



# BBC Countryfile Food Safety Survey

## **METHODOLOGY NOTE**

ComRes interviewed 1002 British adults by telephone from 15<sup>th</sup> to 17<sup>th</sup> February 2013. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

**Food Safety Survey**  
**CATI Fieldwork : 15th - 17th February 2013**

Absolutes/col percents

Table 1

**Q1. Are you confident or not confident that processed food (e.g. ready meals or burgers) supplied from the following places complies with UK law in terms of safety standards, ingredients used and animal welfare standards ...**

**- Summary**

**Base: All respondents**

	Q1. Summary		
	Food originating in the UK	Food imported from Ireland and the EU	Food imported from the rest of the world
Unweighted base	1002	1002	1002
Weighted base	1002	1002	1002
Confident	623 62%	281 28%	138 14%
Not confident	361 36%	686 68%	840 84%
Don't know	18 2%	35 4%	24 2%

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Absolutes/col percents

Table 2

**Q1. Are you confident or not confident that processed food (e.g. ready meals or burgers) supplied from the following places complies with UK law in terms of safety standards, ingredients used and animal welfare standards ...**

**- Food originating in the UK**

**Base: All respondents**

	Gender			Age						Social Class					Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1002	488	514	91	154	170	181	173	233	383	191	151	277	93	45	122	85	84	76	54	91	124	140	88
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	87	45	118	88	93	78	53	94	126	129	91
Confident	623	338	285	95	110	115	97	79	127	152	191	141	139	60	25	72	62	51	53	30	58	85	76	51
	62%	69%	56%	79%	69%	60%	57%	52%	60%	56%	66%	67%	60%	69%	54%	61%	70%	55%	68%	57%	62%	68%	59%	56%
Not confident	361	147	214	23	48	75	69	69	77	112	96	65	88	24	19	44	22	41	22	23	36	40	51	40
	36%	30%	42%	19%	30%	39%	41%	46%	37%	41%	33%	31%	38%	27%	41%	37%	25%	44%	29%	43%	38%	31%	39%	44%
Don't know	18	6	11	2	2	1	4	2	6	7	3	4	4	3	2	2	4	1	2	-	-	1	2	-
	2%	1%	2%	2%	1%	*	3%	1%	3%	3%	1%	2%	2%	3%	5%	2%	5%	1%	3%	-	-	1%	2%	-

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Absolutes/col percents

Table 3

**Q1. Are you confident or not confident that processed food (e.g. ready meals or burgers) supplied from the following places complies with UK law in terms of safety standards, ingredients used and animal welfare standards ...**

**- Food imported from Ireland and the EU**

**Base: All respondents**

	Gender		Age							Social Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1002	488	514	91	154	170	181	173	233	383	191	151	277	93	45	122	85	84	76	54	91	124	140	88
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	87	45	118	88	93	78	53	94	126	129	91
Confident	281	158	123	70	56	59	38	19	38	70	100	56	56	26	12	37	27	20	26	9	19	42	39	24
	28%	32%	24%	58%	35%	31%	22%	13%	18%	26%	34%	26%	24%	30%	27%	32%	30%	22%	33%	16%	20%	33%	31%	26%
Not confident	686	321	365	45	98	129	127	126	160	190	184	146	166	58	30	74	55	70	49	44	72	82	84	67
	68%	65%	71%	38%	61%	68%	75%	84%	76%	70%	63%	69%	72%	67%	67%	63%	63%	75%	63%	82%	76%	65%	65%	74%
Don't know	35	13	23	5	6	2	5	5	12	10	7	9	9	2	3	6	6	3	3	1	3	2	5	*
	4%	3%	4%	4%	4%	1%	3%	3%	6%	4%	2%	4%	4%	2%	6%	5%	7%	3%	4%	1%	3%	2%	4%	*

## Food Safety Survey

### CATI Fieldwork : 15th - 17th February 2013

Absolutes/col percents

Table 4

**Q1. Are you confident or not confident that processed food (e.g. ready meals or burgers) supplied from the following places complies with UK law in terms of safety standards, ingredients used and animal welfare standards ...**

**- Food imported from the rest of the world**

**Base: All respondents**

	Gender			Age						Social Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1002	488	514	91	154	170	181	173	233	383	191	151	277	93	45	122	85	84	76	54	91	124	140	88
Weighted base	1002	491	511	120	160	190	170	150	211	270	291	210	231	87	45	118	88	93	78	53	94	126	129	91
Confident	138	90	48	41	41	23	6	10	18	32	51	28	27	13	5	23	11	6	14	3	13	28	16	6
	14%	18%	9%	34%	25%	12%	4%	7%	8%	12%	18%	13%	12%	15%	12%	20%	12%	6%	18%	6%	14%	22%	13%	6%
Not confident	840	391	449	77	116	164	161	139	183	228	234	180	198	71	37	92	73	86	62	50	79	97	106	86
	84%	80%	88%	64%	72%	86%	95%	93%	87%	84%	81%	86%	86%	82%	83%	78%	83%	93%	80%	94%	84%	77%	82%	94%
Don't know	24	10	14	2	4	4	3	1	10	10	5	3	6	3	2	3	4	1	1	-	2	1	7	-
	2%	2%	3%	2%	2%	2%	2%	1%	5%	4%	2%	1%	2%	4%	5%	2%	5%	1%	2%	-	2%	1%	5%	-