The UK Public's Interests, Needs and Concerns Around Food

Qualitative and Quantitative Evidence on Public Interests, Needs and Concerns around Food across the UK

Technical Report

Conducted for the Food Standards Agency and Food Standards Scotland by Bright Harbour, in partnership with Esposito Research & Strategy and AndGood

Table of Contents

1 Introduction

1.1 Project background

The FSA and FSS are committed to being guided by the consumer interest in the food system and wished to refresh and update their ongoing understanding of the public's views, needs and priorities in relation to food – including what they expect from the Government and from the FSA and FSS in their respective remit areas.

A research project was designed to enable the FSA and FSS to take stock, validate assumptions, expose new insights and articulate the consumer interest in the food system now and in the near future (next three years) to ensure that the consumer perspective is represented in food policy.

This technical report provides details of the research study conducted by Bright Harbour in partnership with Esposito Research & Strategy (ERS) and AndGood.

1.1.1 About the Food Standards Agency (FSA)

The Food Standards Agency (FSA) is an independent Government department working to protect public health and consumers' wider interests in relation to food in England, Wales, and Northern Ireland. 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 healthy and sustainable diet, now and in the future.

1.1.2 About Food Standards Scotland (FSS)

Food Standards Scotland (FSS) was established on 1 April 2015 as the new independent public sector food body for Scotland. FSS has a mission to "protect the health and wellbeing of consumers" across three objectives as set under the Food (Scotland) Act 2015.

- To protect the public from risks to health which may arise in connection with the consumption of food
- To improve the extent to which members of the public have diets which are conducive to good health
- To protect the other interests of consumers in relation to food

As such, understanding consumers' attitudes, knowledge, and behaviour in relation to food is of vital importance to both the FSA and FSS.

1.1.3 Foundational project 'territories' and research questions

Drawing on previous FSA research, the following research 'territories' and research questions were drafted in order to provide foundational focus for this exploratory research. These questions were evolved over the course of the research process in collaboration with the FSA team.

Safety
- What are the wider consumer interests that come to mind when people think about food safety?
- What do consumers need to see/know/experience to show the food they are eating is safe right now, and in the long term? Has this changed/is it likely to change in the near future?
- What new concerns, if any, do they have around food safety in this time of transition? (for example around post-Brexit food systems; post-Covid food systems; eating safely under financial precarity; etc)
- What would they ask of policymakers in terms of communication, education and action in terms of ensuring food safety and informed, safe consumer decision making?
- Which of these are key priorities or 'red lines'? Which of these are more urgent priorities versus long term ambitions?
- How do needs and expectations from regulators vary for different consumer groups for instance. those with children or health issues where safety feels more urgent?)

Health

- At this moment, what does 'healthy' mean to different people? How do they decide what 'healthy' means to them - how has this changed - and what is influencing them?
- What are people's needs from food regulators at different moments of focus on 'healthy' eating? What information or action when health is top of mind? What do they want protected in terms of consumer health when they themselves aren't as able or interested in 'making healthy choices'?
- What is their experience of navigating food 'health' marketing?
- What are their priorities in terms of enabling consumer choice and access v. enabling 'healthy eating'?
- How do needs and expectations from regulators vary for different consumer groups (for example those with household health issues or disabilities?)

Price, value, quality and convenience

- What trade-offs are consumers making at present (if any) around food price, value, convenience and quality?
- What are the impacts of these trade offs? Emotionally? Financially? In terms of safety or health? In terms of trust in the food system, food business or regulators?
- How do these trade-offs and impacts vary for different consumer groups?
- What do the public want done to support consumer interests in respect to tensions between price, value, convenience and quality?
- In particular, given increasing public support of the concept of the 'right to food', especially for UK children, what if any are the regulatory expectations in this space?
- How do needs and expectations from regulators vary for different consumer groups (such as. those whose circumstances dictate more convenience food, or those with limited food budgets)?

Trust and transparency

- What if any emergent challenges are there to trust for consumers? What worry or tension points might decrease trust in the food system at large, commercial food bodies, and/or food regulation?
- What information/sources are now most trusted when navigating food choices, and has this changed? Where does 'Government' sit in terms of consumers' trust rankings, and what does this mean to them?
- What signals spark trust or mistrust?
- What factors are needed to maintain consumer trust in any areas of emergent concern?
- What will the FSA specifically need to deliver to maintain trust going forward? What if any changes would be required to continue to deliver trust?
- How do needs and expectations vary for different consumer groups (including those who are traditionally less heard by policymakers, and those who face more food challenges because of finance, health, etc?)

Animal welfare, environment and future generations

- How if at all is engagement around these issues changing, and how might engagement change in the immediate future? What if anything have consumers found themselves thinking/asking/doing differently in relation to these issues recently, what has driven this?
- What seems to drive engagement around these issues? What factors tend to predict views, attitudes and expectations in this space?
- What if any questions are being raised for consumers in these spaces around food system governance?
- What type of food system do consumers aspire to for the future? What are their hopes and fears for how our current system might evolve?
- Who do consumers see as responsible for achieving this future? What do they see as the roles and responsibilities for people like themselves - for governance - for industry?
- What are their specific 'asks' for the FSA?

- How do needs and expectations vary for different consumer groups (for instance including different levels of engagement and education)?
- What are expectations and interests around food waste? What role do people wish or expect the FSA to take in this space?

Governance and communications
- Given all of the above, what are the public's priority asks for food system governance - in general, and for the FSA specifically? What are their priority actions for you?
- How interventionist do the public desire food governance to be? In terms of shaping consumer choices? In terms of shaping the commercial food environment? In terms of shaping other factors in the system (for example food marketing, sugar and salt levels, etc)?
- What are their asks around FSA communications? What do they want to hear or learn more about?
- How do needs and expectations vary by consumer group - including those traditionally less heard by policymakers?

1.2   Overall research approach

The project was iterative - that is, with the findings of each stage building on the next. Each stage is summarised as follows:

- **A rapid mapping** of existing evidence shaped project objectives and materials
- **A 'People's Voice Board'** of 8 UK people guided the project throughout.
- **75 'general public' participants** were engaged in qualitative research via group workshops, remote ethnography tasks, and 1-1 depth interviews
- **20 'targeted groups' participants** were engaged via mix of depth interviewing and remote ethnography, boosting understanding of often 'less heard' groups
- **A nationally representative online survey, reaching 6175 respondents** across the four nations of the UK validated and extended qualitative research findings

The project 'territories' and research questions shaping our research are outlined below, followed by a brief summary of our quantitative and qualitative research approaches.

1.2.1 Summary of the rapid mapping of existing evidence

This research began with a rapid review of key research pieces (c. 20) that refreshed the team's understanding of the 'baseline' it was working against in terms of consumer needs, attitudes, behaviours and expectations over the last 10 years, and how these have changed over time. The review included key FSA research and data, but also trends and horizon scanning research that shows us how the landscape and consumer expectations are starting to change.

Summary findings were captured in an excel document, tracking implications for this work in terms of sample focus; task design; interview/questioning/content priorities, etc. Following the review, a conversation was held with the FSA team to review priorities for this research; potential audience group differences to explore; evidence gaps; etc.

1.2.2 Summary of the People's Voice Board

We set up a People's Voice Advisory Board at this early stage in the project to ensure that everyday people shaped and guided the project approach from inception onwards. This group of 8 people represented a mix of life stages, ages, gender, and income, slightly over representing groups that are often less heard from by policy makers (young adults; older people; people on low incomes; people with health issues and/or disabilities; people living with mental health issues; BAME[1] people).

