	0.102	0.315	0.111	0.13	0.209	0.156	0.259	0.104	0.141	-	0.164	0.2	0.142	0.193	0.101	0.153

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Unweighted Base	**970**	**128**	**842**
Base	**972**	**134**	**838**
	-	-	-
0	**-**	-	-
	-	-	-
1	**-**	-	-
	14	2	12
2	**1%**	1%	1%
	47	6	41
3	**5%**	4%	5%
	78	14	65
4	**8%**	10%	8%
	134	15	119
5	**14%**	11%	14%
	132	17	114
6	**14%**	13%	14%
	145	20	125
7	**15%**	15%	15%
	120	15	105
8	**12%**	12%	13%
	108	14	94
9	**11%**	11%	11%
	70	11	58
10	**7%**	8%	7%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		Food allergy in hhold	
	Total	Yes	No
		S	**T**
Base	**972**	**134**	**838**
11	**53** **5%**	11 8%	42 5%
12	**37** **4%**	3 2%	34 4%
13	**25** **3%**	4 3%	21 2%
14	**4** *****	- -	4 *
15	**5** **1%**	1 1%	4 *
16	**-** **-**	- -	- -
17	**-** **-**	- -	- -
Mean scores	**7.27**	7.38	7.25
Standard Deviation	**2.64**	2.68	2.63
Standard Error	**0.085**	0.232	0.091

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	970	262	691	401	569	84	97	209	516	260	166	177	105
Base	972	258	696	401	571	87	96	205	513	261	169	184	119
0	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	- *	- *	-	-	-	-	-	-
2	14	3	12	6	8	1	2	3	10	2	2	2	-
	1%	1%	2%	2%	1%	1% *	2% *	2%	2%	1%	1%	1%	-
3	47	14	32	20	27	3	4	12	30	10	7	6	1
	5%	5%	5%	5%	5%	4% *	4% *	6%	6%	4%	4%	3%	1%
4	78	21	55	29	49	5	3	20	42	24	11	13	10
	8%	8%	8%	7%	9%	6% *	3% *	10%	8%	9%	6%	7%	8%
5	134	33	98	50	84	6	12	31	80	33	18	22	15
	14%	13%	14%	12%	15%	7% *	12% *	15%	16%	13%	11%	12%	13%
6	132	41	91	65	67	12	18	33	72	28	27	36	30
	14%	16%	13%	16%	12%	14% *	19% *	16%	14%	11%	16%	19%	25%
7	145	34	111	53	92	14	11	27	65	46	27	33	20
	15%	13%	16%	13%	16%	16% *	12% *	13%	13%	17%	16%	18%	17%
8	120	38	82	54	67	8	13	29	55	32	29	12	5
	12%	15%	12%	13%	12%	10% *	14% *	14%	11%	12%	17% LM	6%	4%
9	108	31	74	40	68	8	10	22	57	27	19	19	6
	11%	12%	11%	10%	12%	9% *	11% *	11%	11%	10%	11%	10% M	5%
10	70	16	54	30	39	12	7	11	37	20	13	14	12
	7%	6%	8%	8%	7%	14% H*	7% *	5%	7%	8%	7%	8%	10%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
	Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
Base	**972**	**258**	**696**	**401**	**571**	**87**	**96**	**205**	**513**	**261**	**169**	**184**	**119**
11	**53** **5%**	13 5%	38 5%	20 5%	33 6%	5 5% *	5 5% *	8 4%	31 6%	14 5%	7 4%	8 4%	4 4%
12	**37** **4%**	8 3%	27 4%	18 5%	18 3%	6 7% *	6 6% *	5 3%	12 2%	16 6% I	8 5%	12 7%	9 8%
13	**25** **3%**	6 2%	15 2%	11 3%	14 2%	5 6% *	3 3% *	3 2%	16 3%	7 3%	1 1%	5 3%	5 4%
14	**4** *****	- -	4 1%	1 *	3 *	- - *	1 1% *	- -	4 1%	- -	- -	2 1%	2 1%
15	**5** **1%**	1 *	4 1%	3 1%	2 *	2 2% *	1 1% *	- -	2 *	3 1%	- -	2 1%	1 1%
16	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
17	**-** **-**	- -	- -	- -	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
Mean scores	**7.27**	7.18	7.27	7.33	7.23	8.12 H*	7.63 H*	6.8	7.13	7.51	7.27	7.5	7.56
Standard Deviation	**2.64**	2.52	2.64	2.67	2.61	2.91	2.75	2.43	2.72	2.69	2.33	2.72	2.76
Standard Error	**0.085**	0.157	0.1	0.134	0.109	0.312	0.28	0.17	0.12	0.167	0.179	0.201	0.253

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	C	D	E
Unweighted Base	970	228	155	105	815
Base	972	228	157	108	815
0	-	-	-	-	-
	-	-	-	-	-
1	-	-	-	-	-
	-	-	-	-	-
2	14	5	2	1	12
	1%	2%	1%	1%	1%
3	47	9	9	7	38
	5%	4%	6%	7%	5%
4	78	20	14	7	64
	8%	9%	9%	6%	8%
5	134	27	24	17	110
	14%	12%	15%	16%	13%
6	132	44	25	15	107
	14%	19% E	16%	14%	13%
7	145	34	25	18	120
	15%	15%	16%	16%	15%
8	120	21	19	16	102
	12%	9%	12%	15%	12%
9	108	22	10	7	98
	11%	10%	7%	7%	12%
10	70	16	13	7	57
	7%	7%	8%	7%	7%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Kitchen Crimes. Summary Table: Number of kitchen crimes committed (out of 17)

Base: All responsible for cooking and preparing food in the home

		All Women aged 25-50	FOOD SAFETY CAMPAIGN		
	Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
		B	**C**	**D**	**E**
Base	**972**	**228**	**157**	**108**	**815**
11	**53** **5%**	14 6%	6 4%	5 4%	47 6%
12	**37** **4%**	9 4%	4 3%	2 2%	33 4%
13	**25** **3%**	6 3%	5 3%	5 5%	20 2%
14	**4** *****	- -	- -	- -	4 *
15	**5** **1%**	2 1%	1 1%	1 1%	4 *
16	**-** **-**	- -	- -	- -	- -
17	**-** **-**	- -	- -	- -	- -
Mean scores	**7.27**	7.2	7	7.15	7.32
Standard Deviation	**2.64**	2.68	2.61	2.68	2.64
Standard Error	**0.085**	0.177	0.208	0.258	0.092

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Unweighted Base	1000	508	492	101	169	141	192	165	232	266	299	167	268	565	435
	Total	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Gender	Male	487	487	-	23	54	67	106	99	137	140	117	95	135	257	230
		49%	100%	-	17%	34%	46%	59%	65%	61%	56%	42%	52%	47%	49%	48%
			C		*	D	DE	DEF	DEF	DEF	KMN				K	
	Female	513	-	513	110	108	80	74	53	87	110	158	90	155	268	245
		51%	-	100%	83%	66%	54%	41%	35%	39%	44%	58%	48%	53%	51%	52%
				B	EFGHI*	FGHI	GHI					JN		J	J	
Age	16-24	133	23	110	133	-	-	-	-	-	35	50	27	21	85	47
		13%	5%	21%	100%	-	-	-	-	-	14%	18%	14%	7%	16%	10%
				B	EFGHI*						M	MO	MO		MO	M
	25-34	163	54	108	-	163	-	-	-	-	29	51	38	44	81	82
		16%	11%	21%	-	100%	-	-	-	-	12%	19%	20%	15%	15%	17%
				B	*	DFGHI						JN	J		J	
	35-44	148	67	80	-	-	148	-	-	-	36	43	20	48	80	68
		15%	14%	16%	-	-	100%	-	-	-	15%	16%	11%	17%	15%	14%
					*		DEGHI									
	45-54	181	106	74	-	-	-	181	-	-	40	50	36	55	90	91
		18%	22%	15%	-	-	-	100%	-	-	16%	18%	20%	19%	17%	19%
			C		*			DEFHI								
	55-64	152	99	53	-	-	-	-	152	-	35	30	34	53	65	87
		15%	20%	10%	-	-	-	-	100%	-	14%	11%	18%	18%	12%	18%
			C		*				DEFGI				K	KN		KN
	65+	225	137	87	-	-	-	-	-	225	75	50	30	70	125	100
		22%	28%	17%	-	-	-	-	-	100%	30%	18%	16%	24%	24%	21%
			C		*					DEFGH	KLNO				K	

