Food and You 2:

Wave 3 Key Findings

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Executive Summary

Overview of Food and You 2

Food and You 2 is a biannual ‘Official Statistic’ survey commissioned by the Food Standards Agency (FSA). The survey measures self-reported consumers’ knowledge, attitudes and behaviours related to food safety and other food issues amongst adults in England, Wales, and Northern Ireland.

Fieldwork for Food and You 2: Wave 3 was conducted between 28th April and 25th June 2021. A total of 6,271 adults from 4,338 households (an overall response rate of 31%) across England, Wales, and Northern Ireland completed the ‘push-to-web’ survey (see Annex A for more information about the methodology).

This survey was conducted during the Covid-19 pandemic and so it records the reported attitudes and behaviours under unusual circumstances which have had a significant impact on how and where people buy and eat food, and on levels of household food insecurity.

The modules presented in this report include ‘Food we can trust’, ‘Concerns about food’, ’Food security’, ‘Food shopping and labelling, ‘Online platforms’ and ‘Food-related behaviours and eating habits’.

Summary of key findings

Food we can trust

Confidence in food safety and authenticity

- Most respondents (90%) reported that they were confident that the food they buy is safe to eat.
- More than 8 in 10 (83%) respondents were confident that the information on food labels is accurate.

Confidence in the food supply chain

- Almost three quarters of respondents (73%) reported that they had confidence in the food supply chain.
- Respondents were more likely to report confidence in farmers (87%), shops and supermarkets (83%) than in take-aways (56%), and food delivery services (41%).

Awareness, trust and confidence in the FSA

- Most respondents (90%) had heard of the FSA.
- Three quarters (75%) of respondents who had at least some knowledge of the FSA reported that they trusted the FSA to make sure ‘food is safe and what it says it is’.
- Over 8 in 10 (83%) respondents reported that they were confident that the FSA (or the government agency responsible for food safety) can be relied upon to protect the public from food-related risks, 77% were confident that the FSA is committed to communicating openly with the public about food-related risks, and 80% were confident that the FSA takes appropriate action if a food-related risk is identified.

Concerns about food

- Most respondents (80%) had no concerns about the food they eat, and only 20% of respondents reported that they had a concern.

- Respondents with a concern were asked to briefly explain what their concerns were about the food they eat. The most common concerns related to nutrition and health (38%), and food production methods (33%).
- All respondents were asked to indicate if they had concerns about a number of food-related issues, from a list of options. The most common concerns related to the amount of sugar in food (63%), and food waste (61%).

Food security

- Across England, Wales, and Northern Ireland, 85% of respondents were classified as food secure (72% high, 13% marginal) and 15% of respondents were classified as food insecure (9% low, 6% very low).
- Food security levels were comparable across England, Wales, and Northern Ireland. Over three quarters of respondents were food secure (i.e. had high or marginal food security) in England (85%), Wales (82%) and Northern Ireland (84%). Approximately 1 in 6 respondents were food insecure (i.e. had low or very low food security) in England (15%), Wales (18%) and Northern Ireland (16%).

Food shopping and labelling

Where do respondent buy food from?

- Most respondents reported that they have bought food from a supermarket or mini supermarket about once a week or more often (79%). Convenience shops (local/corner shops, newsagents', garage forecourts) (42%) and independent (greengrocers', butchers', bakers', fishmongers') shops (49%) were typically used by respondents 2-3 times a month or less often.
- Most respondents reported that they often check the use-by (84%) or best before (82%) date when they have bought food.

Confidence in allergen labelling

- Most respondents (83%) who go food shopping and take into consideration a person who has a food allergy or intolerance were confident that the information provided on food labelling allows them to identify foods that will cause a bad or unpleasant physical reaction.

- Respondents who bought food loose were more confident in identifying these foods in-store at a supermarket (71%), when buying food from a supermarket online (69%) and when shopping at independent food shops (67%). However, respondents were less confident when buying food from food markets or stalls (57%).

Online platforms

- Over half of respondents (60%) reported that they had ordered food or drink via a restaurant, takeaway or café website. Around half (52%) of respondents had ordered food or drink via on online ordering and delivery company (for example, Just Eat, Deliveroo, Uber Eats) and 30% had ordered via an online marketplace (for example Amazon, Gumtree, Etsy). Fewer respondents had ordered food or drink via social media (for example, Facebook, Instagram, Nextdoor) (14%) or a food sharing app (for example Olio, Too Good To Go) (8%).

Food-related behaviours and eating habits

- Eating habits had changed for most respondents in the last 12 months, with only 19% of respondents indicating that there had been no change in their eating habits. The most common changes related to what and where respondents ate (57% eaten out less, 55% eaten at home more, 50% cooked more at home, 39% eaten fewer takeaways).

Acknowledgements

First and foremost, our thanks go to all the respondents who gave up their time to take part in the survey.

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Introduction

The Food Standards Agency: role, remit, and responsibilities

The Food Standards Agency (FSA) is an independent Government department working to protect public health and consumers' wider interests in relation to food in England, Wales, and Northern Ireland[1]. The FSA's overarching mission is 'food we can trust'. The FSA's goal and vision is to ensure that 'food is safe, and food is what it says it is', such that consumers can make informed choices about what to eat. In Northern Ireland, the FSA is responsible for nutrition policy and has the additional goal to ensure that consumers have access to an affordable diet, now and in the future.

Food and You 2 is designed to monitor the FSA's progress against these goals and inform policy decisions by measuring self-reported consumers' knowledge, attitudes and behaviours related to food safety and other food issues in England, Wales, and Northern Ireland on a regular basis.

Food and You 2

Ipsos MORI was commissioned by the FSA to develop and run a biannual survey, 'Food and You 2', carried out primarily online.

Food and You 2 replaces the FSA's face-to-face Food and You survey (2010-2018)[2], Public Attitudes Tracker (2010-2019) and Food Hygiene Rating Scheme (FHRS) -

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[1] In Scotland, the non-ministerial office Food Standards Scotland, is responsible for ensuring food is safe to eat, consumers know what they are eating and improving nutrition.

[2] The Food and You survey has been an Official Statistic since 2014.

Consumer Attitudes Tracker (2014-2019). Due to differences in the question content, presentation and mode of response, direct comparisons should not be made between these earlier surveys and Food and You 2. More information about the history and methodology can be found in Annex A.

Food and You 2: Wave 3

Food and You 2: Wave 3 data were collected between 28th April and 25th June 2021. A total of 6,271 adults from 4,338 households across England, Wales, and Northern Ireland completed the survey (an overall response rate of 31%).

Food and You 2: Wave 3 data were collected during the COVID-19 pandemic which had a significant societal and economic impact and affected the day-to-day lives of everyone. The COVID-19 pandemic had a widely reported impact on food security in England, Wales, and Northern Ireland. It is expected that the COVID-19 pandemic had an impact on the level of food security reported by respondents in Food and You 2[3].

Food and You 2 is a modular survey, with 'core' modules included every wave, 'rotated' modules repeated annually or biennially, and 'exclusive' modules asked on a one-off basis. The modules presented in this report include 'Food we can trust' (core), 'Concerns about food' (core), 'Food security' (rotated), 'Food shopping and labelling' (rotated), 'Online platforms (rotated), and 'Food-related behaviours and eating habits' (rotated).

[3]Covid-19 consumer tracker survey (2021), FSA. Food in a pandemic (2021). FSA. Life under Covid-19: Food waste attitudes and behaviours in 2020 (2021), WRAP. State of hunger: Building the evidence on poverty, destitution, and food insecurity in the UK (2021). The Trussell Trust.
Family Resources Survey (FRS): financial year 2021 to 2020 (2021). DWP. The FRS asks respondents to report experiences of food insecurity in the last 30 days so responses cannot be compared with Food and You 2.

This report presents key findings from the Food and You 2: Wave 3 survey. Not all questions asked in the Wave 3 survey are included in the report. The full results are available in the accompanying full data set and tables.

Interpreting the findings

To highlight the key differences between socio-demographic and other sub-groups, variations in responses are typically reported only where the absolute difference is 10 percentage points or larger and is statistically significant at the 5% level ($p<0.05$). However, some differences between socio-demographic and other sub-groups are included where the difference is fewer than 10 percentage points, when the finding is notable or judged to be of interest. These differences are indicated with a double asterisk (**).

The report presents some of the differences between some socio-demographic and sub-groups in the population. In some cases, it was not possible to include the data of all sub-groups, however these data are available in the full data set and tables.

Key information is provided for each reported question in the footnotes, including:

- Question wording (question) and response options (response).
- Number of respondents presented with each question and description of the respondents who answered the question (Base= N).
- Please note: indicates important points to consider when interpreting the results.

Future publication plans

Modules expected to be reported in the Food and You 2: Wave 4 Key Findings report include, ‘Food we trust’ (core), ‘Concerns about food’ (core), ‘Eating out and takeaways’ (rotated), ‘Eating at home’ (rotated) and ‘Food security’ (rotated). However, findings included in the Food and You 2: Key Findings reports will be responsive to new and emerging issues and observations which are novel or of interest. A series of secondary reports will explore key modules in more detail.

Chapter 1: Food we can trust

Introduction

The FSA's overarching mission is 'food we can trust'. The FSA was established in 2000 following several high-profile outbreaks of food-related illness. The FSA aims not only to protect people but also to reduce the economic burden of foodborne illnesses and support the economy and trade by ensuring that food has a strong reputation for safety and authenticity in the UK and abroad. The FSA is responsible for the systems that regulate food businesses and is at the forefront of tackling food crime.

This chapter provides an overview of respondents' confidence in food safety and authenticity, and awareness of and trust in the FSA.

Confidence in food safety and authenticity

Most respondents reported confidence in food safety and authenticity; 90% of respondents reported that they were confident that the food they buy is safe to eat, and 83% of respondents were confident that the information on food labels is accurate[4].

Confidence in food safety varied between different categories of people in the following ways:

- Age group: respondents aged 55 years or over (for example, 95% of those aged 75 years and over) were more likely to be confident that the food they buy is safe to eat than respondents aged 16-24 years (82%).

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[4] Question: How confident are you that… A) the food you buy is safe to eat. B) the information on food labels is accurate (for example, ingredients, nutritional information, country of origin). Responses: Very confident, Fairly confident, Not very confident, Not confident at all, It varies, Don't know. Base= 6271, all respondents. Please note: 'Very confident' or 'Fairly confident' respondents are referred to as confident.

- NS-SEC[5]: respondents in some occupational groups (for example, 92% of those in intermediate occupations) were more likely to be confident that the food they buy is safe to eat than respondents who were long term unemployed and/or had never worked (82%) and full-time students (81%).
- Food security: respondents with a high (93%), marginal (87%) or low (86%) level of food security were more likely to be confident that the food they buy is safe to eat than respondents with very low (78%) food security.
- Ethnic group: 93% of white respondents reported being confident that the food they buy is safe to eat, compared to 77% of Asian or Asian British respondents.

Confidence in the accuracy of information on food labels varied between different categories of people in the following ways:

- Age group: respondents aged 25 years or over (for example, 88% of those aged 55-64 years) were more likely to be confident that the information on food labels is accurate, when compared to respondents aged 16-24 years (72%).
- NS-SEC: respondents in occupational groups (for example, 85% of those in lower supervisory and technical occupations) and respondents who were long term unemployed and/or had never worked (81%) were more likely to report being confident that the information on food labels is accurate, compared to full-time students (71%).
- Food security: respondents with a high (87%) level of food security were more likely to report being confident that the information on food labels is accurate than respondents with very low (76%) food security.
- Ethnic group: white respondents (85%) were more likely to report being confident that the information on food labels is accurate, compared to Asian or Asian British (72%) respondents.

[5] The National Statistics Socio-economic classification (NS-SEC) is a classification system which provides an indication of socio-economic position based on occupation and employment status.

- Responsibility for shopping: respondents who were responsible for food shopping (84%) were more likely to report being confident that the information on food labels is accurate, compared to those who never do food shopping (74%).

Confidence in the food supply chain

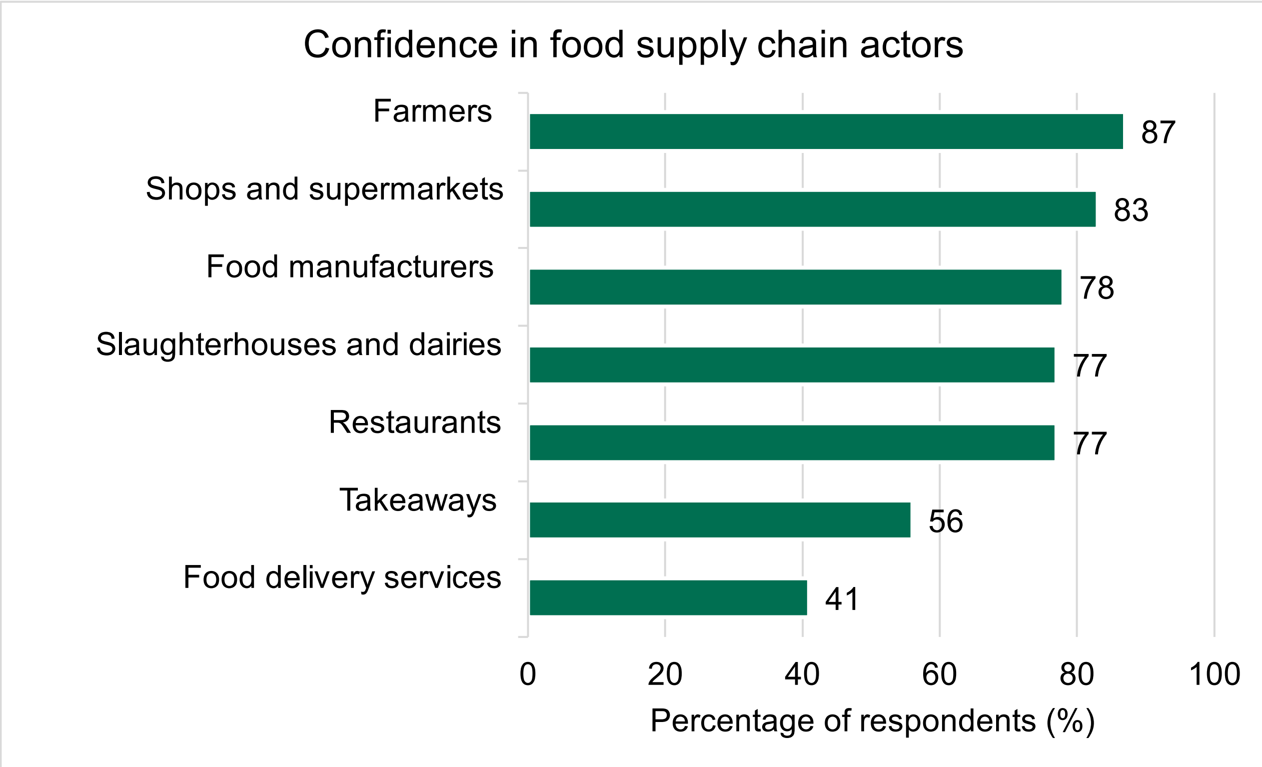
Almost three quarters of respondents (73%) reported that they had confidence in the food supply chain[6].

Confidence in the food supply chain varied between different categories of people in the following ways:

- Age group: older adults were more likely to report confidence in the food supply chain compared to younger adults. For example, 82% of respondents aged 75 years and over reported confidence in the food supply chain compared to 59% of those aged 16-24 years.
- NS-SEC: respondents in occupational groups (for example, 78% of those in lower supervisory and technical occupations) and those who were long term unemployed and/or had never worked (73%) were more likely to report confidence in the food supply chain than full-time students (54%).
- Food security: respondents with a high (76%) level of food security were more likely to report confidence in the food supply chain than respondents with very low (63%) food security.
- Ethnic group: white respondents (76%) were more likely to report confidence in the food supply chain than Asian or British Asian (63%) respondents.

[6] Question: How confident are you in the food supply chain? That is all the processes involved in bringing food to your table. Responses: Very confident, Fairly confident, Not very confident, Not at all confident, It varies, Don't know. Base= 6271, all respondents. Please note: 'Very confident' or 'Fairly confident' respondents are referred to as confident.

Figure 1: Most respondents were confident that food supply chain actors ensure food is safe to eat.



Source: Food and You 2: Wave 3

Respondents were asked to indicate how confident they were that key actors involved in the food supply chain ensure that the food they buy is safe to eat. Respondents were more likely to report confidence in farmers (87%), and shops and supermarkets (83%) than in takeaways (56%), and food delivery services (41%) (Figure 1)[7].

[7] Question: How confident are you that... A) Farmers, B) Slaughterhouses and dairies, C) Food manufacturers for example, factories, D) Shops and supermarkets, E) Restaurants, F) Takeaways, G) Food delivery services for example, Just Eat, Deliveroo, Uber Eats…in the UK (and Ireland) ensure the food you buy is safe to eat. Responses: Very confident, Fairly confident, Not very confident, Not at all confident, It varies, Don't know. Base= 6271, all respondents. Please note: 'Very confident' or 'Fairly confident' respondents are referred to as confident.

Awareness, trust and confidence in the FSA

Most respondents (90%) had heard of the FSA[8]. Respondents who had at least some knowledge of the FSA were asked how much they trusted the FSA to do its job; 75% of these respondents reported that they trusted the FSA to make sure 'food is safe and what it says it is'[9].

