

Consumer research on living with a food hypersensitivity

A food hypersensitivity includes allergy, intolerance and coeliac disease. Read on for information if you are interested in participating.

The FSA is carrying out a piece of research to explore how people living with food hypersensitivities are affected by these conditions in their daily lives. The work will also be looking at the impact on their families, as well.

The research is split across two studies:

- The FOODSENSITIVE study – this study, in two parts, seeks to understand how food hypersensitivities impact on people's quality of life.
- The 'Food Hypersensitivity: What does it cost you?' study – this study aims to estimate the financial implications of living with a food hypersensitivity.

The research is open to people living in England, Wales and Northern Ireland. The surveys will also be shared through Allergy UK, the Anaphylaxis Campaign and Coeliac UK, while the FOODSENSITIVE study will also be shared through the Natasha Allergy Research Foundation.

The FOODSENSITIVE study

The FOODSENSITIVE study will run two online surveys to collect information on how food hypersensitivities can impact quality of life.

1. FOODSENSITIVE – Impact. This survey launched in 2020 and will run 2021. It captures behaviours, attitudes and quality of life for adults and children (aged 8 to 17 years) with food hypersensitivities, as well as parents of children with food hypersensitivities.
2. FOODSENSITIVE – Value. This one-off survey aims to capture the cost of the intangible aspects of living with a food hypersensitivity. For example, you might be asked to trade-off between different symptoms related to food hypersensitivities and the price you would pay to avoid them. This work is scheduled to conclude in 2022.

This study is being led by Aston University. If you would like further information about these surveys, please contact the FOODSENSITIVE study team at: foodsensitive@aston.ac.uk.

The 'Food Hypersensitivity: What does it cost you?' study

This one-off survey collected information on the financial costs of living with a food hypersensitivity. This would be, for example, the cost of purchasing allergen-free food, medication, as well as days off work as a result of managing these conditions.

This study was led by [RSM UK Consulting](#) and the survey closed in January 2021.

Why you should take part

By taking part in these studies, you are helping us understand how food allergies, food intolerances and coeliac disease affect people across the UK. This will help us to work out better ways to support people like you in managing these conditions more easily.

How we keep your information safe

- Your information will be treated as confidential and will be used for research purposes only. It will not be used for commercial purposes. The data will be published in a form that means you will not be identifiable from your responses.
- We may wish to re-contact you about participating in related research projects, but we will only do so if you give your permission for this when asked in the survey.
- If you would like further information on how our research contractors and the FSA handle and process personal data, as well as your rights under data protection regulations to access your personal data, withdraw consent or object to the processing of your personal data, you can read the [Privacy notice for Participants in FSA research projects](#).

Further information

You can get in touch with us if you have any queries about taking part in these studies. Please contact Katharine Porter at Katharine.Porter@food.gov.uk or Nuria Casadevall at Nuria.Casadevall@food.gov.uk