

F&Y2 Wave 7 – Final Online Questionnaire Specification

[NOTES: IN PREVIOUS WAVES AN ANSWER HAD TO BE PROVIDED AT ALL QUESTIONS ASKED BEFORE THE RESPONDENT COULD MOVE ON - THE SAME APPROACH HAS BEEN ADOPTED FOR W7. EXISTING QUESTIONS HAVE BEEN COPIED FROM EXISTING SPECS BUT UPDATED AS REQUIRED FOR WAVE 7; ROUTING HAS BEEN AMENDED IF REQUIRED.]

INT1

{2. LOGOS: Ipsos and Food Standards Agency}

Food and You 2 Survey {display in centre of page in bold as a heading}

The aim of the survey is to help the Food Standards Agency (FSA) understand people's attitudes and behaviour relating to food, including how people shop for food, trust in the food system and concerns about food. The findings will be used to inform policy decision-making and communication campaigns by identifying areas where action or further research is required.

You can complete this survey on a desktop, laptop, tablet or smartphone. If at any point you wish to stop the survey and start again later, you will be able to do this.

[INFO: To stop the survey, simply close your internet browser. When you wish to resume, you can log back in with the same password and pick up where you left off.]

We advise you to use the same device if you stop the survey and return to it later.

The survey should take 30 minutes or less to complete.

Os hoffech lenwi'r arolwg hwn yn Gymraeg, cliciwch ar y botwm Cymraeg ar ochr dde uchaf y dudalen. Sylwch y gall fod angen i chi glicio'r botwm hwn eto ar ôl i chi gychwyn yr arolwg. If you would like to complete this survey in Welsh, please click on the Cymraeg button on the top right. Please note that you may need to click this button a second time once you have started the survey.

{PROGRAMMER: SHOW THE FOLLOWING TEXT IN A BOX IN THE CENTRE OF THE SCREEN:

Please enter one of the passwords from your invitation letter to start the survey.

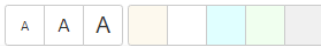
[INFO: If you are the first person in your household to complete the survey enter password 1. If someone else has already completed the survey enter password 2. If there is only one password on your letter, please use that one.]

{show two boxes with a hyphen between. Each box should take 3 letters or numbers}
{show blue button labelled as 'Start Survey' in white font in the bottom centre of the
box}}

INT 2

You may see the *i* symbol next to a question or an answer option. You can touch or click on it for extra information to help you answer the question.

The bar below can be found at the top right of the screen and you can use it to change the size of the text, or background colour of the screen



{Hyperlinks to 'About Ipsos', 'Privacy Policy', 'Accessibility', 'Contact us' and 'FAQs'
at the bottom of the screen}

[TIMESTAMP1]

[ASK ALL]

AGECHECK Can you confirm that you are aged 16 or over and are happy to proceed with the survey?

1. Yes **CONTINUE**
2. No **CLOSE**

IF AGECHECK = 1 CONTINUE

IF AGECHECK = 2 the survey closes permanently (they can't restart/resume)

MODULE: ABOUT YOU 1

[DISPLAY TO ALL]

We would like to start by asking a few questions about you and anybody you live with.

[ASK ALL]

NADULTS Including you, how many adults aged 16 or over are currently living in your household?

Please write your answer in the box below

[OPEN BOX]

99. Prefer not to say

HARD CHECK IN PLACE WHEN ENTER 0 WITH ERROR TEXT 'Please ensure you have included yourself when counting the number of adults in your household'

[ASK ALL]

NCHILDREN How many children or young people aged 0 to 15 years currently live in your household?

Please write your answer in the box below

[OPEN BOX]

99. Prefer not to say

[ASK ALL WHO HAVE CHILDREN – NCHILDREN >0]

CHILDAGE1 How old are these children?

[Show multiple rows up for children aged 0-15 in household]

CHILDAGE1_1

CHILDAGE1_2

CHILDAGE1_3

CHILDAGE1_4

CHILDAGE1_5

CHILDAGE1_6

Header: Age in Years

Row for each child:

First child

Second child (and so on)

99. Prefer not to say

[ASK IF CHILD IS AGED 7-15. QUESTION TO APPEAR AS GRID FORMAT FOR EACH CHILD]

TEXTFILL: For your child aged x

TEXTFILL if two children are the same age: For your first child aged x, For Your second child aged x

FSMANY Does that child receive free school meals?

Please select one answer only

1. Yes
2. No
3. Don't know
4. Prefer not to say

[ASK ALL]

GENDER Which of the following describes how you think of yourself?

Please select one answer only

SINGLE-CODE

1. Male
2. Female
3. In another way
4. Prefer not to say

[ASK IF GENDER=2]

PREGNANT Are you currently pregnant?

Please select one answer only

1. Yes
2. No
3. Prefer not to say / Don't know

[ASK ALL]

VEG Do you consider yourself to be any of the following?

Please select one answer only

1. Vegetarian [INFO BUTTON: a person who does not eat meat or fish]
2. Pescatarian [INFO BUTTON: a person who does not eat meat but does eat fish.]
3. Vegan [INFO BUTTON: a person who does not eat or use animal products.]
4. Mainly vegetarian but occasionally eat meat
5. None of these
6. Prefer not to say

[TIMESTAMP2]

[ASK ALL]

FOODREAC Do you suffer from a bad or unpleasant physical reaction after consuming certain foods, or avoid certain foods because of the bad or unpleasant physical reaction they might cause? [INFO BUTTON: This may include symptoms

associated with food allergies and food intolerances, such as difficulties breathing and swallowing, skin rash, itching and swelling on the face or in the mouth, nausea, vomiting, abdominal pain, bloating or diarrhoea.]

Please select one answer only

1. Yes
2. No
3. Don't know
4. Prefer not to say

[ASK IF HAS NEGATIVE REACTION - FOODREAC = 1]

REACsourc Do you experience a bad or unpleasant physical reaction to any of the following foods?

Please select all that apply

1. Peanuts
2. Other nuts e.g. almonds, hazelnuts, walnuts, cashew nuts, pecans
3. Cow's milk and products made with cow's milk e.g. butter, cheese, cream, yoghurt
4. Cereals containing gluten e.g. wheat, rye, barley, oats
5. Eggs
6. Fish
7. Crustaceans e.g. crabs, lobster, prawns, scampi
8. Molluscs e.g. mussels, snails, squid, whelks, clams, oysters
9. Soya
10. Celery/celeriac
11. Mustard
12. Lupin
13. Sesame
14. Sulphur dioxide/sulphites
15. Other cereals e.g. buckwheat, rice, corn (please specify)
16. Any fruit (please specify)
17. Any vegetables (please specify)
18. Other (please specify)

19. Prefer not to say [EXCLUSIVE]

[ASK FOR EACH FOOD TO WHICH PARTICIPANT HAS A NEGATIVE REACTION AT REACSOURC – REACSOURC <> 19]

REACTYP How would you best describe your problem with {TEXT FILL WITH FOOD TYPE}?

- | | |
|--------------------|--|
| REACTYP _1 | Peanuts |
| REACTYP _2 | Other nuts e.g. almonds, hazelnuts, walnuts, cashew nuts, pecans |
| REACTYP _3 | Cow's milk and products made with cow's milk e.g. butter, cheese, cream, yoghurt |
| REACTYP _4 | Cereals containing gluten e.g. wheat, rye, barley, oats |
| REACTYP _5 | Eggs |
| REACTYP _6 | Fish |
| REACTYP _7 | Crustaceans e.g. crabs, lobster, prawns, scampi |
| REACTYP _8 | Molluscs e.g. mussels, snails, squid, whelks, clams, oysters |
| REACTYP _9 | Soya |
| REACTYP _10 | Celery/celeriac |
| REACTYP _11 | Mustard |
| REACTYP _12 | Lupin |
| REACTYP _13 | Sesame |
| REACTYP _14 | Sulphur dioxide/sulphites |
| REACTYP _15 | Other cereals e.g. buckwheat, rice, corn |
| REACTYP _16 | Fruit |
| REACTYP _17 | Vegetables |
| REACTYP _18 | Other |

Please select one answer only

1. Food allergy
2. Food intolerance
3. Coeliac disease
4. Other
5. Don't know
6. Prefer not to say

[ASK FOR EACH FOOD TO WHICH PARTICIPANT HAS A NEGATIVE REACTION AT REACSOURCE – REACSOURCE <> 19]

REACCOND How did you find out about your problem with {INSERT ITEM FROM REACSOURCE}?

MULTICODE

REACCOND_1	Peanuts
REACCOND_2	Other nuts e.g. almonds, hazelnuts, walnuts, cashew nuts, pecans
REACCOND_3	Cow's milk and products made with cow's milk e.g. butter, cheese, cream, yoghurt
REACCOND_4	Cereals containing gluten e.g. wheat, rye, barley, oats
REACCOND_5	Eggs
REACCOND_6	Fish
REACCOND_7	Crustaceans e.g. crabs, lobster, prawns, scampi
REACCOND_8	Molluscs e.g. mussels, snails, squid, whelks, clams, oysters
REACCOND_9	Soya
REACCOND_10	Celery/celeriac
REACCOND_11	Mustard
REACCOND_12	Lupin
REACCOND_13	Sesame
REACCOND_14	Sulphur dioxide/sulphites
REACCOND_15	Other cereals e.g. buckwheat, rice, corn
REACCOND_16	Fruit
REACCOND_17	Vegetables
REACCOND_18	Other

Please select all that apply

1. I have been diagnosed by an NHS or private medical practitioner (e.g. GP, dietician, allergy specialist in a hospital or clinic) [INFO BUTTON: Common diagnosis methods include patient history assessments, skin prick test, blood test, food challenge, patch tests and elimination tests]
2. I have been diagnosed by an alternative or complementary therapist (e.g. homeopath, reflexologist, online or walk-in allergy testing service)

3. I have noticed that this food causes me problems, but I have not been formally diagnosed with a specific condition.
4. Other (please specify)

[ASK IF FOODREAC=1]

REACSEV How would you describe your bad or unpleasant physical reaction? If you have reactions to multiple foods, please consider your most unpleasant reaction.

Please select one answer only

1. Mild
2. Moderate
3. Severe
4. Don't know

[ASK ALL]

COOKHH In general, who does the food preparation and cooking for your household?

Please select one answer only

1. I do all or most of the food preparation and cooking
2. I share the responsibility with someone else
3. Someone else in my household does it
4. Someone else outside of my household (e.g. a relative or carer) does it
5. Each person prepares / cooks their own food
6. Don't know

[IF COOKHH =3,4, 6]

EVCOOK Do you ever do any food preparation or cooking for your household?