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Total	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Social Grade	AB	250 25%	140 29% C	110 21%	35 27% *	29 18%	36 25%	40 22%	35 23%	75 33% EGH	250 100% KLMNO	- -	- -	- -	250 48% KLMO	- -
	C1	275 28%	117 24%	158 31% B	50 38% HI*	51 32% H	43 29%	50 28%	30 20%	50 22%	- -	275 100% JLMNO	- -	- -	275 52% JLMO	- -
	C2	185 19%	95 20%	90 17%	27 20% *	38 23% FI	20 14%	36 20%	34 22% I	30 13%	- -	- -	185 100% JKMNO	- -	- -	185 39% JKMN
	DE	290 29%	135 28%	155 30%	21 15% *	44 27% D	48 32% D	55 30% D	53 35% D	70 31% D	- -	- -	- -	290 100% JKLNO	- -	290 61% JKLN
	ABC1	525 53%	257 53%	268 52%	85 64% EGH*	81 50%	80 54%	90 50%	65 43%	125 55% H	250 100% LMO	275 100% LMO	- -	- -	525 100% LMO	- -
	C2DE	475 48%	230 47%	245 48%	47 36% *	82 50% D	68 46%	91 50% D	87 57% DI	100 45%	- -	- -	185 100% JKN	290 100% JKN	- -	475 100% JKN
No in HH	1	219 22%	120 25%	99 19%	9 7% *	19 12%	30 20% D	43 24% DE	48 31% DEF	71 32% DEF	39 16%	70 26% JLN	21 11%	89 31% JLNO	109 21% JL	110 23% JL
	2	403 40%	200 41%	203 40%	47 35% *	48 30%	42 28%	60 33%	71 47% EFG	135 60% DEFGH	104 42%	114 42%	79 43%	106 36%	218 42%	184 39%
	3	173 17%	85 18%	88 17%	29 22% I*	43 27% HI	36 24% HI	32 18% I	18 12%	14 6%	40 16%	46 17%	39 21%	48 17%	86 16%	87 18%
	4+	205 20%	82 17%	122 24% B	48 36% HI*	53 32% HI	40 27% HI	45 25% HI	14 9% I	5 2%	67 27% KMNO	44 16%	46 25% KM	47 16%	111 21% K	94 20% M

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Total	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Children in HH	Yes	280 28%	112 23%	168 33% B	46 35% HI*	87 54% DGHI	69 47% GHI	62 34% HI	16 10% I	- -	79 32%	68 25%	63 34% MO	69 24%	148 28%	132 28% M
	No	720 72%	375 77% C	345 67%	87 65% E*	76 46%	79 53%	119 66% EF	136 90% DEFG	225 100% DEFGH	171 68%	207 75%	122 66%	221 76% LO	377 72%	343 72% L
Area	North	245 25%	108 22%	137 27%	31 24% *	31 19%	35 24%	55 31% E	42 28%	50 22%	53 21%	67 24%	44 24%	81 28%	119 23%	126 26%
	Central	692 69%	337 69%	355 69%	100 75% *	119 73%	104 70%	119 66%	99 65%	151 67%	181 72%	196 71%	127 69%	188 65%	377 72%	315 66%
	South	63 6%	42 9% C	20 4%	1 1% *	12 7% D	9 6%	6 4%	11 7% D	24 11% DG	16 7%	12 5%	14 7%	20 7%	29 5%	34 7%
Aware of FSS	Yes	586 59%	287 59%	299 58%	73 55% *	95 58%	91 62%	115 64%	84 56%	127 57%	138 55%	160 58%	124 67% JMN	164 57%	297 57%	288 61%
	No	414 41%	200 41%	214 42%	60 45% *	68 42%	56 38%	66 36%	67 44%	97 43%	112 45% L	115 42%	61 33%	126 43% L	228 43% L	187 39%
Trust FSS	A lot	161 28%	71 26%	90 30%	23 31% *	30 33% F*	17 19% *	34 30%	21 25% *	37 30%	32 24%	37 23%	41 34%	51 32%	69 24%	92 33% KN
	A little	297 52%	142 51%	155 52%	38 52% *	47 51% *	57 63% G*	50 45%	46 55% *	60 48%	65 49%	90 57%	62 51%	80 50%	155 53%	142 50%
	Neither/nor	116 20%	65 23%	51 17%	12 17% *	14 16% *	17 19% *	28 25%	16 20% *	28 22%	35 27% O	32 20%	19 16%	29 18%	67 23%	49 17%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Total	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Resp for cooking/prep	All/most	629 63%	268 55%	361 70% B	63 48% *	102 63% D	106 72% D	113 63% D	98 64% D	146 65% D	144 57%	165 60%	119 64%	202 70% JKN	309 59%	320 67% JKN
	About half or less	343 34%	199 41% C	144 28%	67 50% EFGHI*	59 36%	37 25%	60 33%	51 33%	69 31%	94 38% M	102 37%	63 34%	84 29%	196 37% MO	147 31%
	None	28 3%	20 4% C	8 2%	3 2% *	2 1%	4 3%	7 4%	3 2%	9 4%	12 5% MO	8 3%	4 2%	4 2%	20 4%	8 2%
Main concern	Food poisoning	259 26%	137 29%	121 24%	36 27% *	41 25%	29 20%	46 25%	50 33% F	57 26%	62 25%	65 24%	63 34% JKMNO	69 24%	127 24%	132 28% M
	Not knowing what food it	180 18%	85 18%	95 19%	13 10% *	26 16%	27 18%	38 21% D	24 16%	52 24% D	49 20%	47 17%	32 18%	52 18%	95 18%	85 18%
	Eating a healthy diet	355 36%	188 39% C	166 32%	40 30% *	67 41% G	49 33%	55 31%	48 32%	95 43% DGH	111 45% LMO	102 37%	58 32%	84 29%	213 41% MO	142 30%
	Not being to afford healthy diet	198 20%	67 14%	130 25% B	44 33% EHI*	28 17% I	42 28% EI	42 23% I	27 18% I	16 7%	27 11%	59 22% JN	29 16%	82 28% JLNO	87 17% J	111 24% JLN
Any specific/ required diet	Any	697 70%	323 66%	374 73% B	97 73% *	119 73%	94 64%	120 67%	106 70%	160 71%	174 70%	194 71%	129 70%	200 69%	369 70%	329 69%
	None	303 30%	164 34% C	139 27%	35 27% *	43 27%	54 36%	60 33%	46 30%	64 29%	76 30%	81 29%	56 30%	90 31%	156 30%	146 31%
Food allergy in hhold	Yes	137 14%	57 12%	80 16%	32 24% GHI*	25 15% H	21 14% H	24 13%	10 6%	26 12%	39 16%	32 12%	25 14%	41 14%	71 14%	66 14%
	No	863 86%	430 88%	433 84%	101 76% *	138 85%	127 86%	157 87% D	142 94% DEF	198 88% D	211 84%	243 88%	160 86%	249 86%	454 86%	409 86%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Total	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Suffer from respiratory/lower immunity	Yes	269 27%	148 31% C	121 24%	17 13% *	27 17%	37 25% D	45 26% D	49 33% DE	93 42% DEFG	64 26%	65 24%	38 21%	102 36% JKLNO	130 25%	140 30% L
	No	712 73%	329 69%	383 76% B	111 87% FGHI*	131 83% HI	110 75% I	132 74% I	101 67%	127 58%	184 74% M	203 76% M	142 79% MO	182 64%	387 75% M	324 70% M
Had food poisoning	Yes	408 41%	205 42%	204 40%	61 46% *	82 50% GHI	62 42%	71 39%	54 36%	78 35%	115 46% LO	120 44% L	52 28%	122 42% LO	235 45% LO	173 36% L
	No/DK	592 59%	282 58%	309 60%	71 54% *	81 50%	86 58%	110 61% E	97 64% E	146 65% E	135 54%	155 56%	133 72% JKMNO	168 58%	290 55%	302 64% JMN
Food poisoning diagnosed by GP	Yes	90 22%	44 22%	46 22%	14 23% *	22 27% *	16 26% *	16 22% *	10 19% *	13 16% *	22 19%	16 13%	17 33% KN*	36 29% KN	37 16%	53 30% JKN
	No	99 24%	52 25%	47 23%	19 31% *	25 31% F*	9 14% *	12 18% *	15 27% *	19 24% *	30 26%	31 26%	12 22% *	27 22%	61 26%	38 22%
	Not contacted GP	207 51%	106 52%	101 50%	23 38% *	32 39% *	35 56% *	43 60% DE*	29 53% *	45 58% E*	61 53%	69 58% LO	20 39% *	57 47%	130 55% O	77 44%
Healthiness of food normally eat	Very/ quite healthy	526 54%	238 50%	288 58% B	76 60% F*	76 48%	59 41%	88 50%	86 58% F	141 65% EFG	163 68% KLMNO	144 53%	94 52%	125 45%	307 60% KMO	219 48%
	Neither /nor	270 28%	154 33% C	116 23%	28 22% *	43 27%	60 42% DEGHI	50 28%	39 26%	51 23%	44 18%	85 32% JN	49 27%	92 33% JN	129 25% J	141 31% J
	Not very/not at all	175 18%	81 17%	94 19%	22 18% *	39 25% I	24 17%	39 22% I	24 16%	26 12%	34 14%	41 15%	40 22% N	60 22% JN	75 15%	100 22% JKN