Awareness of the FSA varied between different categories of people in the following ways:

- Age group: older respondents were more likely to have heard of the FSA than younger respondents. For example, 97% of those aged 65-74 years had heard of the FSA, compared to 79% of those aged 16-24 years.
- NS-SEC: respondents in some occupational groups (for example, 94% of those in managerial, administrative, and professional occupations) were more likely to have

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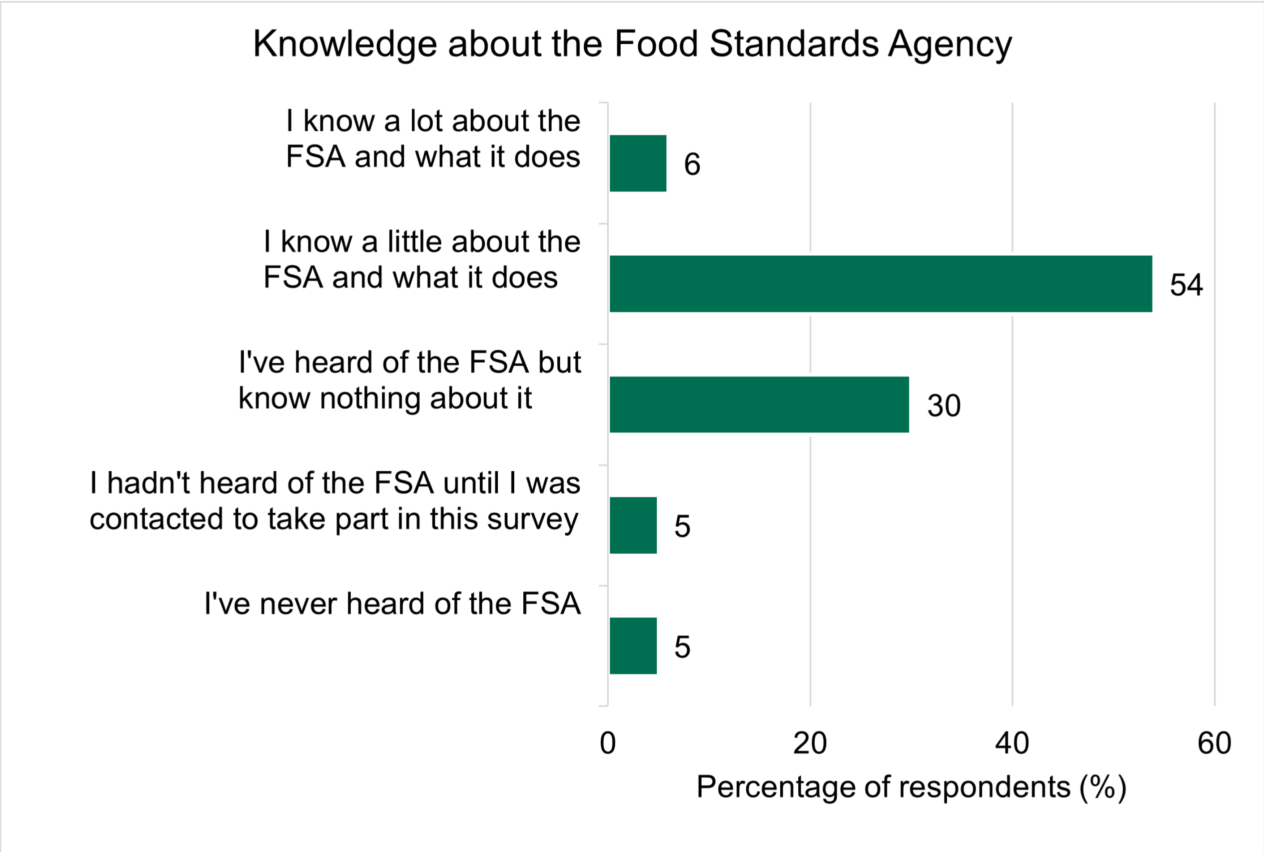
[8] Question: Which of the following, if any, have you heard of? Please select all that apply. Response: Food Standards Agency (FSA), (England) Public Health England (PHE), (England) Department for Environment, Food and Rural Affairs (DEFRA), (England) Environment Agency, (England and Wales) Health and Safety Executive (HSE), (Wales) Public Health Wales (PHW), (Wales) Natural Resources Wales, (NI) Public Health Agency (PHA), (NI) Department of Agriculture, Environment and Rural Affairs (DAERA), (NI) Health and Safety Executive Northern Ireland (HSENI), (NI) Safefood. Base= 4326, all online respondents. Please note: All consumers taking part in the survey had received an invitation to take part in the survey from Ipsos MORI which mentioned the FSA. An absence of response indicates the organisation had not been heard of by the respondent or a non-response.

[9] Question: 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. Responses: I trust it a lot, I trust it, I neither trust nor distrust it, I distrust it, I distrust it a lot, Don't know. Base= 3833, all respondents who know a lot or a little about the FSA and what it does. Please note: 'I trust it a lot' and 'I trust it' referred to as trust.

heard of the FSA compared to those who were long term unemployed and/or had never worked (69%) and full-time students (79%).

- Ethnic group: white respondents (93%) were more likely to have heard of the FSA compared to Asian or British Asian (81%) respondents.
- Responsibility for cooking: respondents who were responsible for cooking (91%) were more likely to have heard of the FSA than those who do not cook (76%).
- Responsibility for food shopping: respondents who were responsible for food shopping (92%) were more likely to have heard of the FSA than those who never do food shopping (76%).

Figure 2. Most respondents reported at least some knowledge of the FSA.



Source: Food and You 2: Wave 3

A majority of respondents reported at least some knowledge of the FSA; 6% reported that they knew a lot about the FSA and what it does, and 54% reported that they knew a little about the FSA and what it does. Less than a third of respondents reported that they had little or no knowledge of the FSA; 30% had heard of the FSA but knew nothing about it, 5% had not heard of the FSA before being contacted to take part in Food and You 2, and 5% had not heard of the FSA (Figure 2)[10].

Knowledge of the FSA varied between different categories of people in the following ways:

- Age group: respondents aged between 35 and 74 years (for example, 71% of those aged 65-74 years) were more likely to report knowledge of the FSA compared to the younger respondents (45% of those aged 16-24 years; 55% of those aged 25-34) or oldest respondents (48% of those aged 75 years and over).
- Annual household income: respondents with an income over £64,000, (for example 70% of those with an income of £64,000-£95,999) were more likely to report knowledge of the FSA compared to those with an income of less than £19,000 (55%).
- NS-SEC: respondents in some occupational groups (for example, 68% of those in managerial, administrative, and professional occupations) were more likely to report knowledge of the FSA than those who were in some occupational groups (for example, 50% of those in semi-routine and routine occupations), long term unemployed and/or never worked (39%) or full-time students (48%).
- Country: respondents in Wales (67%) were more likely to report knowledge of the FSA than those in Northern Ireland (56%). Six in ten (60%) respondents in England reported knowledge of the FSA.
- Responsibility for cooking: respondents who were responsible for cooking (62%) were more likely to report knowledge of the FSA compared to respondents who do not cook (39%).

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[10] Question: How much, if anything, do you know about the Food Standards Agency, also known as the FSA? Response: I know a lot about the FSA and what it does, I know a little about the FSA and what it does, I've heard of the FSA but know nothing about it, I hadn't heard of the FSA until I was contacted to take part in this survey, I've never heard of the FSA. Base= 6271, all respondents. Please note: All consumers taking part in the survey had received an invitation to take part in the survey which mentioned the FSA.

- Responsibility for shopping: respondents who were responsible for shopping (62%) were more likely to report knowledge of the FSA compared to respondents who never shop (42%).

Over 8 in 10 (83%) respondents reported that they were confident that the FSA (or the government agency responsible for food safety) can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food), 77% were confident that the FSA is committed to communicating openly with the public about food-related risks, and 80% were confident that the FSA takes appropriate action if a food-related risk is identified[11].

Trust in science

The work of the FSA is underpinned by the latest science and evidence, including independent expert advice, [Food we can trust FSA.]

Respondents were asked what they thought the FSA considers most when making policy decisions, from a list of options. Almost half (44%) of respondents thought that the FSA considers scientific evidence when making policy decisions. Fewer respondents thought

[11] Question: How confident are you that the Food Standards Agency / the government agency responsible for food safety in England, Wales and Northern Ireland...A) Can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food). B) Is committed to communicating openly with the public about food-related risks. C) Takes appropriate action if a food related risk is identified? Responses: Very confident, Fairly confident, Not very confident, Not at all confident, Don't know. Base= 6271, all respondents. Please note: 'Very confident' and 'Fairly confident' referred to as confident. Respondents with little or no knowledge of the FSA were asked about 'the government agency responsible for food safety', those with at least some knowledge of the FSA were asked about the FSA.

that the FSA considers business and industry (24%), public opinion (21%) and the government's viewpoint (20%)[12].

To measure trust in science, respondents were asked how confident they were that scientific research produces accurate conclusions. More than 8 in 10 (83%) respondents reported that they were confident that scientific research produces accurate conclusions[13].

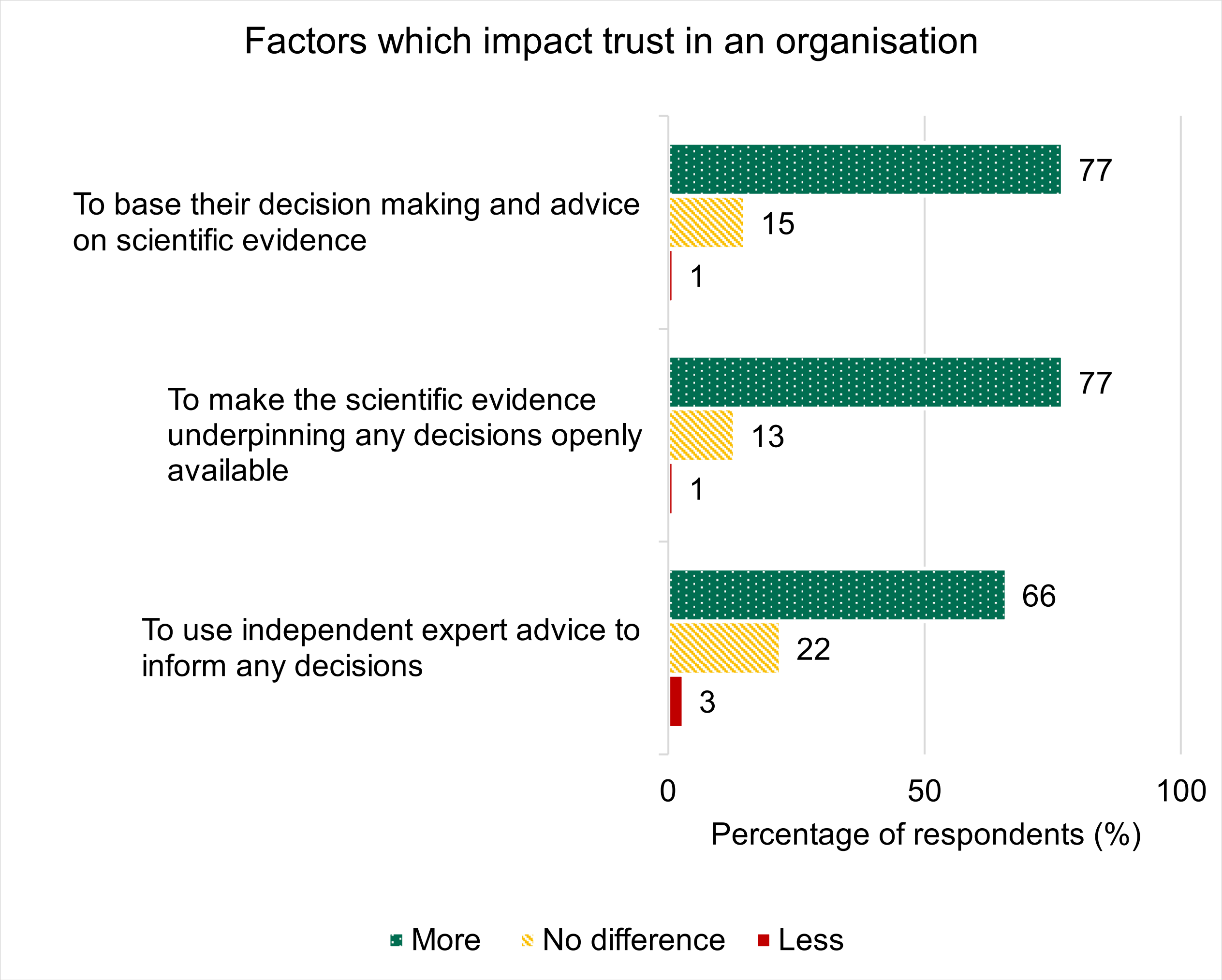
Confidence in scientific research varied between different categories of people in the following ways:

- Age group: respondents aged 65-74 years (89%) were more likely to be confident that scientific research produces accurate conclusions compared to those aged 16-24 years (78%).
- NS-SEC: respondents in occupational groups (for example, 85% of those in managerial, administrative, and professional occupations) and full-time students (84%) were more likely to be confident that scientific research produces accurate conclusions than those who were long term unemployed and/or had never worked (61%).

[12] Question: Which of the following, if any, do you think the Food Standards Agency considers most when making policy decisions? Responses: Public opinion, The government's viewpoint, Scientific evidence, Business and industry, Local government, None of these, Don't know. Base= 4326, all online respondents who know a lot or a little about the FSA and what it does.

[13] Question: How confident are you that scientific research produces accurate conclusions? Responses: Very confident, Fairly confident, Not very confident, Not at all confident, Don't know. Base= 4326, all online respondents. Please note: 'Very confident' and 'Fairly confident' referred to as confident.

Figure 3. Most respondents would trust an organisation more if it based decision making and advice on scientific evidence, made scientific evidence underpinning decisions openly available, and it used independent expert advice to inform decisions.



Source: Food and You 2: Wave 3

Respondents were asked which factors, from a given list, would make them trust an organisation more or less. Over three quarters (77%) of respondents reported that they would trust an organisation more (i.e. 'Trust the organisation a lot more' or 'Trust the organisation slightly more') if it were to base decisions and advice on scientific evidence[14]. Over three quarters (77%) of respondents reported that they would trust an organisation more if it were to make the scientific evidence underpinning any decisions openly available[15]. Two thirds (66%) of respondents reported that they would trust an organisation more if it were to use independent expert advice to inform any decisions (Figure 3)[16].

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[14] Question: If an organisation were to base their decision-making and advice on scientific evidence, would this make you...? Responses: Trust the organisation a lot more, Trust the organisation slightly more, Trust the organisation a lot less, Trust the organisation slightly less, It would make no difference, Don't know. Base= 4326, all online respondents.

[15] Question: If an organisation were to make the scientific evidence underpinning any decisions openly available, would this make you...? Responses: Trust the organisation a lot more, Trust the organisation slightly more, Trust the organisation a lot less, Trust the organisation slightly less, It would make no difference, Don't know. Base= 4326, all online respondents.

[16] Question: If an organisation were to use independent expert advice to inform any decisions, would this make you...? Responses: Trust the organisation a lot more, Trust the organisation slightly more, Trust the organisation a lot less, Trust the organisation slightly less, It would make no difference, Don't know. Base= 4326, all online respondents.

Chapter 2: Concerns about food

Introduction

The Food Standards Agency's (FSA) overarching mission is 'food we can trust'. The FSA's goal and vision is to ensure that 'food is safe to eat and food is what it says it is'. The aim of the FSA is to ensure that consumers can make informed choices about what to eat, trust that the food they buy is safe to eat, and have access to an affordable diet, now and in the future[17].

This chapter provides an overview of respondents' concerns about food and how these vary between different categories of people.

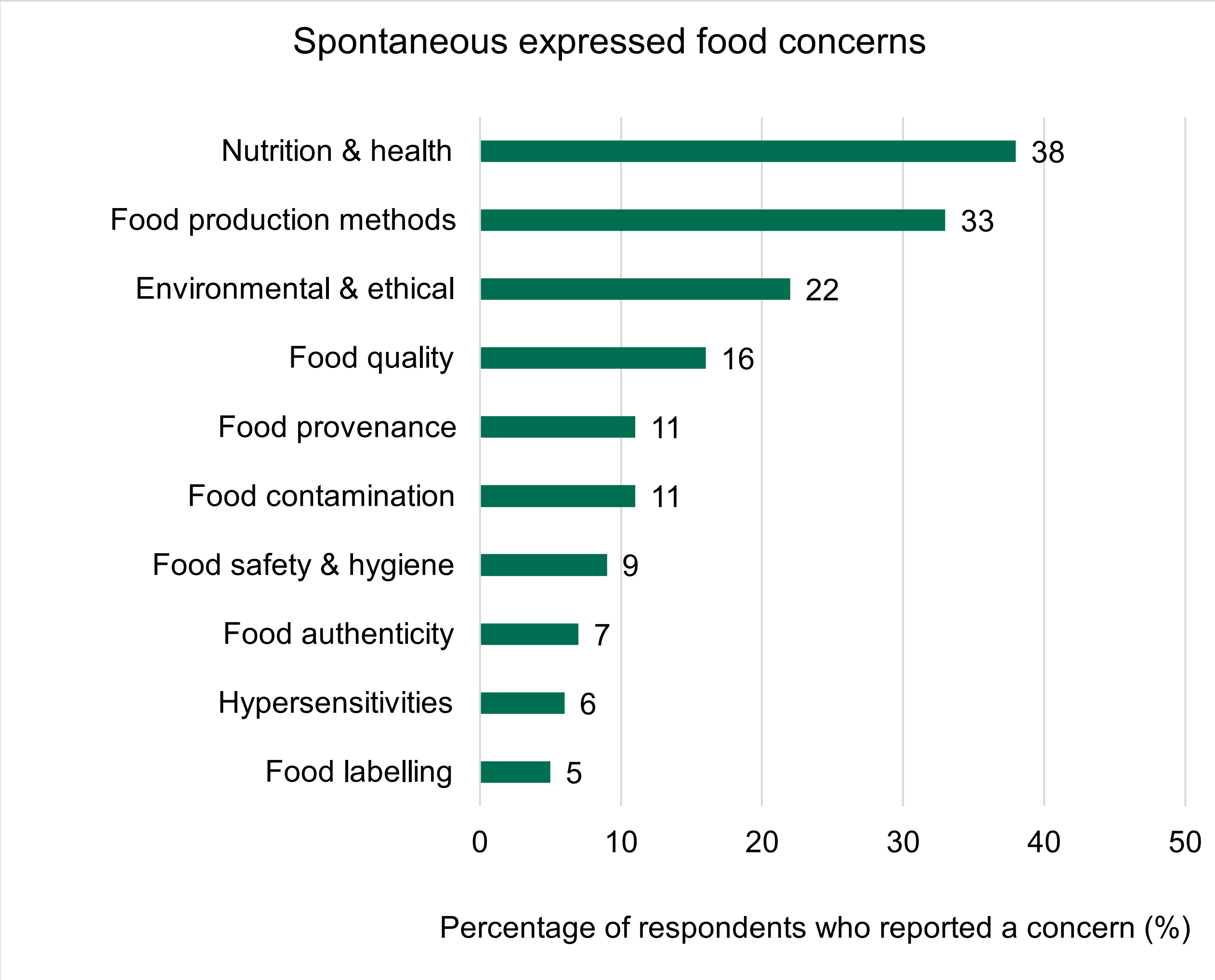
Common concerns

Respondents were asked to report whether they had any concerns about the food they eat. Most respondents (80%) had no concerns about the food they eat, and 20% of respondents reported that they had a concern[18].