Please select one answer only

1. Yes
2. No

[TIMESTAMP3]

MODULE: FOOD SHOPPING

We are now going to ask you a few questions about food shopping and ordering food online.

[ASK ALL]

WHOSHOP Generally, who does the food shopping for your household? Please include both online and in store food shopping.

Please select one answer only

1. I do all or most of the food shopping
2. I share the responsibility with someone else
3. Someone else in my household does it
4. Someone else outside of my household (e.g. a relative or carer) does it
5. Each person does their own food / grocery shopping
6. Don't know

[ASK IF WHOSHOP = 3, 4, 6]

EVSHOP Do you ever do any food shopping for your household?

Please select one answer only

1. Yes
2. No

[ASK IF (FOODREAC=1 and/or MORE THAN ONE PERSON IN THE HOUSEHOLD (NADULTS>1 and/or NCHILDREN=1 or more)) AND WHOSHOP=1,2,5 OR EVSHOP=1]

SHOPALLER When shopping for food, do you consider the dietary requirements of yourself or someone else in your household who may experience bad or unpleasant physical reactions to foods?

Please select one answer only

1. Yes
2. No

3. Don't know
4. Prefer not to say

[ASK ALL]

SHOPTY1_w7 How often, if at all, do you ...

SHOPTY1_w7_f ...shop for food in store at a large supermarket?

SHOPTY1_w7_g ... shop for food in store at a mini supermarket (e.g. Local/Metro)?

SHOPTY1_w7_e ...order food or drink **online** from a supermarket (including home delivery and collection from store)?

SHOPTY1_w7_b ...shop for food at independent greengrocers, butchers, bakers or fishmongers?

SHOPTY1_w7_c ...shop for food at local / corner shops, newsagents or garage forecourts?

Please select one answer only for each statement

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Never
9. Can't remember
10. I don't do any food shopping

[ASK ALL]

SHOPTY2 How often, if at all, do you ...

SHOPTYP2_b ...shop for food at a local market, farmers market or farm shop?
[INFO BUTTON: this includes farm deliveries e.g. vegetable boxes]

SHOPTYP2_c ...get a recipe box delivered (e.g. Hello Fresh, Gousto)? [INFO BUTTON: This includes recipe boxes ordered online that are delivered to you]

Please select one answer only for each statement

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Never
9. Can't remember
10. I don't do any food shopping

[ASK ALL] [SHOW AS GRID]

SHOPHAVE Have you ever ordered food or drink online through:

SHOPHAVE_a A restaurant's, café's or takeaway's own website?

SHOPHAVE_b An online ordering and delivery company e.g. Just Eat, Deliveroo or Uber Eats, etc?

SHOPHAVE_c An online marketplace, e.g. Amazon, Gumtree, Etsy, etc?

SHOPHAVE_d Social media, e.g. Facebook, Instagram, Nextdoor, etc?

SHOPHAVE_e A food sharing app, e.g. Olio or Too Good to Go, etc?

Please select one answer only for each statement

1. Yes
2. No

[ASK IF HAVE EVER ORDERED DIRECTLY THROUGH A RESTAURANT'S, CAFÉ'S OR TAKEAWAY'S OWN WEBSITE, CODE 1 at SHOPHAVE_a]

SHOPTYP3_a How often do you order food or drink online **directly through a restaurant's, café's or takeaway's own website?**

Please select one answer only

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Can't remember

[ASK IF HAVE EVER ORDERED DIRECTLY THROUGH A RESTAURANT'S, CAFÉ'S OR TAKEAWAY'S OWN WEBSITE, CODES 1-7 at SHOPTYP3_a]

PLAWHATA In the last 12 months, what food or drink have you ordered online **directly through a restaurant's, café's or takeaway's own website?**

Please select all that apply

MULTI-CODE

1. Prepared cooked meals or snacks
2. Baked goods and desserts, such as cheesecakes, cakes, biscuits, breads etc
or dough/mixes to make these
3. Milkshakes / ice creams
4. Protein shakes
5. Fresh fruit or vegetables (uncooked)
6. Dairy products, such as milk, cheese, yoghurt, butter etc
7. Alcoholic drinks, such as beer, wine, spirits, cocktails
8. Non-alcoholic drinks
9. Other (please specify)

[ASK IF HAVE EVER ORDERED DIRECTLY THROUGH A RESTAURANT'S, CAFÉ'S OR TAKEAWAY'S OWN WEBSITE, CODES 1-7 at SHOPTY3_a]

ONORDERA Have you had any of the following problems when ordering food or drink online **directly through a restaurant's, café's or takeaway's own website?**

Please select all that apply

MULTI-CODE

1. The food or drink items were spilt or the packaging was broken or damaged
2. A food or drink item was missing from the order
3. A food or drink item was out of date
4. The food was undercooked
5. I received substitutions that I was not happy with
6. I received food or drink items that were of lower quality than advertised
7. The food or drink that people might be allergic to was delivered in the same bag as other foods
8. The food or drink containers were labelled incorrectly, or labels were mixed up
9. The food or drink labels did not give details about ingredients that people might be allergic to
10. The wrong food or drink items were delivered
11. The food or drink items were not hot by the time they were delivered
12. The food or drink items were delivered late
13. The food or drink containers were dirty
14. Something else was wrong with the order (please specify)
15. I haven't had any problems [SINGLE CODE]

[ASK IF HAVE EVER ORDERED THROUGH AN ONLINE ORDERING AND DELIVERY COMPANY, CODE 1 at SHOPHAVE_b]

SHOPTY3_b How often do you order food or drink online through **an online ordering and delivery company e.g. Just Eat, Deliveroo or Uber Eats, etc?**

Please select one answer only

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Can't remember

[ASK IF HAVE EVER ORDERED THROUGH AN ONLINE ORDERING AND DELIVERY COMPANY, CODES 1-7 at SHOPTY3_b]

PLAWHATB In the last 12 months, what food or drink have you ordered online through **an online ordering and delivery company e.g. Just Eat, Deliveroo or Uber Eats etc?**

Please select all that apply

MULTI-CODE

1. Prepared cooked meals or snacks
2. Baked goods and desserts, cheesecakes, cakes, biscuits, breads etc or dough/mixes to make these
3. Milkshakes / ice creams
4. Protein shakes
5. Fresh fruit or vegetables (uncooked)
6. Dairy products, such as milk, cheese, yoghurt, butter etc
7. Sweets and chocolates
8. Alcoholic drinks, such as beer, wine, spirits, cocktails
9. Non-alcoholic drinks
10. Other (please specify)

[ASK IF HAVE EVER ORDERED THROUGH AN ONLINE ORDERING AND DELIVERY COMPANY, CODES 1-7 at SHOPTY3_b]

ONORDERB Have you had any of the following problems when ordering food or drink online through **an online ordering and delivery company e.g. Just Eat, Deliveroo or Uber Eats etc?**

Please select all that apply

MULTI-CODE

1. The food or drink items were spilt or the packaging was broken or damaged
2. A food or drink item was missing from the order
3. A food or drink item was out of date
4. The food was undercooked
5. I received substitutions that I was not happy with
6. I received food or drink items that were of lower quality than advertised
7. The food or drink that people might be allergic to was delivered in the same bag as other foods
8. The food or drink containers were labelled incorrectly, or the labels were mixed up
9. The food or drink labels did not give details about ingredients that people might be allergic to
10. The wrong food or drink items were delivered
11. The food or drink items were not hot by the time they were delivered
12. The food or drink items were delivered late
13. The food or drink containers were dirty
14. Something else was wrong with the order (please specify)
15. I haven't had any problems [SINGLE CODE]

[ASK IF HAVE EVER ORDERED THROUGH AN ONLINE MARKETPLACE, CODE 1 at SHOPHAVE_c]

SHOPTYP3_c How often do you order food or drink online through **an online marketplace, e.g. Amazon, Gumtree, Etsy, etc?**

Please select one answer only

1. Every day
2. Most days
3. 2-3 times a week

4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Can't remember

[ASK IF HAVE EVER ORDERED THROUGH AN ONLINE MARKETPLACE, CODES 1-7 at SHOPTY3_c]

PLAWHATC In the last 12 months, what food or drink have you ordered online through **an online marketplace e.g. Amazon, Gumtree, Etsy etc?**

Please select all that apply

MULTI-CODE

1. Prepared cooked meals or snacks
2. Meal kits or recipe boxes (to be cooked at home)
3. Baked goods and desserts, such as cheesecakes, cakes, biscuits, breads etc or dough/mixes to make these
4. Milkshakes / ice creams
5. Protein shakes
6. Fresh fruit or vegetables (uncooked)
7. Raw meat
8. Dairy products, such as milk, cheese, yoghurt, butter, etc
9. Packaged goods, such as tins, jars, boxes, bottles, etc
10. Sweets and chocolates
11. Alcoholic drinks, such as beer, wine, spirits, cocktails
12. Non-alcoholic drinks
13. Other (please specify)

[ASK IF HAVE EVER ORDERED THROUGH AN ONLINE MARKETPLACE, CODES 1-7 at SHOPTY3_c]

ONORDERC Have you had any of the following problems when ordering food or drink online through **an online marketplace e.g. Amazon, Gumtree, Etsy etc?**

Please select all that apply

MULTI-CODE

1. The food or drink items were spilt or the packaging was broken or damaged
2. A food or drink item was missing item from the order
3. A food or drink item was out of date
4. The food was undercooked
5. I received substitutions that I was not happy with
6. I received food or drink items that were of lower quality than advertised
7. Chemical or poisonous items (such as cleaning products) were delivered in the same bag as the food items
8. The food or drink that people might be allergic to was delivered in the same bag as other foods
9. The food or drink containers were labelled incorrectly, or the labels were mixed up
10. The food or drink labels did not give details about ingredients that people might be allergic to
11. The wrong food or drink items were delivered
12. The food or drink items were not hot by the time they were delivered
13. The food or drink items were delivered late
14. The food or drink containers were dirty
15. Something else was wrong with the order (please specify)
16. I haven't had any problems [SINGLE CODE]

[ASK IF HAVE EVER ORDERED ONLINE THROUGH SOCIAL MEDIA, CODE 1 at SHOPHAVE_d]

SHOPTYP3_d How often do you order food or drink online through **social media, e.g. Facebook, Instagram, Nextdoor, etc?**

