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Food and You 2: Wave 3 Technical Report

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01

Introduction

1 Introduction

1.1 Survey Background

The Food and You 2 Survey was commissioned by the Food Standards Agency (FSA) in September 2019. The first wave of data collection (detailed in the Wave 1 Technical Report) took place between July and October 2020 and the second wave (detailed in the Wave 2 Technical Report) took place between November 2020 and January 2021. This report provides detailed results for Wave 3, which was conducted between 28th April and 25th June 2021 among a cross-section of 6,271 adults (aged 16 years or over) living in households in England, Wales and Northern Ireland. Adults invited to take part in the survey were selected from a sample of the Royal Mail's Postcode Address File (PAF) using a random probability sampling methodology. The survey was conducted using a push-to-web methodology¹ and explored participants' food-related knowledge, behaviours and attitudes.

1.1.1 About the Food Standards Agency

The Food Standards Agency (FSA)² is an independent Government department working to protect public health and consumers' wider interests in relation to food in England, Wales, and Northern Ireland. The FSA's overarching mission is "food we can trust". The goal and vision of the FSA is to ensure food is safe, food is what it says it is, consumers can make informed choices about what to eat, and consumers have access to an affordable diet, now and in the future. As such, understanding consumers' attitudes, knowledge and behaviour in relation to food is of vital importance to the FSA.

Food and You 2 is the FSA's principal source of methodologically robust and representative evidence regarding consumers' attitudes, knowledge and behaviour in relation to food. This survey has an important role in measuring the FSA's progress towards its strategic objectives, providing evidence to support its communication campaigns and other activities, and identifying topics for further research or action.

¹ Push-to-web is a quantitative data collection method in which participants are contacted using an offline means of contact and asked to complete an online survey. In this survey, participants were contacted by letter, with those who chose not to complete the online survey, after the initial reminder, subsequently sent a postal version.

² For more information on the FSA please visit the [FSA website](https://www.food.gov.uk).

1.1.2 History of Food and You

Since its inception in 2000, the FSA has commissioned surveys to collect quantitative data on the public's reported behaviour, attitudes and knowledge relating to food. Between 2000 and 2007 the FSA conducted an annual Consumer Attitudes Survey (CAS). In 2010, this was replaced by the more rigorous 'Food and You', a biennial survey conducted face-to-face. Food and You became the FSA's flagship social survey. In addition, the FSA conducted regular tracking surveys including the biannual Public Attitudes Tracker and annual Food Hygiene Rating Scheme (FHRS)³ Consumer Attitudes Tracker.

In 2018, the FSA's Advisory Committee for Social Science (ACSS)⁴ recommended that Food and You and the Public Attitudes Tracker be replaced with a new 'push-to-web' survey. Food and You 2 was commissioned in 2019 with data collection for Wave 1 commencing in July 2020. Due to differences in the survey methodologies, comparisons cannot be made between Food and You or the Public Attitudes Tracker and Food and You 2, therefore Wave 1 of Food and You 2 in 2020 represented the start of a new data time series. Data are collected through Food and You 2 on a biannual basis.

1.2 Summary of the survey

1.2.1 Design

The research was conducted using a push-to-web methodology with households selected to take part in the survey receiving a letter that invited them to complete the Food and You 2 survey online. Up to two adults in each household could take part. Fieldwork was conducted from 28th April to 25th June 2021. It is important to note that restrictions were in place, in all three nations, during the fieldwork period due to the Covid-19 pandemic. During the earlier period of fieldwork, restrictions were in place prohibiting indoor social gatherings, including at food businesses, which were permitted to serve customers outdoors only. These restrictions were eased somewhat during the fieldwork period to allow indoor seating at food businesses, though limits on numbers were still in place. Restrictions may have impacted some participants'

³ This scheme helps consumers choose where to eat out or shop for food by giving clear information about the businesses' hygiene standards. The scheme is run in partnership with local authorities in England, Wales and Northern Ireland. For more information on the FHRS please visit the [Food Hygiene Rating Scheme](#) page on the FSA website.

⁴ For more information on the ACSS please visit the [ACSS website](#).

behaviours relating to food, and in turn may have impacted how participants answered certain questions and how many people responded to the survey.

In this study, the fieldwork was structured around four mailings:

- Mailing 1: Initial invitation letter inviting up to two individuals per household to complete the Food and You 2 survey online
- Mailing 2: Reminder letter
- Mailing 3: Second reminder, which included up to two versions of a postal questionnaire
- Mailing 4: Final reminder letter

Mailings 2, 3 and 4 were sent only to those who had not completed the survey since the previous mailing, and households where there was a known second participant who was eligible to take part but had not yet completed the questionnaire.⁵

1.1.2 Questionnaire

The survey included an online version of the questionnaire and a postal version. On both versions there were slight differences between the questionnaires in England, Wales and Northern Ireland, reflecting the different regional government bodies, their roles and responsibilities. For participants in Wales, both the online and postal surveys were offered in Welsh and English. Participants could take part in Food and You 2 via the online survey or using a postal survey.

The online questionnaire was formed of a series of modules covering key areas of interest to the FSA. Most questions were behavioural, asking participants to state their usual activities or to recall recent actions.⁶ A smaller number of questions were attitudinal, asking participants to

⁵ There was a question in Food and You 2: Wave 3 which asked for the number of adults in a household. If one person responded in a household and they stated that there was only one adult in their household, they would not be sent a reminder letter. If they stated that more than one adult was present in their household then that household would be sent a reminder, unless both adults had completed the survey.

⁶ When analysing data from Food and You 2: Wave 3 it is important to note that behaviours are self-reported and therefore may not reflect actual observable behaviour. Measures were taken to minimise the impact of social desirability (for instance, stating that results were reported anonymously) and to increase accuracy (including time frames), but there is likely to be some difference in self-reported and actual observable measures.

state their opinions on various subjects, or knowledge-based, for example asking participants what they think is the UK Government's and health experts' recommended daily intake of calories for adult men and women. The questionnaire included demographic questions to allow the FSA to conduct subgroup analysis on the data.

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.

Table 1.1 Showing the questionnaire modules in each version of the questionnaire

Online Questionnaire Modules	Present in Postal Questionnaire
Introductory Questions	Present
Food Hypersensitivities (Core)	Present
Food Shopping	Present
Online Food Platforms	Present
Healthy Eating (Northern Ireland only)	Present (Northern Ireland only)
Food Concerns	Present
Food We Can Trust	Present
Household Food Security	Present
Defra	Present (not Northern Ireland)
About You and Your Household	Present

Whilst steps were taken to make the online and postal questionnaire as comparable as possible, there were minor differences in the order questions were asked, question wording and the way routing was applied. The online and postal versions of the survey can be found in appendices linked to this report.

Further information on the questions asked in each module and questionnaire development can be found in Chapter 2.

1.2.3 Sampling

A random sample of addresses was drawn from the Royal Mail's Postcode Address File (PAF), a database of all known addresses in the UK. The sample was drawn from the address list for England, Wales and Northern Ireland. The size of the sample from each region aimed to provide an estimated minimum of 1,000 responses from Wales and Northern Ireland, and 2,000 from England. Wales and Northern Ireland were therefore over-represented in the sample. The samples were drawn in this way to enable effective subgroup analysis on the data.

The sample was further stratified by local authority to ensure even geographical spread across the three countries. Within each local authority the sample was stratified by degree of deprivation to ensure a broadly representative sample in terms of income level. More details on this can be found in Chapter 3.

In each selected household, up to two adults (aged 16 years or over) were invited to participate in the survey. In the interests of maximising the response rate, no selection criteria (other than being aged 16 years or over) were imposed regarding the selection of individuals within each household.

The sampling strategy for this survey is described in greater detail in Chapter 3.

1.2.4 Weighting

Weighting is a process by which a dataset is adjusted to account for any demographic discrepancies between the sample who completed a survey and the desired survey population. In this instance, weighting meant adjusting the data to make it closer to the populations of England, Wales and Northern Ireland.

Following data collection, the data were weighted according to certain criteria. First, selection weights were calculated for each country individually, and then the weights were calibrated to the country population totals, which were taken from mid-year ONS estimates. Following this, weights were created for use in combined-country analyses by scaling the country sample sizes to be proportional to their corresponding country population values.

Following this, a further 'Welsh-England' weight was calculated to permit comparisons to be made between England (excluding London) and Wales after controlling for differences in age, gender, ethnic group, household size, and urban-rural mix.

The weighting process is described in greater detail in Chapter 5.

02

Questionnaire development

2 Questionnaire development and pilot

This section covers the various stages of questionnaire development that occurred prior to fieldwork.

2.1 Questionnaire design

Food and You 2 is the FSA's flagship social survey. It collects data on consumers' self-reported knowledge, behaviour and attitudes relating to a range of topics relating to food.

Food and You 2 uses a sequential mixed-mode approach involving an initial online stage, with non-respondents then followed up using a postal questionnaire. Therefore, the questionnaire was designed in such a way that it could be presented online and on paper. Like many other push-to-web surveys, the online version of the questionnaire is too long and complex to translate into an equivalent self-completion questionnaire suitable for postal administration. This meant there were some differences between the online and postal questionnaires. To help address this limitation, two versions of the postal questionnaire were developed, thereby enabling more questions to be asked across the sample as a whole. However, even with two versions of the postal questionnaire, there was insufficient space to include some of the online questions.

Given the wide range of topic areas that the FSA and external stakeholders were interested in investigating, the issue of questionnaire length was considered throughout the questionnaire development period. Ipsos MORI recommended that, in the interest of reducing drop-out rates, the online questionnaire should not take longer than 30 minutes for the average participant to complete and the postal questionnaires should not be more than 16 pages in length (this was latterly extended to 20 pages to increase coverage of key survey questions to enable greater analysis). This time limit for the online survey and page limit for the postal survey were recommended to minimise the risk of participants not completing the survey, and to minimise the risk of straight-lining (i.e. selecting the same answer consistently) when going through the survey.

A modular approach was required for Food and You 2 to keep the length of the survey to a maximum of 30 minutes, and to minimise the likelihood of participants starting but not completing the survey. It also maximised coverage of topics and allows for new modules or questions to be added on emerging topic areas. When developing the Food and You 2 Wave 1 questionnaire, the topic areas the FSA were interested in were grouped into broad 'modules' (such as food shopping, food concerns or food we can trust). These modules were then

assessed for frequency of fielding (6 months, 12 months or 24 months). For instance, attitudinal questions that are used to measure the FSA's performance (e.g. trust in the FSA) or where fluctuations over time are more likely (e.g. concerns with food) were considered to be 'core' and therefore collected every 6 months. Whereas behavioural questions (e.g. on food practices in the home) that were relatively stable over time in previous studies were deemed to be appropriate for fielding less frequently. The modules selected for inclusion in the Wave 3 questionnaire reflected this approach.

Questionnaire development for Wave 3 drew upon the work done for Waves 1 and 2. The development for Wave 1 involved questionnaire development workshops, cognitive testing, usability testing and a pilot (covered in more detail in the Wave 1 Technical Report). For Wave 2, a shorter period of development was conducted, during which a phase of cognitive testing was held to test newly developed questions. At Wave 3, a similar approach was adopted, with new modules being cognitively tested.

2.2 Design of questions

The content and nature of the questions was informed by previous research conducted by the FSA, the FSA and stakeholders' research priorities, and by Ipsos MORI's prior experience in survey research.

Much of the content for the questionnaires had already been completed during the Wave 1 and Wave 2 questionnaire development periods. To determine content for the Wave 3 questionnaire, meetings were held between Ipsos MORI, the FSA and key stakeholders to discuss research priorities and to decide which questions from the online questionnaire should be included in the postal questionnaires. Two new modules were introduced in Wave 3: Healthy Eating (for Northern Ireland only) and Online Food Platforms, with an extended Food Hypersensitivities module also included.

To enable comparability of the data between waves, questions carried over from Waves 1 and 2 were kept consistent in wording and format.

2.3 Cognitive testing

In social and market research, cognitive testing refers to a form of qualitative data collection in which participants are asked by an interviewer to examine a set of materials and explain their understanding of them. In questionnaire development, cognitive testing interviews are used to evaluate how participants approach a questionnaire so that any issues regarding participant comprehension may be highlighted.

Following the completion of the first questionnaire draft, a series of cognitive testing interviews were arranged to test a sub-set of questions from the questionnaire, specifically those new to Wave 3. The cognitive testing was intended to aid the development of the questionnaire by allowing Ipsos MORI and the FSA to identify questions requiring further development. A total of 20 interviews were conducted with members of the public. Five of the interviews were conducted in the Welsh language. During recruitment participants were screened on age, gender, ethnicity, income, whether or not they receive any benefits, diet type, whether or not they suffer from food allergies or intolerances, and whether or not they have ever purchased food / drink online. This ensured we spoke to people with different food behaviours and habits, which was important for assessing the questions.

Key aims of the cognitive testing included:

- To gauge the simplicity of questions and participant comprehension of key terms;
- To note any room for ambiguity in the interpretation of the questions; and
- To identify any questions that may not produce meaningful data.

The Welsh language interviews also aimed to evaluate the accuracy and clarity of the translations.