---

[1] Black, Asian and minority ethnic. We note that this is an imperfect term, but have applied it in this piece of research in absence of an alternative reference for minority ethnic groups which is widely used or understood in the UK.

This group played a role in sense-checking our methods and questions; developing our participant 'wellbeing pack'; helping finalise critical materials like our quantitative survey; and reviewing key findings.

The group's involvement included c. 5 hours of time over the course of the project. This consisted of a kick-off welcome meeting, short online meetings at regular stages to shape overall approach and materials, cognitive and sensitivity testing of the draft survey, plus reviewing and providing feedback on the summary of findings/segmentation outputs.

Board members were compensated for their time in line with industry norms for this level of committed, ongoing participation, at £250 each.

Following the first meeting of the People's Voice Board, in which the Board reviewed the research questions and raised potential new issues/topics for inclusion (for example, the impact of the heating crisis on participants' food choices) topic guides, samples, and screeners were drafted by the research team and approved by our FSA colleagues.

1.3 Summary of qualitative 'general public' & 'targeted groups research

In the 'general public' element of the qualitative research, a total of 75 participants from England, Scotland, Wales and Northern Ireland were engaged in phased qualitative research via a mix of group workshops, remote ethnography tasks and 1-1 depth interviews.

In the 'targeted groups' element of the qualitative research, 20 participants from across England, Scotland, Wales and Northern Ireland were engaged in phased qualitative research consisting of 1-1.5 hour depth interviews plus (for a selected group of participants) brief follow-up ethnography tasks.

Each element of the qualitative research is described in more detail in Chapter 2. Full research materials can be found in the Appendix.

1.4 Summary of the quantitative stage

Online research was conducted between the 14th and 28th January 2022 among a cross-section of 6,175 adults (aged 18 years or over) living in households in England, Scotland, Wales and Northern Ireland.

The online survey, lasting 20 minutes, was positioned as being on behalf of the FSA (in England, Wales and Northern Ireland) and FSS (in Scotland). The questionnaire collected information about people's socio-demographic situation, food shopping and food preparation behaviour, food security, and attitudes to a range of topics impacting food choices. The survey also explored consumer concerns, areas of interest and priorities for government, industry and the food regulators in the next three years. Further information on questionnaire development and the questions asked in each module can be found in Chapter 3.

Research participants were invited to take part via a leading consumer panel partner. Invitations were targeted based on profiling information held by panels to reflect predefined demographic quotas for this study. More details on this can be found in Chapters 4 and 5. Within each nation, nationally representative quotas were set on age, gender, classification of Chief Wage Earner, as well as monitoring ethnicity and incidence of long-term chronic conditions. Data was then weighted to form a UK total representative of all nations in the right proportions. The weighting process is described in greater detail in Chapter 6.3.

Using attitudinal and behavioural questions, a bespoke approach to food security was implemented in the research. This approach built on the USDA food insecurity measure[2] but was designed to provide a more comprehensive view of the range of food behaviours that consumers experience in relation to financial pressures. The process of defining food insecurity, and the associated analysis, is described in greater detail in Chapter 7.

---

[2] USDA Economic Research Service. Survey Tools: Six-Item Short Form of the Food Security Survey Module. United States Department of Agriculture.

Finally, one of the core objectives of the quantitative research was to deliver a segmentation that will support targeted policy, strategy and communications. The segmentation process is described in greater detail in Chapter 8.

1.5 Representation and limitations

1.5.1 Representing and including less listened to groups

Care has been taken to represent people who are often less heard by policymakers. This includes people who are: on low incomes; experiencing food insecurity; with chronic health conditions; ethnic minorities; older; less digitally confident; and living in rural areas. Flexibility was also provided on engagement methods in both qualitative and quantitative research to enable inclusion.

However, this report still likely under-represents some public groups: for example the digitally excluded; people with serious cognitive impairments; those with severe energy-limiting health issues; people experiencing homelessness, and so on.

1.5.2 Fieldwork timings

The fieldwork for this work took place during a particularly challenging period for many in the UK, which may have somewhat exacerbated the negativity expressed by participants/respondents. This may be particularly the case for the quantitative fieldwork, which took place in January 2020 - a time when people are typically more cost-conscious.

However, these concerns are not 'new' and similar concerns have been seen in previous FSA research. Potential timings bias has also been taken into account in analysis and reporting; for example avoiding considering an issue a 'key concern' or priority topic unless statistics on public interest are very high.

1.5.3 Method and sample

Budget, time and context restrictions did shape methods and sample decisions. For example:

- Due to Covid restrictions the qualitative research was undertaken entirely online. In an ideal world, a mixed method approach including some in-person research would be preferable, for example to enable rapport building around more sensitive subjects or with audiences who may have less trust about being appropriately heard or respected by researchers/policymakers.

  However, nearly two years into pandemic online conversations are comfortable for most people, and a digital approach also enabled us to be more flexible and inclusive in terms of speaking to people with health/mental health issues, caring responsibilities, etc. The team were confident in the rapport developed during qualitative sessions and the intimacy of some of the details shared during these sessions suggests a high degree of participant comfort.

- If the budget/time allowed, larger sample sizes in the devolved nations would have enabled more depth of insight about drivers of difference across the nations of the UK. However, the UK-wide quantitative data shows a fairly uniform response on most issues across nations.

- Self-reported behaviours and priorities, for example in the quantitative survey, may not align with actual observable behaviour. This has been taken into account in analysis and reporting, with statements about how respondents shop or what they prioritise taken as indicating general attitudes and desires, not necessarily day-to-day practice. Triangulating data across multiple sources (including ethnography and diary data) has helped us avoid over-reliance on these self-report measures in the survey.

1.5.4 Priorities for regulators

The public typically have low explicit understanding of what regulators - including the FSA/FSS - are in charge of, and their realistic scope of action. Providing education to enable more informed decision making about priority actions for the FSA/FSS and their partners was outside the scope of this research, requiring a more deliberative approach.

We have tried to mitigate this by framing questions in the quantitative research carefully (for example, asking for priorities for 'regulators' rather than the FSA/FSS) and have reported findings primarily in terms of general priorities for action - rather than mandates for the FSA/FSS specifically. In the qualitative research, brief explanations of the FSA/FSS remit were also provided in the second workshop to enable more informed decision making, albeit not in the same depth as a deliberative exercise.

2. Qualitative research approach

2.1 Qualitative recruitment and participant care

Recruitment was conducted by The Field recruitment, overseen by Bright Harbour senior partner and The Field founder Claire Sheppard. Recruitment combined free-find, list recruitment and 'snowball' methods to provide a large sample of carefully screened participants.

Participants were recruited against a carefully designed screener, agreed in collaboration with the FSA, to ensure levels of representation in line with national averages on key variables of interest. For example, these included: age, gender, lifestage, SEG/household income, ethnicity, food hypersensitivities, health issues, and so on.

All participants provided written consent, using an adapted version of Bright Harbour's [participant rights focused consent form](#). All participants were reimbursed for their time in line with industry norms.

Given the sensitivity of the research topics, a bespoke participant care plan was developed and all qualitative researchers were trained on how to handle visible or suspected participant distress and potential disclosures of harm.

All participants were also provided with a [bespoke version of the Bright Harbour wellbeing pack](#), our post-session participant care touchpoint which offers tips on mental health and stress management, signposting to support services (money, mental health, stress, etc), and an offer of a single session with a partner mental health professional.