Please select one answer only

1. Every day
2. Most days

3. 2-3 times a week
4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Can't remember

[ASK IF HAVE EVER ORDERED ONLINE THROUGH SOCIAL MEDIA, CODES 1-7 at SHOPTY3_d]

PLAWHATD In the last 12 months, what food or drink have you ordered online through **social media e.g. Facebook, Instagram, Nextdoor etc?**

Please select all that apply

MULTI-CODE

1. Prepared cooked meals or snacks
2. Meal kits or recipe boxes (to be cooked at home)
3. Baked goods and desserts, such as cheesecakes, cakes, biscuits, breads etc or dough/mixes to make these
4. Milkshakes / ice creams
5. Protein shakes
6. Fresh fruit or vegetables (uncooked)
7. Raw meat
8. Dairy products, such as milk, cheese, yoghurt, butter, etc
9. Packaged goods, such as tins, jars, boxes, bottles, etc
10. Sweets and chocolates
11. Alcoholic drinks, such as beer, wine, spirits, cocktails
12. Non-alcoholic drinks
13. Other (please specify)

[ASK IF HAVE EVER ORDERED ONLINE THROUGH SOCIAL MEDIA, CODES 1-7 at SHOPTY3_d]

ONORDERD Have you had any of the following problems when ordering food or drink online through **social media e.g. Facebook, Instagram, Nextdoor etc?**

Please select all that apply

MULTI-CODE

1. The food or drink items were spilt or the packaging was broken or damaged
2. A food or drink item was missing from the order
3. A food or drink item was out of date
4. The food was undercooked
5. I received substitutions that I was not happy with
6. I received food or drink items that were of lower quality than advertised
7. The food or drink that people might be allergic to was delivered in the same bag as other foods
8. The food or drink containers were labelled incorrectly, or the labels were mixed up
9. The food or drink labels did not give details about ingredients that people might be allergic to
10. The wrong food or drink items were delivered
11. The food or drink items were not hot by the time they were delivered
12. The food or drink items were delivered late
13. The food or drink containers were dirty
14. Something else was wrong with the order (please specify)
15. I haven't had any problems [SINGLE CODE]

[ASK IF HAVE EVER ORDERED ONLINE THROUGH FOOD SHARING APP, CODE 1 at SHOPHAVE_e]

SHOPTYP3_e How often do you order food or drink online through a food sharing app, e.g. Olio or Too Good to Go, etc?

Please select one answer only

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week

5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Can't remember

[ASK IF HAVE EVER ORDERED ONLINE THROUGH FOOD SHARING APP, CODES 1-7 at SHOPTY3_e]

PLAWHATE In the last 12 months, what food or drink have you ordered online through a **food sharing app e.g. Olio or Too Good to Go etc?**

Please select all that apply

MULTI-CODE

1. Prepared cooked meals or snacks
2. Meal kits or recipe boxes (to be cooked at home)
3. Baked goods and desserts, such as cheesecakes, cakes, biscuits, breads etc or dough/mixes to make these
4. Milkshakes / ice creams
5. Protein shakes
6. Fresh fruit or vegetables (uncooked)
7. Raw meat
8. Dairy products, such as milk, cheese, yoghurt, butter etc
9. Packaged goods, such as tins, jars, boxes, bottles, etc
10. Sweets and chocolates
11. Alcoholic drinks, such as beer, wine, spirits, cocktails
12. Non-alcoholic drinks
13. Other (please specify)

[ASK IF HAVE EVER ORDERED ONLINE THROUGH FOOD SHARING APP, CODES 1-7 at SHOPTY3_e]

ONORDERE Have you had any of the following problems when ordering food or drink online through a **food sharing app e.g. Olio or Too Good to Go etc?**

Please select all that apply

MULTI-CODE

1. The food or drink items were spilt or the packaging was broken or damaged
2. A food or drink item was missing from the order
3. A food or drink item was out of date
4. The food was undercooked
5. I received substitutions that I was not happy with
6. I received food or drink items that were of lower quality than advertised
7. The food or drink that people might be allergic to was delivered in the same bag as other foods
8. The food or drink containers were labelled incorrectly, or the labels were mixed up
9. The food or drink labels did not give details about ingredients that people might be allergic to
10. The wrong food or drink items were delivered
11. The food or drink items were not hot by the time they were delivered
12. The food or drink items were delivered late
13. The food or drink containers were dirty
14. Something else was wrong with the order (please specify)
15. I haven't had any problems [SINGLE CODE]

[TIMESTAMP4]

**[DISPLAY TO ALL – COUNTRY SPECIFIC WORDING AND STICKERS
DISPLAYED ON THE SAME SCREEN AS FHRS1_A. FHRS1_A TO APPEAR
BELOW THE STICKER.]**

SHOW TEXT IN ENGLAND:

FHRS stands for the Food Hygiene Rating Scheme, which is run in England. It provides 'at-a-glance' information to consumers on the results of hygiene inspections carried out by local authorities on businesses which sell food direct to consumers. Businesses are given a rating ranging from 0 at the bottom (urgent improvement

required) to 5 (very good). Businesses are provided with stickers to display their ratings at their premises. The stickers look like this:



SHOW TEXT IN WALES:

FHRS stands for the Food Hygiene Rating Scheme, which is run in Wales. It provides 'at-a-glance' information to consumers on the results of hygiene inspections carried out by local authorities on businesses which sell food. Businesses are given a rating ranging from 0 at the bottom (urgent improvement required) to 5 (very good). Businesses are provided with rating stickers which they are legally required to display at each public entrance to their premises. The stickers look like this:



SHOW TEXT IN NI:

FHRS stands for the Food Hygiene Rating Scheme, which is run in Northern Ireland. It provides 'at-a-glance' information to consumers on the results of hygiene inspections carried out by local authorities on businesses which sell food direct to consumers. Businesses are given a rating ranging from 0 at the bottom (urgent improvement required) to 5 (very good). Businesses are provided with rating stickers

which they are legally required to display at each public entrance to their premises.

The stickers look like this:



[ASK ALL] [SAME SCREEN AS INFORMATION AND STICKERS]

FHRS1_A Have you heard of the Food Hygiene Rating Scheme?

Please select one answer only

1. Yes, I've heard of it and know quite a lot about it
2. Yes, I've heard of it and know a bit about it
3. Yes, I've heard of it but don't know much about it
4. Yes, I've heard of it but don't know anything about it
5. No, I've never heard of it

[TIMESTAMP5]

[ASK FHRSON IF codes 1-7 AT ANY of SHOPTY3a/b/c/d/e AND FHRS1_A IS 'YES', CODES 1-4.]

FHRSON When you order food and drink online, how often do you look for Food Hygiene Rating Scheme (FHRS) ratings?

Please select one answer

SINGLE-CODE

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never

6. Don't know

[ASK IF 'YES' AT FHRSON, Codes 1-4]

FHRSEASEA When you look for **FHRS ratings** when ordering food and drink online, how often, if at all, are they **easy to find**?

Please select one answer only

SINGLE-CODE

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK IF 'YES' AT FHRSEASEA, Codes 1-4]

FHRSCLEAR_a When you find **FHRS ratings** when ordering food and drink online, how often, if at all, are they **easy to understand**?

Please select one answer only

SINGLE-CODE

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[TIMESTAMP6]

[ASK IF (SHOPTYP3a/b/c/d/e codes 1-7) AND (FOODREAC=1 AND/OR (NADULTS>1 and/or NCHILDREN=1 or more))]

ALLERGYION When you order food and drink online, how often do you look for information that allows you to identify food that might cause you or another member of your household a bad or unpleasant physical reaction? [INFO BUTTON: This may include symptoms associated with food allergies and food intolerances, such as difficulties breathing and swallowing, skin rash, itching and swelling on the face or in the mouth, nausea, vomiting, abdominal pain, bloating or diarrhoea.]

Please select one answer only

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK IF codes 1-4 AT ALLERGYION]

ALLERGYIEASEON When ordering food and drink online and you look for information that allows you to identify food that might cause you or another member of your household a bad or unpleasant physical reaction, how often, if at all, is this information **easy to find**?

Please select one answer only

SINGLE-CODE

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK IF 'YES' AT ALLERGYIEASEON, Codes 1-4]

ALLERGYUNDON When ordering food and drink online and you find information that allows you to identify food that might cause you or another member of your

household a bad or unpleasant physical reaction, how often, if at all, is this information **easy to understand**?

Please select one answer

SINGLE-CODE

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK IF 'YES' AT ALLERGYIEASEON, Codes 1-4]

ALLCONF4 How confident are you that the information provided online for the food and drink you want to order allows you to identify foods that might cause you or another member of your household a bad or unpleasant physical reaction?

Please select one answer only

SINGLE-CODE

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. It varies from place to place
6. Don't know

[TIMESTAMP7]

[DISPLAY INTRO IF DOES SOME FOOD SHOPPING – WHOSHOP=1, 2, 5 OR EVSHOP = 1]

We are now going to ask you some questions about food labelling.

[ASK IF DOES SOME FOOD SHOPPING – WHOSHOP=1, 2, 5 OR EVSHOP = 1]

[FOLLOWING COMPRISES 7 QUESTIONS WITH COMMON STEM AND FREQ SCALE]

FOODCHK1 When shopping for food, how often, if at all, do you check...

FOODCHK1_a ...use by dates? [INFO BUTTON: a use by date on food is about safety. Foods can be eaten until the use by date but not after. You will see use by dates on food that goes off quickly, such as meat products or ready-to-eat salads]

FOODCHK1_b ...best before dates? [INFO BUTTON: The best before date, sometimes shown as best before end (BBE), is about quality and not safety. The food will be safe to eat after this date but may not be at its best. Best before dates appear on a wide range of foods including frozen, dried and tinned foods]

FOODCHK1_c ...list of ingredients?

FOODCHK1_d ...allergen information?

Please select one answer only for each statement

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK IF DOES SOME FOOD SHOPPING – CODES 1,2 5 AT WHOSHOP OR CODE 1 AT EVSHOP]

FOODCHK2 When shopping for food, how often, if at all, do you check ...

FOODCHK2_a ...nutritional information (e.g. calories, fat, sugar, salt)?

FOODCHK2_b ...country of origin?

