

F&Y2 Wave 4 – Final Online Questionnaire Specification

[NOTES: IN W1 AND W2 AN ANSWER HAD TO BE PROVIDED AT ALL QUESTIONS ASKED BEFORE THE RESPONDENT COULD MOVE ON - THE SAME APPROACH HAS BEEN ADOPTED FOR W3 AND W4. EXISTING QUESTIONS HAVE BEEN COPIED FROM EXISTING SCRIPTS BUT UPDATED AS REQUIRED FOR WAVE 4; ROUTING HAS BEEN AMENDED IF REQUIRED.]

INT1

{2. LOGOS: Ipsos MORI, 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 eating out, cooking and preparing food in the home, 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 MORI', '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 CONSENT = 1 CONTINUE

[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?

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]

NEWS In the last month, which of the following have you used to access the news?

Please select all that apply.

MULTICODE

1. Television
2. Radio
3. Newspapers (printed)
4. News websites or apps (e.g. BBC news, Sky news, guardian.com, Mail Online etc.)
5. Magazines
6. Social media sites (e.g. Facebook, Twitter etc.)
7. Podcasts
8. Blogs
9. Word of mouth (e.g. family / friends / colleagues /neighbours)
10. Other (please specify):
11. None of these

[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

[ASK IF 1, 2, 3 OR 4 AT VEG]

VEGTIME How long have you considered yourself to be [if VEG=1: vegetarian] [if VEG=2: pescatarian] [if VEG=3: vegan] [if VEG=4: mainly vegetarian]?

1. Less than 1 year
2. About 1-2 years
3. About 3-4 years
4. 5 years or more
5. Don't know

[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 answers 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. Fruit (please specify)
17. 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 REACSOURCE – REACSOURCE <> 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 answers 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 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

[TIMESTAMP2]

[Eating out and the FHRS]

[ASK ALL]

EATOUTA Nowadays, do you ever...

EATOUTA_a ...eat food from a café / coffee shop / sandwich shop?

EATOUTA_b ...eat out in a pub/bar?

EATOUTA_c ...eat food from a takeaway, ordered directly from a takeaway shop or restaurant?

EATOUTA_d ...eat food from a takeaway, ordered through an online ordering and delivery company (e.g. JustEat, Deliveroo, UberEats)?

EATOUTA_e ...eat out in a restaurant?

EATOUTA_f ...eat food ordered through Facebook Marketplace (e.g. pre-prepared food or meals)?

EATOUTA_g ...eat food ordered through a food-sharing app (e.g. Olio or Too Good To Go)?

1. Yes
2. No

[ASK ALL]

EOHANDWASH When eating outside of the home (e.g. in a restaurant or cafe, on a picnic, or on-the-go) how often, if at all, do you wash your hands, or use hand sanitising gel or wipes before eating?

1. Always
2. Most of the time
3. About half the time

4. Occasionally
5. Never
6. Don't know

[ASK IF EAT OUT OR BUY FOOD TO TAKE AWAY AND THE PARTICIPANT HAS AN ALLERGY ANY OF EATOUTA a-g=1 AND FOODREAC=1 (the participant suffers from a bad or unpleasant physical reaction after consuming certain foods, or avoids certain foods because of the bad or unpleasant physical reaction they might cause)]

ALLERINFO When eating out or ordering food from somewhere new, how often, if at all, do you **check in advance** that information is available allowing you to identify food that might cause you a bad or unpleasant physical reaction?

This may include checking the menu in advance or phoning and speaking to a member of staff.

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 EAT OUT OR BUY FOOD TO TAKE AWAY AND THE PARTICIPANT HAS AN ALLERGY EATOUTA ANY OFF a-g=1 AND FOODREAC = 1]

ALLERSTAFF1 When eating out or buying food to take out, how often, if at all, is the information you need to help you identify food that might cause you a bad or unpleasant physical reaction **readily available**?

By readily available we mean that you are able to access the information in writing (e.g. on a menu or food label) without needing to ask a member of staff to provide it to you.

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 EAT OUT OR BUY FOOD TO TAKE AWAY AND THE PARTICIPANT HAS AN ALLERGY ANY OF EATOUTA a-g=1 AND FOODREAC = 1]

ALLERSTAFF1A When such information is not readily available (e.g. on a menu or food label), how often, if at all, do you ask a member of staff for more information about food that might cause you a bad or unpleasant physical reaction?

This information may be provided in writing (e.g. on a separate allergy menu) or verbally by a member of staff.

Please select one answer only

SINGLE CODE APART

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. I don't need to ask because the information is always readily available
7. Don't know

[ASK IF EAT OUT OR BUY FOOD TO TAKE AWAY AND THE PARTICIPANT HAS AN ALLERGY ANY OF EATOUTA a-g=1 AND FOODREAC = 1]

ALLERSTAFF1B How comfortable do you feel asking a member of staff for more information about food that might cause you a bad or unpleasant physical reaction?

Please select one answer only

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

[ASK IF EAT OUT OR BUY FOOD TO TAKE AWAY AND THE PARTICIPANT HAS AN ALLERGY EATOUTA ANY OF a-g=1 AND FOODREAC = 1]

ALLERSTAFF2 How confident are you that the information provided will allow you to identify and avoid food that might cause you a bad or unpleasant physical reaction?

How confident are you...

ALLERSTAFF2_a ...when the information is provided in writing (e.g. on the main menu or a separate allergen menu)

ALLERSTAFF2_b ...when the information is provided verbally by a member of staff

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 FOODREAC=1 (the participant suffers from a bad or unpleasant physical reaction after consuming certain foods, or avoids certain foods because of the bad or unpleasant physical reaction they might cause) and only ASK ABOUT PLACES WHERE THE PARTICIPANT HAS EATEN OUT IN]

ALLERINFOEST How confident are you that the information provided will allow you to identify and avoid food that might cause you a bad or unpleasant physical reaction when eating food...?

Please select one answer for each option

ALLERINFOEST_a From a café / coffee shop / sandwich shop **[ASK IF EATOUTA_a=1]**

ALLERINFOEST_b In a pub / bar **[ASK IF EATOUTA_b=1]**

ALLERINFOEST_c From a takeaway, ordered directly from a takeaway shop or restaurant **[ASK IF EATOUTA_c=1]**

ALLERINFOEST_d From a takeaway, ordered through an online ordering and delivery company (e.g. JustEat, Deliveroo, UberEats) **[ASK IF EATOUTA_d=1]**

ALLERINFOEST_e In a restaurant **[ASK IF EATOUTA_e=1]**

ALLERINFOEST_f Ordered through Facebook Marketplace (e.g. pre-prepared food or meals) **[ASK IF EATOUTA_f=1]**

ALLERINFOEST_g Ordered through a food-sharing app (e.g. Olio or Too Good To Go) **[ASK IF EATOUTA_g=1]**

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 ALL]

EATOUT In the last 4 weeks, have you eaten food...?