2.2 Qualitative 'general public' research (n=75; 40 England, 10 Wales, 10 NI, 15 Scotland)

2.2.1 Qualitative 'general public' sample

| Variable	Detail	# Included
Nation	England Wales Northern Ireland Scotland	40 10 10 15
Gender	Male Female NB/Other	37 38 0
Age	Under 25 25-39 40-59 60+	18 21 20 18
Socio-demographic group	AB C1C2 DE	16 41 18
Rurality	Rural Suburban Urban	12 34 30
Ethnicity	White/British Asian/British Black/British Mixed Heritage Other	45 4 7 7 0
Lifestage	No children Kids under 8 Kids 8-15 Kids 16+ Grown children (not at home) Other	16 13 13 12 16 4
Diet	Vegetarian Vegan	2 1
Health Conditions	Self or in Household	22
Food security	Experience of food insecurity	14

2.2.2 Online pre-task (n=75)

Before our first workshop, we asked participants to complete two short (c. 15 minute) pre-tasks via our online panel, described in more detail below.

In task 1, we asked participants to outline their level of interest in each of the main research 'territories' (for example, safety; health; price, value, quality and convenience; trust and transparency; and animal welfare, environment, and future generations; and governance and policy).

Based on this ranking, each participant then explored 3 territories of higher engagement in more depth. The task asked participants to tell us about why this was a food area of interest for them; any key experiences in this area that had shaped their views; whether and why their views in this space had changed over the last 5 years; and what if any concerns or questions they had.

In task 2, we asked participants to identify any ways in which their views, questions or concerns around the food system have changed over the last 5 years. We used the ['blob tree'](#) as a projective technique to surface emotional responses to their top 3 most engaging territories in question - asking them to identify how they felt about the issue 5 years ago, how they feel now, and how they expect to feel in a further 5 years.
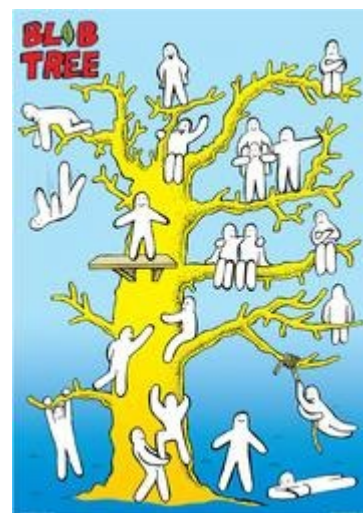
This task helped provide an early sense of participants' baseline concerns and interests - shaping the questions we included in our workshop design.

Tasks were completed using an online engagement platform, [Together](#). We chose Together as our online engagement platform for this piece because it was user friendly and simple; aligned with our data privacy commitments (GDPR compliant and EU hosting); flexible and easy to tailor; and accessible for a wide range of participants (for instance equally usable on mobile and laptop).

To enable comfort and inclusion, we provided options for participants in terms of how to complete this task: via video, or as a written task. We find that video can be particularly revealing as it gives us access to more emotional context and depth - but retained a written task option to ensure task comfort for all (for

example regardless of neurodiversity needs, introversion, anxiety, privacy comfort etc).

We used these pre-tasks both to help us begin to map spontaneous consumer interest levels and spaces of change within our territories, to begin to identify further territories or questions of interest, and to help us decide how to cluster participants for the first workshops, where we would explore views in more depth.

2.2.3 13 x 1.5 hour group workshops with a pre-task (n=75)

Our first workshops were 1.5 hours each, with 5-6 participants per workshop. Whilst we considered holding larger workshops, in practice we have found that it is very difficult to replicate the sense of engagement and genuine public voice in larger-scale remote group sessions as compared to in person. Often, those most comfortable and confident engaging in remote video platforms (that is, those using Zoom at home under pandemic) end up dominating - which was not an acceptable outcome for this piece of work. Smaller groups enabled richer discussion and participant rapport, helping us see how views varied and what drove difference.

In order to allow us to begin to drill into the territories in more depth, we clustered workshops according to which territories participants found most engaging, and discussed 3-4 territories in each. NB: Participants had a chance to feed back on and think through other territories too in the online forum and ethnography after the workshop.

The workshop flow included:
- Introductions: project purpose, participant rights, permissions, etc.
- Participant warm ups and welcomes
- Feedback on the pre-task: easy/hard to complete? Are these topics you think much about?

- Exploration of 3-4 territories in turn: beginning to explore some of the key questions sketched out in the project objectives - for example how this territory was experienced in their own lives; tension or conflict points; concerns and drivers of these; impact in their own life; etc.
- Explaining next steps in the research.

2.2.4 Two week online ethnography (n=40)

A selection of 40 general public participants completed 5 online tasks (c.20-30 minutes each) over the course of 2.5 weeks.

The Together platform offered us a range of innovative, engaging and simple to use task structures (such as ranking tasks; photo mark-up; question and answer; open response questions; diaries; etc). All tasks were moderated by our team who probed to clarify or understand more, fed back experiences and ideas from other participants, etc.

Most participants explored 4 territories and completed a final future-focused task on summative hopes/fears for the future of food in the UK, plus priority actions for decision-makers. A task rotation was developed that enabled participants to choose the tasks that felt most interesting and relevant to them but still enabled good overall coverage of the research territories and key research questions across the total sample.

Analysis was ongoing and iterative during the ethnography phase, with the research team regularly sharing emerging findings and new questions. Tasks and task rotations were refined after each week of research (for example, with 'ethics and environment' questions becoming a mandatory territory for week 2 completion, after many participants initially rated it as a territory of high interest but then did not choose it as a week 1 task).

2.2.5 13 x 1.5hr group workshops with a pre-task (n=70)

The second 'general public' workshops were 2 hours total and focused on understanding public priorities for policymakers generally, and for the FSA specifically. Each had 5-6 participants per workshop, conducted via Together. There were 13 workshops in total.

The content of this workshop was shaped by the results of workshop 1 and the online ethnography. Overall, it focused on understanding more what participants wished were being done on their behalf, why this mattered to them and the impact they hoped it would make, and what 'good' would look like in action. We also explored which actions were most critical to maintain trust in the FSA (and wider food system) and why.

2.3 Qualitative 'targeted groups' research (n=20; 11 England; 3 Wales, 3 NI, 3 Scotland)

We were eager to support the FSA's values around public inclusion, and to ensure that project outputs were reflective of the full UK public.

In order to ensure that we could more respectfully and sensitively understand the contexts and needs of some segments of the public who often face additional challenges around food, and/or who were likely to be less 'heard' in historical policymaking, we proposed an additional element of qualitative research with a selection of 'targeted' groups, including:

- **Ethnic minority/BAME people**, particularly those with religious and/or cultural drivers of food choices
- **People experiencing food insecurity**, to understand any specific needs from regulators
- **People/households including health issues or disabilities** that shape food choices
- **People with lower digital literacy or confidence** (including but not exclusively older adults)

2.3.1 Qualitative sample

The sample for this element of research was as follows:

Variable	Detail	# Included
Nation	England Wales Northern Ireland Scotland	11 3 3 3
Gender	Male Female NB/Other	10 10 0
Age	Under 25 25-39 40-59 60+	4 5 6 5
Socio-demographic group	AB C1C2 DE	5 9 6
Rurality	Rural Suburban Urban	5 7 8
Ethnicity	White/British Asian/British Black/British Mixed Heritage Other	11 3 5 1 0
Lifestage	No children Kids under 8 Kids 8-15 Kids 16+ Grown children (not at home) Other	6 2 4 3 5 0
Diet	Vegetarian Vegan	1 1
Health Conditions	Self or in Household	11
Food security	Experience of food insecurity	9
Digital confidence	Low digital confidence	4

2.3.2 20 x 1-1.5hr targeted depth interviews

We conducted a 1.5 hour depth interview with each participant, taking a depth interview approach rather than simply 'folding' these participants into the main public sample and workshops for several reasons:

- For some participants, the topic matter was likely to be sensitive or emotive - not as easy to share within an open forum, and harder for us to ensure participant wellbeing than in one-on-one environment.

