

Food and You 2 - Wave 5

Area of research interest: [Food and You 2](#)

Project status: Completed

Authors: Dr Beth Armstrong, Lucy King, Robin Clifford, Mark Jitlal, Ayla Ibrahim Jarchlo, Katie Mears, Charlotte Parnell, Dr Daniel Mensah

Conducted by: Ipsos

Date published: 1 March 2023

DOI: <https://doi.org/10.46756/sci.fsa.fqq357>

Introduction

Food and You 2 is a biannual survey which measures self-reported consumer knowledge, attitudes and behaviours related to food safety and other food issues amongst adults in England, Wales, and Northern Ireland.

The survey is primarily carried out online using a methodology known as 'push-to-web'.

Fieldwork was conducted between 26 April and 24 July 2022. A total of 6,770 adults from 4,727 households across England, Wales and Northern Ireland completed the survey.

Topics covered in the Food and You 2: Wave 5 Key Findings report include:

- food you can trust?
- concerns about food??
- food security??
- food shopping and labelling?
- online platforms?
- eating at home (food safety)?
- food-related behaviours and eating habits?

Main findings

Confidence in food safety, authenticity and the food supply chain??

- most respondents (91%) reported that they were confident that the food they buy is safe to eat
- around three quarters of respondents (74%) reported that they had confidence in the food supply chain??
- 86% of respondents were confident that the information on food labels is accurate

Concerns about food???

- 80% of respondents had no concerns about the food they eat, with 20% of respondents reporting they had a concern

- when prompted, the most common concerns related to food prices (66%), food waste (60%), and the amount of sugar in food (59%)

?Food security???

- across England, Wales, and Northern Ireland, 80% of respondents were classified as food secure (67% high, 13% marginal) and 20% of respondents were classified as food insecure (10% low, 10% very low)??
- 80% of respondents in England reported high or marginal food security, with 78% in Northern Ireland, and 74% in Wales. Low or very low food security was reported by 20% of respondents in England, 22% in Northern Ireland, and 26% in Wales

Food shopping and labelling

- 83% of respondents reported that they bought food from a supermarket or mini supermarket about once a week or more often
- 51% of respondents reported that they bought food from independent shops (greengrocers, butchers, bakers, fishmongers) and 44% bought food from a local / corner shop or newsagents 2-3 times a month or less often
- 83% of respondents who go food shopping and take into consideration a person who has a food allergy or intolerance were confident that the information provided on food labelling allows them to identify foods that will cause a bad or unpleasant physical reaction

Online platforms

- 60% of respondents reported that they had ordered food or drink from the websites of a restaurant, takeaway or café, while 55% of respondents had ordered from an online ordering and delivery company (for example, Just Eat, Deliveroo, Uber Eats).
- 27% of respondents had ordered via an online marketplace (for example Amazon, Gumtree, Etsy), 10% had ordered food or drink through a food sharing app (for example Olio, Too Good To Go), and 8% had ordered via social media platforms (for example, Facebook, Instagram, Nextdoor)

Eating at home

- 49% of respondents reported that they always wash their hands before eating.
- 74% of respondents reported that they always wash their hands before preparing or cooking food
- 65% of respondents reported that they always check use-by dates before they cook or prepare food

Food-related behaviours and eating habits

- most respondents had made changes to their eating habits in the last 12 months. The most common changes related to what and where respondents ate, reducing food costs and increased food management behaviours
- the main causes of reported changes in eating habits were financial reasons (69%), health reasons (47%), and because of COVID-19 and lockdown (41%)

Research reports

[Food and You 2 Wave 5: Key Findings report](#)

PDF

[View Food and You 2 Wave 5 Technical report as PDF](#)([Open in a new window](#)) (631 KB)

Data tables

The data tables for the Wave 5 report are available in our [data catalogue](#).