Please select all that apply

MULTI CODE. RANDOMISE APART FROM 13

1. In a restaurant
2. In a pub/ bar
3. From a café, coffee shop or sandwich shop (either to eat in or take out)
4. From a canteen (e.g. at work, school, university, or hospital)
5. In a hotel, B&B or guesthouse
6. From a takeaway, ordered directly from a takeaway shop or restaurant
7. From a takeaway, ordered from an online food delivery company (e.g. Just Eat, Deliveroo, Uber Eats)
8. From a fast food outlet (either to eat in or take out)
9. From a mobile food van or stall
10. From an entertainment venue (e.g. cinema, bowling alley, sports club)
11. From Facebook Marketplace (e.g. pre-prepared food or meals)
12. From a food-sharing app (e.g. Olio or Too Good To Go)
13. None of these **[EXCLUSIVE]**

[ASK ALL]

EATOUTMEAL At the moment, how often, if at all, do you eat out or buy food to take out for...

EATOUTMEAL_a Breakfast? [info button: This includes eating out or buying food to take out / eat on the go from cafés, shops or other outlets]

EATOUTMEAL_b Lunch? [info button: This includes eating out or buying food such as sandwiches to take out / eat on the go from cafés, shops or other outlets]

EATOUTMEAL_c Dinner? [This includes eating out in restaurants/ pubs and eating takeaways at home]

Please select one answer only for each statement

1. Several times a week
2. About once a week
3. About 2-3 times a month
4. About once a month
5. Less than once a month
6. Never
7. Can't remember

[ASK ALL]

EATOUT2 Generally, when you **eat out**, what do you consider when deciding where to go?

Please think about eating out in restaurants, pubs / bars, and cafés / coffee shops / sandwich shops.

MULTICODE. RANDOMISE ANSWER OPTIONS SPLIT ACROSS THREE SCREENS. WITH LAST THREE OPTIONS FIXED ON EACH SCREEN

Please select all that apply

1. Location
2. Price
3. Offers, deals or discount available
4. Quality of food
5. Type of food (e.g. cuisine or vegetarian/vegan options)
6. Whether information about calories is provided
7. Whether allergen information is provided
8. Whether healthier options are available
9. Ambiance / atmosphere
10. Cleanliness of the place
11. Recommendations from family or friends
12. Reviews e.g. on TripAdvisor, Google, social media, or in newspapers and magazines

- 13. My previous experience of the place
- 14. Quality of service
- 15. Whether it is an independent business or part of a chain
- 16. Food Hygiene Rating
- 17. Whether the place is child-friendly
- 18. None of these **[FIXED]**
- 19. Don't know **[FIXED]**
- 20. I don't eat out **[FIXED]**

**[ASK IF MORE THAN ONE OF 1-17 SELECTED AT EATOUT2]
EATOUT2IMP**

ASK IF TWO OPTIONS SELECTED AT EATOUT2: Which of the following are you most likely to consider when deciding where to eat out?

Please select one answer only

ASK IF MORE THAN TWO OPTIONS SELECTED AT EATOUT2: Please rank the following according to how likely you are to consider it when deciding where to eat out. Click on the arrow to the right of the drop down box to choose your answer for each reason.

Programmer instruction: All options selected at EATOUT2 to be pulled into this screen [OPTIONS 1-17 ONLY]

[ASK ALL]

EATOUT3 Generally, when **ordering food from takeaways** (either directly from a takeaway shop or restaurant or from an online food delivery company like Just Eat, Uber Eats or Deliveroo) what do you consider when deciding where to order from?

MULTICODE. RANDOMISE ANSWER OPTIONS SPLIT ACROSS THREE SCREENS. WITH LAST THREE OPTIONS FIXED ON EACH SCREEN

Please select all that apply

1. Whether there is a delivery or collection option
2. Delivery/ collection times
3. Price (including cost of delivery)
4. Location of takeaway
5. Offers, deals or discount available
6. Quality of food
7. Type of food (e.g. cuisine or vegetarian/vegan options)
8. Whether information about calories is provided
9. Whether allergen information is provided
10. Whether healthier options are provided
11. Recommendations from family or friends
12. Reviews (e.g. on TripAdvisor, Google, social media, or in newspapers and magazines)
13. My previous experience of the takeaway
14. Whether it is an independent business or part of a chain
15. Whether food can be ordered online (e.g. through a website or app)
16. Food Hygiene Rating
17. None of these **[FIXED]**
18. Don't know **[FIXED]**
19. I don't order food from takeaways **[FIXED]**

[ASK IF MORE THAN ONE OF 1-16 SELECTED AT EATOUT3]

EATOUT3IMP

ASK IF TWO OPTIONS SELECTED AT EATOUT3: Which of the following are you most likely to consider when deciding where to order food for takeaway?

Please select one answer only

ASK IF MORE THAN TWO OPTIONS SELECTED AT EATOUT3: Please rank the following according to how likely you are to consider it when deciding where to order food for takeaway

Programmer instruction: All options selected at EATOUT3 to be pulled into this screen [SHOW 1-16 only

[TIMESTAMP 3]

[ASK ALL]

FHRS1 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

[ASK IF HAVE AWARENESS OF FHRS FHRS1= 1-4]

FHRS2 Where have you come across the Food Hygiene Rating Scheme?

Please select all answers which apply

1. A sticker in a food business
2. On the Food Standards Agency's website
3. On a food business' own website (such as a restaurant website)
4. On a food ordering/delivery website or app (such as Just Eat, Deliveroo, UberEats etc.)
5. On another website
6. On social media (e.g. Twitter, Facebook Marketplace)

7. On another app (e.g. Scores on the Doors; Food Hygiene Rating) (please specify)
8. In the local newspaper
9. In an advert or magazine article
10. Word of mouth
11. Somewhere else (please specify)

[ASK ALL]

FHRS3 Have you ever seen this sticker before? (sticker used in Wales / Sticker used in England and Northern Ireland are shown – only show relevant sticker to participant according to country of residence)

Please select one answer only

1. Yes
2. No
3. Don't know\Not sure

[ASK IF FHRS3=1 (Those who have seen the FHRS sticker)]

FHRS4_w4 In which, if any, of the following have you seen this sticker in over the last 12 months?