Each cognitive interview was undertaken with a single participant, lasted approximately one hour, and was conducted by a moderator using online video conferencing software (the Covid-19 pandemic having precluded face-to-face interviews). During each interview, the moderator recorded the participant's answers and noted further observations regarding how the participant interpreted the questionnaire, with attention paid to any problems encountered. The English language interviews were conducted by moderators from Ipsos MORI, while the Welsh language interviews were conducted by a trusted external qualitative researcher. Some of the interviews were conducted in the (virtual) presence of an observer from the FSA.

Following completion of the interviews, Ipsos MORI submitted a written report to the FSA detailing the findings. An extended meeting was subsequently held to discuss the findings and agree on further edits to the questionnaire.

2.4 Survey mailings

The survey was conducted in England, Wales and Northern Ireland using a push-to-web methodology, continuing the approach used in Waves 1 and 2. As noted, push-to-web is a

quantitative data collection method in which offline contact modes are used to encourage sample members to go online and complete an online questionnaire.

The push-to-web methodology used in this survey mirrored a tried-and-tested methodology used by Ipsos MORI in previous studies; a sequential mixed-mode approach in which participants are at first asked to complete an online survey, with non-respondents then followed up using a postal questionnaire at the third mailing. The rationale behind this methodology is that it brings the benefits of encouraging online survey completion while avoiding the exclusion of those who do not have access to the internet and/or have low levels of digital literacy.

In this study, the methodology consisted of a series of four mailings sent to selected households. The second and third mailings were only sent to households who had not responded to the survey since the previous mailing. The response rate achieved following the first three mailings was somewhat higher than anticipated, so it was decided that the fourth mailing should be 'reduced' and sent to approximately two thirds of non-responding households in England, Wales and Northern Ireland (rather than being sent to all non-responding households, which was both the proposed approach and the approach taken in previous waves of the survey). Further details regarding the sampling approach are provided in Chapter 3. The schedule of mailings is outlined below:

- **Mailing 1: Initial invitation letter**
- **Mailing 2: First reminder letter**
- **Mailing 3: Postal questionnaire and second reminder letter**
- **Mailing 4: Final reminder**

The first mailing invited recipients to complete the survey online. The letter invited two adults from each household to participate. Each participant was provided with a unique passcode allowing them to complete the questionnaire on the survey website. Those who did not complete the survey following receipt of the initial invitation letter were sent a reminder letter a few weeks following the mailout of the invitation.

The second mailing took the form of a reminder letter, again inviting participants to complete the online survey. In the third mailing, copies of the postal version of the questionnaire were sent alongside a letter instructing recipients how to complete and send back the postal

questionnaire. Lastly, a final reminder letter was sent. Each mailing was separated by an interval of a few weeks.

2.5 Postal questionnaire design and modular approach

The postal questionnaire consisted of a selection of questions from the online survey. The full questionnaire was not included in the postal version due to concerns regarding questionnaire length.

Questions were selected for inclusion in the postal questionnaire based on a number of factors. For instance questions that were a key strategic measure for the FSA (e.g. trust in the FSA) were included to provide the FSA with robust data. Questions were also included to maximise the base sizes for specific groups of interest (e.g participants with food allergies). Finally, questions where the mode of delivery and sample profile may have impacted on the data collected, for example questions on food security. It was important to include the majority of the demographic questions in the postal survey to enable subgroup analysis.

As with the online questionnaire, there were minor differences between England, Wales and Northern Ireland in the wording of a small number of questions. Participants in Wales were sent copies of the questionnaire in English and in Welsh.

As noted, the survey was conducted using a modular approach. Certain 'core' modules were included in each biannual survey wave, while others were rotated every 12 or 24 months. The content of the survey for this wave is detailed in the section below.

2.6 Overview of survey content

2.6.1 Introductory Questions (Core module)

In the online survey, this module began with a question asking for confirmation of age (as those under 16 years were not eligible to participate). This was followed by a small number of questions asking participants for some basic information about themselves and their household, such as their gender identity, and the number and age of any other household members. The module also asked participants whether they had a food allergy, food intolerance or Coeliac disease so that the questionnaire could be tailored to individuals. This module was included in Wave 1 and is kept unchanged between waves to enable comparability of subgroup trend data.

2.6.2 Food Hypersensitivities

This module began with a question asking participants whether there were any foods which caused them unpleasant physical reactions or which they avoided because of unpleasant

physical reactions which the foods might cause. Those participants who answered 'yes' to this question were then asked a series of questions regarding the nature of the hypersensitivity and how they found out that they had the hypersensitivity. They were then asked details regarding any recent experiences of consuming the foods in question. Certain questions in subsequent modules were routed to those who stated in the Food Hypersensitivities module that they had a hypersensitivity.

2.6.3 Food Shopping

In this module, participants were asked about their food shopping activities, including: where and how often they shopped for food, whether they check food labels when shopping, and whether they check for food and allergy alerts.

2.6.4 Online Food Platforms

This module included questions asking about how often participants ordered food online, what type of products they ordered and the platforms they used to do this. It then asked whether participants had encountered any problems when using such platforms.

2.6.5 Healthy Eating (Northern Ireland only) (new for Wave 3)

In this module, participants were asked how healthy they considered their own diets and the inclusion of fruit and vegetables in their diet. The module then asked questions to gauge participants' knowledge about healthy diets and nutrition.

2.6.6 Food Concerns (Core module)

In this core module, participants were asked whether they had any concerns with the food they ate, followed by a spontaneous question asking them to give details on these. This was followed by questions which listed specific food concerns, prompting participants on the food concerns they may have.

2.6.7 Food We Can Trust (Core module)

This core module gauged participant confidence in the food supply chain (including in farmers, food manufacturers, and shops) and asked participants questions relating to the FSA, and trust in its ability to fulfil its key responsibilities.

2.6.8 Household Food Security (repeated from Wave 1)

This module incorporated the USDA 10-item US Adult Food Security module,⁷ a standardised measure that uses indicator questions to assess different levels of food security experienced by participants and their households. It asked a series of questions regarding participants' ability to

⁷ The USDA has published the most up to [date guidance](#), including how to calculate food security scores. For more detail information please visit the [guidebook](#).

afford food over the previous 12 months. It also asked about changes participants had made to their eating habits in the last 12 months, and the reason for these changes (e.g. financial reasons, health reasons).

Due to the sensitive nature of the topic area, all questions in this section were optional and included a 'Prefer not to say' option, in addition to 'Don't know' or 'Not stated' options. Any questions that had any of these three responses, or that were left blank, were treated as 'missing', with no data imputed. In total 191 respondents had missing responses to the first three questions and so their overall food security status was set to missing (at Waves 1 and 2 there were 313 and 187 such respondents respectively).

This module was also included in the Wave 1 survey. It was decided to repeat this module in Waves 2 and 3 so that food security could be monitored during the Covid-19 pandemic.

2.6.9 Defra Questions (repeated from Wave 1)

This module included questions requested by the Department for Environment, Food and Rural Affairs⁸ (who made a small financial contribution to the study).

It asked questions about participants' food-buying activities. This included questions relating to environmental concerns, provenance and what influences purchasing choices.

2.6.10 About You and Your Household (Core module)

This final module asked participants various questions about their personal circumstances and those of their household, including age, marital status and working status. The inclusion of these questions was primarily intended to enable demographic subgroup analysis of the data.

⁸ For more information about Defra please visit the [DEFRA website](#).

03

Sampling

3 Sampling

3.1 Sample design

The sample for Food and You 2 was selected from the postcode address file (PAF) in England, Wales and Northern Ireland. The sample of addresses was un-clustered within each country. Households were sampled to achieve interviews in 1,000 households in Wales and Northern Ireland, and 2,000 households in England (Table 3.1). In other words, a greater proportion of households were sampled in Wales and Northern Ireland compared to England. This was done to improve the precision of estimates for Wales and Northern Ireland.

The size of the issued sample in each country was calculated by dividing the target achieved sample by estimated address yield (proportion of addresses with at least one productive response). Yield estimates were based on actual yields obtained in Wave 1. An additional reserve sample was drawn to be issued (in whole or in part) if response rates⁹ were lower than anticipated.

Table 3.1 Sample sizes and assumptions for each country

Country	Main sample	Assumed address completion rate	Target number of participating households	Reserve sample	Total sampled
England	6,667	30%	2,000	3,333	10,000
Wales	3,448	29%	1,000	1,724	5,172
Northern Ireland	4,000	25%	1,000	2,000	6,000
TOTAL	14,115	28%	4,000	7,057	21,172

The sample of main and reserve addresses were stratified proportionately 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

⁹ Please note that response rate and actual number of returns to the survey can be found in chapter 4.

proportionately across the local authorities. National deprivation scores¹⁰ 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)). In practice stratification was achieved by ordering the population of PAF addresses by (i) region (country) (ii) local authority (district) within region and (iii) national deprivation score of LSOA (OA on Northern Ireland) within local authority (district), and then selecting addresses by the method of random start and fixed interval. The steps for sampling that were taken were:

1. From the PAF file, exclude all business addresses and private addresses that were selected in previous waves of the Food & You 2 survey
2. Order the address list by region (for England only)
3. Within each English region / Wales / Northern Ireland, order addresses by local authority (district in Northern Ireland)
4. Within local authority / district, order addresses by IMD of LSOA in England, WIMD of LSOA in Wales, and NIMDM of SOA in Northern Ireland
5. Select numbers of addresses shown in table 3.1 by method of random start and fixed interval from these ordered lists
6. Divide stratum-ordered selections into successive groups of 3 selections
7. Within each group of 3, randomly allocate 2 cases to the main sample, and one case to the reserve sample.

3.2 Household sample design

As stated above, addresses were selected from the Postcode Address File (PAF) systematically using the random start and fixed interval method. At each address, up to two adults were invited to take part in the survey. Two unique login codes for the online survey were provided in the initial invitation letter and up to two were provided in each reminder mailing. Up to two postal questionnaires were provided in the postal questionnaire mailing (M3). In the reminders, two logins / questionnaires were sent to completely non-responding addresses. At any address where one adult had already completed the questionnaire only one login code and one postal

¹⁰ For more information about IMD in England please visit the [UK Government website about national statistics on English indices of deprivation 2019](#). For more information about NIMDM (Northern Ireland Multiple Deprivation Measure) in Northern Ireland please visit the [NISRA website on NIMDM 2017](#). For more information about WIMD (Welsh Index of Multiple Deprivation) in Wales please visit the [Welsh Government website on WIMD](#).

questionnaire were sent. Each adult who completed the questionnaire received a £10 online or paper voucher.

3.2.1 Process for selecting adults within a household

There are many approaches that could have been used for selecting adults within households. For instance, the two adults with the most recent birthdays or the adults with the two next birthdays could be selected. These are commonly referred to as quasi-random approaches, as they are roughly equivalent to a fully random approach. While this would have randomised the selection process to a degree in households where there were more than two adults, in self-administered surveys it adds another barrier to completing the survey and has been shown to not be carried out correctly in about 20% to 25% of cases^{11,12}.

With this in mind, it was decided to allow any two eligible adults (aged 16 years or over) to participate in the survey. Given the household size distribution in the UK, it was estimated that 93% of the sample selected in this way would also have been selected had we managed to successfully implement a random selection method.

This approach was consistent with that taken for the previous two waves of the survey.

¹¹ TNS BMRB (2013). Community Life Survey: Summary of web experiments. Report prepared for the Cabinet Office.

¹² Olson, Kristen, and Jolene D. Smyth. 2014. "Accuracy of Within-Household Selection in Web and Mail Surveys of the General Population." *Field Methods* 26:56–69.

04

Fieldwork

4 Fieldwork & Response Rates

4.1 Letters and reminders

4.1.1 Letters and reminder strategy

The mailing approach followed Ipsos MORI's standard push-to-web methodology:

1. An **initial invitation** letter was issued to all sampled addresses inviting up to two adults to go online and complete the online questionnaire. This letter was mailed on the 28th April and began to arrive at sampled addresses on 30th April.
2. The **first reminder** letter was issued on 7th May and began to arrive at sampled addresses on 9th May. Reminder invitations were sent to non-responding addresses and addresses where one adult had completed the online questionnaire but not a second adult (the presence of an eligible second adult was determined in the first questionnaire).
3. The **second reminder** letter was issued on the 26th May and began to arrive at sampled addresses on 28th May. This was sent to non-responding addresses and addresses where one adult has completed the online questionnaire but not a second adult. All of these letters were accompanied by one or two postal questionnaires, to allow those who could not access the internet, and those who are less comfortable completing online questionnaires, to take part. Those in Wales received one questionnaire in English and one in Welsh.
4. A **final reminder** letter was issued on week of 14/06 and began to arrive at sampled addresses on 16/06. Two-thirds of non-responding addresses and addresses where one adult had completed the online questionnaire but not a second adult were issued the final reminder. The survey remained open until 25th June.