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Gender		Age						Social Grade					
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
			B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Total	1000	487	513	133	163	148	181	152	225	250	275	185	290	525	475
Target Audiences	C1C2DE w kids <15	186 100%	70 100% *	116 100%	24 100% **	69 100% *	50 100% *	33 100% *	9 100% **	- -	- -	66 100% *	57 100% *	63 100% *	66 100% *	120 100%
	C2DE w kids <15	120 65%	45 65% *	75 65%	18 74% **	47 67% G*	35 70% G*	13 41% *	7 74% **	- -	- -	- - *	57 100% KN*	63 100% KN*	- - *	120 100% KN
All Women aged	Women: 25-50	232 100%	- -	232 100%	- -	108 100%	80 100% *	43 100% *	- -	- -	41 100% *	76 100% *	39 100% *	75 100% *	117 100%	115 100%
FOOD SAFETY CAMPAIGN	Aware of activity	159 16%	81 17%	78 15%	22 17% *	27 17%	24 16%	30 16%	24 16%	33 15%	37 15%	37 13%	41 22% KN	44 15%	74 14%	85 18%
	Aware of campaign sources	109 11%	51 11%	58 11%	19 15% *	18 11%	14 9%	21 12%	18 12%	18 8%	22 9%	27 10%	27 15%	34 12%	48 9%	61 13%
	No	841 84%	406 83%	435 85%	111 83% *	135 83%	124 84%	151 84%	128 84%	192 85%	213 85%	238 87% L	144 78%	246 85%	451 86% L	390 82%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Unweighted Base	1000	226	407	170	197	274	726
	Total	1000	219	403	173	205	280	720
Gender	Male	487	120	200	85	82	112	375
		49%	55% S	50% S	49%	40%	40%	52% T
	Female	513	99	203	88	122	168	345
		51%	45%	50%	51%	60% PQ	60% U	48%
Age	16-24	133	9	47	29	48	46	87
		13%	4%	12% P	17% P	23% PQ	16%	12%
	25-34	163	19	48	43	53	87	76
		16%	9%	12%	25% PQ	26% PQ	31% U	10%
	35-44	148	30	42	36	40	69	79
		15%	14%	10%	21% Q	19% Q	25% U	11%
	45-54	181	43	60	32	45	62	119
		18%	20%	15%	18%	22% Q	22%	16%
	55-64	152	48	71	18	14	16	136
		15%	22% RS	18% RS	11%	7%	6%	19% T
	65+	225	71	135	14	5	-	225
		22%	32% RS	33% RS	8% S	2%	-	31% T

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E/F/G/H/I,J/K/L/M/N/O,P/Q/R/S,T/U Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Total	1000	219	403	173	205	280	720
Social Grade	AB	250 25%	39 18%	104 26% P	40 23%	67 33% P	79 28%	171 24%
	C1	275 28%	70 32% S	114 28%	46 26%	44 22%	68 24%	207 29%
	C2	185 19%	21 10%	79 20% P	39 23% P	46 23% P	63 22%	122 17%
	DE	290 29%	89 41% QRS	106 26%	48 28%	47 23%	69 25%	221 31%
	ABC1	525 53%	109 50%	218 54%	86 50%	111 54%	148 53%	377 52%
	C2DE	475 48%	110 50%	184 46%	87 50%	94 46%	132 47%	343 48%
No in HH	1	219 22%	219 100% QRS	- -	- -	- -	- -	219 30% T
	2	403 40%	- -	403 100% PRS	- -	- -	33 12%	370 51% T
	3	173 17%	- -	- -	173 100% PQS	- -	90 32% U	84 12%
	4+	205 20%	- -	- -	- -	205 100% PQR	157 56% U	47 7%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Total	1000	219	403	173	205	280	720
Children in HH	Yes	280 28%	- -	33 8% P	90 52% PQ	157 77% PQR	280 100% U	- -
	No	720 72%	219 100% QRS	370 92% RS	84 48% S	47 23%	- -	720 100% T
Area	North	245 25%	58 26%	107 27%	35 20%	45 22%	67 24%	178 25%
	Central	692 69%	147 67%	276 69%	130 75%	139 68%	192 69%	500 69%
	South	63 6%	15 7%	20 5%	8 5%	20 10% Q	21 7%	42 6%
Aware of FSS	Yes	586 59%	116 53%	233 58%	115 66% P	122 60%	189 67% U	397 55%
	No	414 41%	103 47% R	170 42%	59 34%	83 40%	91 33%	323 45% T
Trust FSS	A lot	161 28%	37 33%	59 25%	34 30%	32 27%	60 33%	101 26%
	A little	297 52%	52 47%	119 52%	59 52%	67 57%	95 51%	202 52%
	Neither/nor	116 20%	22 20%	52 23%	21 18%	20 17%	30 16%	86 22%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Total	1000	219	403	173	205	280	720
Resp for cooking/prep	All/most	629 63%	214 98% QRS	213 53%	93 53%	109 53%	172 62%	457 63%
	About half or less	343 34%	2 1%	173 43% P	77 45% P	91 44% P	103 37%	240 33%
	None	28 3%	3 1%	16 4%	4 2%	5 3%	5 2%	23 3%
Main concern	Food poisoning	259 26%	41 19%	115 29% P	52 30% P	51 25%	72 26%	186 26%
	Not knowing what food it	180 18%	47 22%	73 18%	29 17%	31 15%	47 17%	133 19%
	Eating a healthy diet	355 36%	74 34%	144 36%	56 32%	81 40%	99 35%	256 36%
	Not being to afford healthy diet	198 20%	54 25% Q	66 16%	37 21%	41 20%	62 22%	136 19%
Any specific/ required diet	Any	697 70%	154 70%	280 69%	115 67%	148 72%	183 65%	514 71%
	None	303 30%	65 30%	123 31%	58 33%	57 28%	97 35%	206 29%
Food allergy in hhold	Yes	137 14%	15 7%	48 12%	31 18% P	43 21% PQ	53 19% U	85 12%
	No	863 86%	204 93% RS	355 88% S	143 82%	162 79%	227 81%	636 88% T