Please select all that apply

1. In restaurants
2. In cafés
3. In takeaways
4. In coffee or sandwich shops
5. In pubs
6. In hotels / B&Bs
7. In schools, hospitals and other institutions
8. Manufacturers (Business-to-Business traders) [WALES ONLY]
9. In supermarkets

10. On market stalls / street food
11. In other food shops
12. Somewhere else (please specify)
13. I have not seen this sticker in a food business in the last 12 months

NEW SCREEN

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:

NEW SCREEN

[ASK ALL]

FHRS5_w4 Which of the following do you think are covered by the Food Hygiene Rating Scheme?

Please select all that apply

1. Restaurants
2. Cafés
3. Takeaways
4. Coffee or sandwich shops
5. Pubs
6. Hotels / B&Bs
7. Schools, hospitals and other institutions
8. Manufacturers (Business-to-Business traders) **[WALES ONLY]**
9. Supermarkets
10. Market stalls / street food
11. Other food shops
12. Other (please specify)
13. None of these
14. Don't know

[ASK ALL]

FHRS6 In the last 12 months, have you checked the hygiene rating of a food business? You may have checked a rating at the business premises, online, in leaflets or menus; whether or not you decided to purchase food from there.

Please select one answer only

1. Yes, I have checked the Food Hygiene Rating of a food business
2. No, I have not checked the Food Hygiene Rating of a food business
3. Don't know

[ASK IF HAVE CHECKED THE HYGIENE RATING OF A FOOD BUSINESS

FHRS6=1]

FHRS7_w4 In which of the following kinds of food businesses have you checked the hygiene ratings in the last 12 months?

Please select all that apply

1. In restaurants
2. In cafés
3. In takeaways
4. In coffee or sandwich shops
5. In pubs
6. In hotels /B&Bs
7. In schools, hospitals and other institutions
8. Manufacturers (Business-to-Business traders) **[WALES ONLY]**
9. In supermarkets
10. On market stalls / street food
11. In other food shops
12. Somewhere else (please specify)
13. Don't know

**[ASK IF HAVE CHECKED THE HYGIENE RATING OF A FOOD BUSINESS
FHRS6=1]**

FHRS8 How did you check these ratings?

Please select all that apply

1. I looked at an FHRS sticker displayed at the food business (such as in a business' window or on the door)
2. I checked the food business' own website
3. I checked an online food ordering website or app (e.g. JustEat, Deliveroo, UberEats)
4. I checked on the Food Standards Agency's website
5. I checked on another website
6. I checked on an app (e.g. Scores on the Doors; Food Hygiene Rating)
7. I checked in a local newspaper
8. Other (please specify)
9. Don't know

[ASK IF ANSWERED MORE OF ONE OF 1-7 AT FHRS8

FHRS9 Where do you most frequently check the Food Hygiene Rating of a food business?

Please rank in order of frequency of use, putting the most used first.

Instructions for programmer: All options (1-7) selected at FHRS8 to be pulled onto this screen.

Most frequently [DROP DOWN BOX WITH ALL ANSWERS FROM FHRS8]

Second most frequently

Etc

[ASK IF HAVE CHECKED THE HYGIENE RATING OF A FOOD BUSINESS

FHRS6=1]

FHRSCHECK When you look for FHRS ratings for food businesses, how often are they easy to find?

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 ALL]

FHRS10 When arriving at a restaurant or takeaway, how often, if at all, do you check a food business' hygiene rating upon arrival?

[Info button: To remind you, FHRS stickers are usually on display in the business' window, door, or on entry to the premises]

Please select one answer only

1. I always check on arrival
2. I do this most of the time
3. I do this about half the time
4. I do this occasionally
5. I never check on arrival
6. I don't eat at restaurants or order food from takeaways
7. Don't know

[NEW SCREEN]

Below are the different FHRS ratings that are placed on stickers at the entrance of restaurants and takeaways.

- 0 - urgent improvement necessary
- 1 - major improvement necessary
- 2 - improvement necessary
- 3 - generally satisfactory
- 4 - good
- 5 - very good

[NEW SCREEN]

[ASK ALL]

FHRS11 Imagine you arrived at a restaurant or takeaway and saw the FHRS sticker at the entrance. The sticker indicates that the hygiene rating is **lower than** the maximum rating of **5 – very good**.

For each of the following hygiene ratings, please state whether you would still eat at the restaurant or takeaway on seeing the rating, or whether you would decide not to eat at the restaurant or takeaway.

Please select one answer for each statement

FHRS11_a Awaiting inspection [ENGLAND / NI ONLY]

FHRS11_b Rating awaited [WALES ONLY]

FHRS11_c 0 - urgent improvement necessary

FHRS11_d 1 - major improvement necessary

FHRS11_e 2 - improvement necessary

FHRS11_f 3 - generally satisfactory

FHRS11_g 4 - good

1. I would still eat at the restaurant / takeaway
2. I would **not** eat at the restaurant / takeaway
3. Don't know

[ASK ALL]

FHRS12 From a rating of 0 to 5, what is the lowest rating you would usually consider acceptable, if you were considering buying food from somewhere?

'0' is the lowest rating and means the food business must make urgent improvements, '5' is the highest rating and means the food business's hygiene is very good.

Please select one answer only

1. 0 - urgent improvement necessary
2. 1 - major improvement necessary
3. 2 - improvement necessary
4. 3 - generally satisfactory
5. 4 - good
6. 5 - very good
7. Don't know
8. I do not usually notice the rating when I go into a food business

[ASK THOSE WHO ANSWERED HIGHER THAN 0 IN FHRS12 (FHRS12=2-6)]

FHRS13 Can you think of a situation in which you might decide to buy food from a food business with a rating of lower than [INSERT RATING THAT HAS BEEN SELECTED IN FHRS12]?

Please select one answer only

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

[ASK IF FHRS13=1]

FHRS14 When would that be?

Please select all that apply

1. If there wasn't much choice of places to go
2. If I needed to pick something up quickly
3. If I was out late at night
4. If I didn't have much money to spend / wanted somewhere cheap
5. If I had eaten food from there before
6. If it was a place that had been recommended to me
7. If it was part of a chain I knew
8. If I was taking food away rather than eating in
9. If I enjoyed the taste of the food from the place
10. If I knew the food was of high quality
11. If the food business served a particular type of food (e.g. Cuisine or vegetarian / vegan options)
12. If I was in an unfamiliar location (away with work, on holiday, etc)
13. If someone else in my party chose this food business
14. Because I would assume it is safe if it is still open / running
15. Other (Please specify)
16. Don't know

[ASK IF PARTICIPANT WOULD EAT AT A FOOD BUSINESS WITH A SCORE OF FOUR OR LOWER (FHRS12=1-5)]

FHRS15 Can you think of an occasion where you would only buy food from a food business with a rating of **higher** than [INSERT RATING THAT HAS BEEN SELECTED IN FHRS12]?