4.1.2 Letter design

The principles for designing the invitation and reminder letters, which were kept substantially the same as those used for Waves 1 and 2, were based on the Tailored Design Method,¹³ along

¹³ Dillman, DA. Smyth, JD. Christian, LM. Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method (2014). Wiley.

with a host of literature and best practice based on previous studies (mainly the Active Lives survey and Labour Force Survey). The main aim of the letters was to provide all the relevant information a participant requires to complete the survey, and to answer immediate questions which they may have.

Our guiding principles for designing the letters were:

- Use simple and easy to understand language, with no unnecessary complicated text
- To cover key messages that needed to be conveyed in the letters including:

- (a) Importance
- (b) Motivators for taking part
- (c) How to take part
- (d) Your personal data are safe

a) Importance was conveyed in all four letters in the following ways:

- FSA and Defra logos were prominent
- Visual clutter which could distract from the logos and the importance of the survey was avoided
- Professional letter format with address of recipient and full date
- Signed by someone with authority (signified by their job title and organisation details)
- Highlighted key messages in the text; using these to break up the text made it easier to read

b) The main motivational statements varied across the four letters, with the aim of increasing the likelihood of converting non-respondents:

- 1st letter: It's easy to take part and why take part
- 2nd letter: Taking part will benefit you and your community
- 3rd letter: We want to hear from as many people as possible
- 4th letter: This is the last chance to have your say
- In addition, all letters placed a degree of emphasis on the financial motivator for taking part – receiving a £10 gift voucher

In addition to this the letters also provided key information about Ipsos MORI and the Food Standards Agency and contact details for Ipsos MORI should the participant have any queries about the survey.

4.2 Online questionnaire

The Food and You 2 Wave 2 survey was hosted using Ipsos MORI's global Dimensions platform in Rackspace, a managed hosting facility and Europe's most successful managed hosting company. The security features offered by Rackspace, and Ipsos MORI are listed below:

At Rackspace:

- Rackspace has SAS 70 type II and Safe Harbor certifications;
- The servers and network infrastructure are physically located in England;
- The servers and network components are fully redundant;
- Rackspace guarantees recovery of hardware failures within one hour.

At Ipsos MORI:

All access to Dimensions' questionnaires and data was password protected. Only a small number of online survey experts had access.

Survey data and any participants personal information were stored in separate databases. Penetration testing was carried out on our installation to check that there were no problems.

4.2.1 Survey URL

We used the URL www.foodandyou2.org for the Food and You 2 Wave 2 survey. When deciding on the URL we wanted to choose an address that was short enough for participants to remember and one which would not easily be mis-typed. It also needed to give some indication of survey content.

4.2.2 Online questionnaire accessibility

The online questionnaire was made to be as accessible as possible to participants. Key to this was offering the survey in Welsh (as per Welsh government guidelines) so those in Wales could complete the survey in Welsh. While we cannot be certain how many participants completed the survey in Welsh, 248 participants (around 5.7% of all online participants), viewed at least one page in Welsh. Participants could request to complete the survey in another language by calling the Food and You 2 survey helpline, or by asking someone to complete it on their behalf.

The Food and You 2 survey was designed to be accessed using a range of devices, including desktop computers, laptops, tablets and smart phones. The survey was designed with a 'mobile first'¹⁴ approach to minimise drops offs and improve response rates. Additionally, the online questionnaire was designed in a way that made it easy for people to adjust colour contrasts and increase font size.

4.2.3 Break offs and questionnaire length

Only 8.3% of all participants (4,715) who started the survey did not complete it, and the median completion time of those who did complete it was 30 minutes and 13 seconds.

4.3 Postal questionnaire

At the second reminder (M3) non-responding households were sent postal questionnaires. Households in England and Northern Ireland where one adult had completed the questionnaire and in which a second adult had been identified were sent one postal questionnaire, otherwise non-responding households were sent two postal questionnaires in these countries. All non-responding households in Wales were sent two postal questionnaires – one in English and one in Welsh.

In total 1,945 participants completed the postal questionnaire. There were 46 participants in Wales who completed the Welsh language postal questionnaire. The number of returns of the postal questionnaire is detailed in Table 4.1.

¹⁴ A 'mobile first' approach means that the online questionnaire was designed with smart phone users in mind initially, as this is increasingly how participants choose to access online questionnaires. For more information on this please look at [Ipsos MORI's mobile first best practice guide](#).

Table 4.1 The number of postal questionnaire returns for each country

Country	Number returned
England	973
Wales	547
Northern Ireland	425
Total	1,945

4.3.1 Storage of scanned images and survey results

All scanned images and survey data were stored on a secure server, which is isolated from the Ipsos MORI network and has restricted access controls. Our secure file servers are housed in server rooms/data centres with appropriate physical access controls and monitoring procedures. The network is protected by appropriate use of firewalls, DMZ and intrusion detection systems. Public facing servers are also appropriately protected and are based on a secure (minimum) two tier or, our general standard, three-tier architecture. All sub-contractors are subject to appropriate quality checks and second party information security audits by our in-house Data Compliance team. We used AES256 as a minimum standard for encryption.

4.4 Vouchers for participants

Participants were offered a £10 gift voucher as a thank you for taking part in the survey.

Participants who completed the survey online who wished to receive a voucher entered their email address at the end of the survey. They were then emailed a Love2shop e-voucher of the nominal amount which they could redeem online at the Love2Shop website.

Those who completed the postal questionnaire were given the choice of receiving a Love2shop e-voucher or paper Love2shop voucher via post, either of which could be redeemed at a wide range of high street stores. Participants were asked to give their name in order to address the voucher to the correct person, but even without a name a voucher would be sent to that address.

All the online and paper vouchers have expiry dates of September 2021 meaning that those who are isolating or shielding due to the Covid-19 pandemic should still be able to redeem their voucher at some point in the future.

4.5 Handling queries

The survey website provided information about the survey and included a list of FAQs which had been developed based on similar studies.

Additionally, a dedicated telephone helpline and email address (foodandyou2survey@ipsos.com) were set up allowing participants to contact Ipsos MORI if they had any queries about the survey. Telephone queries were first recorded by an answer machine and a member of the research team returned the call when they had identified an appropriate solution. Emails sent to the Food and You 2 survey inbox were first answered with automatic responses, which included the commonly asked questions and answers. Each query was then followed up individually within five working days.

There were around 278 queries, the majority of which were regarding when participants would receive their voucher or to opt out of the survey. Other queries included participants requesting a postal questionnaire or experiencing difficulties accessing the online survey.

4.6 Response rates

The overall response rate for Food & You 2 Wave 3 was 29.6% with 1.45 adults participating per household. Of the surveys completed, 69% were online and 31% were postal questionnaires. Response rates did vary by region. Table 4.2 shows the variation in response rate by region and country.

Table 4.2 Response rates by region and country

Region / Country	Issued addresses	Number of returns overall	Proportion of returns that were online (%)	Number of addresses taking part	Address level response rate (%)	Number of returns per participating address
East Midlands	581	300	66.7%	198	34.1%	1.52
East of England	747	356	68.0%	244	32.6%	1.46
London	945	363	75.5%	250	26.5%	1.45
North East	342	165	66.7%	110	32.2%	1.5
North West	907	390	65.6%	268	29.5%	1.46
South East	1,080	555	70.1%	374	34.6%	1.48
South West	702	420	70.1%	280	39.9%	1.5
West Midlands	692	337	69.4%	221	31.9%	1.52
Yorkshire and The Humber	671	304	70.4%	218	32.5%	1.39
Wales	3,448	1,455	70.8%	1,087	31.5%	1.34
Northern Ireland	4,000	1,626	66.4%	1,088	27.2%	1.49
England	6,666	3,190	69.5%	2,163	32.4%	1.47
Total	14,115	6,271	69.0%	4,338	30.7%	1.45

4.7 Profile of achieved sample

The table below shows the profile of those who completed the survey online and those who completed the postal questionnaire.

Table 4.3 Demographic profile of survey responders

Gender

Demographic	Percentage of online participants	Percentage of postal participants	Percentage of total participants
Male	41.7%	38.7%	40.8%
Female	57.6%	59.5%	58.2%

Age

Demographic	Percentage of online participants	Percentage of postal participants	Percentage of total participants
16-24	6.5%	2.4%	5.2%
25-34	15.6%	5.3%	12.4%
35-44	18.1%	8.2%	15.0%
45-54	18.8%	12.7%	16.9%
55-64	19.1%	18.5%	18.9%
65-74	15.4%	22.8%	17.7%
75+	6.6%	20.5%	10.9%

Ethnicity

Demographic	Percentage of online participants	Percentage of postal participants	Percentage of total participants
White	89.9%	93.2%	90.9%
Mixed	0.9%	0.5%	0.8%
Asian or Asian British	3.8%	1.9%	3.2%
Black or black British	1.1%	1.4%	1.2%
Other ethnic group	0.9%	0.3%	0.7%
Prefer not to say	3.2%	0.9%	2.5%

Household size

Demographic	Percentage of online participants	Percentage of postal participants	Percentage of total participants
1	12.0%	20.8%	14.7%
2	44.8%	46.3%	45.2%
3	17.8%	12.0%	16.0%
4	15.0%	8.0%	12.9%
5+	7.6%	4.8%	6.7%

Table 4.3 shows that those who are 64 or younger are more likely to complete the online questionnaire than the postal questionnaire, with the opposite true for those over 65.

05

Weighting

5 Weighting

5.1 Overview of weighting

The same weighting approach was taken in Wave 3 as in Waves 1 and 2. Weights were initially calculated separately for each country in two stages:

1. Calculation of selection weights (described in section 5.2)
2. Calibration to country population totals (described in section 5.3)

Next, weights were created for use in analyses of combined-country data by scaling the weighted country sample sizes so they were proportional to the corresponding aged 16 years or over country population values.

Because it was not possible to include all questions in the paper questionnaire (see chapter 2), two separate question-type weights were calculated in each country, and in the combined all-country sample. These two question-type weights were designed to be used as follows:

1. **All-questionnaire weights** to be used for questions asked of all sample members in all online and postal questionnaires
2. **Online questionnaire weights** to be used for questions asked only of online participants (i.e., questions not asked in the postal questionnaires)

Two additional weights were calculated for the combined all-country sample to be used where the modes in which questions appeared differed across countries:

3. **All-countries DEFRA questions weight** to be used for a selection of questions asked of all participants in England and Wales, but only online participants in Northern Ireland.
4. **Combined England & Wales online questionnaire weight** to be used for FRUITMORE and VEGMORE, which were asked only in England and Wales and only in the online questionnaires offered in those countries.

Once the main weights were calculated as described above, supplementary 'Welsh-England' (excluding London) weights were calculated. These were designed to allow comparisons to be made between Wales and England after controlling for country profile differences in age within gender, ethnic group, number of adults per household, and urban-rural mix.

5.2 Calculation of selection weights

Selection weights were created to compensate for (i) variations in within-household individual selection probabilities and response propensities¹⁵ and (ii) the fact that, by design, some questions were each asked only of half the postal questionnaire participants. They were calculated as follows:

All-questionnaire selection weight = (number of eligible people aged 16 years or over in the household)/(number of participants in the household).

Online questionnaire selection weight = (number of eligible people aged 16 years or over in the household)/(number of online participants in the household).

All-questionnaire and online selection weights were capped to the range 1-3 to restrict variance inflation.

5.3 Calibration to country population values

Next, selection weights were applied to the individual country samples and each was calibrated to the corresponding country population values for the number of adults aged 16 or over for (i) age band within gender (ii) geographic area (defined separately for each country) and (iii) deprivation quintile (calculated using each country's multiple deprivation index). These weighting variables are often used as standard in social surveys because they correlate reliably with both response propensity and a wide range of survey variables. We note that in some previous rounds of the face-to-face Food and You survey, working status was used as a weighting variable instead of deprivation quintile. In Waves 1 to 3 of Food and You 2 it was decided not to use this variable for weighting the sample because survey fieldwork took place during the Covid-19 pandemic, during which rates of employment were likely to be unstable. Deprivation quintile was used as a substitute indicator of general economic prosperity.

Weighting targets are shown in the next section.¹⁶

¹⁵ As a maximum of two eligible adults were interviewed per household, adults in larger households are less likely to be included in the survey. So without this weight, individuals living in households in which some eligible adults were not interviewed would be underrepresented relative to individuals living in households in which all eligible adults were interviewed.

¹⁶ Sources: ONS Mid 2019 Population Estimates and NISRA Mid 2019 Population Estimates.

