

YouGov / Food Standards Scotland

Food Safety

Fieldwork: 23rd - 24th March 2015

Sample Size: 1028 Scottish Adults

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

To what extent do you agree or disagree with the following statements?

My family and I can afford to eat a healthy diet

Unweighted base	1028	529	499	78	131	171	187	461	564	464	140	110	146	84	149	121	177	101
Base: All Scottish adults	1028	488	540	125	151	185	193	374	463	565	141	92	144	106	164	118	145	118
Strongly agree	29%	32%	26%	25%	33%	24%	26%	33%	37%	22%	32%	27%	27%	31%	23%	31%	34%	26%
Tend to agree	47%	43%	50%	50%	48%	44%	45%	48%	47%	46%	45%	50%	44%	49%	49%	44%	49%	45%
Neither agree nor disagree	13%	13%	13%	12%	7%	19%	17%	11%	8%	17%	8%	12%	19%	12%	17%	13%	8%	15%
Tend to disagree	8%	9%	7%	7%	9%	8%	10%	7%	6%	9%	10%	10%	5%	7%	9%	9%	4%	11%
Strongly disagree	3%	3%	3%	5%	3%	6%	3%	1%	1%	5%	5%	1%	5%	1%	2%	3%	4%	4%
Don't know	0%	0%	-	-	-	-	-	0%	0%	0%	0%	-	-	-	-	-	1%	-
Net: Agree	76%	75%	76%	75%	81%	68%	70%	81%	84%	69%	77%	77%	71%	81%	72%	75%	83%	71%
Net: Disagree	11%	11%	11%	12%	12%	13%	13%	8%	7%	14%	15%	11%	10%	7%	11%	12%	8%	14%

Compared to a year ago, I have become more concerned about the safety of food and the risk of food poisoning

Unweighted base	1028	529	499	78	131	171	187	461	564	464	140	110	146	84	149	121	177	101
Base: All Scottish adults	1028	488	540	125	151	185	193	374	463	565	141	92	144	106	164	118	145	118
Strongly agree	8%	8%	7%	11%	11%	6%	4%	8%	9%	7%	11%	2%	7%	6%	8%	5%	5%	19%
Tend to agree	20%	16%	23%	21%	23%	14%	18%	21%	19%	20%	17%	14%	25%	15%	20%	22%	25%	15%
Neither agree nor disagree	37%	38%	35%	29%	30%	41%	38%	38%	35%	38%	35%	36%	37%	40%	40%	29%	34%	42%
Tend to disagree	23%	22%	24%	19%	22%	28%	26%	20%	24%	22%	21%	28%	21%	25%	23%	30%	20%	18%
Strongly disagree	12%	15%	10%	16%	13%	11%	13%	11%	13%	12%	16%	20%	10%	14%	7%	14%	15%	7%
Don't know	1%	1%	1%	3%	1%	-	-	0%	1%	1%	1%	-	-	-	2%	-	2%	-
Net: Agree	27%	24%	30%	32%	34%	20%	23%	30%	28%	27%	28%	15%	32%	21%	29%	27%	30%	33%
Net: Disagree	35%	37%	34%	36%	35%	39%	39%	32%	36%	34%	36%	48%	32%	39%	30%	44%	35%	25%

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How important, if at all, is it to you that there is an organisation which is focused on protecting the interests of Scottish consumers when it comes to food safety and nutrition?

Unweighted base	1028	529	499	78	131	171	187	461	564	464	140	110	146	84	149	121	177	101
Base: All Scottish adults	1028	488	540	125	151	185	193	374	463	565	141	92	144	106	164	118	145	118
Very important	42%	40%	44%	26%	31%	36%	43%	55%	44%	41%	42%	44%	47%	43%	43%	37%	41%	42%
Fairly important	42%	44%	41%	53%	49%	46%	44%	34%	39%	45%	47%	44%	35%	40%	39%	47%	44%	45%
Not very important	10%	9%	11%	8%	12%	13%	9%	8%	13%	8%	5%	5%	12%	12%	15%	11%	10%	6%
Not at all important	3%	4%	1%	1%	2%	3%	4%	2%	3%	2%	3%	2%	1%	4%	1%	5%	3%	2%
Don't know	3%	4%	3%	11%	7%	2%	-	1%	1%	4%	4%	5%	6%	1%	2%	-	2%	6%
Net: Important	85%	84%	85%	79%	80%	82%	86%	89%	83%	86%	88%	88%	82%	83%	82%	84%	84%	86%
Net: Not Important	12%	12%	12%	10%	14%	16%	14%	10%	16%	9%	8%	7%	12%	16%	16%	16%	13%	8%

Thinking generally about information that is available for you to make informed choices when it comes to food...

Which, if any, of the following do you feel that you have clear information to make an informed choice on?
(Please select all that apply)

Unweighted base	1028	529	499	78	131	171	187	461	564	464	140	110	146	84	149	121	177	101
Base: All Scottish adults	1028	488	540	125	151	185	193	374	463	565	141	92	144	106	164	118	145	118
Eating a healthy balanced diet	77%	71%	81%	77%	77%	73%	73%	80%	83%	71%	77%	81%	67%	79%	71%	76%	84%	80%
Knowing how to prepare and cook food safely and hygienically	75%	71%	79%	69%	72%	66%	78%	81%	79%	72%	72%	80%	79%	66%	74%	73%	79%	77%
Knowing how to check whether the food I am eating when I'm in a restaurant/ bar/ cafe is safe	24%	26%	23%	22%	24%	29%	28%	22%	24%	25%	29%	17%	22%	22%	28%	23%	27%	23%
Understanding what the labelling on food I buy means	62%	63%	61%	68%	64%	66%	62%	59%	65%	60%	67%	69%	54%	55%	59%	61%	70%	66%
None of these	4%	4%	3%	5%	6%	2%	2%	4%	4%	3%	4%	2%	5%	5%	7%	2%	2%	2%
Don't know	3%	3%	3%	4%	6%	3%	2%	2%	2%	4%	2%	5%	6%	4%	3%	3%	1%	1%

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For the following question, please don't include the general prices of food.

Which ONE, if any, of the following are you MOST concerned about when it comes to food? (Please select the option that best applies. If your answer doesn't show in the list below, please type it in the 'other' box)

	Unweighted base	1028	529	499	78	131	171	187	461	564	464	140	110	146	84	149	121	177	101
	Base: All Scottish adults	1028	488	540	125	151	185	193	374	463	565	141	92	144	106	164	118	145	118
My family or myself becoming ill through eating unsafe food		23%	28%	19%	36%	20%	25%	26%	19%	21%	26%	23%	17%	24%	19%	26%	30%	16%	33%
Eating food that isn't what it says it is without knowing		27%	22%	31%	29%	22%	27%	21%	31%	26%	28%	27%	32%	28%	21%	30%	21%	29%	26%
Making sure my family and I eat a healthy, balanced diet every week		39%	37%	41%	23%	41%	39%	44%	41%	44%	35%	39%	39%	36%	44%	35%	44%	47%	30%
Other - please see sheet OE_1		4%	2%	5%	3%	6%	3%	3%	4%	4%	4%	5%	3%	3%	5%	2%	5%	4%	5%
Don't know		7%	10%	4%	9%	11%	5%	6%	5%	5%	8%	6%	10%	9%	11%	7%	1%	4%	6%