Please select one answer only

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

[ASK IF THERE ARE OCCASSIONS WHEN A PARTICIPANT WOULD ONLY EAT SOMEWHERE WITH A HIGHER RATING THAN ANSWERED AT FHRS12 (FHRS15=1)]

FHRS16 When would that be?

Please select all that apply

1. When it's a special occasion (birthday, anniversary, celebration, etc)
2. When I am taking (young) children
3. When I am taking older people
4. When I am with particular people / family members
5. When I or someone else had special health issues (illness, pregnancy, etc)
6. When I want to go somewhere expensive
7. When it was part of a chain
8. When I was in an unfamiliar location (away with work, on holiday, etc)
9. other, (please specify)
10. Don't know

[ASK ALL]

FHRS17 If a food business does **not** have the FHRS sticker present at the entrance to what extent, if at all, will this affect your decision to eat there?

Please select one answer only

1. It would make me much less likely to eat there
2. It would make me a little less likely to eat there
3. It would not make me any less likely to eat there
4. Don't know

[ASK ALL]

FHRS18 In the last 12 months, did you ever decide against using a food business, because it did not display its Food Hygiene Rating Scheme sticker?

Please select one answer only

1. Yes
2. No
3. Don't know/ can't remember

[ASK ALL]

FHRS19 If you visited a food business that did **not** display their Food Hygiene Rating Scheme sticker on the premises, would you be concerned about any of the following?

RANDOMISE 1-6

Please select all that apply

1. That the food business had poor hygiene standards
2. The food business had a low / poor Food Hygiene Rating and was trying to hide it.
3. There would be a higher risk of food poisoning / illness / infection when eating there
4. The safety of eating at the food business
5. The food business doesn't meet legal requirements
6. Whether the food business has been inspected by the relevant authorities or not
7. I would not be concerned about anything **[SINGLE CODE ONLY]**
8. I would not notice that the sticker is missing **[SINGLE CODE ONLY]**
9. Other (please specify)
10. Don't know **[SINGLE CODE ONLY]**

[ASK ALL]

FHRS20 Do you think that food businesses should be required by law to display their Food Hygiene Rating at their premises, or should it be up to the business to decide whether to or not?

Please select one answer only

1. They should have to
2. It should be up to them to decide
3. Don't know

[ASK ALL]

FHRS21 Do you think businesses providing an online food ordering service should display their Food Hygiene Rating where it can clearly be seen by customers before they order food?

Please select one answer only

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

[ASK ALL]

FHRS22_w4 Do you think that the hygiene ratings should be displayed on...

Please select one answer option for each statement

FHRS22_w4_a ...food ordering and delivery companies' apps and websites (such as Just Eat, Deliveroo, Uber Eats etc.) that allow you to order food from a range of local restaurants and takeaways

FHRS22_w4_f ...a food business's social media site (such as Facebook, Instagram etc.)

FHRS22_w4_b ...a restaurant's or café's own website

FHRS22_w4_c ...a takeaway's own website

FHRS22_w4_d ...a hotel's or B&B's own website if they provide food

FHRS22_w4_e ...a supermarket's own website

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

[TIMESTAMP 4]

[EATING AT HOME MODULE]

Now we would like to ask you some questions about eating at home.

[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

[ASK ALL]

FOODFREQ In the last month, how often, if at all, have you done any of the following?

Please select one answer for each statement.

**RANDOMISE ROWS A-I. PROGRESSIVE GRID. SINGLE CODE PER ROW.
FORWARD/REVERSE COLUMNS 1-5**

ROWS:

- | | |
|-------------------|--|
| FOODFREQ_a | Cooked food from scratch [ASK IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1] |
| FOODFREQ_b | Cooked to freeze food for later [ASK IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1] |
| FOODFREQ_c | Wasted or thrown away food |
| FOODFREQ_d | Bought processed food |
| FOODFREQ_e | Eaten together with your family |
| FOODFREQ_f | Snacked on cakes, biscuits, confectionery and/or savoury snacks |
| FOODFREQ_g | Bought food from local shops |
| FOODFREQ_h | Eaten healthy meals |
| FOODFREQ_i | Eaten meat (including fish) |

COLUMNS

1. Every day
2. Most days
3. 2 to 3 times a week
4. At least once a week
5. At least once a fortnight
6. At least once a month
7. I have not done this in the last month

8. Don't know / can't remember
9. Prefer not to answer

[IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1]

STEAMHOT How often, if at all, do you cook food until it is steaming hot and cooked all the way through?

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

[IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1]

FOODREH When reheating food, how do you know when it is ready to eat?

RANDOMISE ANSWER OPTIONS. 11, 12 and 13 in same place

Please select all that apply.

1. I can see steam coming from it
2. I taste it
3. I stir it
4. I check the middle is hot
5. I check it's an even temperature throughout
6. I put my hand over it / touch it
7. I use a thermometer / probe
8. I use a timer to ensure it has been cooked for a certain amount of time
9. I can see it's bubbling
10. I follow the instructions on the label
11. None of the above **[EXCLUSIVE]**

12. I don't check **[EXCLUSIVE]**

13. I don't reheat food **[EXCLUSIVE]**

[ASK IF FOODREH 1-12]

FOODREH2 How many times would you consider reheating food after it was cooked for the first time?

Please select one answer only.

1. Not at all
2. Once
3. Twice
4. More than twice
5. Don't know

[ASK ALL]

LEFTOVER3 When is the latest you would consume any leftovers stored in the fridge?

Please select one answer only

1. The same day
2. Within 1-2 days
3. Within 3-5 days
4. More than 5 days later
5. It varies too much
6. Don't know

[ASK IF NOT VEGAN OR VEGETARIAN. VEG=4,5 or 6,]

EATPINK1_a How often, if at all, do you eat chicken or turkey when the meat is pink or has pink or red juices?

Please select one answer only

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. I don't eat chicken or turkey
7. Don't know

[ASK IF PREPARES / COOKS – COOKHH=1,2,5 OR EVCOOK=1]

WASHCHIC How often, if at all, do you wash raw chicken?

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 ALL]

FOODUSE Which of these shows when food is no longer safe to eat?