Table 5.1 Population totals for age within gender in England

Age band	Males	Females
16-24	3,060,302	2,893,203
25-29	1,933,122	1,868,287
30-34	1,900,552	1,907,402
35-39	1,849,111	1,884,531
40-44	1,700,196	1,714,101
45-49	1,839,293	1,876,519
50-54	1,926,928	1,980,533
55-59	1,809,613	1,861,038
60-64	1,527,238	1,584,597
65-69	1,352,800	1,443,940
70+	3,383,401	4,173,575
All	22,282,556	23,187,726

Table 5.2 Population totals for age within gender in Wales

Wales	Males	Females
16-24	178,415	162,678
25-29	106,543	101,717
30-34	96,267	96,687
35-39	91,415	93,505
40-44	83,662	85,894
45-49	96,980	102,092
50-54	107,292	113,188
55-59	105,866	111,614
60-64	93,900	98,953
65-69	88,564	93,578

Wales	Males	Females
70+	216,926	263,308
All	1,265,830	1,323,214

Table 5.3 Population totals for age within gender in Northern Ireland

Northern Ireland	Males	Females
16-24	106,163	98,710
25-29	61,290	61,035
30-34	62,888	63,873
35-39	60,734	63,849
40-44	56,218	60,036
45-49	61,271	64,509
50-54	64,555	67,429
55-59	61,252	63,402
60-64	52,148	53,656
65-69	44,278	45,595
70+	98,839	126,012
All	729,636	768,106

Table 5.4 Population totals for regions in England

England Region code	England Region Name	Population total
E12000001	North East	2,192,654
E12000002	North West	5,935,489
E12000003	Yorkshire And The Humber	4,452,385
E12000004	East Midlands	3,935,510
E12000005	West Midlands	4,766,193

England Region code	England Region Name	Population total
E12000006	East of England	5,024,031
E12000007	London	7,118,408
E12000008	South East	7,412,711
E12000009	South West	4,632,901
Total	-	45,470,282

Table 5.5 Population totals for regions in Wales

Wales Region	Population total
North	575,287
Mid	173,085
South West	583,261
South East	1,257,411
Total	2,589,044

Table 5.6 Population totals for regions in Northern Ireland

Northern Ireland (Local Govt. District code)	Northern Ireland (Local Govt. District Name)	Population total
N09000001	Antrim and Newtownabbey	113,583
N09000011	Ards and North Down	131,544
N09000002	Armagh City, Banbridge and Craigavon	167,448
N09000003	Belfast	275,075
N09000004	Causeway Coast and Glens	116,427
N09000005	Derry City and Strabane	118,473
N09000006	Fermanagh and Omagh	91,965
N09000007	Lisburn and Castlereagh	116,414

Northern Ireland (Local Govt. District code)	Northern Ireland (Local Govt. District Name)	Population total
N09000008	Mid and East Antrim	112,537
N09000009	Mid Ulster	113,899
N09000010	Newry, Mourne and Down	140,377
Total	-	1,497,742

Table 5.7 Population totals for deprivation quintile in England

England_Quintiles	16+_Pop_2019
1	9,092,910
2	9,092,693
3	9,096,363
4	9,093,446
5	9,094,870
Total	45,470,282

Table 5.8 Population totals for deprivation quintiles in Wales

Wales_Quintiles	16+_Pop_2019
1	517,673
2	517,761
3	517,519
4	517,947
5	518,144
Total	2,589,044

Table 5.9 Population totals for deprivation quintile in Northern Ireland

NI_Quintiles	16+_Pop_2019
1	298,732
2	299,828
3	297,828
4	299,880
5	301,470
Total	1,497,738

Calibration was carried out separately in each country for each of the four questionnaire type weights described above. After calibration, individual country level weights were scaled to equalise unweighted and weighted sample sizes in each country.

The net result of these within-country calibration procedures was to match the profile of the weighted sample to that of the population aged 16 or over on gender, age band, geographic region, and deprivation quintile.

Capping and creation of all-country weight

For each questionnaire type weight, calibration adjustment factors were calculated by dividing the individual country weights by the selection weights. The adjustment factors were capped at the 99th percentile value to limit variance inflation and applied to selection weight to produce final individual country weights.

An all-country version of each questionnaire type weight was then constructed by combining the individual country samples and rescaling final individual country weights so that weighted sample country proportions matched the respective country population (aged 16 years or over) proportions.

The all-countries DEFRA weight was constructed using the same rescaling process described above, but using the all-questionnaire individual country weights for England and Wales and the online questionnaire weight for Northern Ireland.

The combined England & Wales online questionnaire weight was constructed from the online-only individual country weights for those countries, as described above. Where the all-countries weights were rescaled to match the respective (age 16+) population proportions for all three

countries, this weight was rescaled to match just the respective (age 16+) population proportions for England and Wales.

‘Welsh-England’ standardisation Weight

This weight was designed to calibrate English sample estimates to Welsh population characteristics for comparative purposes. It was calculated from the England sample as follows:

- 1. London cases were dropped (London being in many ways unique in the UK)
- 2. The non-London England sample proportions were calibrated to the weighted Wales sample proportions for four variables: number of adults in the household, ethnic group, urban-rural and age by gender¹⁷.

The final weighting variables were defined as follows.

Age within gender (male and female)

Males	Females
16-24	16-24
25-29	25-29
30-34	30-34
35-39	35-39
40-44	40-44
45-49	45-49
50-54	50-54
55-59	55-59
60-64	60-64
65-69	65-69
70+	70+

¹⁷ These four variables were selected when the ‘Welsh-England’ weights were first constructed in Wave 1. Weighted estimates for Wales and non-London England were compared across a range of candidate variables and statistically significant differences were found for urban-rural, ethnic group, household size and age within gender.

Number of adults in household

1 adult
2 adults
3+ adults
Question not answered

Ethnic group

White
Asian
Black
Mixed
Other/not answered

Urban-rural

Urban: OA falls into a built-up area with a population of 10,000 or more

Rural: All other OAs

Table 5.10 Showing when to use each weight

Weight	When to be used
wt1	Estimates for all-countries: questions asked of all sample members in the online and postal questionnaire
wt2	Estimates for all-countries: questions asked only of online participants (not asked in postal questionnaire)

Weight	When to be used
wt3	Estimates for all-countries: questions asked of all sample members in England and Wales in the online and postal questionnaire and only online participants (not asked in postal questionnaires) in Northern Ireland
wt4	Individual country estimates for England, Wales and Northern Ireland: questions asked of all sample members in the online and postal questionnaire
wt5	Individual country estimates for England, Wales and Northern Ireland only: questions asked only of online participants (not asked in postal questionnaire)
wt6	'Welsh-England' estimates: questions asked of all sample members in the online and postal questionnaire
wt7	'Welsh-England' estimates: questions asked only of online participants (not asked in postal questionnaire)
wt8	Combined England & Wales online questionnaire weight to be used for FRUITMORE and VEGMORE only

06

Data validation and management

6 Data validation and management

6.1 Overview

6.1.1 Questionnaire versions

As described in earlier sections, the data have been collected from two sources: an online questionnaire and a postal questionnaire. The online questionnaire includes some built-in routing and checks within it, whereas the postal questionnaire relied on correct navigation by participants and there is no constraint on the answers they can give.

In addition, the online data were available immediately in their raw form, however the postal questionnaire data must be scanned and keyed as part of a separate process. Tick box answers were captured by scanning, and numbers and other verbatim answers were captured by keying, with the data then coded in an ascii text string.

In line with standard procedures on a mixed-mode survey such as this, the online questionnaire was taken as the basis for data processing. Once that was processed then a data map/dictionary was used to match the data from the postal questionnaire with the online data.

A wide range of edits were carried out on the data followed by numerous checks. These have been detailed throughout this chapter.

6.2 Data editing

6.2.1 Postal data – forced edits

The postal data were subject to errors introduced by participants and subsequently edits were required for this data. There are five key principles to editing postal data which were drawn upon for this:

1. Forward editing was applied to all filtered questions. This meant that if a participant answered a question but did not follow the routing to answer the next filtered question they were assigned a code of -99 “Not stated”.
2. A small number of back edits were applied to a handful of variables. If a participant had answered a question but had not answered “yes” at the previous filter question a

back edit was applied. This was only done on variables specified by the FSA as the forward editing approach handles the majority of the cleaning required.

3. A specification was created by the FSA that set out a number of variables which needed to be edited to directly match the online routing. This was applied as a post field edit to the postal data only.
4. If a question was incorrectly answered as a multi-code question then the responses were set to -99 “Not stated”.
5. On a handful of questions that offered a multicode answer but we asked participants to limit their answers to a maximum of three – answers were randomly assigned by running a random selection in SPSS. This was run for participants who answered more than 3 answers and the process ensured no duplicate answer could be selected.

6.2.2 Edits to numeric answers

Edits were made to a handful of questions where the answer was deemed to be improbable or unlikely. These are detailed below:

- Age: There were two participants who selected an age of over 100 but less than 120 which were deemed acceptable, in line with previous waves. In the postal data one participant was aged 13 and they were removed from the data.
- Number of adults: If a participant from a multiple response household answered that only one adult lived in that household a post-field edit was applied to set the answer to two. This edit will have a subsequent impact on any variables that use nadult as part of the filter and therefore some questions will highlight a group that look eligible to answer but did not.

6.2.3 Duplicate responses

Some cases were removed from the data if the participant completed both the online and the postal survey. In these instances, the online questionnaires were prioritised as that represents a more complete set of data¹⁸.

6.2.4 Routing error corrections

Two routing errors were found to be present in the Wave 3 script during the data collection period. The routing errors were corrected, but one of them impacted the data collected early in the fieldwork period. The two errors are detailed below.

The first error concerned participants who selected 'Don't know' at EATWELL, who were erroneously routed past FOODCHANGE12M. There were 16 cases of participants who fell into this category before the error was corrected. These participants were moved into the 'Not Stated' category for the data for FOODCHANGE12M and following questions which they were also subsequently routed past (WHATCHANGE12M, WHYCHANGE12M, CHANGE12MDIFF).

The second error concerned CHANGE12MDIFF, which ought to have been routed from WHYCHANGE12M=1-7 but was erroneously routed from WHYCHANGE12M=1-6. At the time that this error was corrected, no participants had fallen into category 7, and so were unaffected.

6.3 Coding

Coding was done by Ipsos MORI on one open ended question (FOODISSA2). Coding is the process of analysing the content of each response based on a system where unique summary 'codes' are applied to specific words or phrases contained in the text of the response. The application of these summary codes and sub-codes to the content of the responses allows systematic analysis of the data.

6.3.1 Translation of verbatims in Welsh

Participants were able to complete the survey in English and in Welsh. There were a small number of participants who chose to complete the survey in Welsh and provided verbatim text. These verbatims were translated by the FSA's Welsh Language Unit before being coded, alongside the English responses, by Ipsos MORI.

¹⁸ 68 duplicates were removed from the data

6.3.2 Ipsos MORI Coding

Having established the codeframe for FOODISSA2 “What are your concerns about the food you eat?” in Wave 1 (using Q.1a. “What food issues, if any, are you concerned about?” from Wave 17 of the FSA’s Public Attitudes Tracker as a basis for the codeframe) this coding framework was then updated throughout the analysis process of Wave 2 to ensure that any newly emerging themes were captured. Developing the coding framework in this way ensured that it would provide an accurate representation of what participants said. This process was continued at Wave 3, with the codeframe developed further to match newly-emerged themes at Wave 3. After adding in any new codes to the codeframe, it was then reviewed by the FSA and Ipsos MORI research teams with queries subsequently addressed by the coding team. After this it was then appended to the datasets.

Codes were grouped together into broad themes (e.g. ‘Environmental and Ethical Concerns’), shown in bold text in the data tables. Some of the broad themes also had sub-themes (e.g. ‘Fair Trade / Ethical’). For consistency between waves, all codes developed for the Wave 1 and Wave 2 codeframe were included in the Wave 3 codeframe, including codes for which no responses were assigned at Wave 3. These codes are also present in the Wave 3 tables (and are marked as having received no responses).

Ipsos MORI used a web-based system called Ascribe to manage the coding of all the text in the responses. Ascribe is a system which has been used on numerous large-scale consultation projects. Responses were uploaded into the Ascribe system, where members of the Ipsos MORI coding team then worked systematically through the comments and applied a code to each relevant piece of text.

The Ascribe system allowed for detailed monitoring of coding progress, and the organic development of the coding framework (i.e. the addition of new codes to new comments). A team of coders worked to review all the responses after they were uploaded on Ascribe, with checks carried out on 5% of responses.

6.4 Data checks

6.4.1 Checks on data

Ipsos MORI checked the data in two ways. Firstly the data is checked using the questionnaire and applying a check for each filter to ascertain whether a participant correctly followed the routing. This checks 100% of the questionnaire and is run separately on the raw postal data and the raw online data. Once the data was checked a list is produced that identifies which variables

require an edit and this largely related to the postal data. Any edits applied are set out in Section 6.2 above.

Once the data edits are applied a combined dataset is created, duplicate participants are removed (as outlined in Section 6.2.3) and then the derived variables are created.

6.4.2 Checks on derived variables

Derived variables were created in syntax and are based on the table specification. All derived variables were checked against previous waves to ensure the values were roughly in line with what we would expect to see. Cross checks were carried out on the syntax used to create the derivations to ensure the logic was valid.

Once the derivations were set up the dataset was checked by other members of the team. Some derived variables were based on one question (for instance age) and these were checked by running tabulations on SPSS from the question they were derived, to check that the codes fed into the groups on the cross-breaks. If the derived variables were more complex and based on more than one question, e.g. NS-SEC, more thorough checks were carried out. For example, the NS-SEC variable was created independently by another data manager – the questions are in line with other surveys, so an independent check was carried out to ensure that the syntax was correctly created. The checker also ran the syntax themselves to check that they could replicate the results in the data.