FOODCHK2_c ...food assurance scheme logos (e.g. Red Tractor, The Lion Mark, RSPCA Assured, Soil Association)? [INFO BUTTON: In the UK, food assurance schemes, such as Red Tractor and Lion

Eggs, help to provide consumers and businesses with guarantees that food has been produced to specific standards of food safety or animal welfare]

Please select one answer only for each statement

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK IF SHOPALLER=1]

ALLCONF2 How confident are you that the information provided on food labels allows you to identify foods that will cause you or another member of your household a bad or unpleasant physical reaction? [INFO BUTTON: This may include symptoms associated with food allergies and food intolerances, such as difficulties breathing and swallowing, skin rash, itching and swelling on the face or in the mouth, nausea, vomiting, abdominal pain, bloating or diarrhoea.]

Please select one answer only

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. It varies from place to place
6. Don't know

[ASK IF SHOPALLER=1]

ALLCONF3 When buying **food that is sold loose** (e.g. at a bakery or deli counter), how confident are you that you can identify foods that will cause you or another member or your household a bad or unpleasant physical reaction? Consider food sold loose from the following sources...

- ALLCONF3_a** ...from supermarkets in store
- ALLCONF3_b** ...from supermarkets online
- ALLCONF3_c** ...from independent food shops [INFO BUTTON: This refers to small food shops that are independently owned and are not part of a chain]
- ALLCONF3_d** ...food markets/stalls

Please select one answer only for each statement

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. It varies from place to place
6. I don't buy food from here
7. I don't buy food sold loose
8. Don't know

[NEW SCREEN]

Sometimes a problem with the quality or safety of a food product will be identified after it has been put on shop shelves.

When this occurs, a Food Alert will be issued to inform the public.

When the problem relates to allergens or allergen information, an Allergy Alert will be issued.

[NEW SCREEN]

[ASK ALL]

ALERT How frequently, if at all, do you actively check for...

ALERT_a Food Alerts?

ALERT_b Allergy Alerts?

Please select one answer only for each statement

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK IF CHECK FOR FOOD ALERTS: ALERT A=1, 2, 3 or 4]

FOODALERT1 Where do you check for **Food Alerts**?

Please select all that apply

MULTI CODE.

1. Notices in a supermarkets or shop
2. Food Standards Agency website
3. Other websites e.g. consumer groups, charities, food businesses, local council
4. News articles (in newspapers, news websites or on news apps)
5. Social media e.g. Facebook, Twitter
6. Other (please specify)

[ASK IF CHECK FOR ALLERGY ALERTS: ALERT B=1, 2, 3 or 4]

ALLALERT1 Where do you check for **Allergy Alerts**?

Please select all that apply

MULTI CODE.

1. Notices in a supermarkets or shop
2. Food Standards Agency website

3. Other websites e.g. consumer groups, charities, food businesses, local council
4. News articles (in newspapers, news websites or on news apps)
5. Social media e.g. Facebook, Twitter
6. Other (please specify)

[ASK ALL]

A3 Are you currently signed up to receive Food or Allergy Alerts from the Food Standards Agency?

Please select one answer only

1. Yes
2. No
3. Don't know

[ASK ALL]

AWAREAL In the last 12 months, have you been made aware of..

AWAREAL_1 .. a Food Alert?

AWAREAL_2 .. an Allergy Alert?

Please select one answer only for each statement

1. Yes
2. No
3. Don't know

[ASK IF MADE AWARE OF FOOD ALERT: AWAREAL_1 = 1]

FOODALERT2 Thinking about the last **Food Alert** you saw, how were you made aware of it?

Please select all that apply

1. Notices in shops or supermarkets
2. Food Standards Agency website
3. Food Standards Agency Alert (text or email)
4. News articles (in newspapers, news websites or on news apps)
5. TV or radio announcement
6. Social media
7. Family or friends
8. Other websites e.g. consumer groups, charities, food businesses, local council
9. Other (please specify)
10. Don't know **[EXCLUSIVE]**

[ASK IF MADE AWARE OF FOOD ALERT: AWAREAL_1= 1]

FOODALERT3 Did the Food Alert apply to a food product purchased by you or a member of your household?

Please select one answer only

1. Yes
2. No
3. Can't remember

[ASK IF FOOD ALERT APPLIED TO PRODUCT BOUGHT: FOODALERT3=1]

FOODALERT4 What did you do with the food product you had purchased after seeing the Alert?

Please select one answer only

1. Nothing - the product had already been eaten
2. Ate it anyway
3. Threw it away
4. Returned it to the store
5. Something else
6. Don't know

[ASK IF MADE AWARE OF ALLERGY ALERT: AWAREAL_2 = 1]

ALLALERT2 Thinking about the last **Allergy Alert** you saw, how were you made aware of it?

Please select all that apply

1. Notices in shops or supermarkets
2. Food Standards Agency website
3. Food Standards Agency Alert (text or email)
4. News articles (in newspapers, news websites or on news apps)
5. TV or radio announcement
6. Social media
7. Family or friends
8. Other websites e.g. consumer groups, charities, food businesses, local council
9. Other (please specify)
10. Don't know **[EXCLUSIVE]**

[ASK IF MADE AWARE OF ALLERGY ALERT: AWAREAL_2 = 1]

ALLALERT3. Did the Allergy Alert apply to a food product purchased by you or a member of your household?

Please select one answer only

1. Yes
2. No
3. Can't remember

[IF APPLIED TO PRODUCT BOUGHT: ALLALERT3 = 1]

ALLALERT4 What did you do with the food product you had purchased after seeing the Alert?

Please select one answer only

SINGLE CODE

1. Nothing - the product had already been eaten
2. Ate it anyway
3. Threw it away
4. Returned it to the store
5. Something else
6. Don't know

[TIMESTAMP8]

[NEW SCREEN]

The following questions are about Cannabidiol. This is an ingredient that is sometimes contained in food, drinks, medicines, cosmetics or other products sold in the UK.

[ASK ALL]

CANNA Have you heard of Cannabidiol, commonly known as CBD?

Please select one answer only

1. Yes, I've heard of it and know quite a lot about it
2. Yes, I've heard of it and know a bit about it
3. Yes, I've heard of it but don't know much about it
4. Yes, I've heard of it but don't know anything about it
5. No, I've never heard of it

[ASK IF CANNA=1,2, 3 OR 4]

CANNAUSE Have you used or consumed products containing Cannabidiol (CBD) in the last 12 months?

Please select one answer only

1. Yes
2. No
3. Don't know
4. Prefer not to say

[ASK IF CANNAUSE =1]

CANNAPROD How often, if at all, have you used or consumed the following products containing Cannabidiol (CBD) in the last 12 months?

CANNAPROD_a Drinks e.g. bottle water, beer, spirits, wine, coffee, or soda

CANNAPROD_b Food e.g. chocolate

CANNAPROD_c Oils e.g. tinctures, drops, syrups, olive oils

CANNAPROD_d Chewables e.g. gum drops

CANNAPROD_e Medicinal products e.g. Epidyolex, Sativex

CANNAPROD_f Vapes or tobacco substitutes

CANNAPROD_g Cosmetics [INFO BUTTON: serums, creams, cleansers, shampoos, body washes, bath oils/ salts, deodorant, balms, toothpaste]

Please select one answer only for each statement

1. Most days or every day
2. Several times a week
3. About once a week
4. Several times a month
5. About once a month
6. Once or a few times over the past year
7. Never
8. Can't remember

[ASK IF CANNAUSE =1]

CANNADOSE When using or consuming products containing Cannabidiol (CBD), typically how do you decide what a suitable dose or serving is?

RANDOMISE ANSWERS APART FROM 6, 7 AND 8

Please select all that apply

1. By monitoring the effect it has on me and increasing/ reducing the dose as needed
2. Following the instructions on the packaging or label
3. Following the advice from my doctor
4. Following the advice from a pharmacist or shop assistant
5. Researching about the topic on the internet
6. This doesn't apply to the products I use
7. This isn't something I think about
8. Other

[TIMESTAMP9]

MODULE: HEALTHY EATING (NORTHERN IRELAND ONLY)

[NORTHERN IRELAND ONLY]

INTRO: DISPLAY TO ALL IN NORTHERN IRELAND We are now going to ask you some questions about healthy eating.

[ASK ALL] [NORTHERN IRELAND ONLY]

VITSUP Are you currently taking any vitamin and/or mineral supplements (i.e. vitamins and minerals in a concentrated form like tablets, capsules, tonics)?

Please select one answer only

1. Yes
2. No

[ASK IF TAKING VITAMINS OR SUPPLEMENTS – VITSUP = 1] [NORTHERN IRELAND ONLY]

WHATVITSUP What vitamin and/or mineral supplements do you take?

Please select all that apply

1. Multi-vitamin or mineral

2. B vitamin(s) or B complex
3. Vitamin B12 injection
4. Vitamin C
5. Vitamin D
6. Fish oils or Omega 3
7. Folic acid
8. Iron
9. Magnesium
10. Other (please specify)

[ASK IF TAKING VITAMINS OR SUPPLEMENTS – VITSUP = 1] [NORTHERN IRELAND ONLY]

VITSUPFREQ How often do you take vitamin and/or mineral supplements? Please think about the vitamin and/or mineral supplements you take most frequently.

Please select one answer only

1. Every day
2. Most days
3. About once a week
4. Several times a month
5. About once a month
6. Once or a few times over the past year
7. Can't remember

[ASK IF TAKING VITAMINS OR SUPPLEMENTS- VITSUP=1] [NORTHERN IRELAND ONLY]

MEDVITSUP Have you been advised by a medical professional (e.g. a GP or dietician) to take these vitamin and/or mineral supplements?

Please select one answer only

1. Yes

2. No
3. Don't know/ Prefer not to say

[ASK IF TAKING VITAMINS OR SUPPLEMENTS – VITSUP = 1] [NORTHERN IRELAND ONLY]

WHYVITSUP What do you take vitamin and/or mineral supplements for?

RANDOMISE ANSWERS APART FROM 11 and 12 WITH PREGNANT NEVER APPEARING FIRST

Please select all that apply

1. In case of pregnancy or currently pregnant
2. Vitamin and/or mineral deficiency
3. Due to tiredness
4. For general health and wellbeing
5. Due to age or getting older
6. For a specific health condition
7. To improve sports performance
8. To improve / fortify my diet
9. Other reason (please specify)
10. Prefer not to say / Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

HEALTHY Overall, would you say that what you usually eat is...

Please select one answer only

1. ...very healthy
2. ...fairly healthy
3. ...neither healthy nor unhealthy

4. ...fairly unhealthy or
5. ...very unhealthy?
6. Don't know
7. Prefer not to say

[ASK ALL] [NORTHERN IRELAND ONLY]

FV5ADAYITEMS_w7

MULTICODE

Which of the following, if any, can count towards someone's daily fruit and vegetable intake?