[17] The FSA is not responsible for nutrition policy in England and Wales, only in Northern Ireland.

[18] Question: Do you have any concerns about the food you eat? Responses: Yes, No. Base= 6271, all respondents.

Figure 4. Ten most common spontaneous expressed concerns about food amongst those who had a concern about food.

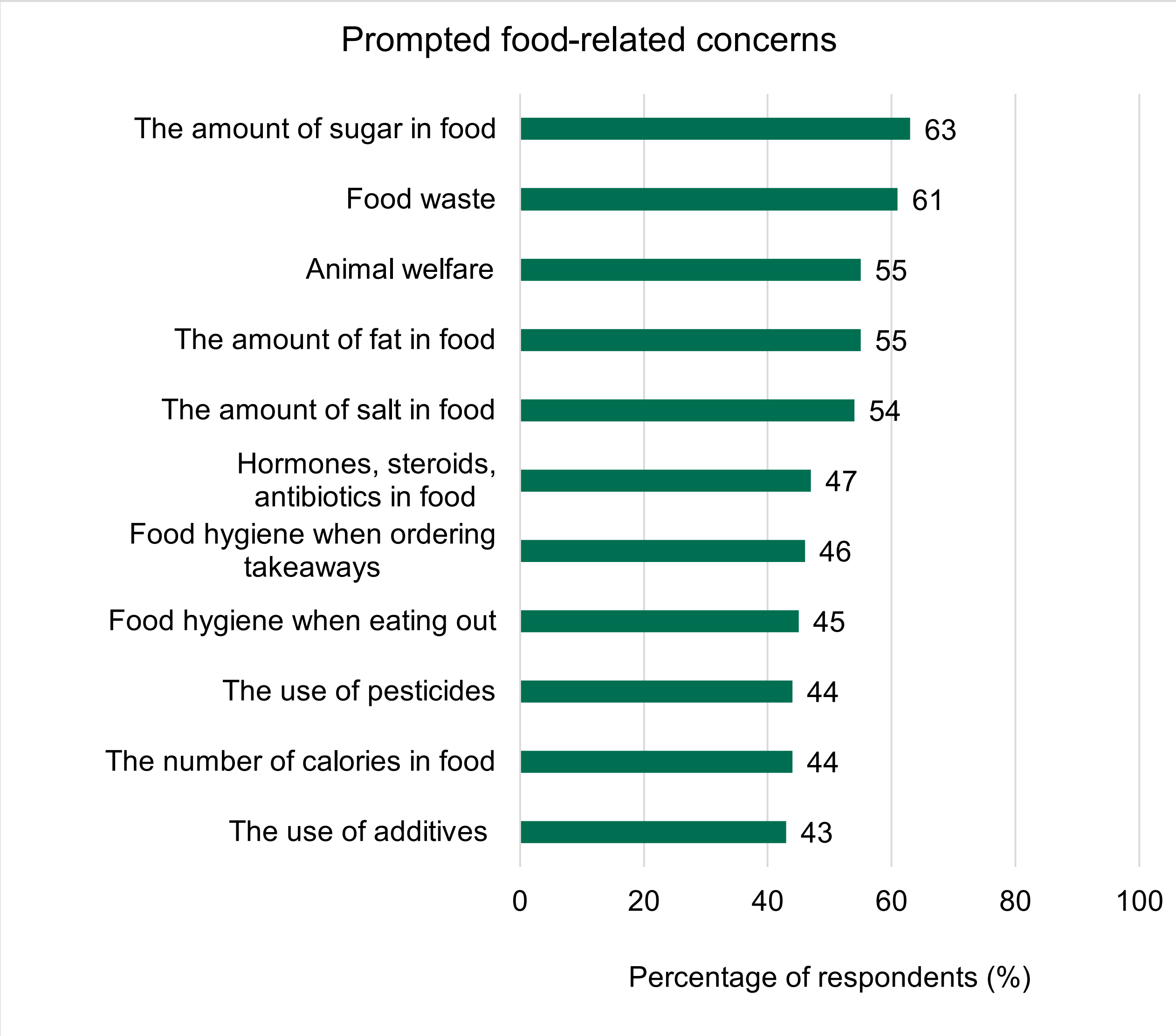


Source: Food and You 2: Wave 3

Respondents who reported having a concern were asked to briefly explain what their concerns were about the food they eat. The most common area of concern related to nutrition and health (38%), which included obesity and/or healthy eating (17%), the amount of sugar in food (12%) and processed food such as junk food (8%).

The second most common concern related to food production methods (33%), which included the use of pesticides and/or fertiliser to grow food (13%), the use of additives such as preservatives and colouring in food products (11%), and how food has been produced or processed (7%) (Figure 4)[19].

Figure 5. Ten most common prompted food-related concerns.



Source: Food and You 2: Wave 3

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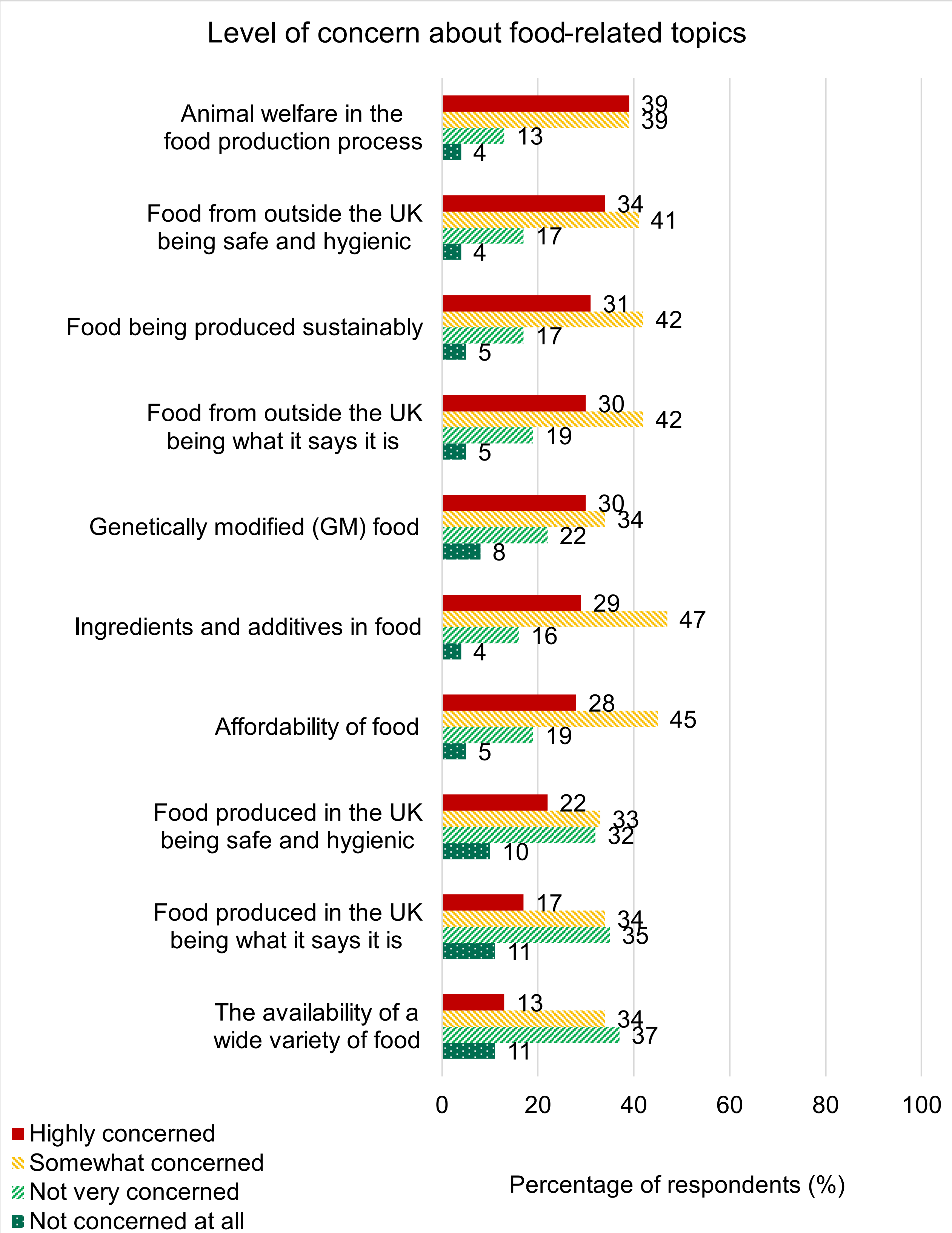
[19] Question: What are your concerns about the food you eat? Responses: [Open text]. Base= 1247, all respondents with concerns about the food they eat. Please note: additional responses are available in the full data set and tables, responses were coded by Ipsos MORI, see Technical Report for further details.

Respondents were asked to indicate if they had concerns about a number of food-related issues, from a list of options. The most common concerns related to the amount of sugar in food (63%) and food waste (61%). Just over half of respondents were concerned about animal welfare (55%), the amount of fat in food (55%) and the amount of salt in food (54%) (Figure 5)[20].

[20] Question: Do you have concerns about any of the following? Responses: The amount of sugar in food, Food waste, Animal welfare, Hormones, steroids or antibiotics in food, The amount of salt in food, The amount of fat in food, Food poisoning, Food hygiene when eating out, Food hygiene when ordering takeaways, The use of pesticides, Food fraud or crime, The use of additives (for example, preservatives and colouring), Food prices, Genetically modified (GM) foods, Chemical contamination from the environment, Food miles, The number of calories in food, Food allergen information, Cooking safely at home, None of these, Don’t know. Base= 4326, all online respondents.

Figure 6. Respondents were highly concerned about animal welfare in the food production process.



Source: Food and You 2: Wave 3

Respondents were asked to indicate the extent to which they were concerned about a number of specific food-related issues. Respondents were most likely to report a high level of concern about animal welfare in the food production process (39%), food from outside the UK being safe and hygienic (34%) and food being produced sustainably (31%) (Figure 6)[21].

[21] Question: Thinking about food in the UK [in Northern Ireland: the UK and Ireland] today, how concerned, if at all, do you feel about each of the following topics? A) Affordability of food B) Food produced in [in England and Wales: the UK; in Northern Ireland: the UK and Ireland] being safe and hygienic C) Food from outside [in England and Wales: the UK; in Northern Ireland: the UK and Ireland] being safe and hygienic D) Food produced in [in England and Wales: the UK; in Northern Ireland: the UK and Ireland] being what it says it is E) Food from outside [in England and Wales: the UK; in Northern Ireland: the UK and Ireland] being what it says it is F) Food being produced sustainably G) The availability of a wide variety of food H) Animal welfare in the food production process I) Ingredients and additives in food J) Genetically modified (GM) food. Base= 6271, all respondents.

Chapter 3: Food security

Introduction

This chapter reports the level of food security in England, Wales, and Northern Ireland, and how food security varied between different categories of people.

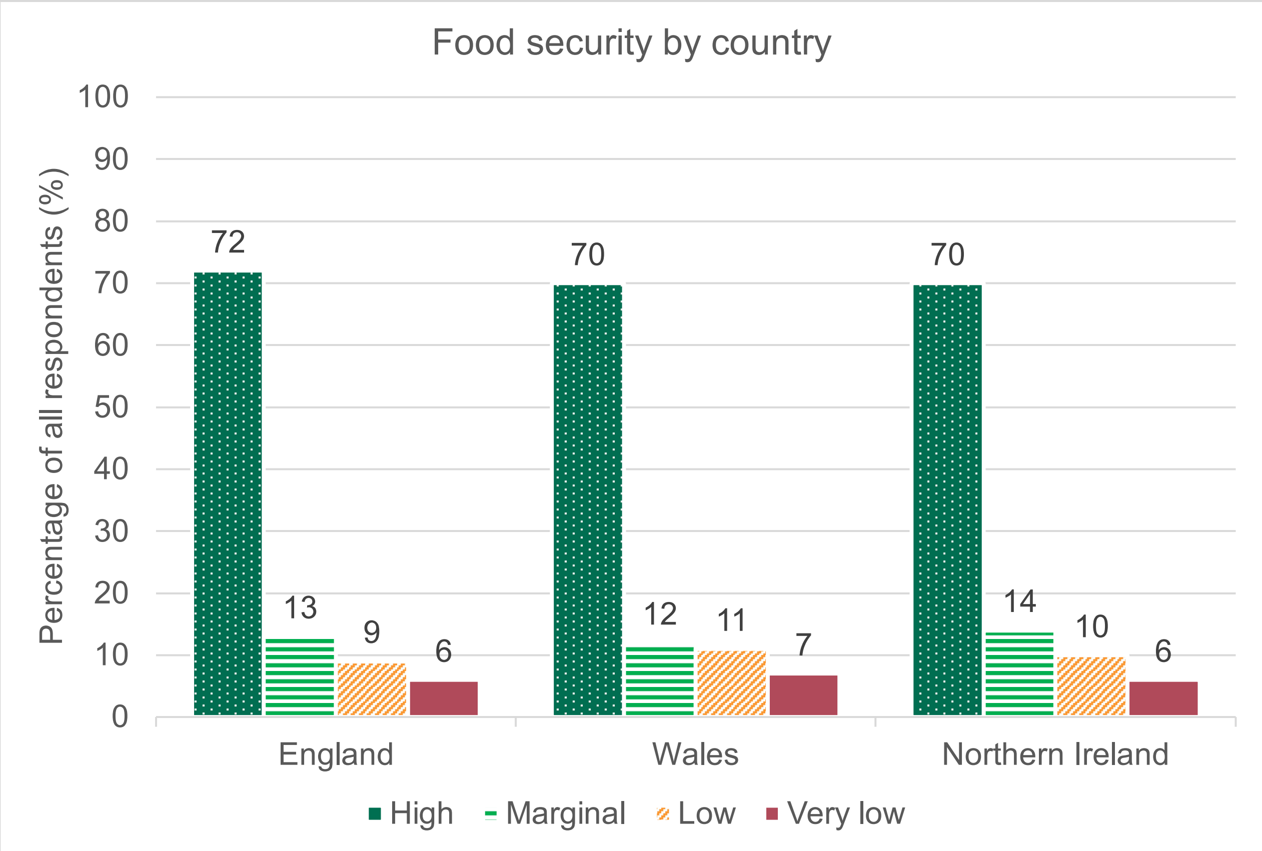
> "Food security exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life." World Food Summit, 1996.

Food and You 2 uses the U.S. Adult Food Security Survey Module developed by the United States Department of Agriculture (USDA) to measure consumers' food security. More information on how food security is measured and how classifications are assigned and defined can be found in Annex A and the USDA Food Security website.

Food security

Across England, Wales, and Northern Ireland, 85% of respondents were classified as food secure (72% high, 13% marginal) and 15% of respondents were classified as food insecure (9% low, 6% very low)[22].

Figure 7. Food security is comparable across England, Wales, and Northern Ireland.



Source: Food and You 2: Wave 3

Food security levels were comparable across England, Wales, and Northern Ireland**. Over three quarters of respondents were food secure (i.e. had high or marginal food

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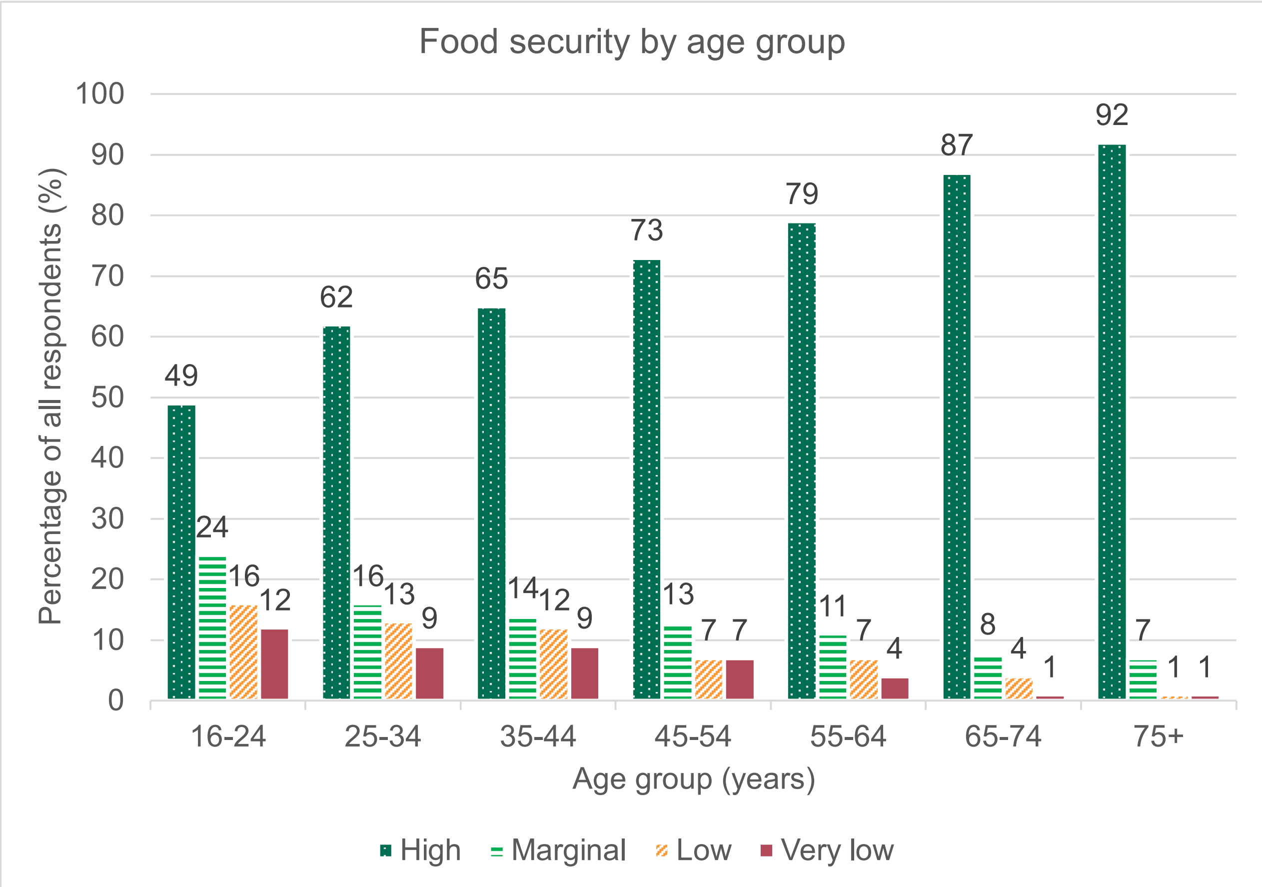
[22] Question/Responses: Derived variable, see [USDA Food Security guidance]() and [Technical Report.]() Base= 6271, all respondents. N.B. See Annex A for information about the classifications and definitions of food security levels.

security) in England (85%), Wales (82%) and Northern Ireland (84%). Approximately 1 in 6 respondents were food insecure (i.e. had low or very low food security) in England (15%), Wales (18%) and Northern Ireland (16%) (Figure 7).