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Total	1000	219	403	173	205	280	720
Suffer from respiratory/lower immunity	Yes	269 27%	64 30%	121 31% R	38 22%	47 23%	57 21%	212 30% T
	No	712 73%	149 70%	273 69%	135 78% Q	155 77%	219 79% U	492 70%
Had food poisoning	Yes	408 41%	92 42%	160 40%	69 40%	88 43%	118 42%	290 40%
	No/DK	592 59%	127 58%	243 60%	105 60%	117 57%	161 58%	430 60%
Food poisoning diagnosed by GP	Yes	90 22%	13 14% *	34 21%	14 20% *	30 34% PQ*	34 28%	56 19%
	No	99 24%	32 35% QR*	31 20%	13 19% *	23 26% *	26 22%	73 25%
	Not contacted GP	207 51%	47 51% *	87 55% S	40 58% S*	33 37% *	56 47%	151 52%
Healthiness of food normally eat	Very/ quite healthy	526 54%	115 54%	233 59% S	83 51%	95 47%	132 47%	394 57% T
	Neither /nor	270 28%	55 26%	96 24%	46 28%	73 36% PQ	92 33% U	178 26%
	Not very/not at all	175 18%	41 19%	67 17%	34 21%	33 16%	54 19%	121 17%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			No in HH				Children in HH	
		Total	1	2	3	4+	Yes	No
			P	Q	R	S	T	U
	Total	1000	219	403	173	205	280	720
Target Audiences	C1C2DE w kids <15	186 100%	- -	18 100% **	64 100% *	104 100% *	186 100%	- -
	C2DE w kids <15	120 65%	- -	13 69% **	38 60% *	69 66% *	120 65%	- -
All Women aged	Women: 25-50	232 100%	32 100% *	73 100% *	51 100% *	75 100% *	120 100%	112 100%
FOOD SAFETY CAMPAIGN	Aware of activity	159 16%	29 13%	59 15%	32 19%	38 19%	57 20% U	102 14%
	Aware of campaign sources	109 11%	20 9%	40 10%	24 14%	25 12%	38 13%	71 10%
	No	841 84%	190 87%	344 85%	141 81%	166 81%	223 80%	618 86% T

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Unweighted Base	1000	245	691	64	586	414	158	298	118	629	341	30	258	183	363	187	697	303
	Total	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Gender	Male	487 49%	108 44%	337 49%	42 67% BC*	287 49%	200 48%	71 44%	142 48%	65 56%	268 43%	199 58% J	20 71% **	137 53% P	85 47% P	188 53% P	67 34%	323 46%	164 54% Q
	Female	513 51%	137 56% D	355 51% D	20 33% *	299 51%	214 52%	90 56%	155 52%	51 44%	361 57% K	144 42%	8 29% **	121 47%	95 53%	166 47%	130 66% MNO	374 54% R	139 46%
Age	16-24	133 13%	31 13% D	100 14% D	1 2% *	73 12%	60 15%	23 14%	38 13%	12 10%	63 10%	67 19% J	3 9% **	36 14% N	13 7%	40 11%	44 22% MNO	97 14%	35 12%
	25-34	163 16%	31 13%	119 17%	12 19% *	95 16%	68 16%	30 19%	47 16%	14 12%	102 16%	59 17%	2 6% **	41 16%	26 15%	67 19%	28 14%	119 17%	43 14%
	35-44	148 15%	35 14%	104 15%	9 14% *	91 16%	56 14%	17 10%	57 19% G	17 15%	106 17% K	37 11%	4 14% **	29 11%	27 15%	49 14%	42 21% MO	94 13%	54 18%
	45-54	181 18%	55 22% D	119 17%	6 10% *	115 20%	66 16%	34 21%	50 17%	28 24%	113 18%	60 18%	7 26% **	46 18%	38 21%	55 16%	42 21%	120 17%	60 20%
	55-64	152 15%	42 17%	99 14%	11 17% *	84 14%	67 16%	21 13%	46 15%	16 14%	98 16%	51 15%	3 12% **	50 19%	24 13%	48 14%	27 14%	106 15%	46 15%
	65+	225 22%	50 20%	151 22%	24 38% BC*	127 22%	97 23%	37 23%	60 20%	28 24%	146 23%	69 20%	9 33% **	57 22% P	52 29% P	95 27% P	16 8%	160 23%	64 21%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Total	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Social Grade	AB	250 25%	53 22%	181 26%	16 26% *	138 24%	112 27%	32 20%	65 22%	35 31%	144 23%	94 27%	12 44% **	62 24% P	49 27% P	111 31% P	27 14%	174 25%	76 25%
	C1	275 28%	67 27%	196 28%	12 20% *	160 27%	115 28%	37 23%	90 30%	32 27%	165 26%	102 30%	8 28% **	65 25%	47 26%	102 29%	59 30%	194 28%	81 27%
	C2	185 19%	44 18%	127 18%	14 22% *	124 21% F	61 15%	41 26%	62 21%	19 17%	119 19%	63 18%	4 13% **	63 24% OP	32 18%	58 16%	29 15%	129 18%	56 19%
	DE	290 29%	81 33%	188 27%	20 32% *	164 28%	126 30%	51 32%	80 27%	29 25%	202 32% K	84 25%	4 15% **	69 27%	52 29%	84 24%	82 41% MNO	200 29%	90 30%
	ABC1	525 53%	119 49%	377 54%	29 46% *	297 51%	228 55%	69 43%	155 52%	67 58% G	309 49%	196 57% J	20 72% **	127 49%	95 53%	213 60% MP	87 44%	369 53%	156 52%
	C2DE	475 48%	126 51%	315 46%	34 54% *	288 49%	187 45%	92 57% I	142 48%	49 42%	320 51% K	147 43%	8 28% **	132 51% O	85 47%	142 40%	111 56% O	329 47%	146 48%
No in HH	1	219 22%	58 23%	147 21%	15 24% *	116 20%	103 25%	37 23%	52 17%	22 19%	214 34% K	2 1%	3 10% **	41 16%	47 26% M	74 21%	54 27% M	154 22%	65 21%
	2	403 40%	107 44%	276 40%	20 31% *	233 40%	170 41%	59 36%	119 40%	52 45%	213 34%	173 50% J	16 59% **	115 45% P	73 41%	144 41%	66 33%	280 40%	123 41%
	3	173 17%	35 14%	130 19%	8 13% *	115 20% F	59 14%	34 21%	59 20%	21 18%	93 15%	77 23% J	4 13% **	52 20%	29 16%	56 16%	37 19%	115 17%	58 19%
	4+	205 20%	45 19%	139 20%	20 32% BC*	122 21%	83 20%	32 20%	67 23%	20 17%	109 17%	91 26% J	5 19% **	51 20%	31 17%	81 23%	41 21%	148 21%	57 19%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Total	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Children in HH	**Yes**	**280** **28%**	67 27%	192 28%	21 33% *	189 32% F	91 22%	60 38%	95 32%	30 26%	172 27%	103 30%	5 17% **	72 28%	47 26%	99 28%	62 31%	183 26%	97 32%
	No	**720** **72%**	178 73%	500 72%	42 67% *	397 68%	323 78% E	101 62%	202 68%	86 74%	457 73%	240 70%	23 83% **	186 72%	133 74%	256 72%	136 69%	514 74%	206 68%
Area	**North**	**245** **25%**	245 100% CD	- -	- - *	134 23%	111 27%	38 24%	71 24%	22 19%	164 26%	72 21%	9 32% **	66 25%	39 22%	81 23%	55 28%	166 24%	79 26%
	Central	**692** **69%**	- -	692 100% BD	- - *	416 71%	276 67%	115 71%	206 69%	87 75%	432 69%	242 71%	18 65% **	178 69%	130 72%	250 71%	128 65%	495 71%	197 65%
	South	**63** **6%**	- -	- -	63 100% BC*	36 6%	27 7%	8 5%	21 7%	7 6%	33 5%	29 8%	1 3% **	14 6%	11 6%	23 7%	14 7%	36 5%	27 9% Q
Aware of FSS	**Yes**	**586** **59%**	134 55%	416 60%	36 57% *	586 100% F	- -	161 100%	297 100%	116 100%	377 60%	197 58%	11 38% **	161 62%	96 53%	209 59%	116 59%	415 59%	171 56%
	No	**414** **41%**	111 45%	276 40%	27 43% *	- -	414 100% E	- -	- -	- -	252 40%	145 42%	17 62% **	98 38%	84 47%	146 41%	82 41%	283 41%	132 44%
Trust FSS	**A lot**	**161** **28%**	38 29%	115 28%	8 23% *	161 28%	- -	161 100% HI	- -	- -	129 35% K	31 16%	1 8% **	50 31%	23 26% *	56 27%	31 27%	118 29%	43 26%
	A little	**297** **52%**	71 54%	206 51%	21 58% *	297 52%	- -	- -	297 100% GI	- -	173 47%	118 61% J	6 54% **	79 50%	46 51% *	112 55%	59 52%	213 52%	85 50%
	Neither/nor	**116** **20%**	22 17%	87 21%	7 19% *	116 20%	- -	- -	- -	116 100% GH	68 18%	44 23%	4 38% **	31 19%	21 23% *	37 18%	25 22%	76 19%	40 24%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Total	**1000**	**245**	**692**	**63**	**586**	**414**	**161**	**297**	**116**	**629**	**343**	**28**	**259**	**180**	**355**	**198**	**697**	**303**
Resp for cooking/prep	**All/most**	**629** **63%**	164 67%	432 62%	33 53% *	377 64%	252 61%	129 80% HI	173 58%	68 59%	629 100% K	- -	- - **	147 57%	127 71% MO	210 59%	138 70% MO	443 64%	186 61%
	About half or less	**343** **34%**	72 29%	242 35%	29 46% B*	197 34%	145 35%	31 19%	118 40% G	44 38% G	- -	343 100% J	- - **	102 39% NP	50 28%	134 38% NP	54 27%	239 34%	104 34%
	None	**28** **3%**	9 4%	18 3%	1 1% *	11 2%	17 4% E	1 1%	6 2%	4 4%	- -	- -	28 100% **	9 4%	3 2%	11 3%	6 3%	16 2%	12 4%
Main concern	**Food poisoning**	**259** **26%**	66 27%	178 26%	14 23% *	161 28%	98 24%	50 31%	79 27%	31 27%	147 24%	102 30% J	9 32% **	259 100% NOP	- -	- -	- -	175 25%	83 28%
	Not knowing what food it	**180** **18%**	39 16%	130 19%	11 17% *	96 16%	84 21%	23 15%	46 16%	21 18%	127 20% K	50 15%	3 10% **	- -	180 100% MOP	- -	- -	121 18%	59 20%
	Eating a healthy diet	**355** **36%**	81 34%	250 36%	23 37% *	209 36%	146 36%	56 35%	112 38%	37 33%	210 34%	134 39%	11 38% **	- -	- -	355 100% MNP	- -	259 37%	96 32%
	Not being to afford healthy diet	**198** **20%**	55 23%	128 19%	14 23% *	116 20%	82 20%	31 19%	59 20%	25 22%	138 22% K	54 16%	6 20% **	- -	- -	- -	198 100% MNO	137 20%	61 20%
Any specific/ required diet	**Any**	**697** **70%**	166 68%	495 72% D	36 57% *	415 71%	283 68%	118 73%	213 72%	76 65%	443 70%	239 70%	16 56% **	175 68%	121 67%	259 73%	137 69%	697 100% R	- -
	None	**303** **30%**	79 32%	197 28%	27 43% C*	171 29%	132 32%	43 27%	85 28%	40 35%	186 30%	104 30%	12 44% **	83 32%	59 33%	96 27%	61 31%	- -	303 100% Q
Food allergy in hhold	**Yes**	**137** **14%**	38 15%	92 13%	8 13% *	84 14%	53 13%	26 16%	39 13%	18 15%	83 13%	51 15%	4 14% **	38 15%	24 13%	49 14%	27 14%	121 17% R	16 5%
	No	**863** **86%**	207 85%	601 87%	55 87% *	501 86%	361 87%	135 84%	258 87%	98 85%	546 87%	292 85%	24 86% **	220 85%	157 87%	306 86%	171 86%	576 83%	287 95% Q