RANDOMISE ANSWERS APART FROM 17

Please select all that apply

1. Fresh fruit
2. Frozen fruit
3. Fresh vegetables
4. Frozen vegetables
5. Jam
6. Pure fruit juice
7. Potatoes
8. Dried fruit, for example raisins or apricots
9. Rice
10. Pasta
11. Tinned fruit, for example, peaches
12. Tinned vegetables, for example sweetcorn
13. Fruit smoothies
14. Pulses, such as lentils, chickpeas or kidney beans
15. Nuts and seeds
16. Baked beans
17. None of these [EXCLUSIVE]

[ASK ALL] [NORTHERN IRELAND ONLY]

LAYOUT: QUESTION ABOUT VEGETABLES ASKED FIRST, THEN FRUIT ON THE SAME SCREEN.

PORTION Thinking about what you ate and drank **yesterday**. How many portions of...

PORTION_VEG	<p>Vegetables did you eat yesterday?</p> <p>A portion is around 3 heaped tablespoons of beans or pulses or cooked vegetables such as carrots or peas, a handful of cherry tomatoes or a bowl of salad. Please include salad, fresh, frozen or tinned vegetables but do not include potatoes.</p> <p>[OPEN BOX] 98. Don't know</p>
PORTION_FRUIT	<p>Fruit did you eat yesterday?</p> <p>A portion is one slice of large fruit such as a pineapple or melon, an apple, banana or pear, two small pieces of fruit such as satsumas or plums, a handful of grapes or 1 tablespoon of dried fruit. Please include fresh, frozen, tinned or dried fruit. Do not include fruit juice as we will ask you about that next.</p> <p>[OPEN BOX] 98. Don't know</p>

[ASK ALL] [NORTHERN IRELAND ONLY]

FJUICE

Did you drink a glass of fruit juice or smoothie yesterday?

Please include pure juice, 100% freshly squeezed, fruit smoothies or juice from concentrate but **do not include squash or diluted juice drinks.**

Please select one answer

1. Yes – a small glass (150ml/5 fluid ounces)
2. Yes – a larger glass (more than 150ml/5 fluid ounces)
3. No – I did not drink any fruit juice yesterday
4. No – I drank less than a small glass (150ml/5 fluid ounces)
5. Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

[FOR THE FOLLOWING PLEASE USE CAROUSEL GRID FORMAT]

CONSUME

How often do you...

CONSUMEMEAT ...eat meat products (e.g. sausages, burgers, meat and chicken pies)?

CONSUMESWEETS ...eat sweets and chocolate?

CONSUMEFIZZY ...drink sugary fizzy drinks and diluted squash?

CONSUMECHIPS...eat chips and other fried foods?

CONSUMEFV ...eat fruit and vegetables?

Please select one answer only for each statement

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Never
9. Can't remember

[ASK ALL] [NORTHERN IRELAND ONLY]

CONSUME2

[FOR THE FOLLOWING PLEASE USE CAROUSEL GRID FORMAT]

How often do you eat...

CONSUME2POR ...porridge?

CONSUME2CEREAL ...high fibre cereal e.g. wheat biscuits, bran flakes, shredded wheat?

CONSUME2WWB ...wholemeal or wholegrain bread?

CONSUME2WWP ...wholewheat pasta?

CONSUME2POTS ...potatoes with the skins on?

Please select one answer only for each statement

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Never
9. Can't remember

[ASK ALL] [NORTHERN IRELAND ONLY]

DIETRANK_w7

MULTICODE (UP TO 5)

Which **five** of the following are the **most important** for people to do to have a healthy diet?

RANDOMISE ANSWERS

Please select up to five answers.

1. Eating foods such as bread, rice, pasta and potatoes
2. Eating fruit and vegetables
3. Eating a low carbohydrate diet
4. Eating fish, including oily fish
5. Eating a high protein diet
6. Eating a plant-based diet (eating majority of foods from plant sources)
7. Eating a high fat diet
8. Eating a low fat diet
9. Eating less salt
10. Eating less meat
11. Eating less dairy
12. Eating food lower in calories
13. Eating a vegan diet (not eating any animal products)
14. Drinking plenty of water
15. Limiting foods high in fat and saturated fat
16. Limiting food and drinks high in sugar
17. Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

EATWELL

Which **two** of the following food groups do you think the UK Government recommends should make up the **largest** part of our diet?

Please select two food types.

RANDOMISE ANSWERS.

1. Meats, fish, eggs, beans, pulses and other proteins
2. Potatoes, bread, rice, pasta and other starchy carbohydrates
3. Fruit and vegetables
4. Oils and spreads

5. Dairy (cheese, milk, yoghurt) and alternatives
6. Foods high in fat, sugar and salt
7. Don't know

[ASK IF ANY EXCEPT CODE 7 DON'T KNOW AT EATWELL] [NORTHERN IRELAND ONLY]

EATWELLS And which **two** of the remaining food types do you think the UK Government recommends should make up the **smallest** part of our diet?

[DISPLAY LIST EXCLUDING THE TWO SELECTED BY THE RESPONDENT AT EATWELLL]

Programmer instruction: All options except those selected at **EATWELLL** and 'Don't know' to be pulled into this screen

[ASK ALL] [NORTHERN IRELAND ONLY]

FOODCHANGE12M In the last 12 months, have you made, or attempted to make, any changes to what you eat or drink?

Please select one answer only

1. Yes
2. No
3. Don't know

[ASK IF FOODCHANGE12M =1 YES] [NORTHERN IRELAND ONLY]

WHATCHANGE12M What changes have you made or attempted to make?

MULTICODE. RANDOMISE ANSWERS APART FROM CODES 1 AND 2, 12 AND 13 AND 14 AND 15.

Please select all that apply

Eating...

1. ...more bread, rice, potatoes, pasta and other starchy foods

2. ...less bread, rice, potatoes, pasta and other starchy foods
3. ...more fruit and/or vegetables
4. ...more fish, including oily fish
5. ...less food high in fat or saturated fat e.g. sausages, pastries, cheese and crisps
6. ...less food or drink high in sugar e.g. sweets, chocolate and fizzy drinks.
7. ...less meat
8. ...less salt
9. ...a plant-based diet (eating majority of foods from plant sources)
- 10....a vegan diet (not eating any animal products)
- 11....a high protein diet
- 12....fewer calories
- 13....more calories
- 14....larger portions
- 15....smaller portions
16. None of these [EXCLUSIVE]
17. Other (please specify)

[ASK IF FOODCHANGE12M =1 YES] [NORTHERN IRELAND ONLY]

WHYCHANGE12M Why have you made or attempted to make [this/these change/s] to what you eat or drink?

Please select all that apply

1. To gain weight
2. To lose weight
3. To be more healthy or have a healthier lifestyle
4. To improve my mental health
5. For a specific health condition
6. Based on advice from medical professionals e.g. a doctor, nurse etc
7. Based on UK Government healthy eating guidelines
8. Due to age or getting older
9. Based on advice from celebrities or influencers
10. Due to a significant life event (e.g. getting married, getting divorced or bereavement)

11. Financial reasons (e.g. higher cost of food or reduced income)
12. Because of concerns about coronavirus (COVID-19)
13. Due to concerns about the environment
14. Other reason (please specify)

[ASK IF FOODCHANGE12M =1 YES] [NORTHERN IRELAND ONLY]
CHANGE12MDIFF_w7

Did you experience any of the following difficulties when making [this/these change/s] to what you eat or drink?

Please select all that apply

1. Lack of motivation
2. Lack of availability of healthier food when shopping
3. Being the only person in the household trying to make changes
4. Others in my household do the shopping
5. Cost of buying healthier foods
6. Limited time to plan, cook or prepare healthier food
7. Do not know how to cook or prepare healthier food
8. Lack of healthier options when eating out or buying food to take away
9. Not enough nutritional information available on labels
10. Don't know enough about which foods are healthier or suitable for me
11. Don't like the taste of the healthier food I've tried
12. Getting used to new/ different flavours
13. Other (please specify)
14. I had no difficulties making a change to my diet [EXCLUSIVE]

[ASK ALL] [NORTHERN IRELAND ONLY]
FV5ADAYN_w7

How many portions of **fruit and vegetables** do you think the UK Government and health experts recommend that people should eat every day?

Please select one answer only

1. At least 1 portion
2. At least 2 portions
3. At least 3 portions
4. At least 4 portions
5. At least 5 portions
6. At least 6 portions
7. Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

CALORIESFN How many **calories** do you think the UK Government and health experts recommend that the average adult **female** should eat each day?

Please select one answer only

1. 500 calories
2. 1000 calories
3. 1500 calories
4. 2000 calories
5. 2500 calories
6. Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

CALORIESMN How many **calories** do you think the UK Government and health experts recommend that the average adult **male** should eat each day?

Please select one answer only

1. 500 calories
2. 1000 calories
3. 1500 calories
4. 2000 calories
5. 2500 calories
6. 3000 calories
7. Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

SALTFMN The UK Government and health experts also recommend that adults should eat no more than a certain amount of salt each day. This includes any salt that you might add to your food and what is already in the food you buy such as breakfast cereals, soups, breads and pasta sauces.

How much **salt** – in grams or ounces – do you think the UK Government and health experts recommend that an adult should not exceed each day?

Please select one answer only

1. 2 grams or 0.07 of an ounce
2. 4 grams or 0.14 of an ounce
3. 6 grams or 0.21 of an ounce
4. 8 grams or 0.28 of an ounce
5. Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

FIBREFMN The UK Government and health experts recommend that adults should eat a certain amount of fibre each day. This is included in things like wholemeal and wholegrain bread, whole wheat pasta and brown rice.

How much **fibre** – in grams or ounces – do you think the UK Government and health experts recommend that an adult should eat each day?

Please select one answer only

1. 10 grams or 0.35 ounces
2. 20 grams or 0.70 ounces
3. 30 grams or 1.05 ounces
4. 40 grams or 1.41 ounces
5. Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

HEALTHYEATOUT When you eat out or buy food to take away, how healthy would you say the food that you eat is, compared to when you eat at home?

Please select one answer only

1. A lot more healthy
2. A bit more healthy
3. About the same
4. A bit less healthy
5. A lot less healthy
6. Don't know

[ASK ALL] [NORTHERN IRELAND ONLY]

HEALTHYOPTIONSINFO In which, if any, of these places would you like to see more information displayed about how healthy different food and drink options are?