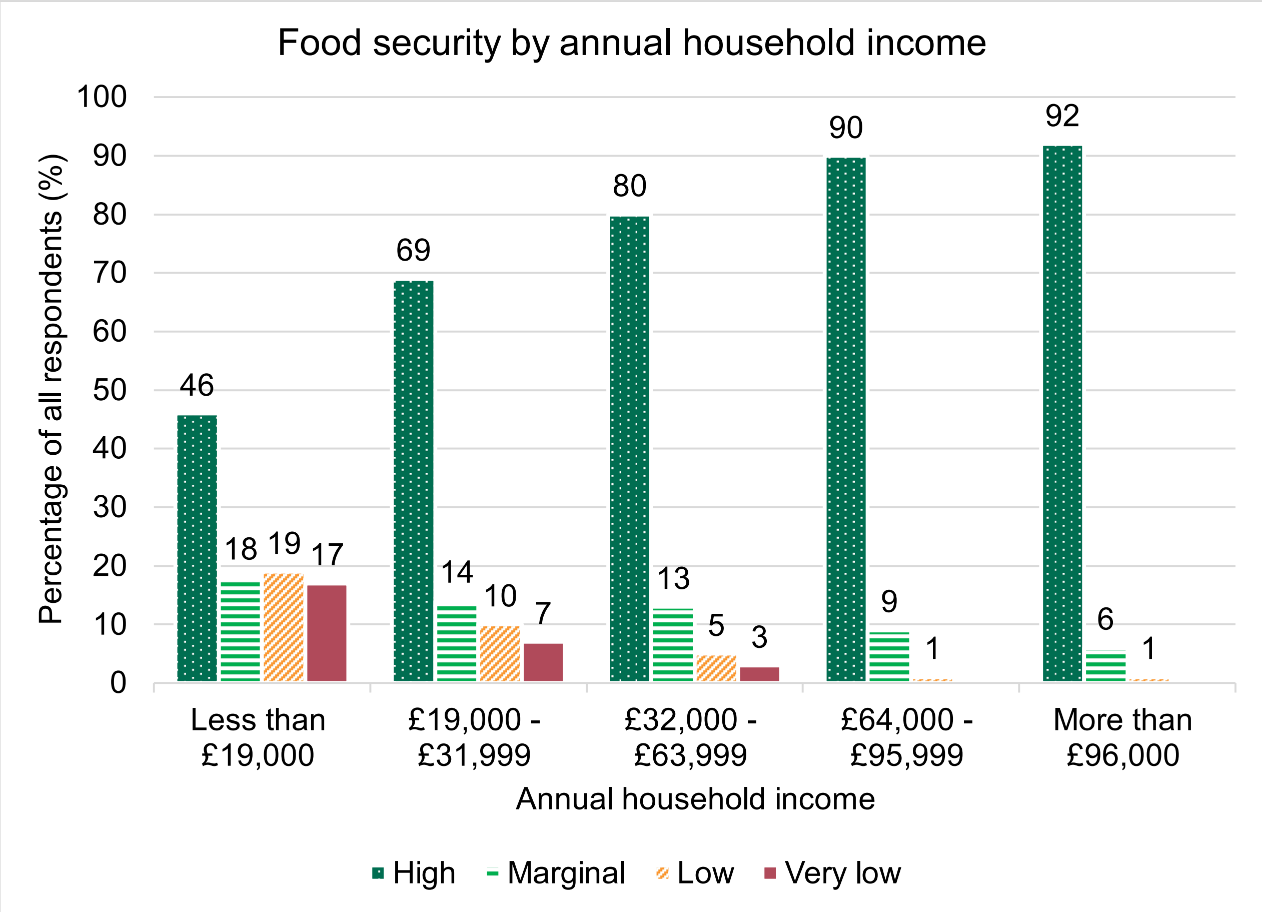
Figure 8. Food security was more common in older adults.



Source: Food and You 2: Wave 3

Food security varied by age group with older adults being more likely to report that they were food secure and less likely to report that they were food insecure than younger adults (Figure 8).

Figure 9. Food security was more common in households with a higher income.



Source: Food and You 2: Wave 3

Food security was associated with household income. Respondents with a higher income were more likely to report food security than those with a lower income. For example, 92% of respondents with an income over £96,000 reported high food security, compared to 46% of those with an income below £19,000, (Figure 9). Over a third (36%) of those with an annual household income of less than £19,000 reported low or very low food security.

The reported level of food security also varied between different categories of people in the following ways:

- Children in household: 87% of households without children under 16 years reported that they were food secure compared to 79% of households with children under 16 years**.

- Employment status: retired respondents (97%) were more likely to report that they were food secure compared to those who were working (86%) and those who were not working (67%).
- NS-SEC: food security was more likely to be reported by respondents in most occupational groups (for example, 91% of those in managerial, administrative and professional occupations) compared to those who were in semi-routine and routine occupations (73%), and full-time students (79%). Those who were long term unemployed and/or had never worked (52%) were least likely to be food secure.
- Long term health condition: respondents who did not have a long-term health condition (89%) were more likely to report being food secure compared to those who had a long-term health condition (77%).

Food bank use

Respondents were asked if they or anyone else in their household had received a free parcel of food from a food bank or other emergency food provider in the last 12 months. Most respondents (95%) reported that they had not used a food bank or other emergency food provider in the last 12 months, with 4% of respondents reporting that they had[23].

Respondents who had received a food parcel from a food bank or other provider were asked to indicate how often they had received this in the last 12 months. Of these respondents, almost a third (30%) had received a food parcel on only one occasion in the last 12 months, 46% had received a food parcel on more than one occasion but less

[23] Question: 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? Responses Yes, No, Prefer not to say. Base= 6271, all respondents.

often than every month, and 10% had received a food parcel every month or more often[24].

School meals, meal clubs and Healthy Start vouchers

Respondents with children aged 7-15 years in their household were asked whether these children receive free school meals. Most respondents (81%) who had a child(ren) aged 7-15 years in their household reported that the child(ren) do not receive free school meals. Approximately one in six (16%) respondents reported that the child or children receive free school meals[25].

Respondents with children aged 5-15 years in their household were asked whether these children had attended a school club where a meal was provided in the last 12 months. Most respondents (82%) reported that the child(ren) in their household had not attended one of these clubs in the last 12 months. More than 1 in 10 (11%) respondents reported that the child(ren) in their household had attended a breakfast club before school; 6% reported that the child(ren) had attended an after-school club where they received a

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[24] Question: 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? Responses: Only once in the last year, Two or three times in the last year, Four to six times in the last year, More than six times but not every month, Every month or more often, Don't know, Prefer not to say. Base= 297, all respondents where anyone in household has used a food bank or emergency food or received a free food parcel from a food bank or other emergency food provider in the last 12 months.

[25] Question: Does any child receive free school meals? Responses: Yes, No, Don’t know, Prefer not to say. Base= 1057, all respondents who had child(ren) aged 7 - 15 living in the household. Please note: Data were collected between 28th April and 25th June 2021, partly within the Easter and half-term school holiday period (though this varies by area), and during the COVID-19 pandemic which may have influenced responses. The eligibility criteria for free school meals varies between England, Wales and Northern Ireland.

meal, and 5% reported that the child(ren) had attended a lunch and activity club held during the school holidays[26].

Respondents who had children aged 0-4 years in their household or who were pregnant were asked whether they receive Healthy Start vouchers. Most respondents (87%) reported that they do not receive Healthy Start vouchers, with 10% of respondents reporting that they do[27].

[26] Question: Did your child/any of the children in your household attend any of the following in the past 12 months? Responses: A breakfast club before school, An after-school club where they also received a meal (tea/dinner), A lunch and activity club that ran only during school holidays, None of these, Don't know.
Base= 1186, all respondents with child(ren) aged 5 - 15 in the household.

[27] Question: Do you receive Healthy Start vouchers for yourself or your children? Responses: Yes, No, Don’t know, Prefer not to say. Base= 588, all online respondents who are pregnant or have child(ren) aged 0 - 4 in household, and all those who completed the paper questionnaire and have child(ren) aged 0 - 4 years living in the household.

Chapter 4: Food shopping and labelling

Introduction

Regulation of food labelling is complex, and the remit of food labelling is held by multiple bodies, that differ between England, Wales and Northern Ireland.

The FSA is responsible for aspects of food labelling which relate to food safety and allergens in England, Wales, and Northern Ireland. In addition, the FSA in Wales is responsible for food labelling related to food composition standards and country of origin. The FSA in Northern Ireland is responsible for food labelling related to food composition standards, country of origin and nutrition[28].

The Department for Environment, Food and Rural Affairs (Defra) plays a major role in food production and is responsible for aspects of food labelling such as composition and provenance.

This chapter provides an overview of food purchasing, what respondents look for when they are shopping and confidence in allergen labelling. Defra co-funded questions in this chapter which relate to food provenance, sustainability, and animal welfare.

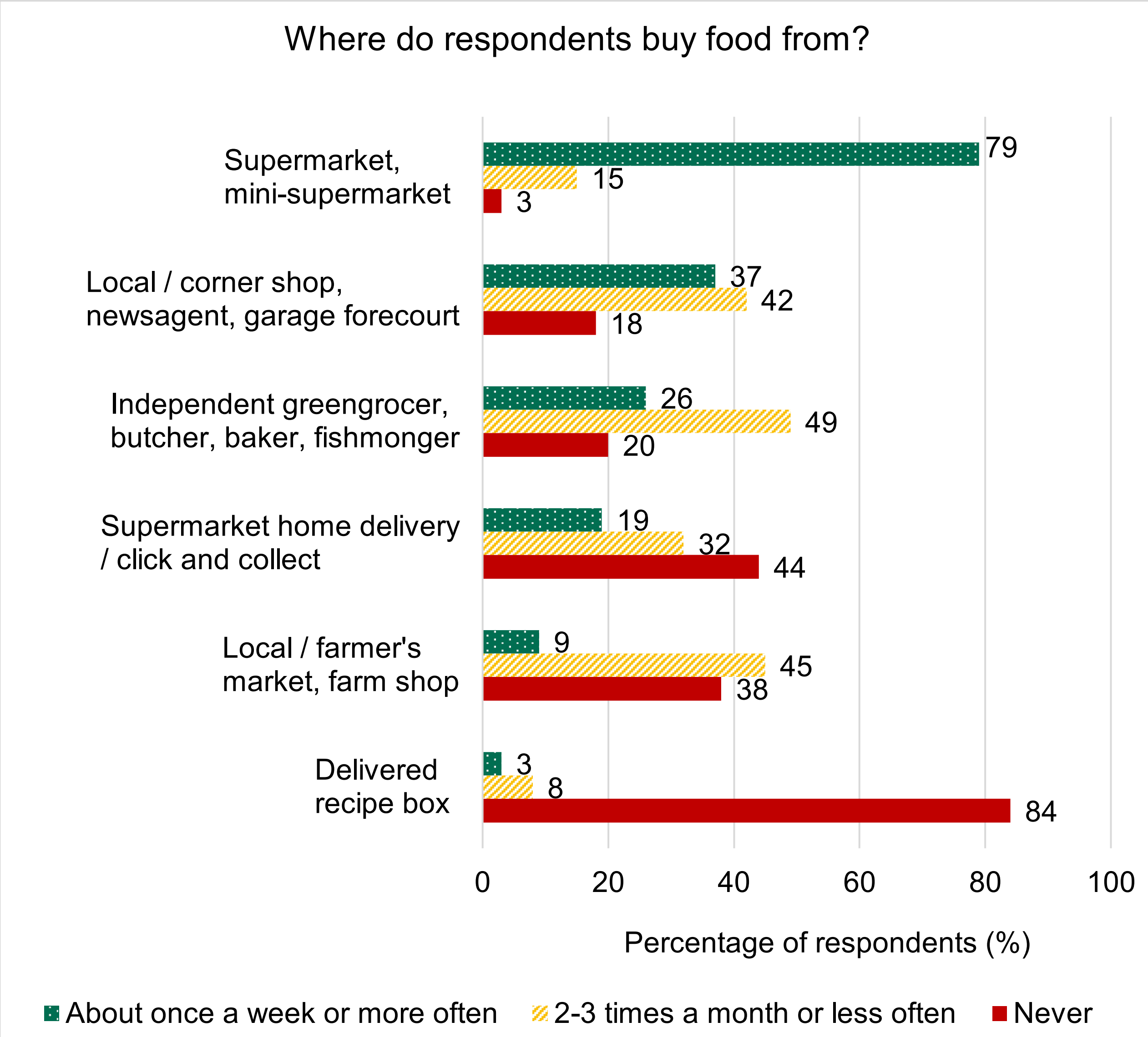
[28] Nutrition standards and nutrition food labelling is the remit of the Department of Health and Social care in England and the Welsh Government in Wales.

Who is responsible for food shopping and where do respondents buy food?

Respondents were asked to indicate who typically did the food shopping for their household. Women (56%) were more likely to report that they did all or most of the food shopping compared to men (28%). Those aged 16-24 years old (16%) were less likely to report that they did all or most of the food shopping compared to older adults, for example 51% of those aged 45-54 years old[29].

[29] Question: Generally, who does the food shopping for your household? Please include both online and in store food shopping. Responses: I do all or most of the food shopping, I share the responsibility with someone else, Someone else in my household does it, Someone else outside of my household (e.g. a relative or carer) does it, Each person does their own food/grocery shopping, Don't know. Base= 6271, all respondents.

Figure 10. Most respondents bought food from supermarkets or mini supermarkets about once a week or more often.



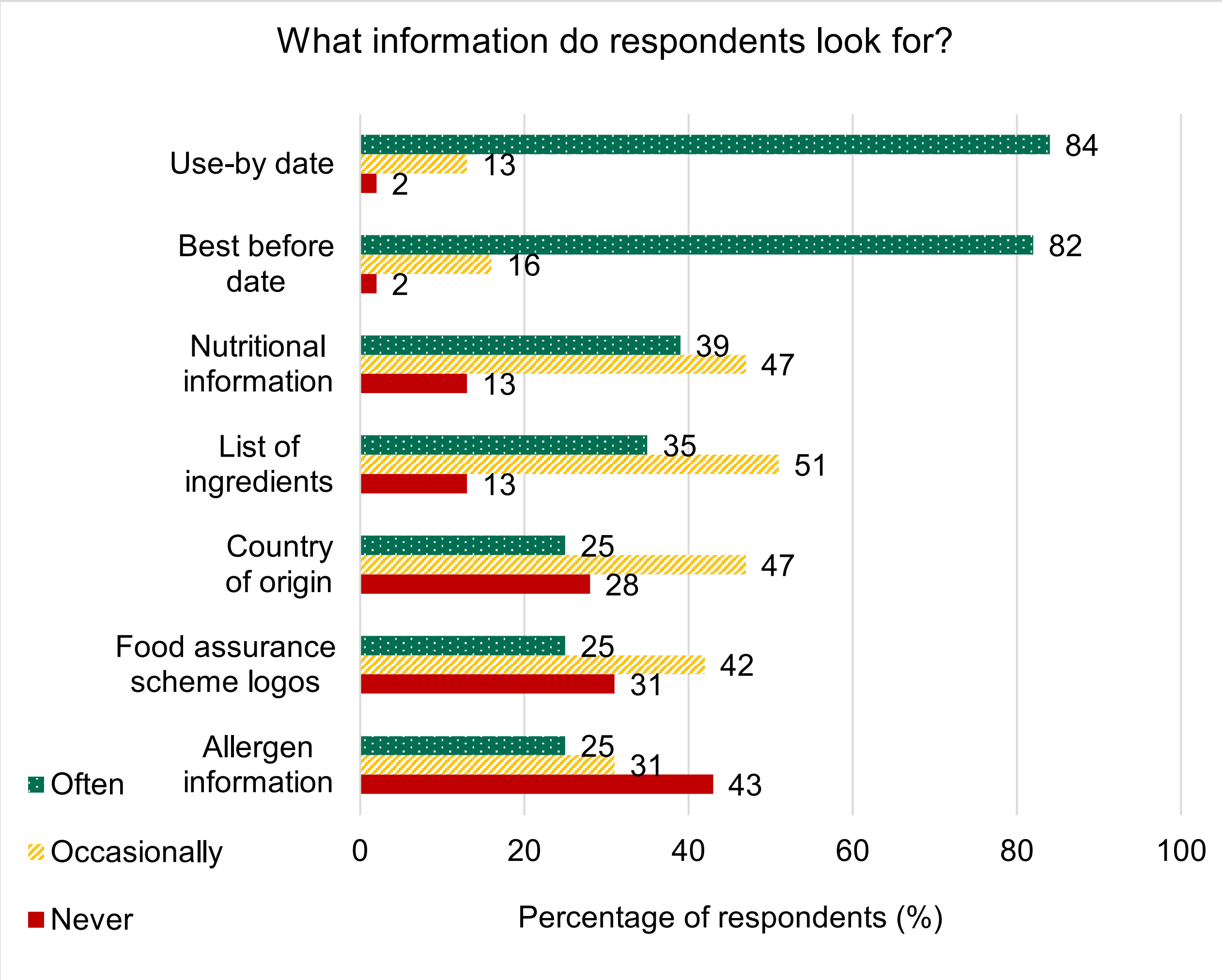
Source: Food and You 2: Wave 3

Respondents were asked to indicate where and how frequently they buy food. Most respondents reported that they bought food from a supermarket or mini supermarket about once a week or more often (79%). Respondents reported that they bought food from independent shops (greengrocers, butchers, bakers, fishmongers) (49%) 2-3 times a month or less often (Figure 10)[30].

[30] Question: How often, if at all, do you…A) Shop for food in store at a supermarket (including mini supermarkets like Metro/ Local). B) Shop for food at independent greengrocers', butchers', bakers' or fishmongers'. C) Shop for food at local/corner shops, newsagents' or garage forecourts. D) Get a home delivery from a supermarket. E) Shop for food at a local market, farmer's market or farm shop. F) Get a recipe box delivered (e.g. Hello Fresh, Gousto). Responses: Every day, Most days, 2-3 times a week, About once a week, 2-3 times a month, About once a month, Less than once a month, Never, Can’t remember. Base= 6271, all online respondents who have at least some responsibility for food shopping for their household.