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Total	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Suffer from respiratory/lower immunity	Yes	269 27%	61 26%	189 28%	20 31% *	153 27%	117 29%	36 23%	86 29%	29 26%	164 27%	94 28%	11 42% **	77 30%	53 30%	81 23%	52 27%	211 31% R	58 19%
	No	712 73%	177 74%	492 72%	43 69% *	422 73%	290 71%	121 77%	208 71%	84 74%	453 73%	244 72%	15 58% **	177 70%	125 70%	267 77%	141 73%	469 69%	243 81% Q
Had food poisoning	Yes	408 41%	90 37%	294 42%	24 39% *	242 41%	167 40%	63 39%	132 44%	44 38%	264 42%	137 40%	7 26% **	114 44%	66 37%	147 42%	79 40%	304 44% R	104 34%
	No/DK	592 59%	155 63%	398 58%	38 61% *	344 59%	248 60%	98 61%	165 56%	72 62%	365 58%	206 60%	21 74% **	144 56%	114 63%	208 58%	119 60%	393 56%	198 66% Q
Food poisoning diagnosed by GP	Yes	90 22%	19 22% *	66 23%	4 17% **	66 27% F	24 15%	24 38% I*	34 26%	7 16% *	58 22%	29 21%	3 40% **	37 32% P	12 18% *	31 21%	11 14% *	74 24%	16 15%
	No	99 24%	17 19% *	74 25%	7 30% **	58 24%	41 25%	13 20% *	34 26%	11 24% *	68 26%	28 20%	3 37% **	25 21%	19 29% *	36 25%	19 24% *	75 25%	24 23%
	Not contacted GP	207 51%	49 54% *	146 50%	12 49% **	115 47%	92 55%	24 38% *	63 48%	26 59% *	133 50%	73 53%	2 23% **	51 44%	33 50% *	79 53%	43 55% *	145 48%	62 59%
Healthiness of food normally eat	Very/ quite healthy	526 54%	134 56%	359 54%	32 52% *	324 57% F	202 50%	95 60% I	171 59% I	52 46%	350 57% K	163 49%	13 46% **	123 48%	96 54%	216 64% MP	87 45%	414 61% R	112 38%
	Neither /nor	270 28%	70 29%	180 27%	20 33% *	148 26%	121 30%	38 24%	72 25%	36 32%	159 26%	102 31%	9 33% **	77 30%	40 22%	87 26%	64 33% N	151 22%	119 40% Q
	Not very/not at all	175 18%	34 14%	132 20%	9 15% *	95 17%	80 20%	25 16%	46 16%	24 21%	104 17%	65 20%	6 20% **	55 22% O	41 23% O	37 11%	42 22% O	109 16%	66 22% Q