6.4.3 Checks on tables

Once the data was signed off the tables were produced using Quantum and subsequent checks were run against the table specification. These checks ensured all questions were included, that down-breaks included all categories from the question, that base sizes were correct (e.g. for filtered questions), base text was right, cross-breaks added up and were using the right categories, nets were summed using the correct codes, and that summary and recoded tables were included. Weighting of the tables was also checked by applying the correct weight on the SPSS file then running descriptives and cross-break tabulations to check that this matched up with the values on the tables.

If any errors were spotted in the tables, these were then specified to the data processing team in a change request form. The data processing team then amended the tables based on this and the tables were rechecked after the changes were made. The data and table checks were carried out by a team of six people at Ipsos MORI, with any given change checked by at least three different people.

6.5 Trend data

The Food and You 2 Survey is designed to monitor changes in consumers' attitudes, knowledge and behaviour over time. To enable comparisons between the survey waves, where questions have been asked in Waves 1, 2 and 3, weighted and unweighted totals from Waves 1 and 2 are included in the Wave 3 data tables.

Whilst steps were taken to improve comparability across waves for instance by ensuring question wording, routing and questionnaire mode (e.g. online or online and postal) were consistent across the three waves, as with any new survey, some minor edits and improvements were made to wording or routing between waves. Changes made between Waves 2 and 3 are listed in the Wave 3 table user guide, on the worksheet "Differences between waves". These methodological changes may make it more difficult to interpret trends in certain variables.

With only three time points it is too early to determine whether a population value has increased, decreased or is stable. For this reason, trends are not reported in the Wave 3 Key Findings report and will only be reported once questions have been asked in at least four waves of data collection. At this point a dataset combining data from Waves 1-4 will be made available along with documentation of any variations in routing, weighting and questionnaire mode.

Full details regarding questionnaire routing and mode may be found in the appendices of this document and in those of the Wave 1 and Wave 2 Technical Reports.

Appendices

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Appendices

List of appendices

The online questionnaire has been included as an Appendix to the technical report and a table of methodological differences between waves has been presented overleaf. The rest of the documentation (listed below) will be uploaded onto the UK Data Archive:

- Food and You 2 Wave 3 online questionnaire (see next section)
- Food and You 2 Wave 3 postal questionnaire
 - England version
 - Wales version in English
 - Wales Version in Welsh
 - Northern Ireland version
- Food and You 2 Wave 3 invitation and reminder letters
 - Invitation letter
 - First reminder
 - Second reminder
 - Final reminder
- Food and You 2 Wave 3 full SPSS data
- Food and You 2 Wave 3 SPSS user guide
- Food and You 2 Wave 3 full data tables (and user guide) for England, Wales and Northern Ireland combined
- Food and You 2 Wave 3 individual country data tables (and user guide) for England, Wales and Northern Ireland

Methodological differences between Waves 1-3

Methodological differences between Waves 1-3**Table of key methodological differences between Waves 1 to 3**

Wave	Number of different versions of postal questionnaires for each country	Experiments conducted	Proportion of available sample sent final mailing	Main Sample Size (addresses)	Online questionnaire length	Fieldwork period	Number of returns overall	Number of households participating	Overall Response rate
1	Two (Version A and Version B)	Early completion incentive experiment. See Wave 1 technical report for more details	100% of non-responding households in Wales and Northern Ireland. 50% of non-responding households in England	21,053	29 minutes and 58 seconds	28th April to 25th June 2021 (about eight weeks)	9,319	6,408	30.4%
2	Two ('Eating Out' and 'Eating at Home')	None conducted	100% of non-responding households across the sample	13,922	36 minutes and 27 seconds	20th November 2020 to 21st January 2021 (about nine weeks)	5,900	3,955	28.4%
3	One (with different questions in Northern Ireland than for England and Wales)	None conducted	66.6% of non-responding addresses across the sample	14,115	30 minutes and 13 seconds	28th April to 25th June 2021 (about eight weeks)	6,271	4,338	30.7%

Questionnaire Development

In Wave 1 a prolonged period of questionnaire development took place which involved an extensive review of questions from previous FSA surveys (Food and You and Public Attitudes Tracker). After all relevant questions were compiled a workshop with the Food and You 2 advisory group was held to discuss key priorities for the questionnaire. This was followed by a second workshop with key internal stakeholders to discuss their priorities for the questionnaire and provide Ipsos MORI with direction regarding questionnaire content.

Following this, draft questionnaire modules were compiled based on questions from previous FSA surveys. Numerous alterations to the wording, ordering, format and content of the questions were made in the process based on survey design best practice, with additional questions designed based on stakeholder needs. The questionnaire development stages for Waves 2 and 3 were much shorter as core questions and materials had been developed in Wave 1.

Cognitive testing

Ahead of each fieldwork wave, cognitive testing was conducted to examine participant comprehension of new or potentially challenging questions. Participants for cognitive testing were recruited from Ipsos MORI's iOmnibus recontact database and via an external Ipsos MORI approved supplier. In Wave 1, 26 cognitive interviews were completed. In Wave 2, 14 interviews were completed, and 20 interviews were conducted for when developing the Wave 3 questionnaire.

Userbility testing

Prior to Wave 1 fieldwork, usability testing was also undertaken to identify areas where improvements could be made in the form and format of the questions on the online survey across different commonly used devices (e.g. mobile phone, tablet, computer). Interviews were conducted over online video conferencing software, with interviewers observing participants journey through the online questionnaire (using screen share technology) and asking questions where relevant. Eleven interviews were undertaken at this stage. This helped identify formatting and layout issues with the online questionnaire which were amended ahead of the pilot survey. Userbility testing was not conducted again ahead of Waves 2 or 3 as the online questionnaire took the same format as the Wave 1 questionnaire.

Pilot

Prior to the main stage fieldwork for Wave 1 a pilot was conducted on the full questionnaire to understand the time it took for participants to complete the questionnaire and each individual module within it. The questionnaire was tested over four days with 390 members of Ipsos MORI's online access panel. The questionnaire took participants on average 26 mins and 48 seconds to complete and it was believed that no alterations were needed to the length of the questionnaire, in order for it to fall within the desired 30 minutes. Pilots were not conducted in Waves 2 and 3 as the expected completion time was estimated from Wave 1 fieldwork.

Differences in the questionnaire

Due to the modular design of Food and You 2, some questions (core modules) are asked in every wave, whereas other questions are only present in certain waves. For some questions, the base will vary between Waves 1, 2 and 3. This is due to changes into the questions available for filtering, and/or their inclusion in the postal questionnaire. Please see the Wave 3 Tables User Guides for details.

The table below notes which modules were present in each wave of the survey, though note the content of each module varied somewhat between waves, as outlined above.

Table of module content of each survey wave

Full list of modules from Waves 1 – 3	Present in Wave 1	Present in Wave 2	Present in Wave 3
About You and Your Household (Core)	Present	Present	Present
Food Concerns (Core)	Present	Present	Present
Food We Can Trust (Core)	Present	Present	Present
Eating at Home (Core)	-	Present	-
Eating at Home (Full)	Present	-	-
Food Shopping	Present	-	Present
Defra Questions	Present	-	Present
Eating Out	-	Present	-
Online Food Platforms	-	-	Present
Food Hypersensitivities (Core)	Present	-	Present
Food Hypersensitivities (Full)	-	Present	-
Healthy Eating (Northern Ireland only)	-	-	Present
Household Food Security	Present	Present	Present

Differences in Fieldwork

Fieldwork dates

The Food and You 2 survey should take place every six months. However, the length of the initial questionnaire development led to a later start in its first year. The fieldwork dates of each Wave are as follows:

- Wave 1: 29th July 2020 to 6th October 2020 (about ten weeks)
- Wave 2: 20th November 2020 to 21st January 2021 (about nine weeks)
- Wave 3: 28th April to 25th June 2021 (about eight weeks)

Sample sizes

There were just over 21,000 addresses issued in Wave 1, leading to 9,319 returns. Since this was much higher than the target of 6,000 returns, only around 14,000 addresses needed to be issued in Waves 2 and Wave 3.

Vouchers

As an experiment, each adult who completed the questionnaire in Wave 1 received either a £15 online voucher, £10 online or paper voucher and £5 online or paper voucher. Based on the results, respondents in later waves received only the £10 voucher. The experiment process and results were summarised in an article published on the [Social Research Association \(SRA\) website, Volume 11, Summer 2021](#).

Postal questionnaires

When postal questionnaires were sent out in Waves 1 and 2, the version was assigned to person one and person two in the household on a quasi-random basis. This meant half contained questions from one module and the rest contained questions from another module. However in Wave 3, one of the modules was only relevant to residents of Northern Ireland. Therefore, the content of the postal questions varied on a country basis rather than randomly.

Reminders

In Wave 3, the response rate was high enough after Mailing 3 for the final reminder to be sent to just two-thirds of the non-responding sample. In the previous two waves, it was sent to all outstanding non-responding households.

Differences in weighting

Overall, the same weighting approach was taken in Waves 1, 2 and 3. However, in each Wave, some additional weights are needed for those questions that are not asked to all postal respondents. These additional weights will vary between waves depending on which questions are included.

Differences in data validation and management

In Waves 1 and 2, the tables were created from the underlying data independently of the SPSS dataset. From Wave 3, syntax produced the derived variables in SPSS, and this was used to produce the tables in Quantum. As part of this change, the data validation procedures were reviewed and the following improvements made:

- In all waves, back editing and forwarding editing was applied to inconsistencies in the postal data, with a smaller amount of back editing applied to the Wave 3 data than in other waves. Back editing meant that if a filtered question was answered but the filter origin question contradicted that answer (blank or different), then the origin question was changed to be the answer for the filter question. Whereas forward edited meant that if a participant answered a question but did not follow the routing to answer the next filtered question they were assigned a code of -99 “Not stated”.
- In Waves 1 and 2, if a question was incorrectly answered as a multi-code question when only one answer should have been selected, then a digit from the participant ID was used to randomly select an answer. In Wave 3, the responses were set to -99 “Not stated”.
- From Wave 3, an edit was introduced to correct the number of adults when participants from a multiple response household answered that only one adult lived in that household.

Food and You 2

Wave 3 online

questionnaire

Food and You 2 Wave 3 online questionnaire

21-009579-01 F&Y2 Wave 3 - FINAL Online Questionnaire Specification (05 May 2020)

[NOTES: IN W1 AND W2 AN ANSWER HAD TO BE PROVIDED AT ALL QUESTIONS ASKED BEFORE THE RESPONDENT COULD MOVE ON - THE SAME APPROACH HAS BEEN ADOPTED FOR W3. EXISTING QUESTIONS FROM W1 AND W2 HAVE BEEN COPIED FROM EXISTING SCRIPTS BUT UPDATED AS REQUIRED FOR WAVE 3; ROUTING HAS BEEN AMENDED IF REQUIRED.]

INT1

{2. LOGOS: Ipsos MORI, Food Standards Agency}

Food and You 2 survey

The aim of the survey is to help the Food Standards Agency (FSA) understand people's attitudes and behaviour relating to food, including how people shop for food, trust in the food system and concerns about food. The findings will be used to inform policy decision-making and communication campaigns by identifying areas where action or further research is required. You can complete this survey on a desktop, laptop, tablet or smartphone. If at any point you wish to stop the survey and start again later, you will be able to do this. [INFO: To stop the survey, simply close your internet browser. When you wish to resume, you can log back in with the same password and pick up where you left off.] We advise you to use the same device if you stop the survey and return to it later.

The survey should take 30 minutes or less to complete.

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

{PROGRAMMER: SHOW THIS IN LARGER BOLD TEXT SO THE MOST OBVIOUS INFORMATION ON THIS PAGE IS THIS} [INFO: If you are the first person in your household to complete the survey enter password 1. If someone else has already completed the survey enter password 2. If there is only one password on your letter, please use that one]

{show two boxes with hyphen between. Each box should take 3 letters or numbers}

Make the boxes larger and with a 3D effect and colour round them and so they are central on the page

Underneath the box the button should say: START SURVEY and be blue

INT 2

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

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



[TIMESTAMP1]

Wave 1 & Wave 2

[ASK ALL]

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

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

IF CONSENT = 1 CONTINUE

[ABOUT YOU 1] [DISPLAY TO ALL]

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

[ASK ALL]

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

Please write your answer in the box below

[OPEN BOX]

99. Prefer not to say

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

[ASK ALL]

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

Please write your answer in the box below

[OPEN BOX]

99. Prefer not to say

[ASK ALL WHO HAVE CHIDLREN – NCHILDREN >0]

CHILDAGE1 How old are these children?

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

CHILDAGE1_1

CHILDAGE1_2

CHILDAGE1_3

CHILDAGE1_4

CHILDAGE1_5

CHILDAGE1_6

Header: Age in Years

Row for each child:

First child

Second child (and so on)

99. Prefer not to say

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

TEXTFILL: For your child aged x

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

FSMANY Does that child receive free school meals?

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

[ASK ALL]

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

Please select one answer only

SINGLE-CODE

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

[ASK IF GENDER=2]

PREGNANT Are you currently pregnant?