- The whole point of this element of work was to ensure that we can understand more about participant context and how this shapes their needs from the FSA - which we wouldn't have as much space for in an open forum or workshop.

- In some cases it would also be inappropriate to cluster participants for workshop conduct - for example, it wouldn't be an ethical, appropriate or effective choice to hold a 'BAME' workshop, as every participants' background and context would be different.

Content was tailored to the group of interest so that we could explore 'territories' that emerged in our main sample as potentially of particular relevance, focusing on understanding priority issues for that individual (concerns, confusions, hopes and desires); what if anything would help resolve tensions or make challenges around food easier; and what if any specific 'asks' they would have for policymakers.

2.3.3 6 x follow-up contacts

We chose a small subset of participants for brief follow-up contacts that allowed us to clarify findings/views, ask further questions, and gain additional material for reporting and outputs that helped policy-makers understand participants' contexts and situations.

We initially planned to conduct these contacts/tasks via the Together platform, but given the emotional stress of the Dec 2021/January 2022 period instead opted for a minimal-burden approach for participants, conducting tasks either via brief follow-up telephone interviews or email.

2.3.4 Qualitative analysis

Our qualitative process combined elements of thematic analysis and content analysis - followed by review of and triangulation with data from statistical analysis of the quantitative data during final reporting.

Our process was built to ensure that all recommendations were grounded in the evidence; reflected the full range of data gathered; and fully triangulated across different research methods and audiences. In summary we:

- Recorded all qualitative research sessions (unless participants requested a notes-only session for enhanced confidentiality and anonymity) and took notes of key findings during sessions themselves
- Documented the findings of each research session against a set pro-forma, capturing data against key research objectives, and including verbatim quotes (an Excel framework in some cases, and a structured word document in others)
- Conducted regular team discussions to feed back emerging findings and questions in order to shape successive fieldwork elements and materials
- Held summative brainstorms with the research team and FSA at the end of each research element (for example pre-task; workshop 1; online ethnography; workshop 2; targeted depths) to identify key findings, audience differences, 'stand-out' issues that mattered to small but passionate sub-segments, etc.
- Developed early 'key findings' documents for review with the FSA team and academic partners to sense-check, identify points for critical further validation, and so on.

- Continued analysis with our quantitative partners as survey data was developed - comparing and contrasting data on public priorities, concerns, behaviours, and so on.
- Validated all final findings with the full research team, reviewing qualitative data and verbatims to ensure that claims reported were fair and accurate.

3. Quantitative questionnaire development

3.1 Questionnaire design

The design of the questionnaire drew on the results of the preceding qualitative phase of research conducted by Bright Harbour, to ensure that consumer interests and priorities were reflected, and consumer-facing language and terminology used.

An initial outline "strawman" questionnaire document was drafted to show the planned building blocks and flow of the survey. This was shared with the FSA and FSS for stakeholder input, and a meeting held to discuss the consolidated feedback. On agreement of this outline, the questionnaire was built out in a collaborative process between ERS, Bright Harbour, the FSA, FSS (including internal stakeholder inputs) and academic input from Dr Christian Reynolds at the Centre for Food Policy at City, University of London. In addition, some elements of the FSA/FSS 'Food & You' surveys were used as a basis for a number of questions, including channel usage and frequency, food behaviours, income bands, and relevant response lists. Several meetings were held to discuss feedback and refine the survey content, to ensure that the final questionnaire document met all requirements from the FSA and FSS.

The survey was designed as a 20-minute self-completion questionnaire, using a range of question types and techniques to elicit the best possible response from participants. The survey was device-agnostic for example, designed to operate and display equally well on a range of devices: thus, people were able to take part via fixed or mobile devices.

3.2 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 full questionnaire draft, a number of cognitive testing interviews were arranged in December 2021 to test subsets of questions from the questionnaire. The cognitive testing was intended to aid the development of the questionnaire by allowing ERS and the FSA / FSS to identify questions requiring further development. A total of 4 'cognitive test' interviews were conducted with members of the People's Voice Board.

Key aims of the cognitive testing included:
- To gauge the simplicity of questions and participant comprehension of key terms;
- To address any room for ambiguity in the interpretation of the questions; and
- To identify any questions that may not produce meaningful data.

Each cognitive interview was undertaken with a single participant, lasted approximately one hour, and was conducted over the internet 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 and any suggestions they made, with attention paid to any problems encountered.

Following completion of the interviews, a meeting was held with the FSA / FSS to discuss the findings and agree on further edits to the questionnaire as a result.

3.3   Sensitivity testing

Sensitivity testing was also undertaken with People's Voice Board participants to explore whether questions were being asked in a way that felt respectful to respondents and sensitive to the personal circumstances. A total of 3 'sensitivity test' interviews were conducted with People's Voice Board representatives.

Key aims of the sensitivity testing included:

- Exploring participants' reactions to key survey questions that covered more sensitive subjects - such as health, mental health, food security and so on. Would they feel comfortable answering these questions? Were they asked in a way that felt fair, respectful and sensitive?
- Ensuring that 'sensitive' questions included the answers or response options that most resonated with participants.
- Exploring and tweaking language used - to ensure they were as plain-language as possible whilst maintaining sensitivity.

Sensitivity tests were conducted for c. 45 minutes taking a structured but flexible approach - with key questions prioritised for testing with People's Voice Board members who had the most relevant lived experience and expertise.

3.4 Overview of survey content

The survey content was identical in each of the four nations, with the exception of nation- specific references made to the FSA in England, Wales and Northern Ireland and the FSS in Scotland; and to devolved governments in the devolved nations.

The survey contents are described below, and a full copy can be found in the Appendix.

3.4.1 Introductory Questions (S1-S7)

The online survey began with a question asking for confirmation of age (as those under 18 years were not eligible to participate). This was followed by a few questions asking participants for socio-demographic information about themselves and their household. These questions were asked to ensure that a representative sample across the four nations was gathered, via checking against pre-set quotas set on age, gender, nation (and regions within England) and occupation of the Chief Income Earner. Other socio-demographic measures such

as area type, county and working status were also collected in this section for classification purposes.

3.4.2 General Attitudes and Shopping Behaviour (Q1-Q4)

This section was intended to ease participants into the survey. It covered lifestyle attitude questions as well as behavioural questions around current food cooking and shopping behaviours, including how people buy and shop for food both in terms of channels used and frequency of usage. These questions were designed to give participants an opportunity to set the context applicable to them. Responses to these questions were used as inputs to the segmentation (see Chapter 8) and to profile segments in terms of food shopping behaviours.

3.4.3 Attitudes to Food (Q5-Q11)

This section focused on participants' attitudes to food, structured around the territories and dimensions identified in the qualitative stage. The questions were framed around food choices, approach to food and how participants feel about it, with focus on their usual routines and habits over the three months prior to answering, excluding holiday periods (as the survey was conducted in January 2022, we instructed participants to exclude their "winter holiday" behaviours when responding. All attitudinal statements were asked on a 5-point agreement scale, designed to quantify issues and priorities identified in the qualitative phase. Responses to these questions were used as inputs to the segmentation (see Chapter 8).

In addition, an exercise to identify priorities when choosing food was included in this section, comparing the 'ideal world' scenario of how people would like to make food choices, with a 'real world' scenario of how people make choices in their day-to-day life.