What do respondents look for when buying food?

Figure 11. Use-by and best before information is most often looked for when buying food.



Source: Food and You 2: Wave 3

Respondents were asked to indicate what information they check when buying food. Most respondents reported that they often (i.e. always or most of the time) check the use-by (84%) or best before (82%) date when they bought food. Respondents reported that they check nutritional information (47%), the list of ingredients (51%), food assurance scheme logos (42%) and country of origin (47%) on an occasional basis (i.e. about half the time or occasionally). Allergen information was least often checked by respondents,

(Figure 11)[31]. However, respondents who have a food allergy (57%) or an intolerance (38%) were more likely to often check allergen information when food shopping compared to those without a food hypersensitivity (21%).

Respondents were asked what they consider to be most important from a list of options when choosing which food to buy. The most common attribute that respondents mentioned was price or value for money (48%), followed by quality (41%) and freshness (34%). A quarter of respondents mentioned healthiness (25%) and taste (25%). Use-by dates and/or how long it will keep for were mentioned by 21% of respondents[32].

When asked what information is used to judge the quality of food from a list of options, respondents reported that they most often used freshness (58%), taste (40%), and appearance (40%) to judge food quality. Fewer respondents reported that they used the ingredients (28%), price (25%), brand (23%), animal welfare (17%) and country of origin (14%) to judge food quality. Assurance schemes (11%), environmental impact (8%) and

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[31] Question: When shopping for food, how often, if at all, do you check…A) Use-by dates. B) Best before dates. C) List of ingredients. D) Allergen information. E) Nutritional information. F) Country of origin. G) Food assurance scheme logos. Responses: Always, Most of the time, About half the time, Occasionally, Never, Don’t know. Base= 4014, all online respondents who have at least some responsibility for food shopping for their household. Please note: ‘Always’, ‘Most of the time’ referred to as often, ‘About half the time, Occasionally’ referred to as occasional.

[32] Question: What is most important to you when you are choosing which foods to buy? Responses: Price/Value for money, Quality, freshness, Taste, Appearance of food, Healthiness, Use-by date/how long it will keep for, Country of origin, Ingredients, That it is ethical or eco-friendly, Framing methods for example, organic or free-range farming, How it is made or how it is produced, Choice/availability/variety, Buying what my household/ children want, Trust in supplier, Safety of product, Convenience/how easy it is to cook or prepare, Other. Base= 5724, all online respondents and postal respondents in England or Wales. Please note: Additional responses are available in the full data set and tables.

convenience (3%) were reported to be least used by respondents when judging food quality[33].

Respondents were asked their views on animal welfare, food provenance and the environmental impact of food. Most respondents reported that, it was important to buy meat, eggs and dairy which are produced with high standards of animal welfare (91%), important to support British farmers and food producers (89%), and to buy food which has a low environmental impact (85%)[34].

The importance placed on buying food which has a low environmental impact varied between different categories of people in the following ways:

- Annual household income: respondents with an income over £64,000, (for example 93% of those with an income of £96,000 or over) were more likely to consider buying food which has a low environmental impact as important compared to those with an income of less than £19,000 (82%).
- NS-SEC: respondents in most occupational groups (for example, 89% of those in managerial, administrative, and professional occupations) and full-time students (83%) were more likely to consider buying food which has a low environmental impact as important compared to those who were long term unemployed and/or never worked (68%).

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[33] Question: What do you use to judge the quality of food? Responses: Taste, Appearance, Country of origin, Convenience, Ingredients, Animal welfare, Freshness, Assurance schemes, Brand, Price, Environmental impact, Other. Base= 4326, all online respondents.

[34] Question: How important is it to you…A) To support British [if Northern Ireland: UK and Irish] farmers and food producers. B) To buy meat, eggs and dairy which are produced with high standards of animal welfare. C) To buy food which has a low environmental impact. Responses: Very important, Somewhat important, Not very important, Not at all important, Don't know. Base= 5724, all online respondents, and those answering the postal questionnaire in England or Wales.

- Responsibility for cooking: respondents who were responsible for cooking (86%) were more likely to consider buying food which has a low environmental impact as important compared to those who do not cook (67%).
- Responsibility for shopping: respondents who were responsible for shopping (86%) were more likely to consider buying food which has a low environmental impact as important compared to those who never do food shopping (75%).

Respondents were asked how frequently they check for information about the environmental impact and animal welfare of food when shopping. Almost a third (32%) of respondents reported that they often checked for information about the environmental impact when purchasing food and 40% of respondents reported that they often checked for information about animal welfare[35].

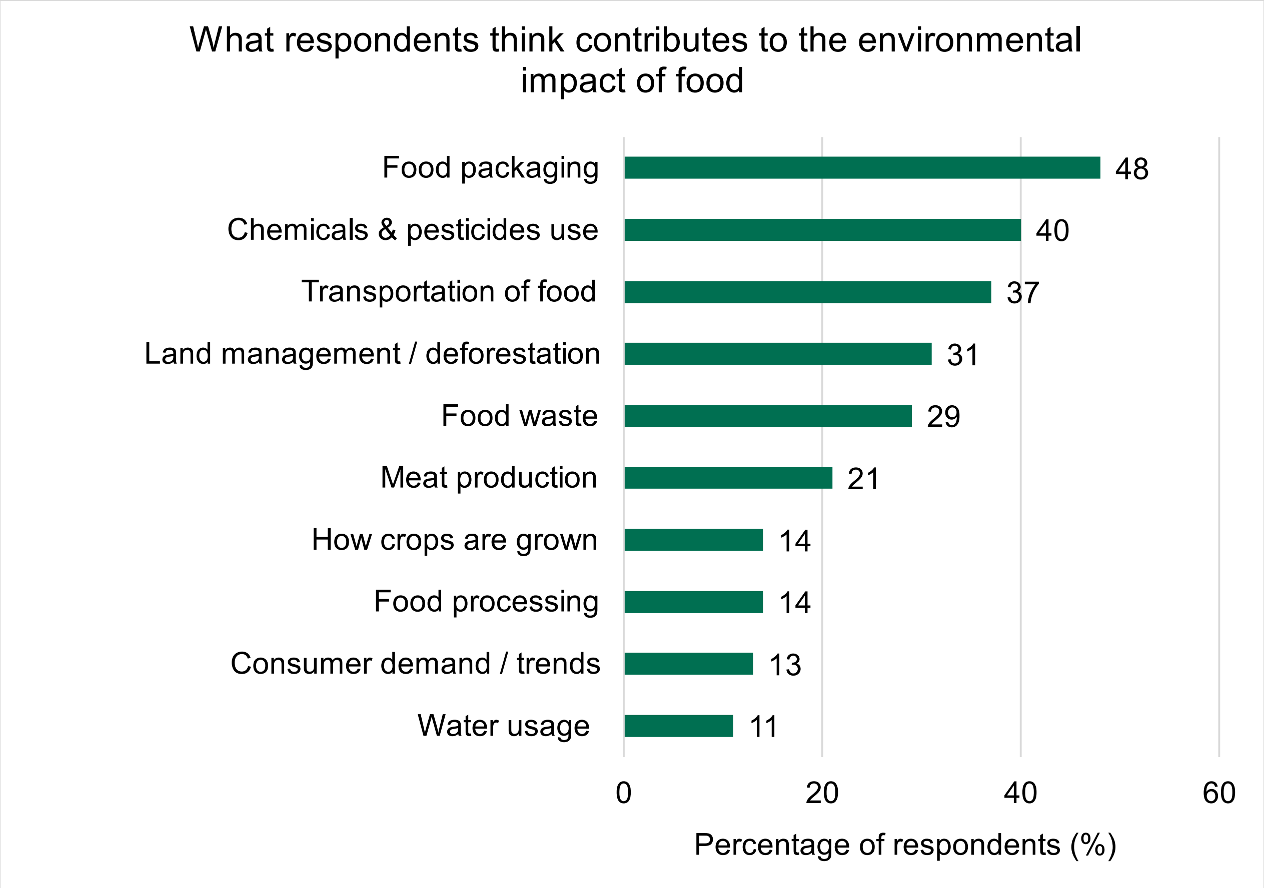
Respondents were asked to indicate how often, where possible, they buy food which was produced in Britain, has animal welfare information or which had a low environmental impact. Almost two-thirds (64%) of respondents often (i.e., always or most of the time) buy food produced in Britain, 64% often buy meat, eggs and dairy which has information on animal welfare, and 45% often buy food which has a low environmental impact[36]. A third (33%) of respondents thought that meat, eggs, and dairy products show enough

[35] Question: When purchasing food, how often do you do the following…A) Check for information on animal welfare. B) Check for information on environmental impact. Responses: Always, Most of the time, About half the time, Occasionally, Never, Don't know. Base A=5724, all online respondents, and those answering the postal questionnaire in England or Wales. Please note: ‘Always’ and ‘Most of the time’ responses are referred to as ‘often’.

[36] Question: How often do you do the following, where possible? A) Buy food produced in Britain [If Northern Ireland: ‘the UK and Ireland’]? B) Buy meat, eggs and dairy which has information on animal welfare. C) Buy food which has a low environmental impact. Responses: Always, Most of the time, About half the time, Occasionally, Never, Don't know. Base= 5724, all online respondents, and those answering the postal questionnaire in England or Wales. Please note: ‘Always’ and ‘Most of the time’ responses are referred to as ‘often’.

information about animal welfare, and 21% thought that food products show enough information about their environmental impact[37].

Figure 12. Food packaging is the most common factor thought to contribute to the environmental impact of food.



Source: Food and You 2: Wave 3

Respondents were asked, from a list of options, what they think contributes most to the environmental impact of food. The most commonly reported contributor to the

[37] Question: To what extent do you agree or disagree with the following? A) Meat, eggs and dairy products show enough information about animal welfare. B) Food products show enough information about their environmental impact. Responses: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don't know.
Base= 4326, all online respondents.

environmental impact of food was packaging (48%). The use of chemicals and pesticides (40%), the transportation of food (37%), land management and/or deforestation (31%), food waste (29%) and meat production (21%), were also suggested as contributors to the environmental impact of food (Figure 12).[38]

Figure 13. A free-range label is most often looked for to indicate high animal welfare standards of meat, eggs, and dairy products.

Source: Food and You 2: Wave 3

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[38] Question: What do you think contributes to the environmental impact of food? Responses: Food packaging, Chemicals or pesticides, Transportation of food, Land management/deforestation, Food waste, Production of meat, The way in which crops are grown, Food processing, Consumer demand/trends, Water usage, Other, Don't know. Base= 5724, all online respondents, and those answering the postal questionnaire in England or Wales. Please note: Additional responses are available in the full data set and tables.

When respondents were asked, from a list of options, what would indicate whether a product containing meat, eggs or dairy had been produced with high standards of animal welfare. The most common indicator mentioned was a free-range label (51%). Other indicators of animal welfare standards were information on packaging (30%) or the Red Tractor logo (30%) (Figure 13)[39].

Confidence in allergen labelling

Respondents who go food shopping and take into consideration a person who has a food allergy or intolerance were asked how confident they were that the information provided on food labelling allows them to identify foods that will cause a bad or unpleasant physical reaction. Overall, 83% of respondents stated that they were confident in the information provided[40].

Respondents were asked how confident they were in identifying foods that will cause a bad or unpleasant physical reaction when buying foods which are sold loose, such as at a bakery or deli- counter. Respondents who bought food loose were more confident in

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[39] Question: What would indicate to you whether a product containing meat, eggs or dairy had been produced with high standards of animal welfare? Responses: Free-range label, Information on packaging, Country of origin, Traceability of product, Preferred store or brand, Appearance of product, Price of product, Generic organic label, Red Tractor logo, RSPCA assured logo, Lion egg logo, Soil Association logo, Marine Stewardship (MSC) logo, Other certification/logo [open text], Other [open text], Don’t know. Base= 5724, all online respondents, and those answering the postal questionnaire in England or Wales. Please note: additional responses are available in the full data set and tables.

[40] Question: How confident are you that the information provided on food labels allows you to identify foods that will cause you, or another member of your household, a bad or unpleasant physical reaction? Responses: Very confident, Fairly confident, Not very confident, Not at all confident, It varies from place to place, Don't know. Base= 2619, all respondents who consider the dietary requirements of themselves/someone else in the household when shopping. Please note: ‘Very confident’ and ‘Fairly confident’ referred to as ‘confident’.

identifying these foods in-store at a supermarket (71%), when buying food from a supermarket online (69%) and when shopping at independent food shops (67%). However, respondents were less confident when buying food from food markets or stalls (57%)[41].

[41] Question: When buying food that is sold loose (e.g. at a bakery or deli counter), how confident are you that you can identify foods that will cause you or another member of your household a bad or unpleasant physical reaction? Consider food sold loose from the following sources…A) Supermarkets in store. B) Supermarkets online. C) Independent food shops. D) Food markets/stalls. Responses: Very confident, Fairly confident, Not very confident, Not at all confident, It varies from place to place, Don't know. Base A=2498, B=2055, C=2371, D=2243, all respondents who consider the dietary requirements of themselves/someone else in the household when shopping - excluding `I don't buy food from here' / `I don't buy food sold loose'. Please note: ‘Very confident’ and ‘Fairly confident’ referred to as confident. ‘Not very confident’ and ‘Not at all confident’ referred to as not confident.

Chapter 5: Online platforms

Introduction

An online food platform is a technology business that facilitates the exchange of food between vendor(s) and consumer(s). Food and You 2 asked respondents about their use and experiences of using different types of online platforms which enable transactions involving food. A range of online platform formats were asked about in Food and You 2, such as food business and delivery websites, food sharing apps and social media marketplaces.

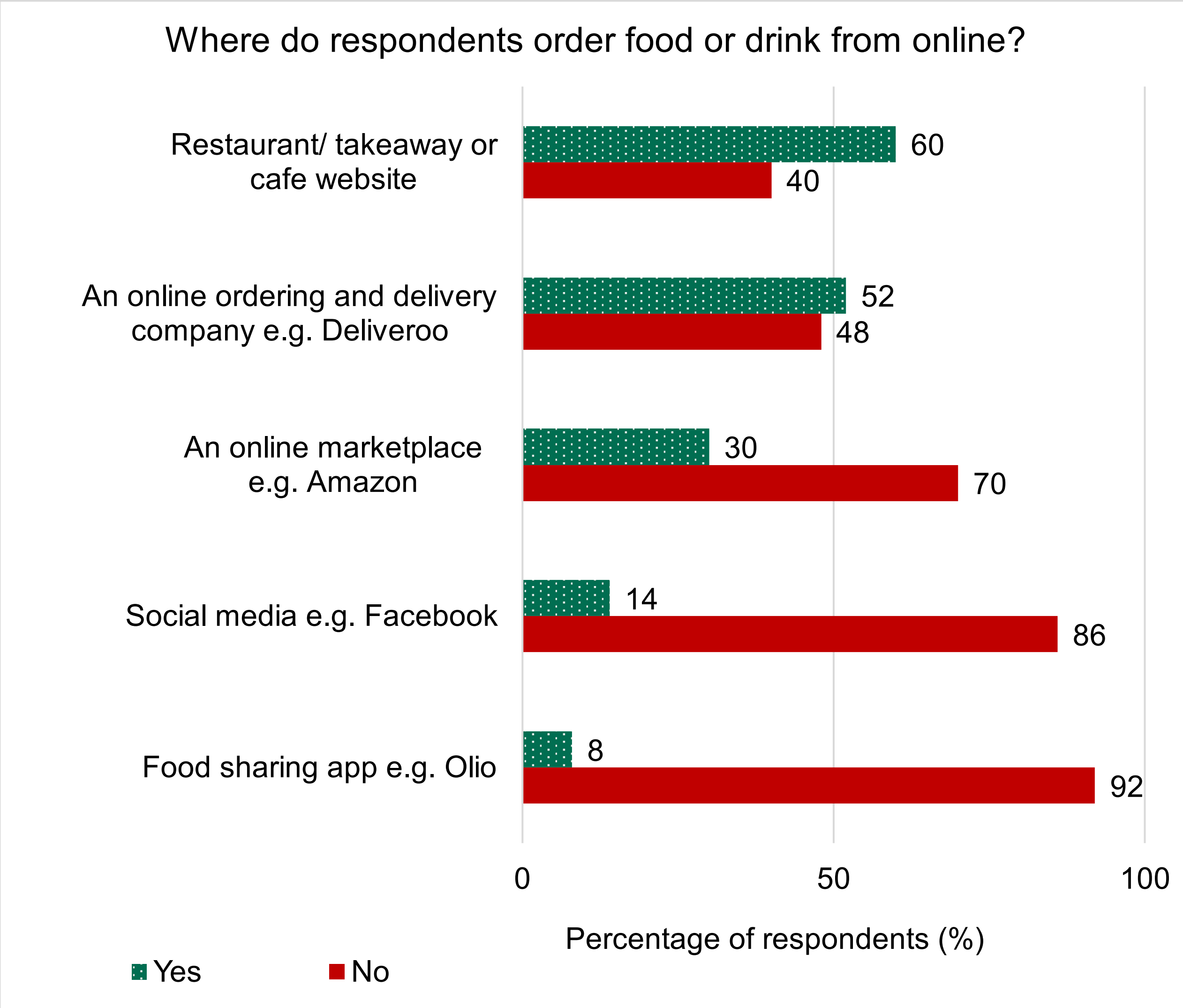
Any business selling food online, including food delivery businesses, must be registered as a food business[42]. The FSA provides guidance for food businesses, which use online platforms[43]. A food safety officer from the local authority may inspect a business to check that it follows food hygiene law so that the food is safe to eat.

This chapter provides an overview of respondents' use of online platforms, including how frequently people use online platforms to buy food or drink, and the types of food and drink people order through these platforms. It also provides information on people's awareness and use of food hygiene ratings and allergen information on online platforms.

[42] Advice to businesses selling food online, FSA. Regulation (EC) no 178/2002 of the European parliament and of the council of 28 January 2002.
[43] Distance selling, mail order and delivery, FSA. Food safety for food delivery, FSA.

Which online platforms are used to order food or drink online?

Figure 14. Respondents were most likely to have ordered food or drink using the website of a restaurant, takeaway or café.