Please select one answer only

RANDOMISE 1-4

1. Use by date
2. Best before date
3. Sell by date
4. Display until date
5. It depends **[EXCLUSIVE]**
6. All of these **[EXCLUSIVE]**
7. None of these **[EXCLUSIVE]**

8. Don't know **[EXCLUSIVE]**

[ASK IF PREPARES / COOKS –COOKHH=1,2,5 OR EVCOOK=1]

COOKDATES How often, if at all, do you check use by dates when you are about to cook or prepare food?

Please select one answer only

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. It varies too much to say
7. Don't know

[ASK AS SPECIFIED PER ITEM] [SHOW AS CAROUSEL GRID]

SINGLE CODE PER ROW.

**RANDOMISE ROWS AND ENSURE EATFOODUBD_e IS SHOWN AFTER
EATFOODUBD c&d IS SHOWN**

EATFOODUBD When, if at all, is the latest you would eat or drink the following items after their use-by date? Please do not include anything that you have frozen on or before the use-by date and consumed at a later date.

Please select one answer for each food.

EATFOODUBD_a Raw meat such as beef, lamb or pork or raw poultry **[ASK IF
VEG=4,5 or 6]**

EATFOODUBD_b Cooked meats **[ASK IF VEG=4,5 or 6]**

EATFOODUBD_c Smoked fish **[ASK IF VEG=2,4,5 or 6]**

EATFOODUBD_d Shellfish **[ASK IF VEG=2,4,5 or 6]**

EATFOODUBD_e Any other fish **[ASK IF VEG=2,4,5 or 6]**

EATFOODUBD_f Bagged salads [ASK ALL]
EATFOODUBD_g Cheese [ASK IF VEG=1,2,4,5 or 6]
EATFOODUBD_h Milk [ASK IF VEG=1,2,4,5 or 6]
EATFOODUBD_i Yoghurt [ASK IF VEG=1,2,4,5 or 6]

1. 1-2 days after the use-by date
2. 3-4 days after the use-by date
3. 5-6 days after the use-by date
4. 1-2 weeks after the use-by date
5. More than 2 weeks after the use-by date
6. {IF EATFOODUBD_a-g & i: I don't eat this food after its use-by date}
7. {IF EATFOODUBD_h: I don't drink this after its use-by date}
8. Don't know / I don't ever check the use-by date of this
9. {IF EATFOODUBD_a-g & i: Not applicable – I never eat this}
10. {IF EATFOODUBD_h: Not applicable – I never drink this}

[ASK ALL]

FREQUSE_w4 In the last month have you eaten any of the following foods that has gone past its use by date?

RANDOMISE ROWS. ENSURE FREQUSE_w4_h IS SHOWN AFTER FREQUSE_w4 b&g IS SHOWN

Please select one answer for each food.

FREQUSE_w4_f Raw meat such as beef, lamb or pork or raw poultry [ASK IF VEG=4,5 or 6]

FREQUSE_w4_a Cooked meats [ASK IF VEG=4,5 or 6]

FREQUSE_w4_b Smoked fish [ASK IF VEG=2,4,5 or 6]

FREQUSE_w4_g Shellfish [ASK IF VEG=2,4,5 or 6]

FREQUSE_w4_h Any other fish [ASK IF VEG=2,4,5 or 6]

FREQUSE_w4_c Bagged salads [ASK ALL]

FREQUSE_w4_d Cheese [ASK IF VEG=1,2,4,5 or 6]

FREQUSE_w4_e Milk [ASK IF VEG=1,2,4,5 or 6]

FREQUSE_w4_i Yoghurt [ASK IF VEG=1,2,4,5 or 6]

1. Yes, this happened every week
2. Yes, this happened some weeks but not every week
3. Yes, this happened just one week in the last month
4. No, never
5. Don't know / can't remember
6. I haven't [IF a-d or f-i: eaten; IF e: drunk] this in the last month
7. Prefer not to say

[ASK ALL]

FRIDGERAW1 How do you store raw meat and poultry in the fridge?

RANDOMISE CODES 1-5

Please select all that apply

1. Away from cooked foods
2. Covered with film / foil
3. In a sealed container
4. In its original packaging
5. On a plate
6. I don't buy or store meat or poultry **[EXCLUSIVE]**
7. I don't store raw meat / poultry in the fridge **[EXCLUSIVE]**
8. I don't have a fridge **[EXCLUSIVE]**
9. Don't know

[ASK IF STORE RAW MEAT IN THE FRIDGE. FRIDGERAW1=1-5]

FRIDGERAW2 Where in the fridge do you store raw meat and poultry?

Please select all that apply

1. Wherever there is space **[EXCLUSIVE]**
2. At the top of the fridge
3. In the middle of the fridge
4. At the bottom of the fridge
5. I don't buy meat or poultry **[EXCLUSIVE]**
6. I don't store meat or poultry in the fridge **[EXCLUSIVE]**
7. I don't have a fridge **[EXCLUSIVE]**
8. Don't know **[EXCLUSIVE]**

[ASK ALL]

FRIDGECH1 Do you, or anyone else in your household, ever check your fridge temperature?

Please select one answer only

1. Yes
2. No
3. Don't know
4. I don't need to – it has an alarm if it is too hot or cold
5. I don't have a fridge

[ASK HH CHECKS FRIDGE. FRIDFECH1=1]

FRIDGECH2 How often, if at all, do you or someone else in your household check the temperature of the fridge?

Please select one answer only

1. At least daily
2. 2-3 times a week
3. Once a week
4. Less than once a week but more than once a month

5. Once a month
6. Four times a year
7. Once or twice a year
8. Never
9. Don't know

[ASK HH CHECKS FRIDGE. FRIDFECH1=1]

FRIDGECH3 How do you (or someone else in your household) normally check the temperature?

RANSOMISE APART FROM EXCLUSIVE CODES

Please select one answer only

1. Check the setting / gauge
2. Check the temperature display built into the fridge
3. Put a thermometer in the fridge and check
4. Check for ice or condensation
5. Feel food inside to see if it is cold
6. Don't know **[EXCLUSIVE]**
7. Other **[EXCLUSIVE]**

[ASK ALL]

FRIDGECH4 What do you think the temperature inside your fridge should be?

Please select one answer only

1. Less than 0 degrees C (less than 32 degrees F)
2. Between 0 and 5 degrees C (32 to 41 degrees F)
3. More than 5 but less than 8 degrees C (42 to 46 degrees F)
4. 8 to 10 degrees C (47 to 50 degrees F)

5. More than 10 degrees C (over 50 degrees F)
6. Other
7. Don't know
8. I don't have a fridge

[ASK IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1]

HANDWASH When you are at home, how often, if at all, do you...