3.4.4 Food Consumption Behaviours and Food Insecurity (Q12-Q13, QX1-QX2)

The next section looked initially at diet behaviours, in terms of dietary choices for the individual and their household, and any underlying reasons behind this. It also covered a bespoke approach to food security. The approach built on the USDA food insecurity measure[3], and was designed to provide a comprehensive view of the range of food behaviours that consumers experience in relation to financial pressures. The approach used in this study used a shorter set of questions which took into account the overall survey length, and was validated by the People's Voice Board who found it to be simpler and clearer to answer.

The food insecurity classification was used as an input to the segmentation (see Chapter 7), and established tiers within "food secure" groups which the traditional USDA approach does not draw out. This approach was not designed to provide a food insecurity statistic directly comparable to that calculated in other research such as Food & You 2, but to enable the FSA/FSS to isolate food security cohorts in a more granular analysis and to understand the tipping point between those less secure and those more secure.

Further detail about the food insecurity measure developed for this study can be found in Chapter 7.

3.4.5 Food Influences (Q14-Q15)

This brief section looked at the sources of information used and trusted by participants for information around food, as well as social media usage. The data from these questions was intended to add to the segment profiling detail, as well as giving an indication of current perception of the FSA and FSS.

---

[3] Definition of food security aligned with that of the United States Department of Agriculture, see USDA measures.

3.4.6 The Future of Food (Q16-Q21d)

This section focused on future interest, concerns and priority areas for action as seen by the public with a three-year horizon. Questions explored future dietary changes, wider concerns for the future of food, wider interests in terms of what issues were judged to be most important to participants and which they would like to be prioritised by Government and the food industry. Consumer interests in specific action areas for the FSA / FSS were also assessed.

3.4.7 About You and Your Household (F1-F6)

This final section asked participants further classification questions about their personal circumstances, such as ethnicity, education levels, income and long-term health conditions, as well as household composition. These questions were primarily intended to gather additional demographic data to assist profiling and enable analysis of the data through multiple socio-demographic lenses.

3.5 Wellbeing Pack

Given the sensitive and emotional nature of the topics explored, a bespoke participant wellbeing pack was created in the qualitative stage of the project, including information about organisations that provide help together with materials to help manage stress and overwhelm. A version of this pack was available for all participants to download at the end of the quantitative survey.

Of the 6175 consumers who completed the survey, 1962 (31.8%) expressed an interest in having access to the wellbeing pack - 1073 (17.4%) actually clicked on the link to access the pack while the survey was live.

3.6 Online survey

ERS worked in partnership with our panel partner to set up the questionnaire in its online form. Our panel partner was responsible for scripting the survey in-house into their platform using their proprietary survey tool questions.

Once the survey was scripted, ERS undertook rigorous accuracy and logic checks to ensure that the questionnaire was correctly represented, and that all routing and coding were correctly scripted. Format checks were also made to ensure that contents were displayed in a clear and legible way on a range of devices and screen sizes. After a first round of checks, the FSA / FSS reviewed the online version and provided further feedback. Once all checks were complete, final end-to-end run throughs were conducted by independent ERS and Bright Harbour team members to provide a fresh verification and ensure all points raised in earlier checks had been addressed.

4. Quantitative Sampling

4.1 Sample design

The sample was designed to be representative of the four nations of the United Kingdom. Data was gathered from a range of sources to set quotas for each nation, as per the below tables.

Table 4a. Sample sizes and assumptions for England

Quota 1: Age/Gender (NB: Max 1% Other)

Quota	Target sample: %	Target sample: 4200
Men 18-44	22%	922
Men 45+	28%	1178
Women 18-44	22%	922
Women 45+	28%	1178

Data source: 2020 ONS mid year population estimates for the four nations

Quota 2: Region

Quota	Target sample: %	Target sample: 4200
North of England	30%	1260
Midlands + East of England	30%	1260
South	40%	1680

Data source: 2020 ONS mid year population estimates for the four nations

Quota 3: Socio-economic classification

Quota	Target sample: %	Target sample: 4200
AB	23%	964
C1C2	52%	2165
DE	25%	1070

Data source: Approximated data from 2011 Census (latest data)

Quota 4: Ethnicity (monitoring no screenouts)

Quota	Target Sample % of 4200	Target Sample of 4200
White	85%	3566

Mixed or multiple ethnic groups	2%	74
Asian	8%	334
Black / African / Caribbean	4%	148
Other ethnic group	2%	78
Net BAME	**15%**	**634**

Data source: <u>2016 ONS population estimates by ethnicity</u>

Quota 5: Long-term medical condition (Monitoring, no screen outs)

Quota	Target Sample % of 4200	Target Sample of 4200
With long term medical condition	30-40%	1260-1680

Data source: <u>2019 ONS pan UK data</u>

Table 4b. Sample sizes and assumptions for Wales
Quota 1: Age/Gender (please note max 1% other)

Quota	Target Sample % of 500	Target sample of 500
Men 18-44	20%	102
Men 45+	30%	148
Women 18-44	20%	102
Women 45+	30%	148

Data source: <u>2020 ONS mid year population estimates for the four nations</u>

Quota 2: Region
Not applicable

Quota 3: Socio-economic classification

Quota	Target Sample % of 500	Target sample of 500
AB	18%	90
C1 and C2	52%	262
DE	30%	148

Data source: [Approximated data from 2011 Census (latest data)](#)

Quota 4: Ethnicity (monitoring, no screenouts)

Quota	Target Sample % of 500	Target sample of 500
White	96%	479
Mixed or multiple ethnic groups	1%	4
Asian	2%	10
Black / African / Caribbean	1%	3
Other ethnic group	1%	4
Net BAME	**4%**	**21**

Data source: [2016 ONS population estimates by ethnicity](#)

Quota 5: Long-term medical condition (Monitoring, no screen outs)

Quota	Target Sample % of 500	Target sample of 500
With long term medical condition	30-40%	150-200

Data source: [2019 ONS pan UK data](#)

Table 4c. Sample sizes and assumptions for Northern Ireland
Quota 1: Age/Gender, please note: Maximum 1% other

Quota	Target Sample %	Target sample out of 500
Men 18-44	22%	111
Men 45+	28%	139
Women 18-44	22%	111
Women 45+	28%	139

Source: [2020 ONS mid year population estimates for the four nations](#)

Quota 2: Region

Not applicable

Quota 3: Socio-economic classification

Quota	Target Sample %	Target sample out of 500
AB	17%	85
C1C2	52%	259

DE	31%	155

Source:

Quota 4: Ethnicity (monitoring, no screen outs)

Quota	Target Sample %	Target sample out of 500
White	98%	491
Mixed or multiple ethnic groups	0%	2
Asian	1%	5
Black / African / Caribbean	0%	1
Other ethnic group	0%	1
Net BAME	**2%**	**9**

Source:

Quota 5: Long term medical condition

Quota	Target Sample %	Target sample out of 500
With long term medical condition	30-40%	150-200

Source:

Table 4d. Sample sizes and assumptions for Scotland
Quota 1: Age/Gender

Quota	Target Sample %	Target sample out of 1000
Men 18-44	21%	213
Men 45+	29%	287
Women 18-44	21%	213
Women 45+	29%	287

Source:

Quota 2: Region
Not applicable.