Please select one answer only

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

[ASK ALL]

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

Please select one answer only

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

Wave 1 & Wave 2

[ASK ALL]

FOODREAC Do you suffer from a bad or unpleasant physical reaction after consuming certain foods, or avoid certain foods because of the bad or unpleasant physical reaction they might

cause? [INFO BUTTON: This may include symptoms associated with food allergies and food intolerances, such as difficulties breathing and swallowing, skin rash, itching and swelling on the face or in the mouth, nausea, vomiting, abdominal pain, bloating or diarrhoea.]

Please select one answer only

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

Wave 1 & Wave 2

[ASK IF HAS NEGATIVE REACTION - FOODREAC = 1]

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

Please select all answers that apply

1. Peanuts
2. Other nuts e.g. almonds, hazelnuts, walnuts, cashew nuts, pecans
3. Cow's milk and products made with cow's milk e.g. butter, cheese, cream, yoghurt
4. Cereals containing gluten e.g. wheat, rye, barley, oats
5. Eggs
6. Fish
7. Crustaceans e.g. crabs, lobster, prawns, scampi
8. Molluscs e.g. mussels, snails, squid, whelks, clams, oysters
9. Soya
10. Celery/celeriac
11. Mustard
12. Lupin
13. Sesame
14. Sulphur dioxide/sulphites
15. Other cereals e.g. buckwheat, rice, corn (please specify)
16. Fruit (please specify)
17. Vegetables (please specify)
18. Other (please specify)
19. Prefer not to say **[EXCLUSIVE]**

Wave 1 & Wave 2

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

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

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

Please select one answer only

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

Wave 1 & Wave 2

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

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

MULTICODE

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

Please select all answers that apply

1. I have been diagnosed by an NHS or private medical practitioner (e.g. GP, dietician, allergy specialist in a hospital or clinic) [INFO BUTTON: Common diagnosis methods include patient history assessments, skin prick test, blood test, food challenge, patch tests and elimination tests]
2. I have been diagnosed by an alternative or complementary therapist (e.g. homeopath, reflexologist, online or walk-in allergy testing service)
3. I have noticed that this food causes me problems, but I have not been formally

diagnosed with a specific condition.

4. Other (please specify)

[NEW question]

[ASK IF HAS NEGATIVE REACTION: FOODREAC=1]

REACT In the last 12 months, have you experienced any bad or unpleasant physical reactions after consuming certain foods?

Please select one answer only

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

[NEW question]

[ASK IF HAD BAD OR UNPLEASANT PHYSICAL REACTION AFTER CONSUMING CERTAIN FOOD IN THE LAST 12 MONTHS: REACT=1]

REACREPORT Thinking about the **most recent** bad or unpleasant physical reaction you experienced, did you report it or make a formal complaint to any of the following?

Please select all that apply

1. The place where I bought the food (e.g. shop or restaurant)
2. The manufacturer of the food
3. The local authority or local council
4. A charity (e.g. Allergy UK, Coeliac UK, The Anaphylaxis Campaign)
5. My GP or someone else who provides medical assistance
6. The Food Standards Agency (FSA)
7. Public Health England (PHE) [DISPLAY IN ENGLAND ONLY]
8. Public Health Wales [DISPLAY IN WALES ONLY]
9. Public Health Agency [DISPLAY IN NORTHERN IRELAND ONLY]
10. Other (please specify)
11. I didn't report it **[EXCLUSIVE]**

[NEW question]

[ASK IF REPORTED OR FORMAL COMPLAINT MADE, REACREPORT = 1-10]

REACREPORTHOW How did you **report** or make a **formal** complaint about the reaction you experienced?

Please select all that apply

1. In person
2. By telephone
3. By email
4. Through social media
5. Through the organisation's website or app
6. By post
7. Other (please specify)

[NEW question]

[ASK IF DID NOT REPORT RECENT INCIDENT OF BAD OR UNPLEASANT PHYSICAL REACTION AFTER CONSUMING CERTAIN FOOD: REACREPORT=11]

NOTREPORT Thinking about the most recent bad or unpleasant physical reaction you experienced, why didn't you report it or make a formal complaint?

Please select all that apply

1. I didn't know where to report it or who to report it to
2. I didn't have time to report it
3. I didn't think any action would be taken if I did report it
4. I didn't think it was necessary to report it
5. I didn't think my reaction was serious enough to report it
6. I hadn't asked about the food so I felt that I couldn't report it
7. I hadn't told them about my food allergy or intolerance so I felt that I couldn't report it
8. I forgot about it
9. Other reason (please specify)

[TIMESTAMP2]

[FOOD SHOPPING MODULE]

NEW INTRO FOR WAVE 3: We are now going to ask you a few questions about food shopping and ordering food online.

[NEW SCREEN]

Wave 1

[ASK ALL]

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

Please select one answer only

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

Wave 1

[ASK IF WHOSHOP = 3,4, 6]

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

Please select one answer only

1. Yes
2. No

Wave 1 and Wave 2 – slight change in routing for wave 3

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

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

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

Wave 1 – slight change in routing for wave 3

[ASK ALL]

SHOPTY1 How often, if at all, do you ...

SHOPTY1_a ... shop for food in store at a supermarket (including mini supermarkets like Metro/Local)?

SHOPTY1_e ... order food or drink online from a supermarket (including home delivery and collection from store)?

SHOPTY1_b ... shop for food at independent greengrocers, butchers, bakers or fishmongers?

SHOPTY1_c ... shop for food at local / corner shops, newsagents or garage forecourts?

Please select one answer only for each statement

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

Wave 1 – slight change in routing and in wording for SHOPTY2_b

[ASK ALL]

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

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

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

Please select one answer only for each statement

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

[TIMESTAMP3]

[NEW MODULE – ONLINE PLATFORMS]

NEW QUESTIONS [Placeholder for online food platform questions]

[ASK ALL] [SHOW AS GRID]

SHOPHAVE Have you ever ordered food or drink online through:

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

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

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

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

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

1. Yes
2. No

NEW

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

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

Please select one answer only

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select one answer only

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select one answer only

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

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select one answer only

1. Every day
2. Most days
3. 2-3 times a week
4. About once a week
5. 2-3 times a month

6. About once a month
7. Less than once a month
8. Can't remember

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select one answer only

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

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

NEW

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

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

Please select as many answers as apply

MULTI-CODE

1. The food or drink items were spilt or the packaging was broken or damaged
2. A food or drink item was missing from the order
3. A food or drink item was out of date

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

[DISPLAY TO ALL – COUNTRY SPECIFIC WORDING AND STICKERS DISPLAYED ON THE SAME SCREEN AS FHRS1. FHRS1 TO APPEAR BELOW THE STICKER.]

SHOW TEXT IN ENGLAND:

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



SHOW TEXT IN WALES:

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

stickers which they are legally required to display at each public entrance to their premises. The stickers look like this:



SHOW TEXT IN NI:

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



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

FHRS1 Have you heard of the Food Hygiene Rating Scheme?

Please select one answer only

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

NEW

[ASK FHRSON IF codes 1-7 AT ANY of SHOPTY3a/b/c/d/e AND FHRS1 IS 'YES', CODES 1-4.]

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

Please select one answer

SINGLE-CODE

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

NEW

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

FHRSEASEA When you look for **FHRS ratings** for food and drink to order online, how often are they easy to find?

Please select one answer

SINGLE-CODE

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

NEW

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

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

Please select one answer

SINGLE-CODE

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

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

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

Please select one answer

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

NEW

[ASK IF codes 1-4 AT ALLERGYION]

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

Please select one answer

SINGLE-CODE

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

NEW

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

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

Please select one answer

SINGLE-CODE

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

NEW

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

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

Please select one answer only

SINGLE-CODE

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

[TIMESTAMP4]

Wave 1

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

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

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

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

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

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

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

FOODCHK1_c ...list of ingredients?

FOODCHK1_d ...allergen information?

Please check one answer only for each statement

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

6. Don't know

Wave 1

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

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

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

FOODCHK2_b ...country of origin?

FOODCHK2_c ...food assurance scheme logos (e.g. Red Tractor, The Lion Mark, RSPCA Assured, Soil Association)? [INFO BUTTON: In the UK, food assurance schemes, such as Red Tractor and Lion Eggs, help to provide consumers and businesses with guarantees that food has been produced to specific standards of food safety or animal welfare]

Please check one answer only for each statement

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

Wave 1 and Wave 2

[ASK IF SHOPALLER=1]

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

Please select one answer only

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

6. Don't know

Wave 1 and Wave 2

[ASK IF SHOPALLER=1]

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

ALLCONF3_a ...from supermarkets in store

ALLCONF3_b ...from supermarkets online

ALLCONF3_c ...from independent food shops [INFO BUTTON: This refers to small food shops that are independently owned and are not part of a chain]

ALLCONF3_d ...food markets/stalls

Please select one answer only for each statement

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

NEW QUESTIONS

[NEW SCREEN] [SHOW IF REACSOURC = 1-14 AND SHOPALLER=1]

Sometimes a food product comes with a label indicating that an ingredient that can cause bad or unpleasant physical reactions, was **not deliberately added** to the food product, but **may be present in small quantities**. The following questions ask about this type of allergen labelling.

[IF REACSOURC = 1-14 AND SHOPALLER=1]

PRECALLERGY1A If you saw a label on a food product that stated '**this product may contain**
[TEXTFILL – FOOD FROM REACSOURC IF ONE SELECTED; IF MULTIPLE FOODS

SELECTED – USE A LEAST FILL SELECTION TO IDENTIFY ONE FOOD TO DISPLAY]',

which might cause you a bad or unpleasant physical reaction [INFO BUTTON: This may include symptoms associated with food allergies and food intolerances, such as difficulties breathing and swallowing, skin rash, itching and swelling on the face or in the mouth, nausea, vomiting, abdominal pain, bloating or diarrhoea], how likely would you be to still buy it?

Please select one answer only

1. Very likely
2. Fairly likely
3. Not very likely
4. Not at all likely
5. It depends on the product
6. It varies from place to place
7. Don't know

[ASK IF PRECALLERGY1A = 1-6]

PRECALLERGY1B In a few words, please explain why you would be **IF**

PRECALLERGY1A=1-4: 'fairly likely']**[IF PRECALLERGY1A=5 'it depends on the product']****[IF**

PRECALLERGY1A=6 'it varies from place to place'] to still buy the food product.

[OPEN BOX]

99. Don't know

[TIMESTAMP5]

Wave 1

[NEW SCREEN]

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

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

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

Wave 1

[NEW SCREEN]

[ASK ALL]

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

ALERT_a Food Alerts?

ALERT_b Allergy Alerts?

Please select one answer only for each statement

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

Wave 1

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

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

Please select all that apply

MULTI CODE.

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

Wave 1

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

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

Please select all that apply

MULTI CODE.

1. Notices in a supermarkets or shop

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

Wave 1

[ASK ALL]

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

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

Wave 1

[ASK ALL]

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

AWAREAL_1 .. a Food Alert?

AWAREAL_2 .. an Allergy Alert?

Please select one answer only for each statement

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

Wave 1

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

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

Please select all that apply

1. Notices in shops or supermarkets
2. Food Standards Agency website
3. Food Standards Agency Alert (text or email)

4. News articles (in newspapers, news websites or on news apps)
5. TV or radio announcement
6. Social media
7. Family or friends
8. Other websites e.g. consumer groups, charities, food businesses, local council
9. Other (please specify)
10. Don't know **[EXCLUSIVE]**

Wave 1

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

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

Please select one answer only

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

Wave 1

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

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

Please select one answer only

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

Wave 1

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

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

Please select all that apply

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

Wave 1

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

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

Please select all that apply

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

Wave 1

[IF APPLIED TO PRODUCT BOUGHT: ALLALERT3 = 1]

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

Please select one answer only

SINGLE CODE

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

[TIMESTAMP6]

Wave 1

[NEW SCREEN]

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

Wave 1

[ASK ALL]

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

Please select one answer only

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

Wave 1

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

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

Please select one answer only

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

Wave 1

[ASK IF CANNAUSE =1]

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

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

CANNAPROD_b Food e.g. chocolate

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

CANNAPROD_d Chewables e.g. gum drops

CANNAPROD_e Medicinal products e.g. Epidyolex, Sativex

CANNAPROD_f Vapes or tobacco substitutes

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

Please select one answer only for each statement

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

Wave 1

[ASK IF CANNAUSE =1]

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

RANDOMISE APART FROM 6, 7 AND 8

Please select all that apply

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

Wave 2

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

Wave 2 **[ASK ALL]**

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

Please select one answer only

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

[IF COOKHH =3,4, 6]

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

Please select one answer only

1. Yes
2. No

Wave 2 **[ASK ALL]**

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

Please select one answer for each statement.

RANDOMISE ROWS A-I. PROGRESSIVE GRID. SINGLE CODE PER ROW.