Source: Food and You 2: Wave 3

Respondents were asked to indicate if they have ever ordered food or drink online from a number of different platforms. Over half of respondents (60%) reported that they had ordered food or drink from the websites of a restaurant, takeaway or café. Around half (52%) of respondents had ordered food or drink from an on online ordering and delivery company (for example, Just Eat, Deliveroo, Uber Eats) and 30% had ordered via an online marketplace (for example Amazon, Gumtree, Etsy). Fewer respondents had ordered food or drink through social media platforms (for example, Facebook, Instagram, Nextdoor) (14%) or a food sharing app (for example Olio, Too Good To Go) (8%) (Figure 14)[44].

Use of online marketplaces to order food or drink varied between different categories of people in the following ways:

- Age group: adults aged 44 years or under (for example, 42% of those aged 35-44 years) were more likely to have ordered food or drink from an online marketplace than those aged 55 years or over (for example, 11% of those aged 75 years and over).
- Children in the household: those with children under 6 years old in the household (39%) were more likely to have ordered food or drink from an online marketplace than those without children under 6 years in the household (29%).
- Food security: respondents with marginal (38%), low (42%) or very low (39%) food security were more likely to have ordered food or drink from an online marketplace than those with high (26%) food security.
- Responsibility for cooking: those who cook (31%) were more likely to have ordered food or drink from an online marketplace than those who never cook (18%).
- Responsibility for shopping: those who do food shopping (31%) were more likely to have ordered food or drink from an online marketplace than those who never do food shopping (20%).

Use of social media to order food or drink varied between different categories of people in the following ways:

- Age group: adults aged 44 years or under (for example, 20% of those aged 16-24 years) were more likely to have ordered food or drink from social media than those aged 55 years or over (for example, 8% of those aged 55-64 years).

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[44] Question: Have you ever ordered food or drink online through...? A) A restaurant's, cafe's or takeaway's own website. B) An online ordering and delivery company e.g. Just Eat, Deliveroo or Uber Eats, etc. C) An online marketplace, e.g. Amazon, Gumtree, Etsy, etc. D) Social media, e.g. Facebook, Instagram, Nextdoor, etc. E) A food sharing app, e.g. Olio or Too Good to Go, etc. Responses: Yes, No. Base= 6271, all respondents.

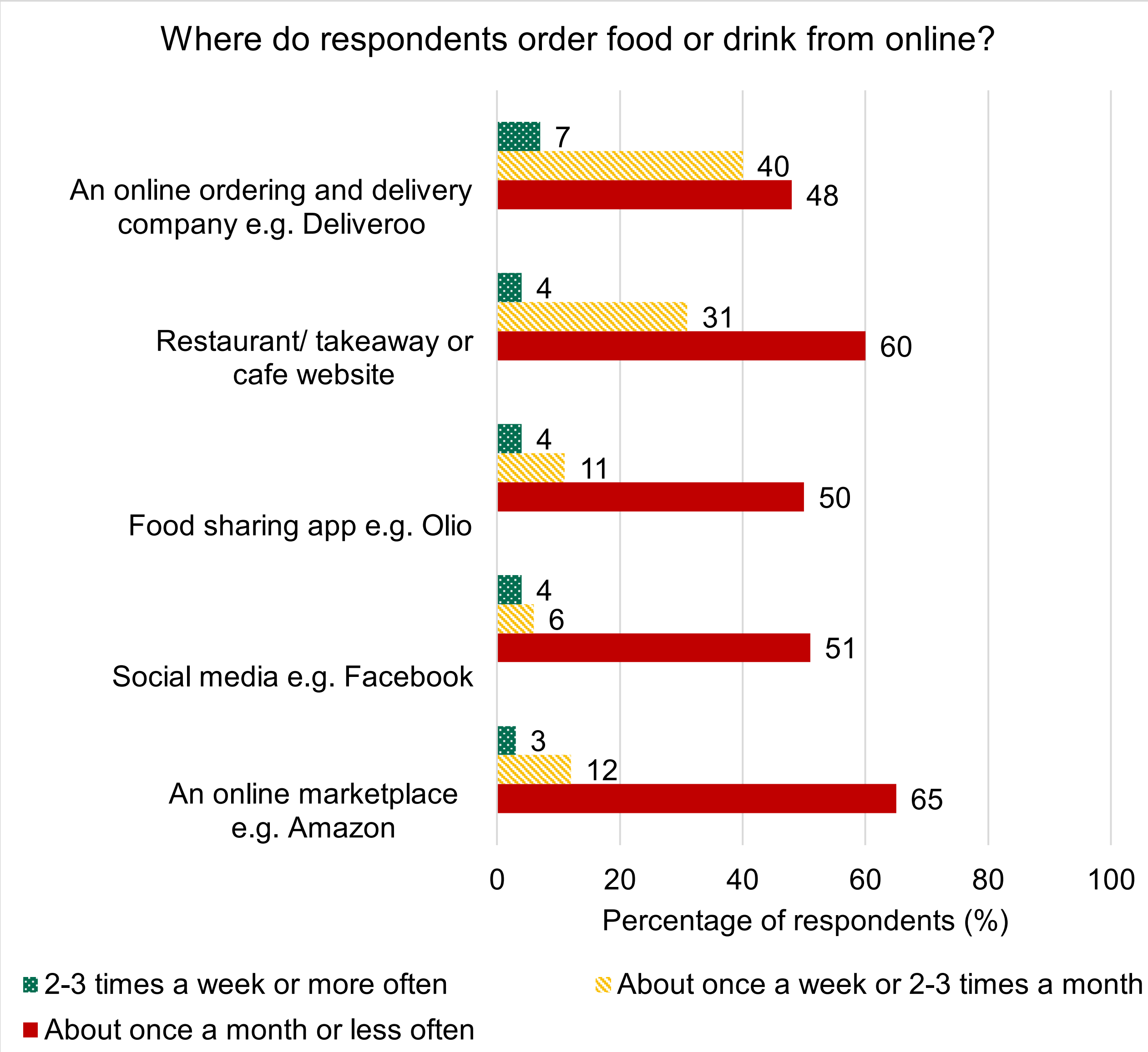
- Household size: respondents who lived in four-person or larger households (for example, 23% of those in four person households) were more likely to have ordered food or drink from social media than those living in one-person households (7%).
- Children in the household: those with children under 16 years old in the household (22%) were more likely to have ordered food or drink via social media than those without children under 16 years in the household (10%).
- Food security: respondents with marginal (20%), low (25%) or very low (20%) food security were more likely to have ordered food or drink from social media than those with high (10%) food security.

Use of food sharing apps to order food or drink varied between different categories of people in the following ways:

- Age group: adults aged 16-24 years (14%) were more likely to have ordered food or drink from a food sharing app than those aged 55 years or over (for example, 4% of those aged 55-64 years).
- NS-SEC: full-time students (18%) were more likely to have ordered food or drink from a food sharing app than those in most occupational groups (for example, 5% of those in intermediate occupations) and those who were long term unemployed and/or had never worked (6%).

How often do respondents order food or drink through online platforms?

Figure 15. Most respondents ordered food or drink on each online platform about once a month or less often.



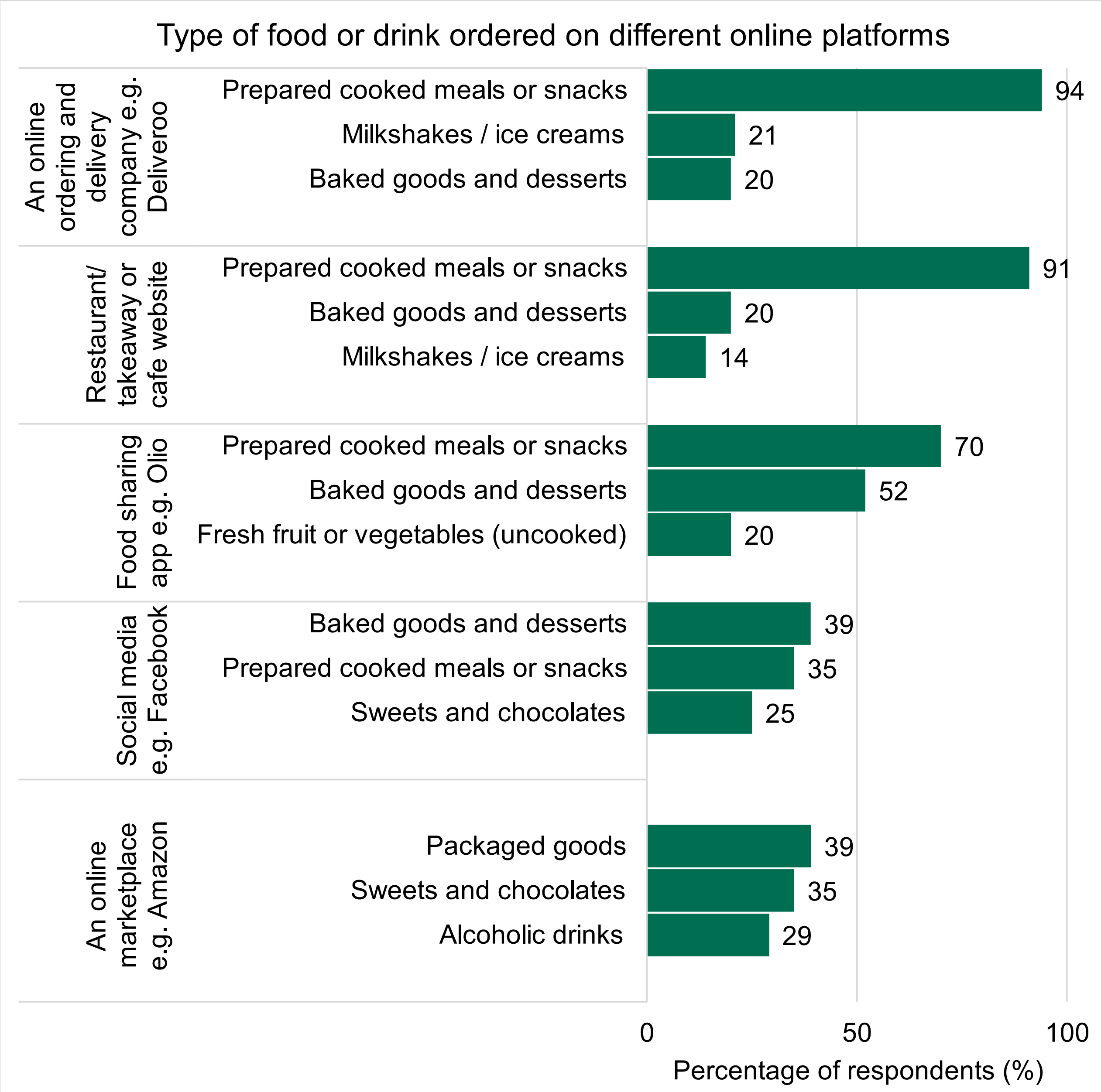
Source: Food and You 2: Wave 3

Respondents who had ordered food or drink from a range of online platforms were asked how frequently they ordered food or drink from that platform in the last 12 months. Respondents were typically more likely to have ordered food or drink from online platforms about once a month or less often, than 2-3 times a month or more often. For example, 7% of respondents ordered food or drink from an online ordering and delivery company (for example, Just Eat, Deliveroo, Uber Eats) 2-3 times a week or more often, 40% of respondents did this about once a week or 2-3 times a month, and 48% of respondents did this about once a month or less often (Figure 15)[45].

[45] Question: How often do you order food or drink online...? A) A restaurant's, cafe's or takeaway's own website. B) An online ordering and delivery company e.g. Just Eat, Deliveroo or Uber Eats, etc. C) An online marketplace, e.g. Amazon, Gumtree, Etsy, etc. D) Social media, e.g. Facebook, Instagram, Nextdoor, etc. E) A food sharing app, e.g. Olio or Too Good to Go, etc. Responses: Every day, Most days, 2-3 times a week, About once a week, 2-3 times a month, About once a month, Less than once a month, Never, Can't remember. Base A= 3334, B= 2470, C= 1660, D= 814, E= 439, all respondents who have ever ordered food or drink online through…A/B/C/D/E.

What types of food and drink do respondents order through different online platforms?

Figure 16. The type of food or drink ordered most often varies by online platform.



Source: Food and You 2: Wave 3

Respondents who completed the survey online and had ordered food or drink from a range of online platforms were asked what food or drink they had ordered from the platform(s). The most common type of food or drink ordered varied by the platform. Most respondents had ordered prepared cooked meals or snacks through an online ordering and delivery company (for example, Just Eat, Deliveroo, Uber Eats) (94%), a restaurant, takeaway or café website (91%), and food sharing apps (for example Olio, Too Good To Go) (70%). The most common type of food or drink ordered through an online marketplace (for example, Amazon, Gumtree, Etsy) were packaged goods, such as tins, jars, boxes, bottles (39%). The most common type of food or drink ordered through a social media platform (for example, Facebook, Instagram) was baked goods and desserts, such as cheesecakes, cakes, biscuits, breads or dough and mixes to make these (39%)[46].

Awareness of FHRS and use on online platforms

The Food Hygiene Rating Scheme (FHRS) helps people make informed choices about where to eat out or shop for food by giving clear information about the businesses' hygiene standards. Businesses are given a rating from 0 to 5. A rating of 5 indicates that hygiene standards are very good and a rating of 0 indicates that urgent improvement is required. The Food Standards Agency runs the scheme in partnership with local authorities in England, Wales, and Northern Ireland.

Of those who responded online, most respondents (93%) reported that they had heard of the FHRS. Almost two-thirds (63%) of respondents reported that they had heard of the FHRS and knew a lot or a bit about it. Around a third (31%) of respondents reported that

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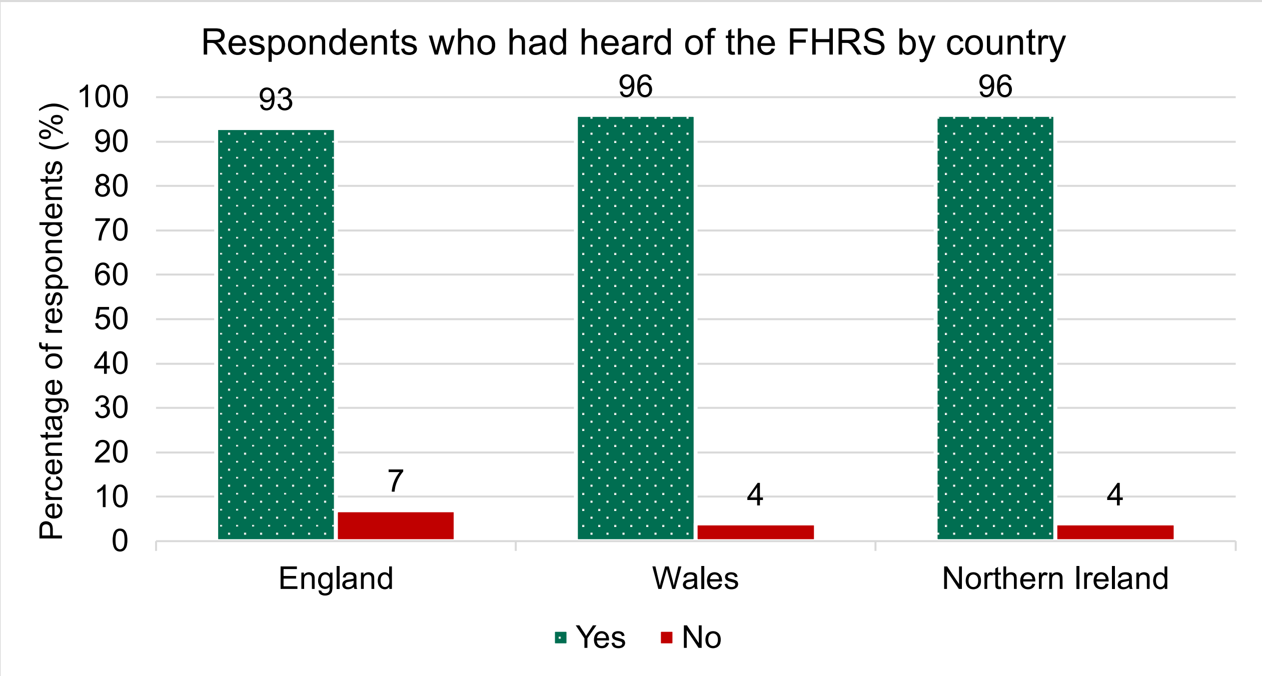
[46] Question: In the last 12 months, what food or drink have you ordered online...? A) Directly through a restaurant's, cafe's or takeaway's own website. B) Through an online ordering and delivery company e.g. Just Eat, Deliveroo or Uber Eats, etc. C) An online marketplace, e.g. Amazon, Gumtree, Etsy, etc. D) Through social media, e.g. Facebook, Instagram, Nextdoor, etc. E) Through a food sharing app, e.g. Olio or Too Good to Go, etc. Responses: Prepared cooked meals or snacks, Baked goods and desserts, such as cheesecakes, cakes, biscuits, breads etc or dough/mixes to make these, Milkshakes / ice creams, Protein shakes, Fresh fruit or vegetables (uncooked), Dairy products, such as milk, cheese, yoghurt, butter etc, Alcoholic drinks, such as beer, wine, spirits, cocktails, Non-alcoholic drinks, Other (please specify). Base A= 2376, B= 1851, C= 1013, D= 349, E= 130, all online respondents who have ever ordered food or drink online through…A/B/C/D/E.

they had heard of the FHRS but didn't know much or anything about it. Less than 1 in 10 (7%) respondents reported that they had not heard of the FHRS[47].

Figure 17. A comparable proportion of respondents in England, Wales, and Northern Ireland had heard of the FHRS.



Source: Food and You 2: Wave 3

The proportion of respondents who had heard of the FHRS was comparable across England (93%), Wales (96%), and Northern Ireland (96%) (Figure 17)**. However, respondents in Wales (74%) were more likely to report knowledge of the FHRS than those in England (62%), and 70% of those in Northern Ireland reported knowledge of the FHRS**.

Respondents who had ordered food or drink through an online platform and had heard of the FHRS were asked how frequently they checked for FHRS ratings when ordering food

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[47] Question: Have you heard of the Food Hygiene Rating Scheme? Responses: Yes, I've heard of it and know quite a lot about it, Yes, I've heard of it and know a bit about it, Yes, I've heard of it but don't know much about it, Yes, I've heard of it but don't know anything about it, No, I've never heard of it. Base= 4326, all online respondents.

and drink online. Over 4 in 10 (44%) often (i.e. always or most of the time) check the FHRS ratings, 31% of respondents did this on an occasional basis (i.e. about half of the time or occasionally), and 25% of respondents never checked the FHRS rating. Respondents in Wales (55%) were more likely to report that they often checked the FHRS rating compared to those in England (43%), and 50% of those in Northern Ireland reported that they did this often** [48].