This might include, for example, information on number of calories or the amount of fat, sugar or salt.

Please select all that apply.

1. Restaurants
2. Takeaways
3. Pubs/bars
4. Cafes, coffee shops or sandwich shops
5. Fast food restaurants (e.g. McDonalds, Burger King)
6. Canteens (e.g. at work, school, university or hospital)
7. Entertainment venues (e.g. cinema, bowling alley)
8. Recreational centres (e.g. sports club/leisure centre)
9. Online food ordering and delivery companies (e.g. Just Eat, Deliveroo)
10. Mobile food vans or stalls
11. None of these [EXCLUSIVE]
12. Don't know [EXCLUSIVE]

[ASK ALL] [NORTHERN IRELAND ONLY]

MENUNUTRITION When eating out or buying food to take away, what nutritional information would you find useful on the menu to help inform your choice?

Please select all that apply

1. Calorie information
2. Fat content
3. Sugar content
4. Salt content
5. None of these [EXCLUSIVE]
6. Don't know [EXCLUSIVE]

[TIMESTAMP10]

MODULE: FOOD CONCERNS

[ASK ALL]

FOODISSA1 Do you have any concerns about the food you eat?

Please select one answer only

1. Yes
2. No

[ASK IF FOODISSA1=1]

FOODISSA2 What are your concerns about the food you eat?

Please write your answer in the box below in a few words

OPEN BOX

[ASK ALL]

FOODISSB1_w6

Do you have concerns about any of the following?

**RANDOMISE ANSWER OPTIONS ACROSS 3 PAGES. WITH 23 AND 24
APPEARING AT THE END OF EACH LIST AS EXCLUSIVE CODES**

Please select all that apply

[MULTI-CODE]

1. Cooking safely at home
2. Food poisoning (e.g. Salmonella and E. Coli)
3. Food hygiene when eating out
4. Food hygiene when ordering takeaways
5. The use of pesticides
6. The use of additives (e.g. preservatives and colouring)
7. Chemical contamination from the environment (e.g. lead in food)
8. Hormones, steroids or antibiotics in food
9. Genetically Modified (GM) foods
10. Food prices
11. Food allergen information (e.g. availability and accuracy)
12. The amount of salt in food
13. The amount of sugar in food
14. The amount of fat in food
15. The number of calories in food
16. Food waste
17. Animal welfare
18. Food miles (e.g. the distance food travels)
19. Food fraud or crime (e.g. food not being what the label says it is)
20. Being able to eat healthily
21. The quality of food
22. The amount of food packaging
23. None of these **[EXCLUSIVE]**
24. Don't know **[EXCLUSIVE]**

[ASK ALL WHO SELECT TWO OR MORE OPTIONS FROM CODES 1-22 AT FOODISSB1_w6]

FOODISSB2_w6 Which of these food issues are you most concerned about?

Please select one answer only

[PULL ANSWERS THAT ARE SELECTED AT FOODISSB1_w6]

99. Don't know

[TIMESTAMP11]

MODULE: FOOD YOU CAN TRUST

[ASK ALL]

FOODCONF How confident are you that...

FOODCONF_a ...the food you buy is **safe to eat**

FOODCONF_b ...the information on food labels is **accurate** (e.g. ingredients, nutritional information, country of origin)

Please select one answer only for each statement

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. It varies
6. Don't know

[ASK ALL]

FOODSUPPLY How confident are you in the food supply chain? That is all the processes involved in bringing food to your table.

Please select one answer only

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. It varies
6. Don't know

[ASK ALL]

FOODCONF1 How confident are you that...

- FOODCONF1_a** ...Farmers in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?
- FOODCONF1_b** Slaughterhouses and dairies in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?
- FOODCONF1_c** ...Food manufacturers (e.g. factories) in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?
- FOODCONF1_d** Shops and supermarkets in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

Please select one answer only for each statement

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. It varies
6. Don't know

[ASK ALL]

FOODCONF2 How confident are you that...

- FOODCONF2_a** ...Restaurants in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?
- FOODCONF2_b** ...Takeaways in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?
- FOODCONF2_c** ... Online ordering and delivery companies e.g. Just Eat, Deliveroo or Uber Eats, etc ensure the food you buy is safe to eat?

Please select one answer only for each statement

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. It varies

6. Don't know

[TIMESTAMP12]

[ASK ALL]

HEARDOF_w6 Which of the following, if any, have you heard of?

Please select all that apply

[ENGLAND]

1. Food Standards Agency (FSA)
2. UK Health Security Agency (UKHSA)
3. Department for Environment, Food and Rural Affairs (DEFRA)
4. Environment Agency
5. Health and Safety Executive (HSE)
6. The Office for Health Improvement and Disparities
7. None of these [EXCLUSIVE]

[WALES]

1. Food Standards Agency (FSA)
2. Public Health Wales
3. Natural Resources Wales
4. Health and Safety Executive (HSE)
5. None of these [EXCLUSIVE]

[NI]

1. Food Standards Agency (FSA)
2. Public Health Agency (PHA)
3. Department of Agriculture, Environment and Rural Affairs (DAERA)
4. Health and Safety Executive Northern Ireland (HSENI)

5. *safefood*

6. None of these [EXCLUSIVE]

[TIMESTAMP13]

[ASK ALL]

FSADO How much, if anything, do you know about the Food Standards Agency, also known as the FSA?

Please select one answer only

1. I know a lot about the FSA and what it does
2. I know a little about the FSA and what it does
3. I've heard of the FSA but know nothing about it
4. I hadn't heard of the FSA until I was contacted to take part in this survey
5. I've never heard of the FSA

[ASK THOSE WHO HAVE NO OR LITTLE PRIOR KNOWLEDGE OF THE FSA- FSADO = 3-5]

FSACON1 How confident are you that the Government Agency responsible for food safety in England, Wales and Northern Ireland...

FSACON1_a...can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food)?

FSACON1_b...is committed to communicating openly with the public about food-related risks?

FSACON1_c...takes appropriate action if a food-related risk is identified?

Please select one answer for each statement only

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. Don't know

[ASK THOSE WHO HAVE PRIOR KNOWLEDGE OF THE FSA- FSADO = 1 or 2]

FSACON2 How confident are you that the Food Standards Agency...

FSACON2_a...can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food)?

FSACON2_b ...is committed to communicating openly with the public about food-related risks?

FSACON2_c ...takes appropriate action if a food-related risk is identified?

Please select one answer for each statement only

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. Don't know

[ASK ONLY THOSE WHO HAVE PRIOR KNOWLEDGE OF THE FSA- FSADO=1 or 2]

FSATRUST How much do you trust or distrust the Food Standards Agency to do its job? That is to make sure that food is safe and what it says it is.

Please select one answer only

1. I trust it a lot
2. I trust it
3. I neither trust nor distrust it
4. I distrust it
5. I distrust it a lot
6. Don't know

[ASK ALL]

SCIENTRUST How confident are you that scientific research produces accurate conclusions?

Please select one answer only

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident

5. Don't know

[ASK ALL]

[FOLLOWING COMPRISES 3 SEPARATE QUESTIONS WITH COMMON CONFIDENCE SCALE]

ORGTRUST1 If an organisation were to base their decision-making and advice on **scientific evidence**, would this make you...

ORGTRUST2 If an organisation were to make the scientific evidence underpinning any decisions **openly available**, would this make you...

ORGTRUST3 If an organisation were to use **independent expert advice** to inform any decisions, would this make you...

Please select one answer for each statement only

1. Trust the organisation a lot more
2. Trust the organisation slightly more
3. It would make no difference
4. Trust the organisation slightly less
5. Trust the organisation a lot less
6. Don't know

[ASK ALL]

STATEMENTS RANDOMISED. LINK STATEMENTS B AND C AND D AND E, SO THEY APPEAR TOGETHER WHEN RANDOMISED

ISSUESIMPACT Thinking about food in [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] today, how concerned, if at all, do you feel about each of the following topics?

ISSUESIMPACT_a Affordability of food

ISSUESIMPACT_b Food produced in [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] being safe and hygienic

ISSUESIMPACT_c Food from outside [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] being safe and hygienic

ISSUESIMPACT_d Food produced in [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] being what it says it is

ISSUESIMPACT_e Food from outside [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] being what it says it is

ISSUESIMPACT_f Food being produced sustainably

ISSUESIMPACT_g The availability of a wide variety of food

ISSUESIMPACT_h Animal welfare in the food production process

ISSUESIMPACT_i Ingredients and additives in food

ISSUESIMPACT_j Genetically modified (GM) food

Please select one answer for each statement

1. Highly concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned
5. Don't know

[TIMESTAMP14]

MODULE: HOUSEHOLD FOOD SECURITY

[NEW SCREEN] The following questions ask about your household's personal situation.

[ASK ALL]

[FOR THE FOLLOWING PLEASE USE CAROUSEL GRID FORMAT]

FOODSEC Please say whether the statement below was often true, sometimes true or never true for {TEXT FILL DEPENDING ON HH SIZE: you/people in your household} in the last 12 months.

FOODSEC_1 {TEXT FILL DEPENDING ON HH SIZE: I/We} worried whether (my/our) food would run out before (I/we) got money to buy more.

FOODSEC_2 The food that (I/we) bought just didn't last, and {TEXT FILL DEPENDING ON HH SIZE: I/we} didn't have money to get more.

FOODSEC_3 {TEXT FILL DEPENDING ON HH SIZE: I/We} couldn't afford to eat balanced meals.

Please select one answer only for each statement

1. Often true
2. Sometimes true
3. Never true
4. Don't know or prefer not to say

[ASK IF FOODSEC_1=1 or 2 FOODSEC_2=1 or 2 FOODSEC_3=1 or 2]

SKIPMEAL In the last 12 months, did you {IF OTHER ADULTS IN HH or any other adult in your household} ever cut the size of your meals or skip meals because there wasn't enough money for food?

Please select one answer only

1. Yes
2. No
3. Don't know or prefer not to say

[IF SKIPMEAL = 1]

SKIPFREQ How often did this happen – almost every month, some months but not every month, or in only 1 or 2 months?

Please select one answer only

1. Almost every month
2. Some months but not every month
3. Only 1 or 2 months
4. Don't know or prefer not to say

[ASK IF FOODSEC_1=1 or 2 FOODSEC_2=1 or 2 FOODSEC_3=1 or 2]

EATLESS In the last 12 months, did you ever eat less than you felt you should because there wasn't enough money for food?