FORWARD/REVERSE COLUMNS 1-5

ROWS:

FOODFREQ_a Cooked food from scratch [ASK IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1]

FOODFREQ_b Cooked to freeze food for later [ASK IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1]

FOODFREQ_c Wasted or thrown away food

FOODFREQ_d Bought processed food

FOODFREQ_e Eaten together with your family

FOODFREQ_f Snacked on cakes, biscuits, confectionery and/or savoury snacks

FOODFREQ_g Bought food from local shops

FOODFREQ_h Eaten healthy meals

FOODFREQ_i Eaten meat (including fish)

COLUMNS:

1. Every day
2. Most days
3. 2 to 3 times a week
4. At least once a week
5. At least once a fortnight
6. At least once a month
7. I have not done this in the last month
8. Don't know/can't remember
9. Prefer not to answer

[TIMESTAMP7]

[NEW] [NORTHERN IRELAND ONLY]

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

[ASK ALL] [NORTHERN IRELAND ONLY]

HEALTHY

SINGLE CODE

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

1. ...very healthy,
2. ...fairly healthy,
3. ...neither healthy nor unhealthy,
4. ...fairly unhealthy or,
5. ...very unhealthy?
6. Don't know
7. Prefer not to say

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

FV5ADAYITEMS

MULTICODE

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

Please select all that apply

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

[NEW]

[ASK ALL] [ENGLAND, WALES AND NORTHERN IRELAND]

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

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

PORTION_VEG **Vegetables** did you eat yesterday?

*A portion is around 3 heaped tablespoons of beans or pulses or cooked vegetables such as carrots or peas, a handful of cherry tomatoes or a bowl of salad. Please include salad, fresh, frozen or tinned vegetables but **do not include potatoes**.*

[OPEN BOX]

98. Don't know

PORTION_FRUIT Fruit did you eat yesterday?

*A portion is one slice of large fruit such as a pineapple or melon, an apple, banana or pear, two small pieces of fruit such as satsumas or plums, a handful of grapes or 1 tablespoon of dried fruit. Please include fresh, frozen, tinned or dried fruit. **Do not include fruit juice as we will ask you about that next.***

[OPEN BOX]

98. Don't know

[NEW]

[ASK ALL] [ENGLAND, WALES AND NORTHERN IRELAND]

FJUICE

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

*That is 150ml or 5 fluid ounces. Please include pure juice, 100% freshly squeezed, fruit smoothies or juice from concentrate but **do not include squash or diluted juice drinks**.*

Please select one answer

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

[NEW] [DEFRA BARRIERS]

[ASK IN ENGLAND AND WALES ONLY]

FRUITMORE What, if anything, stops you from eating more **fruit** at the moment?

Please select all that apply

PROGRAMMING INSTRUCTIONS: RANDOMISE. OPTIONS SPLIT ACROSS TWO SCREENS. OPTION 1 AND 2 TO APPEAR AT TOP OF FIRST SCREEN. OPTIONS 6-10 TO BE GROUPED.

1. I eat enough fruit already [EXCLUSIVE]
2. I don't want to eat more fruit / I've cut back on how much fruit I eat [EXCLUSIVE]
3. I am allergic to certain types of fruit / some fruits
4. I prefer other types of food
5. Other people in my household prefer other types of food
6. I don't like fruit / some types of fruit
7. Where I shop doesn't have affordable fruit
8. Running out of fruit before my next shop
9. Difficulty travelling to find fruit which meet my needs
10. Other people in my household do the shopping
11. Lack of variety or quality of fruit where I shop
12. I can't afford to buy fruit
13. I do not have the time to buy fruit
14. I do not have facilities or space to store fruit
15. Fruit tends to go bad before I have eaten it
16. I find healthy eating messages conflicting and confusing
17. Other reasons (please specify) [ONLY DISPLAY ON SCREEN 2]
18. None of the above [EXCLUSIVE ON BOTH SCREENS]
19. Prefer not to say [EXCLUSIVE ON BOTH SCREENS]

[NEW] [ASK IN ENGLAND AND WALES ONLY]

VEGMORE What, if anything, stops you from eating more **vegetables** at the moment?

Please select all that apply

PROGRAMMING INSTRUCTIONS: RANDOMISE. OPTIONS SPLIT ACROSS TWO SCREENS. OPTION 1 TO APPEAR AT TOP OF FIRST SCREEN. OPTIONS 6-10 TO BE GROUPED.

1. I eat enough vegetables already [EXCLUSIVE]

2. I am allergic to certain types of vegetables / some vegetables [EXCLUSIVE]
3. I prefer other types of food
4. Other people in my household prefer other types of food
5. I don't like vegetables / some types of vegetables
6. Where I shop doesn't have affordable vegetables
7. Running out of vegetables before my next shop
8. Difficulty travelling to find vegetables which meet my needs
9. Other people in my household do the shopping
10. Lack of variety or quality of vegetables where I shop
11. I can't afford to buy vegetables
12. I do not have the time to buy vegetables
13. I do not have facilities or space to store vegetables
14. Vegetables tend to go bad before I have eaten them
15. I find healthy eating messages conflicting and confusing
16. I do not have the right kitchen utensils or equipment to prepare or cook vegetables
17. The time it takes to prepare vegetables
18. I do not know how to cook or prepare vegetables
20. Other reasons (please specify) [ONLY DISPLAY ON SCREEN 2]
19. None of the above [EXCLUSIVE ON BOTH SCREENS]
20. Prefer not to say [EXCLUSIVE ON BOTH SCREENS]

NEW QUESTIONS ON PEEL

[ASK ALL] [ENGLAND, WALES AND NORTHERN IRELAND]

FRUITPEEL1 How often, if at all, do you eat the **zest or peel** from each of the following fruits?

Please include:

- Raw peel or zest (e.g. used as decoration on cakes or desserts)
- Cooked peel (e.g. in cakes, sauces, curries or pasta dishes)

Please select one answer only for each fruit

- 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)

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

NEW

[ASK IF FRUITPEEL1 = 3-8 for any of a-j; repeat FRUITPEEL2 for each fruit coded 3-8 at FRUITPEEL1]

FRUITPEEL2 Thinking about the last time you ate the **zest** or **peel** from **[insert each fruit from FRUITPEEL1]**, roughly how much did you eat?

Please select one answer only

- 1. I ate a **small quantity of zest** from the fruit – about a pinch or less
- 2. I ate a **larger quantity of zest** from the fruit – more than a pinch or so
- 3. I ate a **small piece of peel** from the fruit – the size of a 50p coin or less
- 4. I ate a **larger piece of peel from the fruit**, larger than the size of a 50p coin **but less than a whole fruit**
- 5. I ate the whole peel from a single fruit
- 6. I ate the peel of more than a single fruit
- 7. Don't know
- 8. Prefer not to say

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

[FOR THE FOLLOWING PLEASE USE CAROUSEL GRID FORMAT]

CONSUME

How often do you...

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

CONSUMESWEETS ...eat sweets and chocolate?

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

CONSUMECHIPS...eat chips and other fried foods?

CONSUMEFV ...eat fruit and vegetables?

Please select one answer only for each statement

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

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

CONSUME2

[FOR THE FOLLOWING PLEASE USE CAROUSEL GRID FORMAT]

How often do you eat...

CONSUME2POR ...porridge?

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

CONSUME2WWB ...wholemeal or wholegrain bread?

CONSUME2WWP ...wholewheat pasta?

CONSUME2POTS ...potatoes with the skins on?

Please select one answer only for each statement

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

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

DIETRANK

MULTICODE (UP TO 5)

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

Please select up to five answers.

1. Eating foods such as bread, rice, pasta and potatoes
2. Eating fruit and vegetables
3. Eating a low carbohydrate diet
4. Eating fish, including oily fish
5. Eating a high protein diet
6. Eating a plant-based diet (eating majority of foods from plant sources)
7. Eating a high fat diet
8. Eating a low fat diet
9. Eating less salt
10. Eating less meat
11. Eating less dairy

12. Eating food lower in calories
13. Eating a vegan diet (not eating any animal products)
14. Drinking plenty of water
15. Limiting foods high in fat and saturated fat
16. Limiting food and drinks high in sugar

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

EATWELL

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

Please select two food types.

RANDOMISE ANSWERS.

1. Meats, fish, eggs, beans, pulses and other proteins
2. Potatoes, bread, rice, pasta and other starchy carbohydrates
3. Fruit and vegetables
4. Oils and spreads
5. Dairy (cheese, milk, yoghurt) and alternatives
6. Foods high in fat, sugar and salt
7. Don't know

[NEW]

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

EATWELLS

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

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

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

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

FOODCHANGE12M

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

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

[NEW]

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

WHATCHANGE12M

What changes have you made or attempted to make?

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

Please select all that apply.

Eating...

1. ...more bread, rice, potatoes, pasta and other starchy foods
2. ...less bread, rice, potatoes, pasta and other starchy foods
3. ...more fruit and/or vegetables
4. ...more fish, including oily fish
5. ...less food high in fat or saturated fat e.g. sausages, pastries, cheese and crisps
6. ...less food or drink high in sugar e.g. sweets, chocolate and fizzy drinks.
7. ...less meat
8. ...less salt
9. ...a plant-based diet (eating majority of foods from plant sources)
10. ...a vegan diet (not eating any animal products)

- 11....a high protein diet
- 12....fewer calories
- 13....more calories
- 14....larger portions
- 15....smaller portions
- 16.None of these [EXCLUSIVE]
- 17.Other (ALLOW SPECIFY)

[NEW]

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

WHYCHANGE12M

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

MULTICODE.

Please select all that apply.

1. To gain weight
2. To lose weight
3. To be more healthy or have a healthier lifestyle
4. To improve my mental health
5. For a specific health condition
6. Based on advice from medical professionals e.g. a doctor, nurse etc
7. Based on UK Government healthy eating guidelines
8. Due to age or getting older
9. Based on advice from celebrities or influencers
10. Due to a significant life event (e.g. getting married, getting divorced or bereavement)
11. Financial reasons (e.g. higher cost of food or reduced income)
12. Because of lockdown or concerns about coronavirus (COVID-19)
13. Due to concerns about the environment
14. Other reason (please specify)

[NEW]

[ASK IF WHYCHANGE=1-6] [NORTHERN IRELAND ONLY]

CHANGE12MDIFF

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

MULTICODE

Please select all that apply.

1. Lack of motivation
2. Lack of availability of healthier food when shopping
3. Being the only person in the household trying to make changes
4. Others in my household do the shopping
5. Cost of buying healthier foods
6. Limited time to plan, cook or prepare healthier food
7. Do not know how to cook or prepare healthier food
8. Lack of healthier options when eating out or buying food to take away
9. Not enough nutritional information available on labels
10. Don't know enough about which foods are healthier or suitable for me
11. Don't like the taste of the healthier food I've tried
12. Getting used to new/ different flavours
13. Other (please specify)
14. I had no difficulties making a change to my diet [EXCLUSIVE]
15. None of the above [EXCLUSIVE]

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

FV5ADAYN

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

Please select one answer only

1. 1 portion
2. 2 portions
3. 3 portions

4. 4 portions
5. 5 portions
6. 6 portions
7. Don't know

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

CALORIESFN

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

Please select one answer only

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

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

CALORIESMN

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

Please select one answer only

1. 500 calories
2. 1000 calories
3. 1500 calories
4. 2000 calories
5. 2500 calories

6. 3000 calories
7. Don't know

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

SALTFMN

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

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

Please select one answer only

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

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

FIBREFMN

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

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

Please select one answer only

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

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

HEALTHYEATOUT

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

Please select one answer only

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

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

HEALTHYOPTIONSINFO

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

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

Please select all answers that apply.

1. Restaurants
2. Takeaways
3. Pubs/bars

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

[NEW]

[ASK ALL] [NORTHERN IRELAND ONLY]

MENUNUTRITION

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

MULTICODE.

Please select all that apply.

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

[TIMESTAMP8]

[FOOD CONCERNS]

Wave 1 and Wave 2 **[ASK ALL]**

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

Please select one answer only

1. Yes

2. No

Wave 1 and Wave 2 **[ASK IF FOODISSA1=1]**

FOODISSA2 What are your concerns about the food you eat?

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

OPEN BOX

Wave 1 and Wave 2 **[ASK ALL]**

FOODISSB1 Do you have concerns about any of the following?

RANDOMISE ANSWER OPTIONS ACROSS 3 PAGES. WITH 19 AND 20 APPEARING AT THE END OF EACH LIST AS EXCLUSIVE CODES

Please select all that apply.

[MULTI-CODE]

1. Cooking safely at home
2. Food poisoning (e.g. Salmonella and E. Coli)
3. Food hygiene when eating out
4. Food hygiene when ordering takeaways
5. The use of pesticides
6. The use of additives (e.g. preservatives and colouring)
7. Chemical contamination from the environment (e.g. lead in food)
8. Hormones, steroids or antibiotics in food
9. Genetically Modified (GM) foods
10. Food prices
11. Food allergen information (e.g. availability and accuracy)
12. The amount of salt in food
13. The amount of sugar in food
14. The amount of fat in food
15. The number of calories in food
16. Food waste
17. Animal welfare
18. Food miles (e.g. the distance food travels)
19. Food fraud or crime (e.g. food not being what the label says it is)

20. None of these **[EXCLUSIVE]**

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

Wave 1 and Wave 2

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

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

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

[PULL ANSWERS THAT ARE SELECTED AT FOODISSB]

Waves 1 and 2 **[FOOD SYSTEM]**

[ASK ALL]

FOODCONF How confident are you that...