HANDWASH_a ...Wash your hands before starting to prepare or cook food

HANDWASH_b ...Wash your hands immediately after handling raw meat, poultry or fish

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. I don't cook meat, poultry or fish {DISPLAY ONLY FOR STATEMENT B}
7. Don't know

[TIMESTAMP5]

[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 Do you have concerns about any of the following?

**RANDOMISE ANSWER OPTIONS ACROSS 3 PAGES. WITH 20 AND 21
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. None of these **[EXCLUSIVE]**
- 21. Don't know **[EXCLUSIVE]**

[ASK ALL WHO SELECT FOUR OR MORE OPTIONS FROM CODES 1-19 AT FOODISSB]

FOODISSB2 Which of these food issues are you most concerned about, if any?

Please select up to three food issues that you are most concerned about

[PULL ANSWERS THAT ARE SELECTED AT FOODISSB]

[FOOD SYSTEM] [aka FOOD WE 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?

[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

[ASK ALL]

HEARDOF_w4 Which of the following, if any, have you heard of?

Please select all that apply.

[ENGLAND]

1. Food Standards Agency (FSA)
2. Public Health England (PHE)
3. Department for Environment, Food and Rural Affairs (DEFRA)
4. Environment Agency
5. Health and Safety Executive (HSE)
6. UK Health Security Agency
7. the Office for Health Improvement and Disparities
8. 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]

[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]

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?

Please select one answer for each statement

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

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

[ASK ALL]

EUFOODCONC Would you say you are more or less concerned about the following food issues, now that the UK has left the European Union?

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

EUFOODCONC_a Affordability of food

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

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

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

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

EUFOODCONC_f Food being produced sustainably

EUFOODCONC_g The availability of a wide variety of food

EUFOODCONC_h Animal welfare in the food production process

EUFOODCONC_i Ingredients and additives in food

EUFOODCONC_j Genetically modified (GM) food

1. I am much more concerned than I was
2. I am more concerned than I was
3. I am neither more or less concerned than I was
4. I am less concerned than I was
5. I am much less concerned than I was
6. Don't know

[TIMESTAMP6]

[ASK ALL]

DEFRA9_1 How important is it to you to buy food which has a low environmental impact?

Please select one answer only

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

[ASK ALL]

DEFRA10_1 How often do you buy food which has a low environmental impact, where possible?

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 ALL]

DEFRA4_2 When purchasing food, how often do you check for information on environmental impact?

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 ALL]

DEFRA5_2 To what extent do you agree or disagree that food products show enough information about their environmental impact?

Please select one answer only

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

[ASK ALL]

DEFRA_11 Which of the following do you think contributes **most** to someone having a **sustainable diet**?

Please select up to three answers.

MULTICODE UP TO 3 ANSWERS.

1. Eating a vegetarian diet (not eating meat or poultry or fish)

2. Eating a pescatarian diet (not eating meat or poultry but still eating fish)
3. Eating a vegan diet (not eating any animal products e.g. meat, dairy and eggs)
4. Eating less meat or poultry or fish
5. Eating / drinking less dairy (e.g. milk, cheese, butter or eggs)
6. Eating less processed food
7. Eating more fruit and / or vegetables
8. Minimising food waste
9. None of these [EXCLUSIVE]
10. Don't know [EXCLUSIVE]

[ASK ALL]

DEFRA_12 Which of the following do you think contributes **most** to someone making **sustainable food shopping choices**?

Please select up to three answers.

MULTICODE UP TO 3 ANSWERS. RANDOMISE ANSWERS EXCEPT CODES 9 AND 10.

1. Buying animal products with high welfare standards
2. Buying fair trade products
3. Buying locally produced food or food that is in season
4. Buying foods with minimal or no packaging
5. Buying foods that have been produced with minimal water usage and / or minimal deforestation
6. Buying foods grown organically
7. Buying sustainably sourced fish
8. Growing fruit and / or vegetables instead of buying them
9. None of these [EXCLUSIVE]
10. Don't know [EXCLUSIVE]

[ASK ALL]

SUSBEHV Which, if any, of the following changes have you made in the last 12 months?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS APART FROM CODES 1-3 AND 15-17.

1. Stopped eating meat or poultry or fish completely
2. Eaten less meat or poultry or fish
3. Eaten / drunk less dairy (e.g. milk, cheese, butter or eggs)
4. Eaten less processed food
5. Started eating more fruit and / or vegetables
6. Started minimising food waste
7. Started growing fruit and / or vegetables
8. Started buying animal products with high welfare standards
9. Started buying fair trade products
10. Started buying locally produced food or food that is in season
11. Started buying foods with minimal or no packaging
12. Started buying foods that have been produced with minimal water usage and / or minimal deforestation
13. Started buying foods grown organically
14. Started buying sustainably sourced fish
15. Other (please specify)
16. None of these [EXCLUSIVE]
17. Don't know [EXCLUSIVE]

[ASK IF CODE 1 AT SUSBEHV – STOPPED EATING MEAT/FISH/POULTRY]

STOPMPF What types of meat, poultry and/or fish have you **stopped** eating in the last 12 months?

Please select all that apply.

MULTICODE.

1. Red meat e.g. beef, pork or lamb
2. Processed meat e.g. chicken nuggets, ham, bacon, sausages, salami etc
3. Poultry e.g. chicken, turkey, duck etc
4. All fish

5. Only some types of fish, please specify:

[ASK IF CODE 1 AT STOPMPF (stopped eating red meat)]

WHYSTOPM You have said that you have **stopped eating red meat** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT CODES 14-16.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of meat or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating meat causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their meat consumption or don't eat meat
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where meat comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 2 AT STOPMPF (stopped eating processed meat)]

WHYSTOPPM You have said that you have **stopped eating processed meat** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT CODES 14-16.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of meat or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating meat causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their meat consumption or don't eat meat
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where meat comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 3 AT STOPMPF (stopped eating poultry)]

WHYSTOPP You have said that you have **stopped eating poultry** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT CODES 14-16.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of poultry or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating poultry causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their poultry consumption or don't eat poultry
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where poultry comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 4 OR 5 AT STOPMPF (stopped eating fish)]

WHYSTOPF You have said that you have **stopped eating fish** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT CODES 14-16.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change, sustainability of fish stocks, damage caused to wildlife
3. For financial reasons e.g. cost of fish or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating fish causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their fish consumption or don't eat fish
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where fish comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 2 AT SUSBEHV (EATEN LESS MEAT/POULTRY/FISH IN LAST 12 MONTHS)]

LESSMPF What types of meat, poultry and/or fish have you **eaten less of** in the last 12 months?

Please select all that apply.

MULTICODE.