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Area			Aware of FSS		Trust FSS			Resp for cooking/prep			Main concern				Any specific/ required diet	
		Total	North	Central	South	Yes	No	A lot	A little	Neither/nor	All/most	About half or less	None	Food poisoning	Not knowing what food it	Eating a healthy diet	Not being to afford healthy diet	Any	None
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	Total	1000	245	692	63	586	414	161	297	116	629	343	28	259	180	355	198	697	303
Target Audiences	C1C2DE w kids <15	186 100%	43 100% *	128 100%	15 100% **	127 100%	59 100% *	39 100% *	68 100% *	16 100% **	118 100%	65 100% *	2 100% **	44 100% *	30 100% **	64 100% *	47 100% *	124 100%	61 100% *
	C2DE w kids <15	120 65%	31 71% *	78 61%	12 80% **	81 63%	39 67% *	25 63% *	43 63% *	10 62% **	80 68%	39 59% *	1 56% **	32 73% *	18 60% **	38 60% *	31 66% *	78 63%	42 68% *
All Women aged	Women: 25-50	232 100%	59 100% *	158 100%	15 100% **	138 100%	94 100% *	34 100% *	79 100% *	23 100% **	166 100%	62 100% *	4 100% **	46 100% *	47 100% *	75 100% *	63 100% *	163 100%	68 100% *
FOOD SAFETY CAMPAIGN	Aware of activity	159 16%	45 18%	105 15%	9 14% *	129 22% F	30 7%	54 34% HI	63 21% I	12 10%	107 17%	50 15%	2 7% **	52 20% P	30 16%	54 15%	24 12%	128 18% R	31 10%
	Aware of campaign sources	109 11%	27 11%	76 11%	6 10% *	87 15% F	22 5%	35 22% I	45 15% I	8 7%	73 12%	35 10%	1 3% **	38 15% O	24 13%	31 9%	16 8%	89 13% R	20 7%
	No	841 84%	200 82%	587 85%	54 86% *	456 78%	385 93% E	107 66%	234 79% G	104 90% GH	522 83%	292 85%	26 93% **	207 80%	151 84%	301 85%	174 88% M	569 82%	271 90% Q

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Food allergy in hhold	
		Total	Yes	No
			S	T
	Unweighted Base	1000	132	868
	Total	1000	137	863
Gender	Male	487 49%	57 42%	430 50%
	Female	513 51%	80 58%	433 50%
Age	16-24	133 13%	32 23% T	101 12%
	25-34	163 16%	25 18%	138 16%
	35-44	148 15%	21 15%	127 15%
	45-54	181 18%	24 17%	157 18%
	55-64	152 15%	10 7%	142 16% S
	65+	225 22%	26 19%	198 23%

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Food allergy in hhold	
		Total	Yes	No
			S	T
	Total	1000	137	863
Social Grade	AB	250 25%	39 29%	211 24%
	C1	275 28%	32 23%	243 28%
	C2	185 19%	25 18%	160 19%
	DE	290 29%	41 30%	249 29%
	ABC1	525 53%	71 52%	454 53%
	C2DE	475 48%	66 48%	409 47%
No in HH	1	219 22%	15 11%	204 24% S
	2	403 40%	48 35%	355 41%
	3	173 17%	31 22%	143 17%
	4+	205 20%	43 31% T	162 19%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D,E/F,G/H/I,J/K/L,M/N/O/P,Q/R,S/T Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Food allergy in hhold	
		Total	Yes	No
			S	T
	Total	1000	137	863
Children in HH	Yes	280 28%	53 38% T	227 26%
	No	720 72%	85 62%	636 74% S
Area	North	245 25%	38 28%	207 24%
	Central	692 69%	92 67%	601 70%
	South	63 6%	8 6%	55 6%
Aware of FSS	Yes	586 59%	84 61%	501 58%
	No	414 41%	53 39%	361 42%
Trust FSS	A lot	161 28%	26 32% *	135 27%
	A little	297 52%	39 47% *	258 53%
	Neither/nor	116 20%	18 22% *	98 20%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Food allergy in hhold	
		Total	Yes	No
			S	T
	Total	1000	137	863
Resp for cooking/prep	All/most	629 63%	83 60%	546 63%
	About half or less	343 34%	51 37%	292 34%
	None	28 3%	4 3%	24 3%
Main concern	Food poisoning	259 26%	38 28%	220 26%
	Not knowing what food it	180 18%	24 17%	157 18%
	Eating a healthy diet	355 36%	49 35%	306 36%
	Not being to afford healthy diet	198 20%	27 20%	171 20%
Any specific/ required diet	Any	697 70%	121 88% T	576 67%
	None	303 30%	16 12%	287 33% S
Food allergy in hhold	Yes	137 14%	137 100% T	- -
	No	863 86%	- -	863 100% S

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Food allergy in hhold	
		Total	Yes	No
			S	T
	Total	1000	137	863
Suffer from respiratory/lower immunity	Yes	269 27%	45 33%	225 27%
	No	712 73%	89 67%	623 73%
Had food poisoning	Yes	408 41%	72 52% T	337 39%
	No/DK	592 59%	66 48%	526 61% S
Food poisoning diagnosed by GP	Yes	90 22%	24 34% T*	65 19%
	No	99 24%	12 16% *	87 26%
	Not contacted GP	207 51%	33 46% *	174 52%
Healthiness of food normally eat	Very/ quite healthy	526 54%	81 62%	445 53%
	Neither /nor	270 28%	26 20%	244 29% S
	Not very/not at all	175 18%	24 18%	151 18%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Food allergy in hhold	
		Total	Yes	No
			S	T
	Total	1000	137	863
Target Audiences	C1C2DE w kids <15	186 100%	34 100% **	152 100%
	C2DE w kids <15	120 65%	26 75% **	94 62%
All Women aged	Women: 25-50	232 100%	38 100% *	194 100%
FOOD SAFETY CAMPAIGN	Aware of activity	159 16%	33 24% T	126 15%
	Aware of campaign sources	109 11%	23 17% T	85 10%
	No	841 84%	104 76%	737 85% S

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
		Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Unweighted Base	1000	274	707	409	591	87	100	211	530	270	172	179	106
	Total	1000	269	712	408	592	90	99	207	526	270	175	186	120
Gender	Male	487 49%	148 55% C	329 46%	205 50%	282 48%	44 49% *	52 53% *	106 51%	238 45%	154 57% I	81 46%	70 38%	45 38%
	Female	513 51%	121 45%	383 54% B	204 50%	309 52%	46 51% *	47 47% *	101 49%	288 55% J	116 43%	94 54%	116 62%	75 62%
Age	16-24	133 13%	17 6%	111 16% B	61 15%	71 12%	14 15% *	19 19% *	23 11%	76 14%	28 10%	22 13%	24 13%	18 15%
	25-34	163 16%	27 10%	131 18% B	82 20% E	81 14%	22 24% *	25 25% *	32 16%	76 14%	43 16%	39 22%	69 37% K	47 39% K
	35-44	148 15%	37 14%	110 15%	62 15%	86 14%	16 18% *	9 9% *	35 17%	59 11%	60 22% I	24 14%	50 27% K	35 29% K
	45-54	181 18%	45 17%	132 18%	71 17%	110 19%	16 17% *	12 13% *	43 21%	88 17%	50 18%	39 22% M	33 18% M	13 11%
	55-64	152 15%	49 18%	101 14%	54 13%	97 16%	10 11% *	15 15% *	29 14%	86 16%	39 14%	24 14% LM	9 5%	7 6%
	65+	225 22%	93 35% C	127 18%	78 19%	146 25%	13 14% *	19 19% *	45 22%	141 27% J	51 19%	26 15% LM	- -	- -