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

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

Please select one answer only for each statement

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

[ASK ALL]

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

Please select one answer only

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

6. Don't know

WAVE 1 [ASK ALL]

FOODCONF1 How confident are you that...

FOODCONF1_a ...Farmers in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

FOODCONF1_b Slaughterhouses and dairies in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

FOODCONF1_c ...Food manufacturers (e.g. factories) in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

FOODCONF1_d Shops and supermarkets in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

Wave 1 and Wave 2 **[ASK ALL]**

FOODCONF2 How confident are you that...

FOODCONF2_a ...Restaurants in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

FOODCONF2_b ...Takeaways in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

FOODCONF2_c ... Online ordering and delivery companies e.g. Just Eat, Deliveroo or Uber Eats, etc ensure the food you buy is safe to eat?

Please select one answer only for each statement

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

Waves 1 and 2 **[ASK ALL]**

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

Please select all that apply.

[ENGLAND]

1. Food Standards Agency (FSA)
2. Public Health England (PHE)
3. Department for Environment, Food and Rural Affairs (DEFRA)
4. Environment Agency
5. Health and Safety Executive (HSE)
6. None of these [EXCLUSIVE]

[WALES]

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

[NI]

1. Food Standards Agency (FSA)
2. Public Health Agency (PHA)
3. Department of Agriculture, Environment and Rural Affairs (DAERA)
4. Health and Safety Executive Northern Ireland (HSENI)
- 5. *safefood***
6. None of these [EXCLUSIVE]

Wave 1 and Wave 2 **[ASK ALL]**

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

Please select one answer only

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

Wave 1 and Wave 2 **[ASK THOSE WHO HAVE NO OR LITTLE PRIOR KNOWLEDGE OF THE FSA- FSADO = 3-5]**

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

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

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

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

Please select one answer for each statement only

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

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

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

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

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

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

Please select one answer for each statement only

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

Wave 1 and Wave 2

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

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

Please select one answer only

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

Wave 1 and Wave 2

[ASK IF KNOW AT LEAST A LITTLE ABOUT THE FSA – FSADO=1 or 2]

FSACONS Which of the following, if any, do you think the Food Standards Agency considers most when making policy decisions?

RANDOMISE APART FROM EXCLUSIVE CODES

Please select up to three of the following

1. Public opinion
2. The government's viewpoint
3. Scientific evidence
4. Business and industry
5. Local government
6. None of these **[EXCLUSIVE]**
7. Don't know **[EXCLUSIVE]**

Wave 1 and Wave 2

[ASK ALL]

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

Please select one answer only

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

Wave 1 and Wave 2 **[ASK ALL]**

[FOLLOWING COMPRISES 3 SEPARATE QUESTIONS WITH COMMON CONFIDENCE SCALE]

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

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

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

Please select one answer for each statement only

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

Wave 2 **[ASK ALL]**

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

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

Please select one answer for each statement

ISSUESIMPACT_a Affordability of food

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

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

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

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

ISSUESIMPACT_f Food being produced sustainably

ISSUESIMPACT_g The availability of a wide variety of food

ISSUESIMPACT_h Animal welfare in the food production process

ISSUESIMPACT_i Ingredients and additives in food

ISSUESIMPACT_j Genetically modified (GM) food

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

[TIMESTAMP9]

Wave 1 & Wave 2 **[HOUSEHOLD FOOD SECURITY]**

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

[ASK ALL]

[FOR THE FOLLOWING PLEASE USE CAROUSEL GRID FORMAT]

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

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

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

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

Please select one answer only for each statement

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

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

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

Please select one answer only

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

[IF SKIPMEAL = 1]

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

Please select one answer only

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

Wave 1 and Wave 2

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

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

Please select one answer only

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

Wave 1 and Wave 2

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

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

Please select one answer only

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

Wave 1 and Wave 2

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

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

Please select one answer only

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

Wave 1 and Wave 2

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

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

SINGLE CODE

Please select one answer only

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

Wave 1 and Wave 2

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

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

Please select one answer only

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

Wave 1 and Wave 2

[ASK ALL]

CHANGE [ASK FOR SINGLE PERSON HOUSEHOLDS] Have you made any of these changes to your eating habits in the last 12 months?

[ASK WHEN MORE THAN ONE PERSON IN HOUSEHOLD] Have you, or has anyone in your household, made any of these changes to your eating habits in the last 12 months?

MULTICODE. RANDOMISE ANSWERS APART FROM CODES 14 AND 15

Please select all that apply.

1. Eaten at home more
2. Cooked at home more
3. Eaten fewer takeaways
4. Eaten out less
5. Made packed lunches more
6. Bought items that were on special offer more
7. Changed where you buy food for cheaper alternatives
8. Changed the food you buy to cheaper alternatives
9. Prepared food that could be kept as leftovers more
10. Kept leftovers for longer before eating
11. Eaten food past its use by date more
12. Bought food close to its use by date more
13. Used a food bank/emergency food
14. Other
15. No, I/we haven't made any changes [EXCLUSIVE]

Wave 1 and Wave 2

[ASK IF MADE AT LEAST ONE CHANGE IN THE LAST 12 MONTHS –CHANGE= 1-14]

CHANGE2 Thinking about the changes to eating habits that you have made in the last 12 months, why did you make these changes?

RANDOMISE ANSWERS APART FROM 6 AND 7

Please select all that apply

1. Financial reasons
2. Health reasons
3. Food safety reasons (i.e. to avoid food poisoning)
4. Due to the bad or unpleasant physical reaction that certain foods cause
5. Because of Lockdown/COVID-19
6. Other (please specify)
7. Prefer not to say [EXCLUSIVE]

Wave 1 and Wave 2

[ASK ALL]

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

Please select one answer only

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

Wave 1 and Wave 2

[ASK IF CHANGE=13 or FOODBANK=1]

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

Please select one answer only

1. Only once in the last year

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

Wave 1 and Wave 2

[ASK IF CHILDREN AGED 5-15 in HOUSEHOLD]

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

Please select all that apply

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

Wave 1 and Wave 2

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

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

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

Please select one answer only

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

[TIMESTAMP10]

Wave 1 with slight change in answer options

[ASK ALL]

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

Please select up to three answers

RANDOMISE ANSWERS.

1. Price / Value for money
2. Quality
3. Freshness
4. Taste
5. Appearance of food
6. Healthiness
7. Use by date / how long it will keep for
8. Country of origin
9. Ingredients
10. That it is ethical or eco-friendly
11. Farming methods e.g. organic or free-range farming
12. How it is made or how it is produced
13. Choice / availability / variety
14. Buying what my household / children want
15. Trust in supplier
16. Safety of product
17. Convenience / how easy it is to cook or prepare
18. Other
19. Don't know [EXCLUSIVE]

Wave 1 **[ASK ALL]**

DEFRA2 How important is it to you:

DEFRA2_1 To support British [IF NORTHERN IRELAND: 'UK and Irish'] farmers and food producers?

DEFRA2_2 To buy meat, eggs and dairy which is produced with high standards of animal welfare?

DEFRA2_3 To buy food which has a low environmental impact?

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

Wave 1 **[ASK ALL]**

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

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

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

DEFRA3_3 Buy food which has a low environmental impact

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

Wave 1 **[ASK ALL]**

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

DEFRA4_1 Check for information on animal welfare

DEFRA4_2 Check for information on environmental impact

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

Wave 1 **[ASK ALL]**

DEFRA5 To what extent do you agree or disagree with the following:

DEFRA5_1 Meat, eggs and dairy products show enough information about animal welfare

DEFRA5_2 Food products show enough information about their environmental impact

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

Wave 1 **[ASK ALL]**

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

Please select up to three answers

RANDOMISE ANSWERS.

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

Wave 1 **[ASK ALL]**

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

Please select up to three answers

RANDOMISE ANSWERS.

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

Wave 1 **[ASK ALL]**

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

RANDOMISE ANSWERS APART FROM 12

Please select up to three answers

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

12. Other, please specify____

[TIMESTAMP11]

Wave 1 & Wave 2 **[ABOUT YOU 2]**

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

[ASK ALL] AGE What is your date of birth?

[OPEN BOX]

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

[ASK ALL] ONLINE ROUTING CHANGED FOR WAVE 3 TO ASK ALL

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

Please select one answer only

1. Yes
2. No

[ASK ALL] MARSTAT Are you ...

Please select one answer only

1. Single, that is, never married and never registered a civil partnership
2. Married
3. Separated, but still legally married
4. Divorced
5. Widowed
6. In a registered civil partnership
7. Separated, but still legally in a civil partnership
8. Formerly in a civil partnership which is now legally dissolved
9. Surviving partner from a civil partnership

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

Please select first answer to apply

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

[ASK ALL]

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

Please select one answer only

WHITE [drop down options below]

1. English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background (please specify)

MIXED [drop down options below]

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

ASIAN OR ASIAN BRITISH [drop down options below]

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

BLACK OR BLACK BRITISH [drop down options below]

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

OTHER ETHNIC GROUP [drop down options below]

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

[ASK ALL]

RELIG What is your religion?

Please select one answer only

- 1. No religion
- 2. Christian
- 3. Buddhist
- 4. Hindu
- 5. Jewish
- 6. Muslim
- 7. Sikh
- 8. Any other religion
- 9. Prefer not to say

[ASK ALL]

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

Please select one answer only

- 1. Very good
- 2. Good
- 3. Fair
- 4. Bad
- 5. Very bad
- 6. Prefer not to say

[ASK ALL]

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

Please select one answer only

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

[ASK ALL]

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

Please select all that apply

1. Earnings from employment or self-employment
2. Pension from a former employer
3. Maternity or paternity pay
4. State Pension
5. Universal Credit
6. Child Benefit
7. Income Support
8. Personal Independence Payment, Disability Living Allowance, Attendance Allowance
9. Other State Benefits
10. Tax Credits
11. Employment Support Allowance (ESA)
12. Interest from savings and investments etc.
13. Other kinds of regular allowance from outside the household e.g rent, maintenance
14. No source of income **[EXCLUSIVE]**
15. Prefer not to say **[EXCLUSIVE]**

[ASK ALL]

INCTOT_ANNUAL Thinking of the income of the household as a whole, which of the following groups represents the total income of the whole household before deductions for income tax, National Insurance etc.

Please select one answer only

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

[TIMESTAMP12] [PREVIOUSLY 10A]

[NOTE CHANGE TO ROUTING FOR WAVE 3– ‘OR 5-11’ ADDED FOR WAVE 3]

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

EVWORK Have you ever worked?

Please select one answer only

1. Yes
2. No

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

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

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

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

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

Please select one answer only

1. Employed
2. Self-employed

[ASK IF SEMP = 1]

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

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

[INFO BUTTON: What do I include as supervising?

INCLUDE supervising employees

DO NOT include supervising children, animals or buildings.]

Please select one answer only

1. Yes
2. No

[ASK IF SEMP = 1]

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

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

Please select one answer only

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

[ASK IF SEMP = 2]

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

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

Please select one answer only

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

[ASK IF ANYEMP = 2]

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

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

Please select one answer only

1. 1 – 24
2. 25 - 499
3. 500 or more

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

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

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

Please select one answer only

1. **Modern professional occupations** *such as:* teacher – nurse – physiotherapist - social worker - welfare officer – artist – musician - police officer (sergeant or above) - software designer

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

[TIMESTAMP13]

VOUCHER AND RECONTACT QUESTIONS

[ASK ALL]

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

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

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

99. Do not wish to receive gift voucher {if try to move on}

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

[ASK ALL]

RC1 This study was commissioned and funded by the Food Standards Agency (FSA). The FSA may wish to carry out follow up research on this topic sometime within the next two years. If you agree, we will pass your name and email address to the FSA so they can invite you to take part in follow up research. The FSA may share these details with research agencies appointed to carry out this follow up research on their behalf. The full privacy policy can be found here [insert link].

Would you be willing for Ipsos MORI to share your name, email address and your survey responses with the FSA to allow them and their agents to contact you again for follow up research?

Please select one answer only

1. Yes
2. No

INFO BUTTON: If you agree to be recontacted by the FSA, Ipsos MORI will forward your name and email address, alongside any relevant Food and You survey responses. Please be assured that your name, email address and survey responses will be held securely by the FSA and will only be used for research purposes if follow up research is done. This information will not be used for commercial purposes, and will be destroyed after two years.

[ASK IF RC1 = 1]

RC3 What is your name (forename and surname)?

[Provide suitable standard space and format for this to be entered] [If they try to move on without entering details or with just one letter in a field: Error message: If you are willing to be

re-contacted about this study or follow up research we need your full name in order to contact you]

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

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

Please select one answer only

1. Yes
2. No

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

RC4 What is your email address?

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

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

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

[IF RC1 = 1]

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

Please select one answer only

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

[IF RC5=2]

RC6 What is your new address?

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

[Check if postcode is not in correct format]

[TIMESTAMP14]

[THANKS]

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

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

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

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

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

If you have any questions, please visit our survey website: www.foodandyou2.org or contact us using the details below

Email: foodandyou2survey@ipsos-mori.com.

Telephone helpline: 0800 014 9467

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