Quota 3: Socio-economic classification

Quota	Target Sample %	Target sample out of 1000
AB	19%	186
C1C2	54%	536
DE	28%	279

Source:

Quota 4: Ethnicity (monitoring, no screenouts)

Quota	Target Sample %	Target sample out of 1000
White	96%	957
Mixed or multiple ethnic groups	0%	1
Asian	3%	27
Black / African / Caribbean	1%	10
Other ethnic group	0%	4
Net BAME	**4%**	**42**

Source: 2019 Scottish Annual Household survey

Quota 5: Long-term medical condition (monitoring, no screenouts)

Quota	Target Sample %	Target sample out of 1000
With long term medical condition	30-40%	300-400

Source: 2019 ONS pan UK data

4.2 Sample source

The participant sample was provided by a leading panel partner, who also managed the distribution of the online survey to members of their consumer panel, hosted in the UK, Surveybods. Panel members (in general, not specifically for this research) are recruited through various channels to ensure a wide spread of UK consumer audiences across the panel as a whole; including but not limited to social media affiliations, banking promotions, student life promotions and several other activities such as in some instances peer-to-peer recommendation. Panel applicants have to double-opt in their email address and complete a detailed profiling questionnaire which is closely quality checked before being validated. In addition, our panel partner has a further extensive network of panel partners that also meet panel eligibility standards upon which they can draw to meet specific audience profiles.

4.3 Sampling methodology

The targeting of participants was managed by our panel partner according to the quotas set on age, gender, region and socio-economic classification of the Chief

Wage Earner; in addition, where ethnicity information was held in the database, this was also sampled in order to ensure the views of participants from BAME groups specifically were represented. Information on ethnicity and long-term health conditions was collected at the end of the survey: ethnicity, because we did not allow screenouts or quotas on this characteristic (in accordance with the MRS Code of Conduct); long-term health conditions, because the panels used did not hold this information, and therefore could not target these participants specifically.

In order to meet the desired quotas and targets, those participants known to be 'harder to reach' – males aged 18-24 from BAME groups - were invited first. Respondents in Scotland and Northern Ireland were also targeted early on, as the research had ambitious targets relative to the size of these nations (1000 for Scotland and 500 for Northern Ireland).

Approximately 90,000 invitations to the survey were sent out, and invitations were sent out to fresh sample once or twice a day based on the progress of the survey. A dedicated project manager was responsible for the sampling, and additional resource worked at the weekends to ensure that sampling continued 7 days a week.

5.   Quantitative Fieldwork & Response Rates

5.1 Questionnaire completion

The online survey was live from the 14th to 28th January 2022. The average (mean) completion time for the survey was 20 minutes, whilst the median time was higher at just under 26 minutes. The survey platform calculated completion times on all completes – so if a participant paused their survey response, and completed it at a later stage, their completion time would be significantly longer than 20 minutes, driving the median completion time up. 80% of survey respondents (4945) completed the survey in one sitting.

5.2 Response rates

A proportion of potential respondents were screened out in the early stages of the questionnaire and never completed the survey or counted towards it in any way. The breakdown of reasons for screenouts is given in Table 4a.

Table 5a. Numbers of respondents screened out of the survey

Reason for screen out	Number of participants
Rejection of cookie policy	173
Failure at Recaptcha screening	305
Under 18	29
Work in related industries	1485
Live outside the UK	29
Over quota (for example, the quota for their demographic profile was already complete)	1453

5.3 Achieved sample

Demographic quotas were set at the total level, as well as within nations, to ensure the sample was nationally representative on the following criteria:

- Age band/ gender interlocked

- Socio-economic group
- Regional quota (England only: North, Midlands & East, South)
- BAME across all non-White groups (Monitoring only)
- Long-term health conditions (Monitoring only)

The samples for Wales, Northern Ireland and Scotland were boosted in order to achieve robust bases in the devolved nations. Hence why, while Northern Ireland represents 3% of the UK population ('Target %' below), participants numbers were boosted by 350 to a total of close to 500, representing 8% of the final sample ('Final %' below). The final sample was weighted so that each nation was represented in line with its share and profile of the UK population - more information can be found in Chapter 6, section 6.3.

Table 5b. Final achieved sample

Description	UK national sample: Target counts	UK national sample: Target %	Devolved nations: Boost targets	Final research sample achieved: final counts	Final research sample achieved: final %
England	4200	84%	-	4118	67%
Wales	250	5%	250	507	8%
Northern Ireland	150	3%	350	478	8%
Scotland	400	8%	600	1072	17%
UK Total	**5000**	**100%**	**1200**	**6175**	**100%**

6.   Data validation and management

6.1 Overview

When analysing data from the research 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 between self-reported and actual observable measures.

6.2 Data quality checks

A number of data checks were completed both during and at completion of fieldwork, to ensure the quality of the data collected. These checks are outlined in the below paragraphs.

Initially the survey was "soft launched": this means that it was sent to a relatively small sample from the panel, in order to conduct early data checks on a data set containing at least 200 responses. These checks were carried out on 297 completed interviews on 17th January 2022, after the survey had been fielded for the 14th – 16th January weekend, representing 4.8% of the final sample. Data checks performed at this stage showed that the survey was operating correctly, and that no remedial action was needed in terms of survey contents or data file labelling. Respondents out of these 297 failing quality checks such as speeding or bad verbatims were removed as part of the ongoing quality checks after 17th January 2022 and are counted in the figures shown in Table 6a.

Similar checks were conducted throughout the fieldwork period, and in total the number of respondents removed from the survey for quality reasons are shown in Table 6a, with further explanation provided in sections 6.2.1 through to 6.2.5.

Table 6a. Number of respondents removed from the survey for quality reasons

Reason for removal	Number of participants
Partial completion of the survey	1109
Speeders	429

Failure of logic questions	5
Bad verbatim responses	336
Straightliners at all 6 attitudinal statements	118
Straightliners at 2-5 attitudinal statements	198

6.2.1 Partial completion

This refers to participants who started the survey but did not complete it or failed to submit their responses. These partial or "incomplete" surveys were removed from the final data set and did not contribute to the responses reported for this research.

6.2.2 Speeders

On the basis of the soft launch, the median survey completion time was defined as just under 26 minutes. Thereafter, a code was applied in the script to flag respondents termed as "speeders", those completing the survey too quickly to have given a considered response. The criteria for being removed as a speeder was anyone completing the survey in less than 13 minutes (less than half the median completion time).

6.2.3 Logic questions

Within the online survey, a number of simple logic questions were built in for quality purposes. Unrelated to the survey subject, they were included to ensure that respondents were correctly reading questions and giving logical answers. Anyone who answered two or more of these logic questions incorrectly was removed from the data on an ongoing basis as the survey was in the field, and checked again at the end of fieldwork.

6.2.4 Bad verbatim responses

There was one open-ended question in the survey, which enabled respondents to give an answer in their own words to the question:

"Thinking about the future of food in the UK over the next 3 years, is there anything that immediately comes to your mind as something you are concerned about?" (Q17)

An online question format was used to invite respondents to give as much detail as possible by providing an answer strength rating based on the number of words given. Regularly during fieldwork, a manual process was undertaken by the ResearchBods quality team to check the verbatim answers given, in order to remove respondents who had input answers that were either clearly unrelated to the question, made of random text (such as a string of unrelated letters), used bad language when out of context or any other answers that did not make sense in the context of the question. Participants who failed the quality checks for reasons of bad verbatims were removed.

6.2.5 Straightliners

Respondents who straightlined (gave the same answer across all blocks of attitudinal statements at Q1, Q5, Q8, Q9, Q10 and Q11) were flagged with a view to removing their responses at the data cleaning stage. On close analysis at the end of fieldwork, it was found that the 247 respondents who straightlined at just one attitudinal question block had provided logical responses both in the attitudinal statements and across the remainder of the survey. Those who straightlined at two or more attitudinal questions blocks (including those who straightlined across all six) were removed from the data at the secondary stage of data cleaning. This extra cleaning ensured a high quality base sample for the segmentation with all final respondents having good variation across these key banks of questions.

6.3 Weighting

As previously outlined, demographic quotas were set at the total level, as well as within nations, to make the sample nationally representative, and the samples for Wales, Northern Ireland and Scotland were also boosted.