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
		Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Total	1000	269	712	408	592	90	99	207	526	270	175	186	120
Social Grade	AB	250 25%	64 24%	184 26%	115 28%	135 23%	22 24% *	30 30% *	61 29%	163 31% J	44 16%	34 20% LM	- -	- -
	C1	275 28%	65 24%	203 29%	120 29%	155 26%	16 18% *	31 31% *	69 33% F	144 27%	85 32%	41 23% M	66 35% KM	- -
	C2	185 19%	38 14%	142 20% B	52 13%	133 23% D	17 19% H*	12 12% *	20 10%	94 18%	49 18%	40 23%	57 31%	57 48% KL
	DE	290 29%	102 38% C	182 26%	122 30%	168 28%	36 40% *	27 27% *	57 27%	125 24%	92 34% I	60 34%	63 34%	63 52% KL
	ABC1	525 53%	130 48%	387 54%	235 58% E	290 49%	37 42% *	61 61% F*	130 63% F	307 58% J	129 48%	75 43% M	66 35% M	- -
	C2DE	475 48%	140 52%	324 46%	173 42%	302 51% D	53 58% GH*	38 39% *	77 37%	219 42%	141 52% I	100 57%	120 65%	120 100% KL
No in HH	1	219 22%	64 24%	149 21%	92 23%	127 21%	13 14% *	32 32% F*	47 23%	115 22%	55 20%	41 24% LM	- -	- -
	2	403 40%	121 45%	273 38%	160 39%	243 41%	34 38% *	31 31% *	87 42%	233 44% J	96 36%	67 38% LM	18 10%	13 11%
	3	173 17%	38 14%	135 19%	69 17%	105 18%	14 15% *	13 13% *	40 19%	83 16%	46 17%	34 20%	64 34% K	38 32% K
	4+	205 20%	47 17%	155 22%	88 22%	117 20%	30 33% H*	23 23% *	33 16%	95 18%	73 27% I	33 19%	104 56% K	69 57% K

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

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FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
		Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Total	1000	269	712	408	592	90	99	207	526	270	175	186	120
Children in HH	Yes	280 28%	57 21%	219 31% B	118 29%	161 27%	34 37% *	26 27% *	56 27%	132 25%	92 34% I	54 31%	186 100% K	120 100% K
	No	720 72%	212 79% C	492 69%	290 71%	430 73%	56 63% *	73 73% *	151 73%	394 75% J	178 66%	121 69% LM	- -	- -
Area	North	245 25%	61 23%	177 25%	90 22%	155 26%	19 22% *	17 18% *	49 24%	134 26%	70 26%	34 19%	43 23%	31 26%
	Central	692 69%	189 70%	492 69%	294 72%	398 67%	66 74% *	74 75% *	146 71%	359 68%	180 67%	132 75%	128 69%	78 65%
	South	63 6%	20 7%	43 6%	24 6%	38 6%	4 5% *	7 7% *	12 6%	32 6%	20 8%	9 5%	15 8%	12 10%
Aware of FSS	Yes	586 59%	153 57%	422 59%	242 59%	344 58%	66 73% H*	58 58% *	115 55%	324 62%	148 55%	95 54%	127 68% K	81 67% K
	No	414 41%	117 43%	290 41%	167 41%	248 42%	24 27% *	41 42% *	92 45% F	202 38%	121 45%	80 46% LM	59 32%	39 33%
Trust FSS	A lot	161 28%	36 24%	121 29%	63 26%	98 29%	24 37% H*	13 22% *	24 21%	95 30%	38 26%	25 26% *	39 32%	25 32% *
	A little	297 52%	86 57%	208 50%	132 55%	165 49%	34 52% *	34 59% *	63 56%	171 54%	72 50%	46 49% *	68 55%	43 55% *
	Neither/nor	116 20%	29 19%	84 20%	44 18%	72 21%	7 11% *	11 19% *	26 23%	52 16%	36 25% I	24 25% L*	16 13%	10 13% *

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
		Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
			B	C	D	E	F	G	H	I	J	K	L	M
	Total	1000	269	712	408	592	90	99	207	526	270	175	186	120
Resp for cooking/prep	All/most	629 63%	164 61%	453 64%	264 65%	365 62%	58 64% *	68 69% *	133 64%	350 66% J	159 59%	104 60%	118 64%	80 67%
	About half or less	343 34%	94 35%	244 34%	137 34%	206 35%	29 33% *	28 28% *	73 35%	163 31%	102 38%	65 37%	65 35%	39 32%
	None	28 3%	11 4%	15 2%	7 2%	21 4%	3 3% *	3 3% *	2 1%	13 2%	9 3%	6 3%	2 1%	1 1%
Main concern	Food poisoning	259 26%	77 29%	177 25%	114 28%	144 25%	37 41% GH*	25 25% *	51 25%	123 24%	77 29%	55 31%	44 24%	32 27%
	Not knowing what food it	180 18%	53 20%	125 18%	66 16%	114 20%	12 13% *	19 20% *	33 16%	96 19%	40 15%	41 23%	30 16%	18 15%
	Eating a healthy diet	355 36%	81 31%	267 38%	147 36%	208 35%	31 34% *	36 37% *	79 38%	216 41% J	87 32%	37 21%	64 35% K	38 32% K
	Not being to afford healthy diet	198 20%	52 20%	141 20%	79 19%	119 20%	11 12% *	19 19% *	43 21%	87 17%	64 24% I	42 24%	47 25%	31 26%
Any specific/ required diet	Any	697 70%	211 78% C	469 66%	304 74% E	393 66%	74 83% H*	75 76% *	145 70%	414 79% J	151 56%	109 62%	124 67%	78 65%
	None	303 30%	58 22%	243 34% B	104 26%	198 34% D	16 17% *	24 24% *	62 30% F	112 21%	119 44% I	66 38%	61 33%	42 35%
Food allergy in hhold	Yes	137 14%	45 17%	89 12%	72 18% E	66 11%	24 27% GH*	12 12% *	33 16%	81 15% J	26 10%	24 14%	34 18%	26 21%
	No	863 86%	225 83%	623 88%	337 82%	526 89% D	65 73% *	87 88% F*	174 84% F	445 85%	244 90% I	151 86%	152 82%	94 79%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
		Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
	Total	1000	269	712	408	592	90	99	207	526	270	175	186	120
Suffer from respiratory/lower immunity	Yes	269 27%	269 100% C	- -	119 30%	151 26%	38 42% GH*	23 24% *	57 28%	138 26%	74 29%	49 28%	42 23%	30 25%
	No	712 73%	- -	712 100% B	282 70%	430 74%	52 58% *	74 76% F*	145 72% F	383 74%	186 71%	124 72%	140 77%	88 75%
Had food poisoning	Yes	408 41%	119 44%	282 40%	408 100% E	-	90 100% *	99 100% *	207 100%	223 42%	103 38%	73 42%	71 38%	46 38%
	No/DK	592 59%	151 56%	430 60%	-	592 100% D	- - *	- - *	-	303 58%	167 62%	101 58%	115 62%	74 62%
Food poisoning diagnosed by GP	Yes	90 22%	38 32% C	52 18%	90 22%	-	90 100% GH*	- - *	-	51 23%	23 23% *	14 20% *	24 33% *	19 43% K*
	No	99 24%	23 20%	74 26%	99 24%	-	- - *	99 100% FH*	-	54 24%	26 25% *	17 23% *	15 21% *	9 19% *
	Not contacted GP	207 51%	57 48%	145 52%	207 51%	-	- - *	- - *	207 100% FG	113 51%	48 47% *	40 55% *	31 43% *	17 38% *
Healthiness of food normally eat	Very/ quite healthy	526 54%	138 53%	383 55%	223 56%	303 53%	51 58% *	54 56% *	113 56%	526 100% J	- -	- -	80 44% K	52 44% K
	Neither /nor	270 28%	74 29%	186 27%	103 26%	167 29%	23 26% *	26 27% *	48 24%	- -	270 100% I	- -	66 36% K	40 34% K
	Not very/not at all	175 18%	49 19%	124 18%	73 18%	101 18%	14 16% *	17 17% *	40 20%	- -	- -	175 100% LM	38 21%	26 22%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			Suffer from respiratory/lower immunity type condition		Had food poisoning		Food posioning diagnosed by GP			Healthiness of food normally eat			Target Audiences	
		Total	Yes	No	Yes	No/DK	Yes	No	Not contacted GP	Very/ quite healthy	Neither /nor	Not very/not at all	C1C2DE w kids <15	C2DE w kids <15
		B	C	D	E	F	G	H	I	J	K	L	M
	Total	1000	269	712	408	592	90	99	207	526	270	175	186	120
Target Audiences	C1C2DE w kids <15	186 100%	42 100% *	140 100%	71 100% *	115 100%	24 100% **	15 100% **	31 100% **	80 100% *	66 100% *	38 100% *	186 100%	120 100%
	C2DE w kids <15	120 65%	30 70% *	88 63%	46 64% *	74 65%	19 82% **	9 58% **	17 56% **	52 64% *	40 61% *	26 69% *	120 65%	120 100% KL
All Women aged	Women: 25-50	232 100%	55 100% *	172 100%	95 100% *	137 100%	21 100% **	23 100% **	47 100% *	111 100%	65 100% *	50 100% *	93 100% *	56 100% *
FOOD SAFETY CAMPAIGN	Aware of activity	159 16%	53 20%	105 15%	95 23% E	64 11%	34 37% GH*	20 20% *	42 20%	102 19% J	28 10%	29 16%	42 22%	29 24%
	Aware of campaign sources	109 11%	38 14%	70 10%	64 16% E	44 8%	23 26% H*	16 16% *	26 12%	69 13% J	18 7%	23 13%	28 15%	19 16%
	No	841 84%	217 80%	607 85%	313 77%	528 89% D	56 63% *	79 80% F*	165 80% F	424 81%	242 90% I	146 84%	144 78%	91 76%