Please select one answer only

1. Yes
2. No
3. Don't know or prefer not to say

[ASK IF FOODSEC_1=1 or 2 FOODSEC_2=1 or 2 FOODSEC_3=1 or 2]

HUNGRY In the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food?

Please select one answer only

1. Yes
2. No
3. Don't know or prefer not to say

[ASK IF FOODSEC_1=1 or 2 FOODSEC_2=1 or 2 FOODSEC_3=1 or 2]

LOSTWT In the last 12 months, did you lose weight because there wasn't enough money for food?

Please select one answer only

1. Yes
2. No

3. Don't know or prefer not to say

[ASK IF SKIPMEAL =1 and/or EATLESS =1 and or HUNGRY =1 and/or LOSTWT =1]

NOTEAT In the last 12 months, did you {TEXT FILL IF OTHER ADULTS IN HH: or any other adults in your household} ever not eat for a whole day because there wasn't enough money for food?

SINGLE CODE

Please select one answer only

1. Yes
2. No
3. Don't know or prefer not to say

[ASK IF DIDN'T EAT FOR WHOLE DAY IN LAST 12 MONTHS – NOTEAT = 1]

NOTEATFREQ How often did this happen – almost every month, some months but not every month, or in only 1 or 2 months?

Please select one answer only

1. Almost every month
2. Some months but not every month
3. Only 1 or 2 months
4. Don't know or prefer not to say

[ASK ALL]

CHANGEA In the last 12 months, have you made any of these changes for financial reasons?

MULTICODE. RANDOMISE ANSWERS APART FROM CODES 21 AND 22

Please select all that apply

1. Eaten out less
2. Eaten at home more

3. Eaten fewer takeaways
4. Eaten more takeaways
5. Cooked from scratch more
6. Bought items on special offer more (e.g. 3 for 2)
7. Prepared food to be kept as leftovers / cooked in batches more
8. Changed where you buy food to somewhere cheaper
9. Changed the food you buy to something cheaper
10. Made packed lunches more
11. Kept leftovers for longer before eating
12. Bought reduced / discounted food close to its use by date more
13. Eaten food past its use by date more
14. Started using a food bank/emergency food provider
15. Reduced the amount of fresh food you buy
16. Swapped to buying food with lower welfare or environmental standards
17. Bought less food that is locally produced
18. Bulked out meals with cheaper ingredients more
19. Changed the length of time or temperature food is cooked at
20. Changed the setting on the fridge or freezer
21. I have made another food-related change (please specify)
22. I have not made any changes

[TIMESTAMP15]

[ASK ALL]

FOODBANK In the last 12 months, have you, or anyone else in your household, received a free parcel of food from a food bank or other emergency food provider?

Please select one answer only

1. Yes
2. No
3. Prefer not to say

[ASK IF CHANGEA=14 OR FOODBANK=1]

FBANKFREQ How often in the last 12 months, have you, or anyone else in your household, received a free food parcel from a food bank or other emergency food provider?

Please select one answer only

1. Only once in the last year
2. Two or three times in the last year
3. Four to six times in the last year
4. More than six times but not every month
5. Every month or more often
6. Don't know
7. Prefer not to say

[TIMESTAMP16]

[ASK ALL]

FOODCLUB Social supermarkets (also known as food clubs / hubs or community pantries) allow people to buy food at a heavily discounted price, or as part of a membership. These are generally community organisations and are different from food banks as they offer a choice of food, provide a retail-like environment and may provide social support.

In the last 12 months, have you, or anyone else in your household, used a social supermarket (also known as a food club / hub or community pantry)?

Please select one answer only

1. Yes
2. No
3. Prefer not to say
4. I had not heard of a social supermarket, food club / hub or community pantry before today

[ASK IF FOODCLUB=1]

FOODCLUBFREQ How often in the last 12 months, have you, or anyone else in your household, used a social supermarket (also known as a food club / hub or community pantry)?

Please select one answer only

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week
5. 2-3 times a month
6. About once a month
7. Less than once a month
8. Can't remember

[ASK IF CHILDREN AGED 5-15 in HOUSEHOLD]

FOODSCH Did {TEXT FILL BASED ON NUMBER OF CHILDREN: your child/any of the children in your household} attend any of the following in the past 12 months?

Please select all that apply

1. A breakfast club before school
2. An after-school club where they also received a meal (tea/dinner)
3. A lunch and activity club that ran only during school holidays
4. None of these [EXCLUSIVE]
5. Don't know [EXCLUSIVE]

[ASK IF PREGNANT OR CHILD IN HH AGED 0-4]

HSVOUCH Do you receive Healthy Start vouchers {IF PREGNANT: for yourself} {IF CHILDREN IN HH: for your children} {IF BOTH: for yourself or your children}?

[INFO BUTTON: Healthy Start is a voucher scheme for women who have young children or who are pregnant and receiving benefits. Vouchers can be used to buy basic foods like milk or fruit, as well as vitamins]

Please select one answer only

1. Yes
2. No
3. Don't know
4. Prefer not to say

[TIMESTAMP17]

MODULE: DEFRA

[ASK ALL]

DEFRA1 What is most important to you when you are choosing which foods to buy?

RANDOMISE ANSWERS.

Please select up to three answers

1. Price / Value for money
2. Quality
3. Freshness
4. Taste
5. Appearance of food
6. Healthiness
7. Use by date / how long it will keep for
8. Country of origin
9. Ingredients
10. That it is ethical or eco-friendly
11. Farming methods e.g. organic or free-range farming
12. How it is made or how it is produced
13. Choice / availability / variety
14. Buying what my household / children want
15. Trust in supplier
16. Safety of product
17. Convenience / how easy it is to cook or prepare

18. Other

19. Don't know [EXCLUSIVE]

[ASK ALL]

DEFRA2_w7 How important is it to you:

DEFRA2_w7_4 To buy food that was produced in Britain [IF NORTHERN IRELAND: 'in the UK and Ireland']?

DEFRA2_w7_5 To buy drink that was produced in Britain [IF NORTHERN IRELAND: 'in the UK and Ireland']?

DEFRA2_w7_2 To buy meat, eggs and dairy which is produced with high standards of animal welfare?

DEFRA2_w7_3 To buy food which has a low environmental impact?

Please select one answer only for each statement

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important
5. Don't know

[ASK ALL]

DEFRA3 How often do you do the following, where possible:

DEFRA3_1 Buy food produced in Britain [IF NORTHERN IRELAND: 'the UK and Ireland']?

DEFRA3_2 Buy meat, eggs and dairy which has information on animal welfare

DEFRA3_3 Buy food which has a low environmental impact

Please select one answer only for each statement

1. Always

2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK ALL]

DEFRA4 When purchasing food, how often do you do the following?

DEFRA4_1 Check for information on animal welfare

DEFRA4_2 Check for information on environmental impact

Please select one answer only for each statement

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. Don't know

[ASK ALL]

DEFRA5_w7 To what extent do you agree or disagree with the following:

DEFRA5_w7_1 Meat, eggs and dairy products show enough information about animal welfare

DEFRA5_w7_2 Food products show enough information about their environmental impact

DEFRA5_w7_3 Food products show enough information about their country of origin

Please select one answer only for each statement

1. Strongly agree

2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know

[ASK ALL]

DEFRA6 What do you think contributes most to the environmental impact of food?

RANDOMISE ANSWERS.

Please select up to three answers

1. Transportation of food
2. Food packaging
3. The way in which crops are grown
4. Food processing
5. Chemical or Pesticide use
6. Production of meat
7. Food waste
8. Land management / deforestation
9. Consumer demand / trends
10. Water usage
11. Other, please specify_____
12. Don't know [EXCLUSIVE]

[ASK ALL]

DEFRA7 What would indicate to you whether a product containing meat, eggs or dairy had been produced with high standards of animal welfare?

RANDOMISE ANSWERS.

Please select up to three answers

1. Free-range label
2. Information on packaging

3. Country of origin
4. Traceability of product
5. Preferred store or brand
6. Appearance of product
7. Price of product
8. Generic Organic label
9. Red Tractor logo
10. RSPCA Assured logo
11. Lion egg logo
12. Soil Association logo
13. Marine Stewardship Council (MSC) logo
14. Other certification / logo, please specify _____
15. Other, please specify _____
16. Don't know [EXCLUSIVE]

[ASK ALL]

DEFRA8 What do you use to judge the quality of food?

RANDOMISE ANSWERS APART FROM 12

Please select up to three answers

1. Taste
2. Appearance
3. Country of origin
4. Convenience
5. Ingredients
6. Animal welfare
7. Freshness
8. Assurance schemes
9. Brand
10. Price
11. Environmental impact
12. Other, please specify _____

ASK ALL

[SHOW AS COLLAPSABLE GRID]

HEARDOF Have you ever heard of...

HEARDOFGM ...Genetically modified (GM) food?

HEARDOFGE ...Gene edited or genome edited food?

HEARDOFPB ... Precision bred food?

Please select one answer only for each statement

1. Yes, I've heard of it and know quite a lot about it
2. Yes, I've heard of it and know a bit about it
3. Yes, I've heard of it but don't know much about it
4. Yes, I've heard of it but don't know anything about it
5. No, I've never heard of it

[TIMESTAMP18]

MODULE: ABOUT YOU 2

And finally, some more general questions about you {TEXT FILL IF LIVES WITH OTHERS and your household} to help us analyse our results.

[ASK ALL]

AGEYR What is your age in years?

[OPEN BOX - ALLOW UP TO 3 DIGITS TO BE TYPED IN. ALLOW ANSWERS BETWEEN 16 AND 120]

[ASK IF RESPONDENT TRIES TO SKIP AGEYR WITHOUT PROVIDING AN ANSWER]

AGEBAND Which age category are you in?

1. 16-24
2. 25-29
3. 30-34
4. 35-39
5. 40-44

6. 45-49
7. 50-54
8. 55-59
9. 60-64
10. 65-69
11. 70-74
12. 75-79
13. 80 or older
14. Prefer not to say

[ASK ALL]

COUPLE_w7 Are you living with someone in this household as a couple?

Please select one answer only

1. Yes
2. No
3. Prefer not to say

[ASK ALL] MARSTAT Are you...