Respondents who reported looking for FHRS ratings when ordering food or drink online were asked how often the ratings were easy to find. Almost half of respondents reported that the ratings were often (49%) easy to find, 38% reported that the ratings were occasionally easy to find and 3% reported that the ratings were never easy to find[49].

[48] Question: When you order food and drink online, how often do you look for Food Hygiene Rating Scheme (FHRS) ratings? Responses: Always, Most of the time, About half of the time, Occasionally, Never, Don’t know. Base= 3829, all respondents who have ordered food and drink online and have heard of the Food Hygiene Rating System (FHRS). Please note: ‘Always’ and ‘Most of the time’ referred to as often, ‘About half of the time’ and ‘Occasionally’ referred to as occasionally.

[49] Question: When you look for FHRS ratings when ordering food and drink online, how often are they easy to find? Responses: Always, Most of the time, About half of the time, Occasionally, Never, Don’t know. Base= 2130, all online respondents who look for Food Hygiene Rating Scheme ratings when ordering food or drink online. Please note: ‘Always’ and ‘Most of the time’ referred to as often, ‘About half of the time’ and ‘Occasionally’ referred to as occasionally.

Hypersensitivities and use of online platforms

Food hypersensitivity is a term that refers to a bad or unpleasant physical reaction which occurs as a result of consuming a specific food. There are different types of food hypersensitivity including, food allergy, food intolerance and coeliac disease[50].

The FSA provides guidance for food businesses on providing allergen information to their customers. By law[51], food businesses in the UK must inform customers if they use any of the 14 most potent and prevalent allergens in the food and drink they provide[52]. The allergen labelling required differs depending on how food is being sold and the type of food being sold. If food is sold online allergen information should be available to a customer before the purchase of the food is completed and when the food is delivered, Allergen guidance for food businesses, FSA.

Respondents who had a hypersensitivity, or live with someone who has a hypersensitivity, were asked how often then look for information which allows them to identify food that may cause a bad or unpleasant reaction when ordering food or drink online. A fifth (20%) of respondents always looked for information that would allow them to identify food that might cause them a bad or unpleasant reaction, and 40% of respondents looked for this information less often. However, approximately a third (34%)

[50] FSA Explains: Food hypersensitivities. Overview: Food Allergy, NHS. Food Intolerance, NHS. Overview: Coeliac disease, NHS.

[51] 42 Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011.

[52] Allergens: celery, cereals containing gluten (such as barley and oats), crustaceans (such as prawns, crabs and lobsters), eggs, fish, lupin, milk, molluscs (such as mussels and oysters), mustard, peanuts, sesame, soybeans, sulphur dioxide and sulphites and tree nuts (such as almonds, hazelnuts, walnuts, brazil nuts, cashews, pecans, pistachios and macadamia nuts).

of respondents never looked for information that would allow them to identify food that might cause a bad or unpleasant reaction when ordering food or drink online[53].

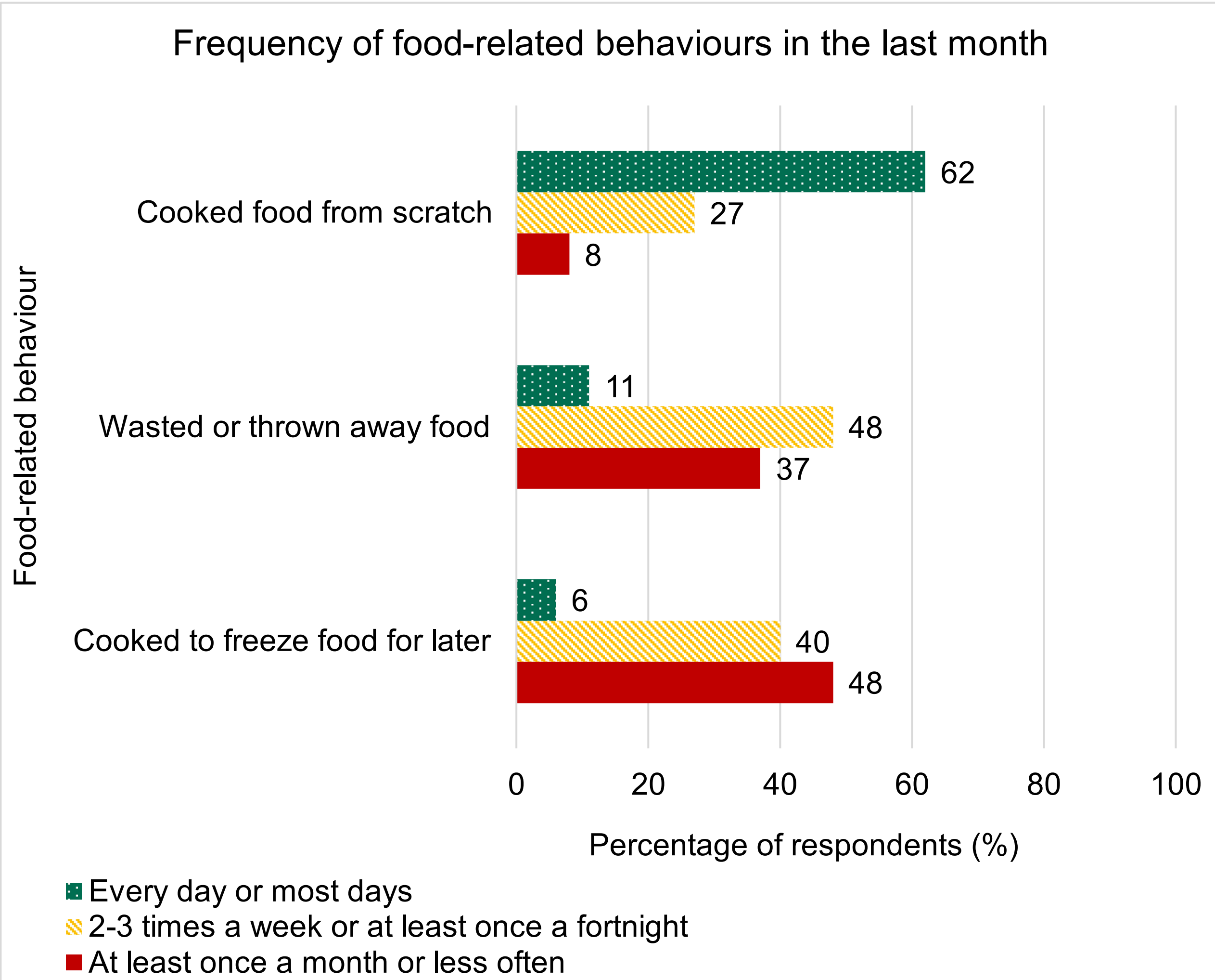
[53] Question: When you order food and drink online, how often do you look for information that allows you to identify food that might cause you or another member of your household a bad or unpleasant physical reaction? Responses: Always, Most of the time, About half of the time, Occasionally, Never, Don’t know, I don’t order food and drink online. Base= 3336, all respondents who have ordered food or drink online and who 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, and/or live with at least one other adult or child in their household. Please note: ‘Most of the time’, ‘About half the time’, and ‘Occasionally’ are referred to as less often.

Chapter 6: Food-related behaviours and eating habits

Introduction

The FSA is responsible for protecting the public from foodborne diseases. Since people are responsible for the safe preparation and storage of food in their home, Food and You 2 asks respondents about their food-related behaviours in the home, whether specific foods are eaten, and if their eating habits have changed.

Figure 18. Almost two-thirds of respondents cooked from scratch every day or most days.



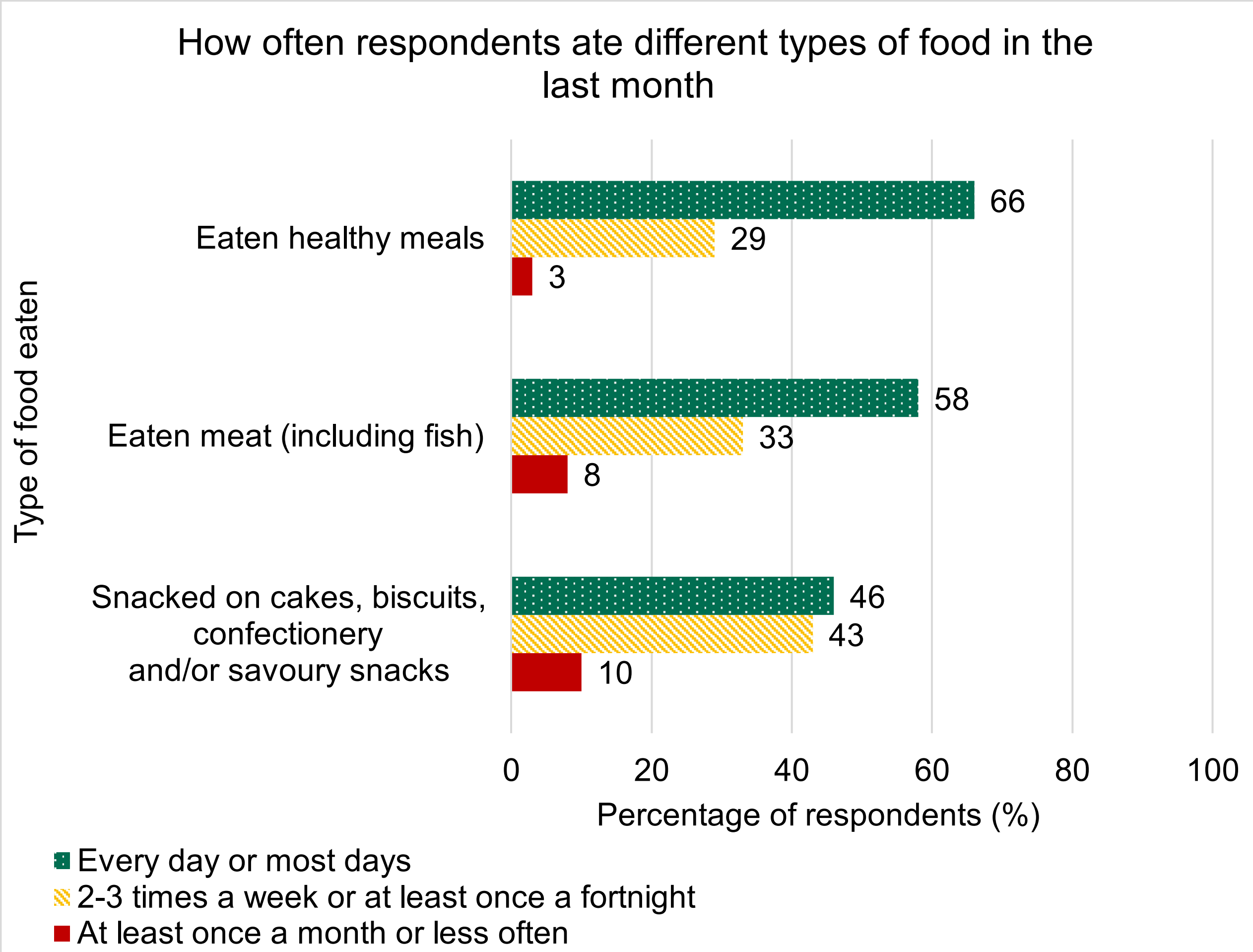
Source: Food and You 2: Wave 3

Respondents were asked how often they did different food-related behaviours in that past month. Almost two-thirds (62%) of respondents cooked meals from scratch every day or most days. Almost half (48%) of respondents had wasted or thrown away food, and almost half (40%) of respondents had cooked food to freeze for later, 2-3 times a week or at least once a fortnight (Figure 18)[54].

[54] In the last month, how often, if at all, have you done any of the following? A) Cooked food from scratch. B) Cooked to freeze food for later. C) Wasted or thrown away food. D) Bought processed food. E) Eaten together with your family. F) Snacked on cakes, biscuits, confectionery and/or savoury snacks. G) Bought food from local shops. H) Eaten healthy meals Eaten meat (including fish). Responses: Every day, Most days, 2-3 times a week, At least once a week, At least once a fortnight, At least once a month, I have not done this in the last month, Don't know/Can't remember, Prefer not to answer. Base A/B= 4039, all online respondents who have some responsibility for food preparation or cooking for their household, or for themselves. Base C/ D/ E/ F/ G/ H= 4326, all online respondents.

What types of food do respondents eat?

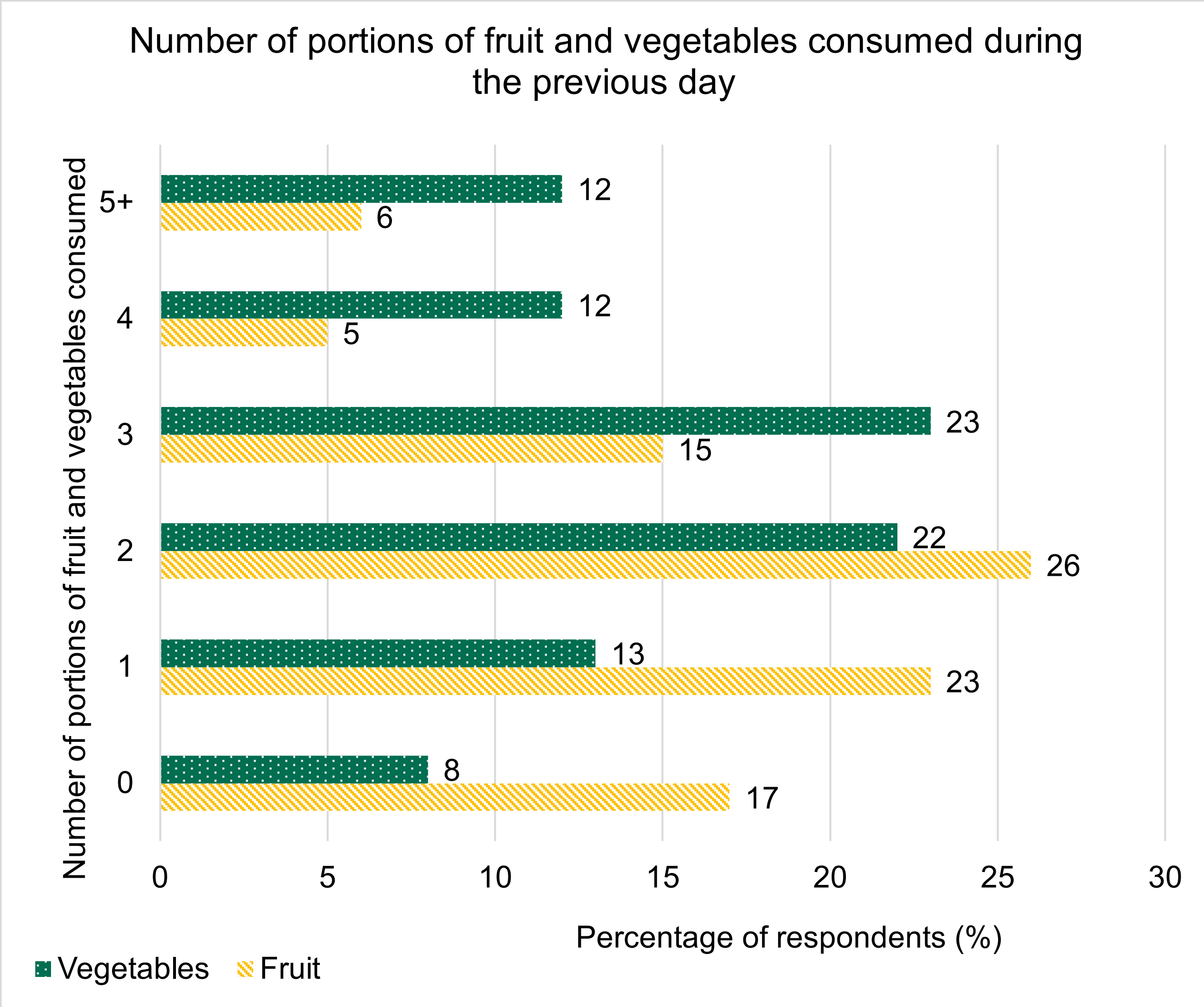
Figure 19. Two-thirds of respondents ate healthy meals most days or more often.



Source: Food and You 2: Wave 3

Respondents were asked how often they ate different types of food in that past month. Two-thirds (66%) of respondents reported that they had eaten healthy meals and over half (58%) of respondents had eaten meat and/or fish every day or most days. Almost half (46%) of respondents had snacked on cakes, biscuits, confectionary and/or savoury snacks every day or most days (Figure 19).

Figure 20. Approximately a quarter of respondents had eaten two portions of fruit.