In order to provide an accurate data set for the UK as a whole, weights were applied to bring the devolved nations back to their naturally occurring proportions in terms of population size. As nationally representative quotas had been set within nations already, no further weights were required when creating a representative UK total.

Table 6b. Weighting factors applied

Level Description	Final research sample achieved Counts and %	Weighting factor	Final research sample weighted
England	4118 and 67%	1.0000	**84%**
Wales	507 and 8%	0.4931	**5%**
Northern Ireland	478 and 8%	0.3138	**3%**
Scotland	1072 and 17%	0.3731	**8%**
UK TOTAL	**6175 and 100%**	-	**100%**

Table 6c. Profile of weighted sample by nation

Nation	% unweighted sample	% weighted sample	Unweighted sample (number of interviews)	Weighted sample
Total UK	100%	100%	6175	4918
England, Wales, Northern Ireland	83%	92%	5103	4518
England	67%	84%	4118	4118
Wales	8%	5%	507	250

Nation	% unweighted sample	% weighted sample	Unweighted sample (number of interviews)	Weighted sample
Northern Ireland	8%	3%	478	150
Scotland	17%	8%	1072	400

Table 6d. Weighted demographic profile of survey participants

Gender

Factor	Total UK sample	England	Wales	Northern Ireland	Scotland
Male	50%	50%	48%	48%	49%
Female	50%	50%	52%	52%	50%
Non-binary/ Other	<1%	<1%	<1%	<1%	1%

Age

Factor	Total UK sample	England	Wales	Northern Ireland	Scotland
18-44	43%	43%	41%	45%	43%
45+	57%	57%	59%	55%	57%

Ethnicity

Factor	Total UK sample	England	Wales	Northern Ireland	Scotland
White	87%	86%	93%	93%	92%
Mixed/ multiple ethnic background	4%	4%	4%	2%	4%
Asian	5%	5%	1%	1%	2%

Factor	Total UK sample	England	Wales	Northern Ireland	Scotland
Black / African/ Caribbean	2%	2%	1%	1%	0%
Other ethnic group	0%	0%	0%	0%	0%
NET: BAME	11%	12%	6%	4%	7%

6.4 Data set up

From the outset, the data set up process was conducted with reference to the FSA/FSS's accessibility formatting requirements. Further detailed discussions and iterative reviews with the FSA's accessibility teams ensured that final deliverables met these requirements.

Initial respondent level data checks and file set up were done based on respondent level data (in SPSS file format). This involved

- updating question and answer labels (for example correcting spelling/grammar, completing any cut off question text and removing any redundant scripting language or additional fieldwork instructions)
- creating recoding syntax (for example creating net summaries and composite measures, such as the food security groupings, agreed as part of the table specification)
- recoding the bases for any questions with routing to the relevant respondent base for analysis
- creating the weighting variable to correct the total nation distributions (as described above)

Final respondent level data is available from the FSA/ FSS in SPSS file format.

6.5 Table production and checks

A detailed table specification outlining the contents of the data tables was created and agreed with the FSA/FSS prior to the production of data tables. Minor adjustments were made as the analysis developed.

In order to facilitate meeting the accessibility requirements the data tables were produced using Q Research Software (for example, the cleaned SPSS respondent dataset was uploaded in this software). Ultimately however, in order to meet all of the accessibility requirements, a lot of the final data table formatting had to be done manually. To mitigate against any potential errors that this additional formatting process may have introduced, an extensive checking process was conducted across both interim as well as final data table versions.

The initial tables were checked individually one by one in terms of base sizes, spelling, complete text, question labels, and data spot checks. Subsequent tables underwent spot checks on 20% of tables, ensuring a cross-section of question formats were selected (including Yes/No responses, scaled questions, multi-choice questions).

At the end of the project, a clean set of tables were run for the following geographies, with full accessibility settings:

- Whole of UK
- England, Wales & Northern Ireland
- Scotland
- Wales
- Northern Ireland
- England

All further details regarding table contents can be found on the Cover Note and Table of Contents tabs in the data tables.

6.6 Open answer coding

As previously outlined, one open-ended question was included in the survey, such that respondents had the opportunity to give an answer in their own words to the question:

"Thinking about the future of food in the UK over the next 3 years, is there anything that immediately comes to your mind as something you are concerned about?" (Q17)

In order to analyse the responses to this question, several functions of the Q software were employed. An initial setup and cleaning phase took place in the Q data file where all response text was broken down into a collection of individual words, and their frequency identified. Following this, Q's Word Cloud feature was used in order to show words in proportion to how often they occurred in the open-ended responses – the larger the word, the more often it was mentioned, and thus an overview of themes was established. From this, a code frame was built across the core themes within Q. The data then underwent a process of semi-automatic categorisation, allocating responses to one or more codes. Finally, a manual process was completed to code all remaining responses, such that every respondent's answer was allocated to one or more key themes for analysis.

7. Food Insecurity Measures

Given the prevalence of consumer concerns around food prices and their impact on food choices identified in the qualitative stage, and with the input of the People's Voice Board and academic validation from Dr Christian Reynolds at the Centre for Food Policy at City, University of London, a bespoke approach to food security was implemented in the quantitative stage.

"This approach was not designed to provide a food insecurity statistic directly comparable to that calculated in other research such as Food & You 2, but to enable the FSA/FSS to isolate food security cohorts in a more granular analysis and to understand the tipping point between those less secure and those more secure."

This approach built on the USDA food insecurity measure but was designed to provide a comprehensive view of the range of food behaviours that consumers experience in relation to financial pressures. Indeed, participants in the qualitative stage of this research indicated that food insecurity can manifest itself through many behaviours - not all represented in the USDA model - which we wanted to reflect in this research.

7.1 The USDA model

The USDA model is academically validated but focuses only on a few measures of food security. Using this model would have enabled direct comparability to "Food & You" and involved a simple calculation to allocate people into 6 groups.

The USDA model offers two options: a 6-question module, and a 12-question module[4]. For reasons of time constraints in the quantitative survey, and under academic guidance as outlined earlier in this chapter, we piloted the shorter, 6-question module during the questionnaire design phase.

---

[4] See USDA. Guide to Measuring Household Food Security. 2000.

The USDA model short version attributes up to 6 points based on frequency and Yes/No answers, as outlined in Table 7a below.

Table 7a. USDA questions, short module (6 questions)

Question reference	Question	Scoring
HH3	How often was this statement true for you or your household in the last 12 months – The food that I/we bought just didn't last, and I/we didn't have money to get more	"**Often** true" or "**sometimes** true" = 1 point Never true / DK / Prefer not to say = 0 point
HH4	How often was this statement true for you or your household in the last 12 months – We couldn't afford balanced meals	"**Often** true" or "**sometimes** true" = 1 point Never true / DK / Prefer not to say = 0 point
AD1	In the last 12 months, did you or other adults in your household ever cut the size of your meals or skip meals because there wasn't enough money for food?	"**Yes**" = 1 point No / DK = 0 point
AD1a	How often did this happen in the last 12 months?	"**Almost every month**" or "**Some** months" = 1 point "Only 1 or 2 months" or DK = 0 point
AD2	In the last 12 months, did you ever eat less than you felt you should because there wasn't enough money for food?	"**Yes**" = 1 point No / DK = 0 point
AD3	And in the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food?	"**Yes**" = 1 point No / DK = 0 point

Based on their response at each statement, each participant receives a score between 0 and 6. This score determines their food security level by allocating people into one of three groups:

- Very low security (score 5 or 6)
- Low security (score 2 to 4)
- Marginal or high security (score 0 or 1)

7.2 Rationale for developing a bespoke model

The USDA is academically validated, is comparable to the approach used in Food & You 2 (the FSA flagship survey that provides a national statistic) and requires a simple point-based calculation to determine food security levels, as outlined in section 7.1. However, our qualitative work showed that food insecurity can involve behaviours not covered by the USDA model, which we wanted to reflect, in particular to tease out any tipping point within those with marginal or high insecurity.

