University of Manchester Q-Step Summer Project 2016

Ref: #47 UoMQStep 2016 FSA Omnibus Survey

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Organisation Name: Food Standards Agency

Team / Department: Social Science Team, Analytics

Address: Aviation House, 125 Kingsway, London WC2B 6NH

Provisional title for project: Analysis of the Food Standards Agency omnibus surveys

100 word abstract of what the project would probably undertake, and any data to be used:

Merging waves 11 and 12 of the FSA's Public Attitudes Tracker omnibus data with the previous 10 waves which are already collated into a master dataset; conducting multi-variate analysis of this data including by respondent profile. A written report and presentation to members of the FSA analytical, communication and policy teams.

The FSA also collects a Bi-Annual Public Attitudes omnibus survey on the Food Hygiene Ratings Scheme (FHRS). Analysis of wave 4 of this data, writing up of the survey findings, merging with the previous waves and analysis of the combined data may also be possible.

SPSS would be used to conduct all analysis of data.

Key words (up to 12):

Food, omnibus, consumer survey, data analysis, regression, bi / multi-variate analysis, SPSS

Essential and desirable skills that the student would need to have:

Essential:

Some understanding of SPSS and analytical techniques (e.g. cross-tabs, bi & multi-variate analysis, regression).

Desirable:

Experience of using SPSS and analysis of data using a range of analytical techniques (e.g. cross-tabs, regression). An interest in the area of food. Good written communication skills.

Where the work would be carried out:

FSA HQ in Holborn, London although some home working is also possible by agreement with the host organisation.

Preferred selection method (interview or other meeting):

Interview

Support and training offered by the organisation:

On-going support will be available from a member of the FSA Social Science Team who will provide an introduction to the data and placement requirements. Additional technical support will also be available from a member of the FSA Statistics Team.

Any issues of data confidentiality and/or IPR that would need to be resolved:

None

Supporting information:

The Food Standards Agency (FSA) is an independent Government department set up by an Act of Parliament in 2000 to protect the public's health and consumer interests in relation to food.

The Bi-annual Public Attitudes Tracker survey (for further details, please visit: http://www.food.gov.uk/science/research/ssres/publictrackingsurvey) monitors key Agency issues including food issues of concern, food safety concerns when eating out and trust in the FSA. It is part of the TNS Omnibus, a representative sample of 2,000 adults in the UK. Data is collected on demographic features such as gender, age, ethnicity, social grade, household details and area of residence. At present in house analysis is conducted to identify any variance across waves or within respondent classes at 95% confidence.

We wish to build on our successful 2015 Q-Step placement by conducting further analysis of this data set and conduct bi and multi-variate analysis to identify if there are any more patterns in responses. Potential research questions could include:

- Does awareness and/or Trust in the FSA relate to respondent's food safety issues of concern?
- Does food safety issues of concern relate to awareness of the hygiene standards in places they eat out at or buy food from?

In addition, support to the FHRS Public Attitudes Tracker may also be possible http://www.food.gov.uk/science/research/ssres/foodsafetyss/fs244011-0

Financial assistance offered by the organisation:

The FSA is unable to offer additional financial support.