

University of Manchester Q-Step Summer Project 2018:

Ref: #17 UoMQStep FSA Consumer Public Attitudes Tracker Research

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Organisation name: Food Standards Agency (FSA)

Team/Department: Analytics Team

Address: Food Standards Agency, Floor 6, Clive House, 70 Petty France, London, SW1H 9EX

Provisional title for project: Consumer Public Attitudes Tracker – what’s the story in each nation?

Abstract:

A deeper analysis of the Agency’s Public Attitudes Tracker data since 2010 to give us a more wholesome picture of each country’s (England, Wales and Northern Ireland’s) story.

- 1) For each country, characterising the trends and recent changes in key concerns and attitudes, after appropriately accounting for the survey design.
- 2) Identifying the most interesting patterns over time, including country-specific trends
- 3) Creatively and visually presenting these findings for an audience who may not be familiar with data.

Data sources: excel and SPSS files

Key words: data analysis, data visualisation

Essential and desirable skills:

Essential: Familiarity with Excel or SPSS.

Desirable: Some experience creating graphs and tables in Excel or SPSS.

Where the work will be carried out: at FSA offices, Clive house, London

Preferred selection method: Interview (London) /Telephone Interview

Support and training offered by the organisation:

On-going support will be available from a member of the FSA Social Research Team as well as member of the Statistics Team who will introduce the data and placement requirements.

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.

Financial assistance offered by the organisation: None