1. Red meat e.g. beef, pork or lamb
2. Processed meat e.g. chicken nuggets, ham, bacon, sausages, salami etc

3. Poultry e.g. chicken, turkey, duck etc
4. All fish
5. Only some types of fish, please specify:

[ASK IF CODES 1 at LESSMPF (eaten less red meat in the last 12 months)]

WHYLESSM You have said that you have **eaten less red meat** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE EXCEPT CODES 14 AND 15.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of meat or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating meat causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their meat consumption or don't eat meat
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where meat comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 2 at LESSMPF (eaten less processed meat in the last 12 months)]

WHYLESSPM You have said that you have **eaten less processed meat** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE EXCEPT CODES 14 AND 15.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of meat or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating meat causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their meat consumption or don't eat meat
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where meat comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 3 at LESSMPF (eaten less poultry in the last 12 months)]

WHYLESSP You have said that you have **eaten less poultry** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE EXCEPT CODES 14 AND 15.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of poultry or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating poultry causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their poultry consumption or don't eat poultry
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where poultry comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODES 4 or 5 at LESSMPF (eaten less fish in the last 12 months)]

WHYLESSF You have said that you have **eaten less fish** in the last 12 months.

Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE EXCEPT CODES 14 AND 15.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change, sustainability of fish stocks, damage caused to wildlife
3. For financial reasons e.g. cost of fish or reduced income
4. For health reasons e.g. to be more healthy or lose weight

5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating fish causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their fish consumption or don't eat fish
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where fish comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 3 AT SUSBEHV (eaten/drank less dairy in the last 12 months)]

WHYLESSD You have said that you have **eaten or drunk less dairy and/or eaten fewer eggs** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE EXCEPT CODES 14 AND 15.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of dairy / eggs or reduced income
4. For health reasons (e.g. to be more healthy or lose weight)
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating dairy / eggs causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their dairy / egg consumption or don't eat these products
9. Because of advice from friends or family

10. Because of advice from celebrities or influencers
11. Because of concerns about where dairy products come from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 4 AT SUSBEHV]

WHYLESSPF You have said that you have **eaten less processed food** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE EXCEPT CODES 14 AND 15.

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of processed food or reduced income
4. For health reasons (e.g. to be more healthy or lose weight)
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating processed food causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their processed food consumption or don't eat these products
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where processed food come from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)

15. None of these [EXCLUSIVE]

16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 5 AT SUSBEHV]

WHYMOREFV You have said that you have **started eating more fruit and/or vegetables** in the last 12 months. Which of the following reasons, if any, explain why you chose to make this change?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT CODES 13-15

1. Because I don't eat meat
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons (e.g. low cost of fruit and / or vegetables or increased income)
4. For health reasons (e.g. to be more healthy or lose weight)
5. Because of the bad or unpleasant physical reaction eating other foods causes me (e.g. food intolerance)
6. Because of concerns about food poisoning from other foods
7. Because other people in my household or my friends have increased their fruit and / or vegetable consumption
8. Because of advice from friends or family
9. Because of advice from celebrities or influencers
10. Because of concerns about where other foods come from
11. Because I wanted a change
12. Due to pregnancy
13. Other reason (please specify)
14. None of these [EXCLUSIVE]
15. Prefer not to say [EXCLUSIVE]

[ASK ALL]

TRYSUS Which, if any, of the following changes are you willing to try in the next 12 months?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT 1-3 AND 16-18

1. Stop eating meat or poultry or fish completely
2. Eat less meat or poultry or fish
3. Eat / drink less dairy (e.g. milk, cheese, butter or eggs)
4. Eat less processed food
5. Replace dairy products with plant-based alternatives such as soya, oat or almond milk
6. Start eating more fruit and / or vegetables
7. Start minimising food waste
8. Start growing fruit and / or vegetables
9. Start buying animal products with high welfare standards
10. Start buying fair trade products
11. Start buying locally produced food or food that is in season
12. Start buying foods with minimal or no packaging
13. Start buying foods that have been produced with minimal water usage and/or minimal deforestation
14. Start buying foods grown organically
15. Start buying sustainably sourced fish
16. Other (please specify)
17. None of the above [EXCLUSIVE]
18. Don't know [EXCLUSIVE]

[ASK IF CODES 1, 2 or 3 AT TRYSUS [Willing to try to eat less meat, poultry and/or fish, or eat/drink less dairy]

TRYLESSMPFD Which of the following changes are you willing to try in the next 12 months?

Please select all that apply.

MULTICODE.

1. Stop eating meat [DISPLAY IF TRYSUS=1]
2. Eat less meat [DISPLAY IF TRYSUS=2]
3. Stop eating poultry [DISPLAY IF TRYSUS=1]
4. Eat less poultry [DISPLAY IF TRYSUS=2]
5. Stop eating fish [DISPLAY IF TRYSUS=1]
6. Eat less fish [DISPLAY IF TRYSUS=2]
7. Stop eating / drinking dairy (e.g. cheese, butter, milk) and/or eggs [DISPLAY IF TRYSUS=3]
8. Eat / drink less dairy (e.g. cheese, butter, milk) and/or eat fewer eggs [DISPLAY IF TRYSUS=3]

[ASK IF CODE 1 or 2 at TRYLESSMPFD (stop eating or eaten less meat in the last 12 months)]

WHYTRYLESSM Why are you willing to try to **stop eating meat or eat less meat** in the next 12 months?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT 14-16

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of meat or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating meat causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their meat consumption or don't eat meat
9. Because of advice from friends or family

10. Because of advice from celebrities or influencers
11. Because of concerns about where meat comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 3 or 4 at TRYLESSMPFD (stop eating or eat less poultry in the last 12 months)]

WHYTRYLESSP Why are you willing to try to **stop eating or eat less poultry** in the next 12 months?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT 14-16

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cost of poultry or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating poultry causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their poultry consumption or don't eat poultry
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where poultry comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]

16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 5 or 6 at TRYLESSMPFD (stop eating or eat less fish in the last 12 months)]

WHYTRYLESSF Why are you willing to try to **stop eating or eat less fish** in the next 12 months?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT 14-16

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change, sustainability of fish stocks, damage caused to wildlife
3. For financial reasons e.g. higher cost of fish or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating fish causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced their fish consumption or don't eat fish
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where fish comes from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 7 or 8 at TRYLESSMPFD (stop eating/drinking or eat/drink less dairy in the last 12 months)]

WHYTRYLESSD Why are you willing to try to **stop eating/drinking dairy and/or eggs or eat/ drink less dairy and/or to eat fewer eggs** in the next 12 months?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT 14-16

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. higher cost of dairy/eggs or reduced income
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because of the bad or unpleasant physical reaction eating dairy/eggs causes me (e.g. food intolerance)
7. Because of concerns about food poisoning
8. Because other people in my household or my friends have reduced dairy/egg consumption or don't eat these products
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because of concerns about where dairy products come from
12. Because I wanted a change
13. Due to pregnancy
14. Other reason (please specify)
15. None of these [EXCLUSIVE]
16. Prefer not to say [EXCLUSIVE]

[ASK ALL]

MEATALTEAT Have you ever eaten meat alternatives?