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C,D/E,F/G/H,I/J,K/L/M/N/O/P/Q/R/S/T/U/V Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Unweighted Base	1000	232	157	106	843
	Total	1000	232	159	109	841
Gender	Male	487 49%	- -	81 51% B	51 47% B	406 48% B
	Female	513 51%	232 100% CDE	78 49%	58 53%	435 52%
Age	16-24	133 13%	- -	22 14% B	19 18% B	111 13% B
	25-34	163 16%	108 47% CDE	27 17%	18 16%	135 16%
	35-44	148 15%	80 35% CDE	24 15%	14 13%	124 15%
	45-54	181 18%	43 19%	30 19%	21 20%	151 18%
	55-64	152 15%	- -	24 15% B	18 17% B	128 15% B
	65+	225 22%	- -	33 21% B	18 17% B	192 23% B

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Total	1000	232	159	109	841
Social Grade	AB	250 25%	41 18%	37 23%	22 20%	213 25% B
	C1	275 28%	76 33% C	37 23%	27 25%	238 28%
	C2	185 19%	39 17%	41 26% BE	27 25%	144 17%
	DE	290 29%	75 32%	44 28%	34 31%	246 29%
	ABC1	525 53%	117 51%	74 46%	48 44%	451 54%
	C2DE	475 48%	115 49%	85 54%	61 56%	390 46%
No in HH	1	219 22%	32 14%	29 18%	20 18%	190 23% B
	2	403 40%	73 31%	59 37%	40 37%	344 41% B
	3	173 17%	51 22% E	32 20%	24 22%	141 17%
	4+	205 20%	75 33% E	38 24%	25 23%	166 20%

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Total	**1000**	**232**	**159**	**109**	**841**
Children in HH	**Yes**	**280** **28%**	120 52% CDE	57 36% E	38 35%	223 26%
	No	**720** **72%**	112 48%	102 64% B	71 65% B	618 74% BC
Area	**North**	**245** **25%**	59 25%	45 28%	27 24%	200 24%
	Central	**692** **69%**	158 68%	105 66%	76 70%	587 70%
	South	**63** **6%**	15 6%	9 5%	6 5%	54 6%
Aware of FSS	**Yes**	**586** **59%**	138 59%	129 81% BE	87 80% BE	456 54%
	No	**414** **41%**	94 41% CD	30 19%	22 20%	385 46% CD
Trust FSS	**A lot**	**161** **28%**	34 25%	54 42% BE	35 40% BE*	107 24%
	A little	**297** **52%**	79 58%	63 49%	45 51% *	234 53%
	Neither/nor	**116** **20%**	23 17%	12 9%	8 9% *	104 23% CD

Table continues

Weighted by: WEIGHT

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Total	1000	232	159	109	841
Resp for cooking/prep	All/most	629 63%	166 72% E	107 67%	73 67%	522 62%
	About half or less	343 34%	62 27%	50 32%	35 32%	292 35% B
	None	28 3%	4 2%	2 1%	1 1%	26 3%
Main concern	Food poisoning	259 26%	46 20%	52 32% B	38 35% BE	207 25%
	Not knowing what food it	180 18%	47 20%	30 19%	24 22%	151 18%
	Eating a healthy diet	355 36%	75 33%	54 34%	31 28%	301 36%
	Not being to afford healthy diet	198 20%	63 27% CDE	24 15%	16 15%	174 21%
Any specific/ required diet	Any	697 70%	163 70%	128 80% BE	89 81% BE	569 68%
	None	303 30%	68 30% CD	31 20%	20 19%	271 32% CD
Food allergy in hhold	Yes	137 14%	38 16%	33 21% E	23 21% E	104 12%
	No	863 86%	194 84%	126 79%	85 79%	737 88% CD

Table continues

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Total	1000	232	159	109	841
Suffer from respiratory/lower immunity	Yes	269 27%	55 24%	53 33%	38 35%	217 26%
	No	712 73%	172 76%	105 67%	70 65%	607 74%
Had food poisoning	Yes	408 41%	95 41%	95 60% BE	64 59% BE	313 37%
	No/DK	592 59%	137 59% CD	64 40%	44 41%	528 63% CD
Food poisoning diagnosed by GP	Yes	90 22%	21 22% *	34 35% BE*	23 36% E*	56 18%
	No	99 24%	23 24% *	20 21% *	16 25% *	79 25%
	Not contacted GP	207 51%	47 49% *	42 44% *	26 40% *	165 53%
Healthiness of food normally eat	Very/ quite healthy	526 54%	111 49%	102 64% BE	69 63% B	424 52%
	Neither /nor	270 28%	65 29% CD	28 18%	18 16%	242 30% CD
	Not very/not at all	175 18%	50 22%	29 18%	23 21%	146 18%

Table continues

Weighted by: WEIGHT

FSS Consumer Attitudes Survey - Wave 5 (December 2017) - 412128

Q. Breaks by Break

Base: All respondents

			All Women aged 25-50	FOOD SAFETY CAMPAIGN		
		Total	Women: 25-50	Aware of activity	Aware of campaign sources	No
			B	C	D	E
	Total	**1000**	**232**	**159**	**109**	**841**
Target Audiences	**C1C2DE w kids <15**	**186** **100%**	93 100% *	42 100% *	28 100% **	144 100%
	C2DE w kids <15	**120** **65%**	56 61% *	29 70% *	19 68% **	91 63%
All Women aged	**Women: 25-50**	**232** **100%**	232 100%	28 100% **	21 100% **	203 100%
FOOD SAFETY CAMPAIGN	**Aware of activity**	**159** **16%**	28 12% E	159 100% BE	109 100% BE	- -
	Aware of campaign sources	**109** **11%**	21 9% E	109 68% BE	109 100% BCE	- -
	No	**841** **84%**	203 88% CD	- -	- -	841 100% BCD

Weighted by: WEIGHT

Prepared by Kantar TNS

Overlap formula used - Column Means: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): B/C/D/E/F/G/H/I/J/K/L/M/N,O/P/Q/R Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

KANTAR TNS