Please select one answer only

1. Single, that is, never married and never registered a civil partnership
2. Married
3. Separated, but still legally married
4. Divorced
5. Widowed
6. In a registered civil partnership
7. Separated, but still legally in a civil partnership
8. Formerly in a civil partnership which is now legally dissolved
9. Surviving partner from a civil partnership
10. Prefer not to say

[ASK ALL] ACTSTAT What is your current working status?

Please select first answer to apply

1. Student – in full-time education studying for a recognised qualification
2. Working full-time (30+ hours)
3. Working part-time (less than 30 hours)
4. Not working – on maternity / paternity leave
5. Not working – retired
6. Not working – looking after house/children/relatives
7. Not working – long term sick or disabled
8. Unemployed – less than 12 months
9. Unemployed – 12 months or more
10. Student – in part-time education studying for a recognised qualification
11. Doing something else

[ASK IF 2 OR 3 AT ACTSTAT]

WORKHOME

At the moment, are you working from home?

Please select one answer only

1. Yes, I work from home all or most of the time
2. Yes, I work from home some of the time
3. No, I never work from home
4. Prefer not to say

[ASK ALL]

ETHGRP Which one of the following best describes your ethnic group or background?

Please select one answer only

WHITE [drop down options below]

1. English/Welsh/Scottish/Northern Irish/British

2. Irish
3. Gypsy or Irish Traveller
4. Any other White background (please specify)

MIXED [drop down options below]

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed/multiple ethnic background (please specify)

ASIAN OR ASIAN BRITISH [drop down options below]

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian/Asian British background (please specify)

BLACK OR BLACK BRITISH [drop down options below]

14. Caribbean
15. African
16. Any other Black/Black British background (please specify)

OTHER ETHNIC GROUP [drop down options below]

17. Arab
18. Any other ethnic group (please specify) **[offer open text box for this]**
19. Prefer not to say

[ASK ALL]

RELIG What is your religion?

Please select one answer only

1. No religion
2. Christian

3. Buddhist
4. Hindu
5. Jewish
6. Muslim
7. Sikh
8. Any other religion
9. Prefer not to say

[ASK ALL]

LTCOND Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

Please select one answer only

1. Yes – physical condition
2. Yes – mental health condition
3. Yes – both physical and mental health condition
4. No
5. Prefer not to say

[ASK ALL]

INCTYPE1 Below is a list of various possible sources of income. Can you please indicate which kinds of income your household receives?

Please select all that apply

1. Earnings from employment or self-employment
2. Pension from a former employer
3. Maternity or paternity pay
4. State Pension
5. Universal Credit
6. Child Benefit
7. Income Support
8. Personal Independence Payment, Disability Living Allowance, Attendance Allowance

9. Other State Benefits
10. Tax Credits
11. Employment Support Allowance (ESA)
12. Interest from savings and investments etc.
13. Other kinds of regular allowance from outside the household e.g rent, maintenance
14. No source of income **[EXCLUSIVE]**
15. Prefer not to say **[EXCLUSIVE]**

[ASK ALL]

INCTOT_ANNUAL_w4 Thinking of the income of the household as a whole, which of the following groups represents the total income of the whole household before deductions for income tax, National Insurance etc. You may indicate either annual or monthly income.

Please select one answer only

	Annual Income	Monthly Income
1	Less than £13,000	less than £1,083
2	£13,000-£18,999	£1,083-£1,583
3	£19,000-£25,999	£1,584-£2,167
4	£26,000-£31,999	£2,168-£2,667
5	£32,000-£47,999	£2,668-£4,000
6	£48,000-£63,999	£4,001-£5,333
7	£64,000-£95,999	£5,334-£8,000
8	More than £96,000	more than £8,000
9	Prefer not to say	

[ASK IF NOT WORKING – ACTSTAT=1 or 5-11]

EVWORK Have you ever worked?

Please select one answer only

1. Yes
2. No

[ASK IF ACTSTAT = 2 ,3 OR 4 OR IF EVWRK = 1]

[Note question wording slightly different according to whether they are working or not]

[IF ACTST = 2 or 3] SEMP Are you working as an employee or are you self-employed?

[IF ACTST = 4] SEMP Please tell us about the work you are on maternity/paternity leave from

[IF EVWRK = 1] SEMP Were you working as an employee or were you self-employed in your last main job?

Please select one answer only

1. Employed
2. Self-employed

[ASK IF SEMP = 1]

[IF ACTSTAT = 2, 3 OR 4] SUPER In your job do you have any formal responsibility for supervising the work of other employees?

[IF EVWRK = 1] SUPER In your job did you have any formal responsibility for supervising the work of other employees?

[INFO BUTTON: What do I include as supervising?

INCLUDE supervising employees

DO NOT include supervising children, animals or buildings.]

Please select one answer only

1. Yes
2. No

[ASK IF SEMP = 1]

[IF ACTSTAT = 2, 3 OR 4] NEMPL How many people work for your employer at the place where you work?

[IF EVWRK = 1] NEMPL How many people worked for your employer at the place where you worked?

Please select one answer only

1. 1 - 24
2. 25 - 499
3. 500 or more
4. Unsure

[ASK IF SEMP = 2]

[IF ACTSTAT = 2, 3 OR 4] ANYEMP Are you working on your own or do you have employees?

[IF EVWRK = 1] ANYEMP Were you working on your own or did you have employees?

Please select one answer only

1. On my own/with partner but no employees
2. With employees

[ASK IF ANYEMP = 2]

[IF ACTSTAT = 2, 3 OR 4] NEMPL2 How many people do you employ at the place where you work?

[IF EVWRK = 1] NEMPL2 How many people did you employ at the place where you worked?

Please select one answer only

1. 1 - 24
2. 25 - 499
3. 500 or more

[ASK IF ACTSTAT = 2, 3 OR 4 EVWRK = 1]

[IF ACTSTAT = 2, 3 OR 4] OCCUP Select the answer which best describes the sort of work you do.

[IF EVWRK = 1] OCCUP Select the answer which best describes the sort of work you did in your last job.

Please select one answer only

1. **Modern professional occupations** such as: teacher – nurse – physiotherapist - social worker - welfare officer – artist – musician - police officer (sergeant or above) - software designer
2. **Clerical and intermediate occupations** such as: secretary – personal assistant – clerical worker – office clerk – call centre agent – nursing auxiliary – nursery nurse
3. **Senior managers or administrators (usually responsible for planning, organising and co-ordinating work, and for finance)** such as: finance manager – chief executive
4. **Technical and craft occupations** such as: motor mechanic – fitter – inspector – plumber – printer – tool maker – electrician – gardener – train driver
5. **Semi-routine manual and service occupations** such as: postal worker – machine operative – security guard – caretaker – farm worker – catering assistant – receptionist – sales assistant
6. **Routine manual and service occupations** such as: HGV driver – van driver – cleaner – porter – packer – sewing machinist – messenger – labourer – waiter/waitress – bar staff
7. **Middle or junior managers** such as: office manager – retail manager – bank manager – restaurant manager – warehouse manager – publican
8. **Traditional professional occupations** such as: accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer

[TIMESTAMP19]

VOUCHER AND RECONTACT QUESTIONS

[ASK ALL]

VOUCH Thank you for taking the time to complete this survey. In appreciation, we would like to give you a gift voucher. To receive your gift voucher please enter your email address below.

If you provide us with your email address, we will send you an e-voucher within five working days after you have completed the survey. You will be able to redeem your e-voucher from a wide range of online retailers.

Please enter your email address here:

{open box}

Please re-enter your email address here:

{open box}

{Provide suitable standard space and format for this to be entered including double entry for accuracy with no option to paste second entry}

99. Do not wish to receive gift voucher

{CHECK if both 99 checked and email address entered - Please enter a valid email address OR check 'Do not wish to receive voucher'}

[ASK ALL]

RC1 This study was commissioned and funded by the Food Standards Agency (FSA). The FSA may wish to carry out follow up research on this topic sometime within the next two years.

If you agree, we will pass your name and email address to the FSA so they can invite you to take part in follow up research. The FSA may share these details with research agencies appointed to carry out this follow up research on their behalf. The full privacy policy can be found here [insert link].

Would you be willing for Ipsos to share your name, email address and your survey responses with the FSA to allow them and their agents to contact you again for follow up research? [INFO BUTTON: If you agree to be recontacted by the FSA or their partners, Ipsos will forward your name and email address, alongside any relevant Food and You survey responses. Please be assured that your name, email address and survey responses will be held securely by the above organisations and will only be used for research purposes if follow up research is done. This information will not be used for commercial purposes, and will be destroyed after two years.]

Please select one answer only

1. Yes
2. No

[ASK IF RC1 = 1]

RC3 What is your name (forename and surname)?

Please write your names in the box below

Forename

[Provide suitable standard space and format for this to be entered]

Surname

[Provide suitable standard space and format for this to be entered]

[If they try to move on without entering details or with just one letter in a field: Error message: If you are willing to be re-contacted about this study or follow up research we need your full name in order to contact you]

[ASK IF RC1=1 and VOUCH has email address]

RC4A You have already given us your email address for sending the voucher. May we also use this to contact you about further research?

Please select one answer only

1. Yes

2. No

[ASK IF RC1=1 and VOUCH= no email address (99)]

RC4 What is your email address?

INFO BUTTON: **What will you use my email address for?** If you provide us with your email address, this may be used to contact you to ask questions about this study or invite you to take part in follow up research on the topic.

Please enter your email address here:

{open box}

Please re-enter your email address here:

{open box}

99. Do not wish to give email address

{Provide suitable standard space and format for this to be entered including double entry for accuracy but with no opportunity to paste into second entry}

{CHECK if both 99 checked and email address entered - Please enter a valid email address OR check 'Do not wish to receive voucher'}

[ASK ALL]

WLANG1 Lastly, did you complete this questionnaire in English or Welsh?

Please select one answer only

1. All of it in English
2. Most of it in English, but some in Welsh
3. Most of it in Welsh, but some in English
4. None of it in English
5. Prefer not to say

[TIMESTAMP20]

You have now reached the end of the survey. To submit your answers, please click the 'submit' button below.

[THANKS]

Thank you very much for giving your time to take part in this survey.

The results will be used by the FSA to inform policy decision-making and communication campaigns by identifying areas where action or further research is required.

Your answers have now been submitted. You can exit the questionnaire by closing your internet browser.

Is there another adult in your household who has not yet completed the survey? If so, please remind them that they can also take part in the survey. Thank you!

If you have any questions, please visit our survey website:

www.foodandyou2.org or contact us using the details below

Email: foodandyou2survey@ipsos.com.

Telephone helpline: 0800 014 9467