Source: Food and You 2: Wave 3

Respondents were asked how many portions of vegetables and fruit, not including fruit juice or smoothies, they had eaten or drunk the previous day. Approximately a quarter of respondents had eaten one (23%) or two (26%) portions of fruit, and 17% of respondents had not eaten any. Approximately a quarter of respondents had eaten two (22%) or three (23%) portions of vegetables, and 8% respondents had not eaten any portions of vegetables (Figure 20)[55]. In addition, respondents were asked if they had drunk some

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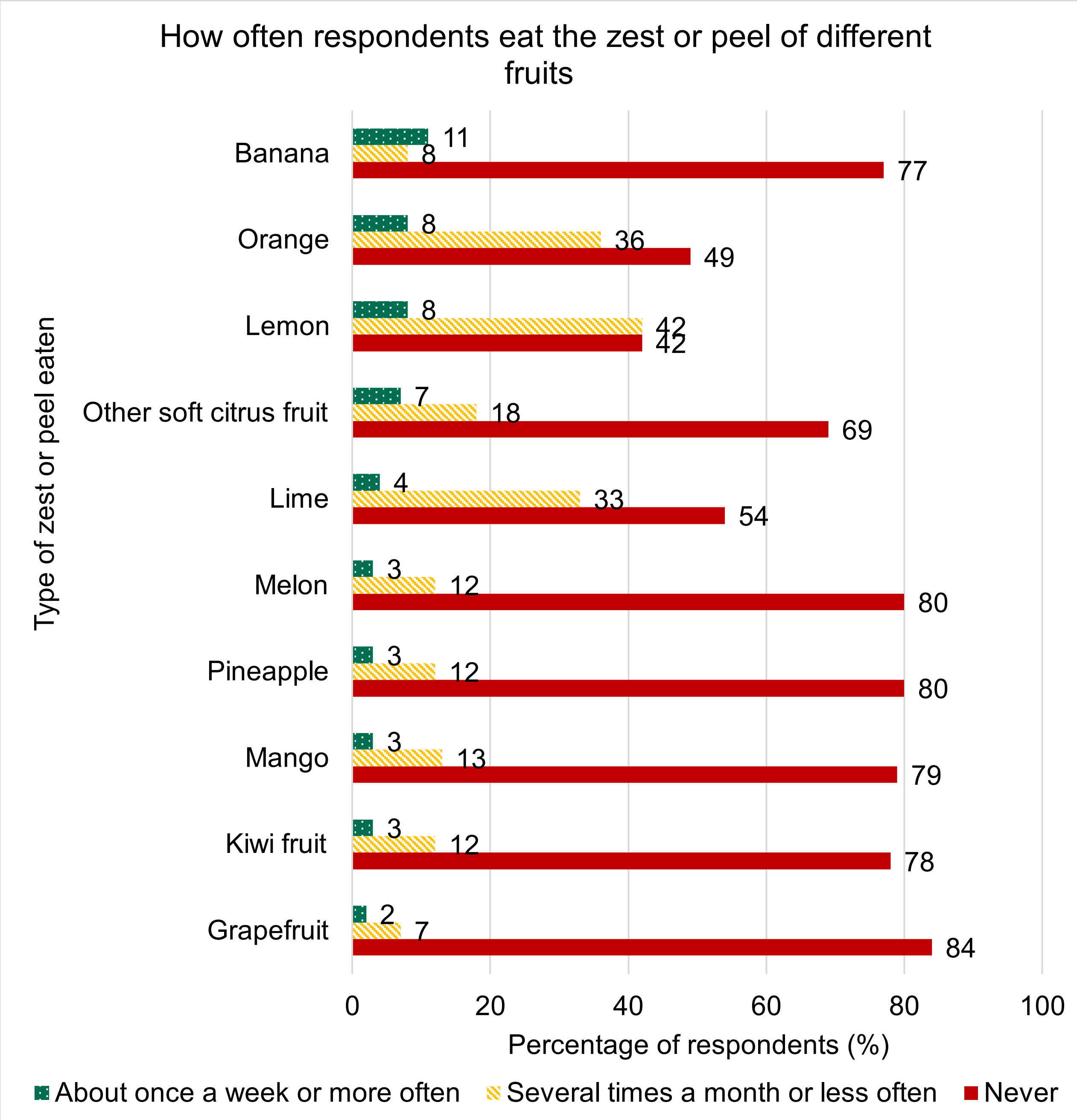
[55] Question: Thinking about what you ate and drank yesterday. How many portions of…A) Fruit B) Vegetables…did you eat yesterday? Response: [open text]. Base= 4326, all online respondents.

fruit juice or a smoothie the previous day, almost a third (32%) of respondents had drunk at least a small sized glass of fruit juice or smoothie[56].

[56] Question: Did you drink a small sized glass of fruit juice or smoothie yesterday? Response: Yes - a small glass (150ml/5 fluid ounces), Yes - a larger glass (more than 150ml/5 fluid ounces), No - I did not drink any fruit juice yesterday, No - drank less than a small glass (150ml/5 fluid ounces), Don’t know. Base= 4326, all online respondents.

Figure 21. Approximately 1 in 10 respondents eat banana peel about once a week or more often.



Source: Food and You 2: Wave 3

Respondents were asked how often, if at all, they ate the zest or peel of different fruits, from a given list. Most respondents reported never eating the zest or peel of different fruits, however consumption varied by fruit. The zest or peel of banana (11%), orange (8%) and lemon (8%) were more likely to be eaten about once a week or more often compared to the zest or peel of other fruits. The zest or peel of lemon (42%), orange (36%) and lime (33%) were more likely to be eaten several times a month or less often compared to the zest or peel of other fruits. Most respondents never ate the zest or peel of grapefruit (84%), melon (80%), or pineapple (80%) (Figure 21)[57].

Respondents who ate the zest or peel of the listed fruits were asked how much they ate, the last time they had some. Respondents were more likely to eat a small quantity (about a pinch or less) of lime (56%), lemon (52%), or orange (48%) zest than the zest of other listed fruits. Respondents were more likely to eat the whole peel of a single fruit or more of kiwi fruit (26%), mango (12%) and grapefruit (11%) compared to the whole peel of other listed fruits[58].

Changes in eating habits

Respondents were asked to indicate if and how their eating habits had changed over the last 12 months. Due to the outbreak of the COVID-19 pandemic and the impact this has had on the day-to-day lives of consumers, it is expected that eating habits changed more in the last 12 months than in a typical 12-month period.

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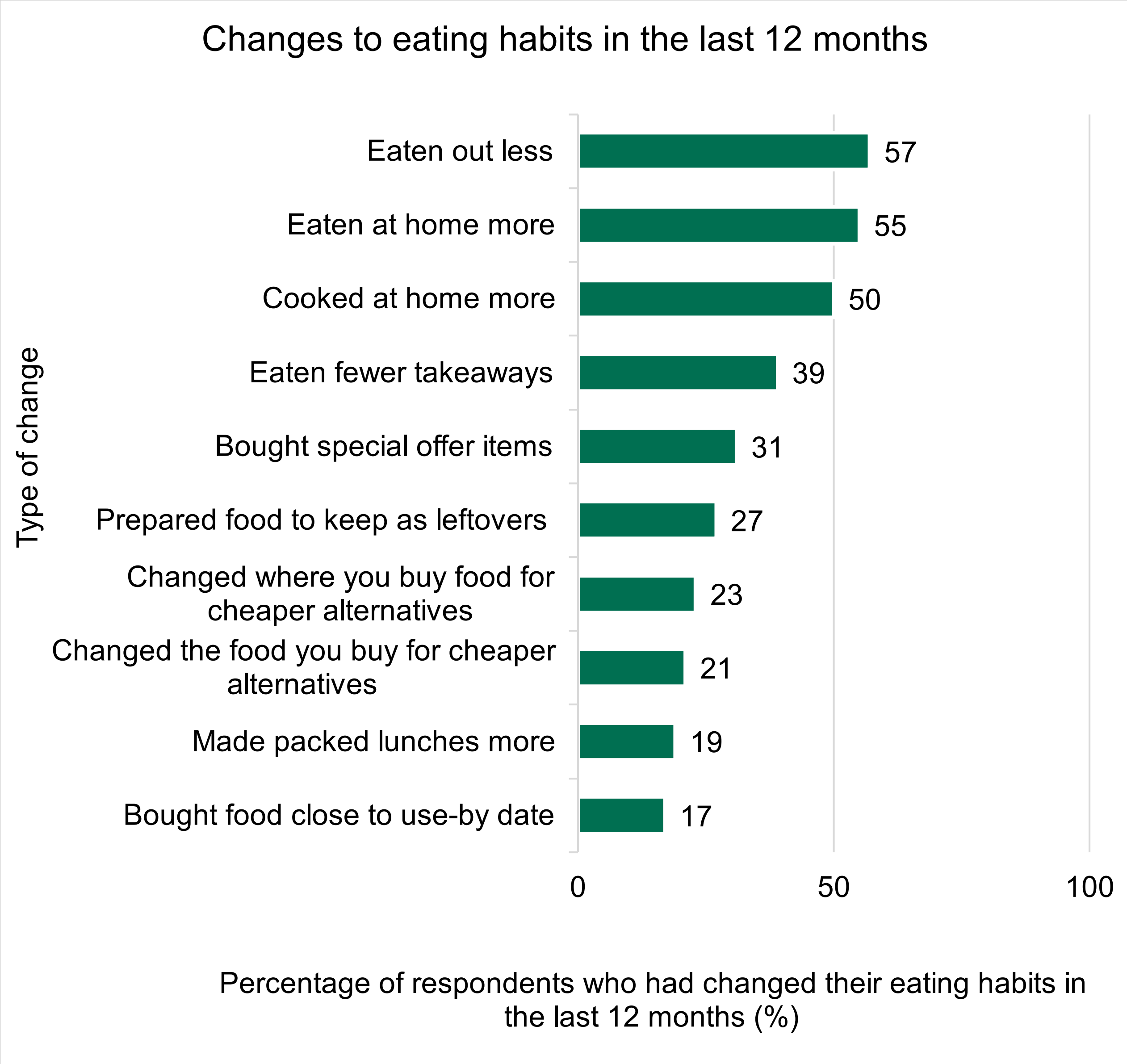
[57] Question: How often, if at all, do you eat the zest or peel from each of the following fruits? A) Lemon. B) Lime. C) Orange. D) Kiwi fruit. E) Grapefruit. F) Mango. G) Banana. H) Pineapple. I) Melon J) Other soft citrus fruit (e.g. satsuma, mandarin, clementine). Responses: Never, Once or a few times a year, About once a month, Several times a month, About once a week, Several times a week, Most days or every day. Base= 6271, all respondents.

[58] Question: Thinking about the last time you ate the zest or peel from...roughly how much did you eat? A) Lemon. B) Lime. C) Orange. D) Kiwi fruit. E) Grapefruit. F) Mango. G) Banana. H) Pineapple. I) Melon J) Other soft citrus fruit (e.g. satsuma, mandarin, clementine). Responses: I ate a small quantity of zest from the fruit - about a pinch or less, I ate a larger quantity of zest from the fruit - more than a pinch or so, I ate a small piece of peel from the fruit - the size of a 50p coin or less, I ate a larger piece of peel from the fruit, larger than the size of a 50p coin but less than a whole fruit, I ate the whole peel from a single fruit, I ate the peel of more than a single fruit, Don’t know, Prefer not to say, I don't eat zest or peel from this fruit. Base A= 2848, B= 1995, C= 2520, D= 866, E= 500, F= 787, G= 1105, H= 899, I= 907, J= 1406, all respondents who ever eat fruit peel.

Figure 22. Ten most common changes in eating habits in the last 12 months.



Source: Food and You 2: Wave 3

Eating habits had changed for most respondents with only 19% of respondents indicating that there had been no change in their eating habits in the last 12 months. The most common changes related to what and where respondents ate (57% eaten out less, 55% eaten at home more, 50% cooked more at home, 39% eaten fewer takeaways), reducing food costs (31% bought items on special offer, 23% changed where they buy food for cheaper alternatives, 21% changed the food they buy for cheaper alternatives) and increased food management behaviours (27% prepared food that could be kept as leftovers, 19% made more packed lunches). In addition, 17% of respondents reported that they had bought food close to its use-by date more, 16% had eaten food past its use-by date more and 16% kept leftovers for longer before eating (Figure 22)[59, 60].

Respondents who reported a change in their eating habits in the last 12 months were asked to indicate why their eating habits had changed. The main causes of reported changes in eating habits were COVID-19 and lockdown (73%), health reasons (39%) and financial reasons (35%)[61].

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[59] Question: Have you, or has anyone in your household, made any of these changes to your eating habits in the last 12 months? Responses: Eaten out less, Eaten at home more, Cooked at home more, Eaten fewer takeaways, Bought items that were on special offer more, Prepared food that could be kept as leftovers more, Changed where you buy food for cheaper alternatives, Changed the food you buy to cheaper alternatives, Made packed lunches more, Bought food close to its use-by date more, Eaten food past its use-by date more, Kept leftovers for longer before eating, Used a food bank/emergency food, Other, No, I/we haven't made any changes. Base= 6271, all respondents.

[60] Life under Covid-19: Food waste, attitudes, and behaviours in 2020 (2021). WRAP.

[61] Question: Thinking about the changes to eating habits that you have made in the last 12 months, why did you make these changes? Responses: Financial reasons, Health reasons, Food safety reasons (i.e. to avoid food poisoning), Due to the bad or unpleasant physical reaction that certain foods cause, Because of lockdown/Covid-19, Other, Prefer not to say. Base= 5153, all respondents who have made at least one change to their eating habits in the last 12 months.

Annex A: Food and You 2: Wave 3

Background

In 2018 the Advisory Committee for Social Science (ACSS) established a new Food and You Working Group to review the methodology, scope and focus of the Food and You survey. The Food and You Working Group provided a series of recommendations on the future direction of the Food and You survey to the FSA and ACSS in April 2019. Food and You 2 was developed from the recommendations.

The Food and You 2 survey has replaced the biennial Food and You survey (2010-2018), biannual Public Attitudes Tracker (2010-2019) and annual Food Hygiene Rating Scheme (FHRS) Consumer Attitudes Tracker (2014-2019). The Food and You survey has been an Official Statistic since 2014.

The Food and You 2: Wave 1 Key Findings report was published in March 2021. The Food and You 2: Wave 2 Key Findings report was published in July 2021.

Methodology

The Food and You 2 survey is commissioned by the Food Standards Agency (FSA). The fieldwork is conducted by Ipsos MORI. Food and You 2 is a biannual survey. Fieldwork for Wave 3 was conducted from 28th April to 2020 to 25th June 2021.

Food and You 2 is a sequential mixed-mode ‘push-to-web’ survey. A random sample of addresses (selected from the Royal Mail’s Postcode Address File) received a letter inviting up to two adults (aged 16 or over) in the household to complete the online survey. A first reminder letter was sent to households that had not responded to the initial invitation. A postal version of the survey accompanied the second reminder letter for those who did not have access to the internet or preferred to complete a postal version of the survey. This helps to reduce the response bias that otherwise occurs with online-only surveys. This method is accepted for government surveys and national statistics, including the 2021 Census and 2019/2020 Community Life Survey. A third and final reminder was sent to households if the online survey had not been completed.

Respondents were given a gift voucher for completing the survey. Further details about the methodology are available in the Technical Report. Due to the difference in methodology between the Public Attitudes Tracker, FHRS Consumer Attitudes Tracker and Food and You survey (2010-2018) it is not possible to compare the data collected in Food and You 2 (2020 onward) with these earlier data. Comparisons can be made between the different waves of Food and You 2.

The sample of main and reserve addresses[62] was stratified by region (with Wales and Northern Ireland being treated as separate regions), and within region (or country) by local authority (district in Northern Ireland) to ensure that the issued sample was spread proportionately across the local authorities. National deprivation scores were used as the final level of stratification within the local authorities - in England the Index of Multiple Deprivation (IMD), in Wales the Welsh Index of Multiple Deprivation (WIMD) and in Northern Ireland, the Northern Ireland Multiple Deprivation Measure (NIMDM).

Due to the length and complexity of the online questionnaire it was not possible to include all questions in the postal version of the questionnaire. The postal version of the questionnaire needed to be shorter and less complex to encourage a high response rate. To make the postal version of the questionnaire shorter and less complex, two versions were produced. All data collected by Food and You 2 are self-reported. The data are the respondents own reported attitudes, knowledge and behaviour relating to food safety and food issues. As a social research survey, Food and You 2 cannot report observed behaviours. Observed behaviour in kitchens has been reported in Kitchen Life, an ethnographic study which used a combination of observation, video observation and interviews to gain insight into domestic kitchen practices. This study will be updated through Kitchen Life 2, which is in progress now and due to report in 2023.

The minimum target sample size for the survey is 4,000 households (2,000 in England, 1,000 in Wales, 1,000 in Northern Ireland), with up to two adults in each household invited to take part as mentioned above. For Wave 3 a total of 6,271 adults from 4,338 households across England (3,190 adults), Northern Ireland (1,626 adults), and Wales

[62] A reserve sample of addresses was created to use if the target number of respondents was not achieved from the main sample of addresses.

(1,455 adults), completed the survey. An overall response rate of 31% was achieved (England 32%, Wales 32%, Northern Ireland 27%). Sixty-nine per cent of respondents completed the survey online and 31% completed the postal version of the survey. The postal responses from 68 respondents were removed from the data set as the respondent had completed both the online and postal survey. Further details about the response rates are available in the Technical Report.

Weighting was applied to ensure the data are as close as possible to being representative of the socio-demographic and sub-groups in the population, as is usual practice in government surveys. The weighting applied to the Food and You 2 data helps to compensate for variations in within-household individual selection, for response bias, and for the fact that some questions were only asked in one of the postal surveys. Further details about weighting approach used and the weights applied to the Food and You 2: Wave 3 data are available in the Technical Report.

The data have been checked and verified by six members of Ipsos MORI and two members of the FSA Statistics branch. Descriptive analysis and statistical tests have been performed by Ipsos MORI. Quantum (statistical software) was used by Ipsos MORI to calculate the descriptive analysis and statistical tests (t-tests).

The p-values that test for statistical significance are based on t-tests comparing the weighted proportions for a given response within that socio-demographic and sub-group breakdown. An adjustment has been made for the effective sample size after weighting, but no correction is made for multiple comparisons.

Reported differences between socio-demographic and sub-groups typically have a minimum difference of 10 percentage points between groups and are statistically significant at the 5% level ($p<0.05$). However, some differences between respondent groups are included where the difference is fewer than 10 percentage points when the finding is notable or of interest. Percentage calculations are based only on respondents who provided a response. Reported values and calculations are based on weighted totals.

Technical terms and definitions

1. Statistical significance is indicated at the 5% level ($p<0.05$). This means that where a significant difference is reported, there is reasonable confidence that the reported difference is reflective of a real difference at the population level.

2. Food security means that all people always have access to enough food for a healthy and active lifestyle (World Food Summit, 1996). The United States Department of Agriculture (USDA) has created a series of questions which indicate a respondent's level of food security. Food and You 2 incorporates the 10 item U.S. Adult Food Security Survey Module and uses a 12 month time reference period. Respondents are referred to as being food secure if they are classified as having high food security (no reported indications of food-access problems or limitations), or marginal food security (one or two reported indications—typically of anxiety over food sufficiency or shortage of food in the house. Little or no indication of changes in diets or food intake). Respondents are referred to as being food insecure if they are classified is having low food security (reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake) or very low food security (reports of multiple indications of disrupted eating patterns and reduced food intake).

3. NS-SEC (The National Statistics Socio-economic classification) is a classification system which provides an indication of socio-economic position based on occupation and employment status.

4. Index of Multiple Deprivation (IMD) / Welsh Index of Multiple Deprivation (WIMD) / Northern Ireland Multiple Deprivation Measure (NIMDM) is the official measure of relative deprivation of a geographical area. IMD/WIMD/NIMDM classification is assigned by postcode or place name. IMD/WIMD/NIMDM is a multidimensional calculation which is intended to represent the living conditions in the area, including income, employment, health, education, access to services, housing, community safety and physical environment. Small areas are ranked by IMD/WIMD/NIMDM; this is done separately for England, Wales and Northern Ireland.

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