Meat alternatives are meat-free products that may be eaten instead of meat, such as Quorn, seitan or vegetarian sausages/burgers (including Linda McCartney products, Impossible Foods or Beyond meat).

Please select one answer only

1. Yes, I currently eat meat alternatives
2. Yes, I used to eat meat alternatives but I don't now
3. No, I have never eaten meat alternatives
4. I have never heard of meat alternatives
5. Don't know

[ASK IF CODE 1 (YES, CURRENTLY) AT MEATALTEAT]

WHYMEATALT Which of the following reasons, if any, explain why you choose to eat meat alternatives?

Please select all that apply.

MULTICODE. RANDOMISE ANSWERS EXCEPT 15-17

1. For animal welfare reasons
2. For environmental or sustainability reasons e.g. impact on climate change
3. For financial reasons e.g. cheaper than meat
4. For health reasons e.g. to be more healthy or lose weight
5. For religious reasons
6. Because I don't eat meat
7. Because of concerns about food poisoning
8. Because another person has cooked meat alternatives for me or I've cooked them for others
9. Because of advice from friends or family
10. Because of advice from celebrities or influencers
11. Because I like the taste
12. Because of concerns about where meat comes from
13. Because I wanted a change
14. Due to pregnancy
15. Other reason (please specify)
16. None of these [EXCLUSIVE]

17. Prefer not to say [EXCLUSIVE]

[ASK IF CODE 1 (YES, CURRENTLY) AT MEATALTEAT]

MEATALTEATFREQ How often do you eat meat alternatives?

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. Don't know

[ASK ALL EXCEPT IF CODE 3 (NOT EATEN MEAT ALTERNATIVES) OR 4 (NEVER HEARD OF MEAT ALTERNATIVES) AT MEATALTEAT]

MEATALTEATMORE Would you like to eat more meat alternatives?

Please select one answer only

1. I definitely would like to
2. I probably would like to
3. I probably would not like to
4. I definitely would not like to
5. I eat enough meat alternatives already
6. Don't know

[ASK IF CODE 3 (No, Never) AT MEATALTEAT]

MEATALTRY Would you like to try eating meat alternatives?

Please select one answer only

1. I definitely would like to
2. I probably would like to
3. I probably would not like to
4. I definitely would not like to
6. Don't know

[ASK ALL EXCEPT CODE 4 AT MEATALTEAT]

MEATALTHEALTHY In general, how healthy do you think shop-bought meat alternatives are compared to meat?

Please select one answer only

1. More healthy than meat
2. About the same as meat
3. Less healthy than meat
4. Don't know

[ASK ALL EXCEPT CODE 4 AT MEATALTEAT]

MEATALTEF In general, how environmentally friendly do you think shop-bought meat alternatives are compared to meat?

Please select one answer only

1. More environmentally friendly than meat
2. About the same as meat
3. Less environmentally friendly than meat
4. Don't know

[ASK ALL EXCEPT CODE 4 AT MEATALTEAT]

MEATALTEXP In general, how expensive do you think shop-bought meat alternatives are compared to meat?

Please select one answer only

1. More expensive than meat
2. About the same as meat
3. Less expensive than meat
4. Don't know

[ASK ALL EXCEPT CODE 4 AT MEATALTEAT]

MEATALTLL In general, how long do you think refrigerated shop-bought meat alternatives last compared to meat?

Please select one answer only

1. Meat alternatives last longer than meat in the fridge
2. Meat alternatives last about the same time as meat in the fridge
3. Meat alternatives don't last as long as meat in the fridge
4. Don't know

[ASK ALL]

ALTMEAT Would you like to try including lab-grown meat in your diet, if it became available in this country? This includes meat grown in a laboratory from the cells or tissue of a live animal such as a cow, without having to kill the animal.

Please select one answer only

1. I definitely would like to try this
2. I probably would like to try this

3. I probably would not like to try this
4. I definitely would not like to try this
5. Don't know

[ASK ALL]

[SHOW AS COLLAPSABLE GRID]

HEARDOF Have you ever heard of...

HEARDOFGM ...Genetically modified (GM) food?

HEARDOFGE ...Gene edited or genome edited 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

[TIMESTAMP7]

[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]

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 FOODBANK=1]

FBANKFREQ How often in the past 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

[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=1 OR CHILD AGED 0-4 IN HH]

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

[TIMESTAMP8]

[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] AGE What is your date of birth?

[OPEN BOX]

HARD CHECK IN PLACE SO PARTICIPANTS CAN'T ENTER AN AGE OF LESS THAN 16 OR MORE THAN A 115

[ASK ALL]

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

Please select one answer only

1. Yes

2. No

[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

[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?

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]

HEALTH How is your health in general? Is it...

Please select one answer only

1. Very good
2. Good

3. Fair
4. Bad
5. Very bad
6. 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.

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	

[TIMESTAMP9]

[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

[TIMESTAMP10]

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 three working days after you have completed the survey. You will be able to redeem your e-voucher from a wide range of online retailers.

{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 {if try to move on}

{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 MORI 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?

Please select one answer only

1. Yes
2. No

INFO BUTTON: If you agree to be recontacted by the FSA, Ipsos MORI 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 FSA 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.

[ASK IF RC1 = 1]

RC3 What is your name (forename and 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.

99. Do not wish to give email address [if try to move on]

[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]

[IF RC1 = 1]

RC5 Please confirm your postal address for future re-contact is the address on the letter we sent you.

Please select one answer only

1. The address on the letter I received is the correct address for future re-contact
2. I would like to provide another address as I have moved or will move
3. I do not wish to be contacted by post

[IF RC5=2]

RC6 What is your new address?

[Provide suitable standard space and format for this to be entered: Two address lines, Town and Postcode]

[Check if postcode is not in correct format]

[TIMESTAMP11]

[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.

[ADDITIONAL TEXT ANOTHER ADULT IN HH WHO HAS NOT COMPLETED A QUESTIONNAIRE].

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: [survey website address] or contact us using the details below

Email: [survey contact email address].

Telephone helpline: [survey freephone telephone number]