Specifically, the issues were felt to be as follows:

- The USDA model does not capture usage of food banks, which were known to be on the rise in the UK.
- The USDA model focuses on a subset of food security behaviour, but does not include "softer" measures such as bulking out meals with cheap ingredients or trading down from brands to own label products for price reasons.
- Consumers in the People's Voice Board (PVB) felt that the USDA questions were intrusive, which made them feel uncomfortable. They also felt they did not entirely reflect their behaviours: something was missing.
- Consumers in the PVB wanted to see a greater diversity of behaviours reflected in the food security questions, to accurately represent them.
- In the qualitative stage we identified behaviours that denoted people who, whilst not categorically food insecure, were potentially at risk, and the USDA model does not provide a measure of those at risk.

7.3 Bespoke model

Our bespoke model built on the USDA approach with additional consumer inputs from the qualitative stage in terms of additional indicators of food insecurity.

The bespoke model articulated three core components:

- Overarching frequency scale: a measure of how often money worries have impacted food choices; this was more generic than the USDA frequency

scale which is based on frequency of specific behaviours. This frequency scale was used as a weight in the food security allocation in this bespoke approach.

- 6 "hard" insecurity measures: directly inspired by the USDA approach, these focus on traditional markers of food insecurity.
- 7 "soft" insecurity measures: complementing the USDA approach, these were drawn from qualitative insights.

7.3.1 Bespoke model questions

Respondents answered Qx1 first then saw all statements at Qx2 in randomised order, and were asked to select all that they had experienced in the last 12 months.

Table 7b. Bespoke model parameters

Question reference	Question	Scoring
QX1.	In the last 12 months, how often have you felt that you had to cut back on food or change your behaviour around food because of money worries?	Never=1 Only 1 or 2 months = 2 Some months not every months = 3 Almost every month = 4 Every month or more = 5
Qx2 (6x "hard" insecurity measures)	**Which, if any, of the following have you experienced in relation to food in the past 12 months? (Select all that apply)** 1. Found myself unable to buy food due to lack of money 2. Been unable to afford to eat healthy balanced meals 3. Cut meal size / eaten less because there wasn't enough money for food 4. Skipped meals because there wasn't enough money for food 5. Been hungry but didn't eat because there wasn't enough money for food	For each statement selected, 1 point is accrued. In effect: Selecting= 1 point Not selecting = 0 points Each respondent received a minimum of 0 points and a maximum of 6 points for these statements.

Question reference	Question	Scoring
	6. Obtained food from a food bank, a local community group or charity	
Qx2 (6x "soft" insecurity measures + Other)	**Which, if any, of the following have you experienced in relation to food in the past 12 months? (Select all that apply)** 7. Reduced the quantity of fresh produce or fresh foods I buy, to save money 8. Had to buy cheaper food that compromises on animal rights, environmental standards or worker treatment 9. Swapped branded products for cheaper alternatives to fit my budget 10. Cooked from scratch something I used to buy ready-made in order to spend less 11. Wanted to, but couldn't afford to buy locally produced foods 12. Bulked out meals with cheaper ingredients to reduce costs 13. Another behaviour change around food due to money worries	For each statement selected, 1 point is accrued. In effect: Selecting= 1 point Not selecting = 0 points Each respondent received a minimum of 0 points and a maximum of 7 points for these statements.

7.3.2 Bespoke model logic

The approach was based on using the frequency of food choices influenced by money worry (Qx1) to modulate the responses to "hard" insecurity measures (Qx2 statements 1 to 7). In effect, someone with frequent money worries affecting their food choices and selecting 3 "hard" statements would receive a higher insecurity score than someone with infrequent money worries selecting the same 3 "hard" statements.

This was probably the main point of difference with the USDA approach: the USDA system treats frequency responses as a binary choice (High frequencies=1

point, Low frequency=0) which is then added to binary Yes/No answers to produce an aggregated score, whereas the bespoke model treats the single frequency response as a scale which is then used to weight an aggregated score based on Yes/No selections.

However, as with the USDA model of 6 questions, which draws a line between those more secure and those less secure, the bespoke model also aimed to identify these groups, but using a tiered logic: the bespoke approach sought to identify first whether any "hard insecurity" behaviours were present (Qx2 statements 1 to 6), in which case the resulting score would be weighted by the frequency scale and the respondent allocated to a less secure group. If no "hard insecurity" behaviours were reported, the model would then look at the "soft insecurity" behaviours (Qx2 statements 7 to 13) and count the resulting score without weighting it by the frequency scale. If no insecurity behaviours of any kind were reported, the respondent would be classified as "fully secure".

As with the USDA model, the bespoke model produces one score per participant using the following logic:

1. "Hard insecurity" score: sum of scores at Qx2 statements 1-6 (minimum 0 maximum 6)
   a. If "hard" score=0, Go to 2.
   b. If "hard" score =1 to 6, multiply "hard" score x frequency at Qx1 (weights of 1 to 5) to calculate insecurity score; this would produce a score between 1 and 30
2. "Soft insecurity" score: sum of scores at Qx2 statements 7-13 (minimum 0 maximum 7)
   a. If "hard" score >0 at Step 1, disregard "soft" score.
   b. If "hard" score=0, allocate sum of "soft" scores as insecurity score; this would produce a score between 0 and 7

The allocation into a food insecurity group would first establish the presence or absence of hard insecurity behaviours, with a distinct logic applied if there were

"hard insecurity" indicators (in which case the score would be multiplied by the overall frequency) or there were none (in which case the "soft insecurity" score would be used as a straight count of statements 7-13 selected).

Anyone selecting at least 1 "Hard insecurity" answer is automatically directed towards very low, low or marginal security groups : the number of "hard" behaviours is multiplied by frequency, and the resulting weighted score reviewed against thresholds to determine allocation into 'Very low, low or marginal'. For those with no "hard security" answers, the allocation is based on the number of "soft" security behaviours they have experienced.

7.3.3 Bespoke model thresholds - Round 1

The initial model envisaged theoretically set thresholds as shown in Table 7c:
- threshold for "very low security" was set to 13.5 as this was the top quartile of scores between 0 and 30
- threshold for "low security" was set to 6 as this was the threshold for the median of scores between 0 and 30
- threshold for "high risk" was based on qualitative discussions, where those experiencing 5 or more "soft" behaviours felt at high risk of insecurity (though this was a qualitative interpretation rather than a data-driven quantification)

Table 7c. Bespoke model thresholds - Round 1

Logic	Calculation	Possible range	Threshold	Definition
Hard security score > 0	Count Qx2 statements 1 to 6 x Qx1	1 to 30	Score >=13.5	Very low security
Hard security score > 0	Count Qx2 statements 1 to 6 x Qx1	1 to 30	Score >=6 and < 13.5	Low security
Hard security score > 0	Count Qx2 statements 1 to 6 x Qx1	1 to 30	Score >0 and < 6	Marginal security

Logic	Calculation	Possible range	Threshold	Definition
Hard security score =0	Count Qx2 statements 7 to 13	0 to 7	Score 5, 6 or 7 out of 7	High risk
Hard security score =0	Count Qx2 statements 7 to 13	0 to 7	Score 1 to 4 out of 7	Low risk
Hard security score =0	Count Qx2 statements 7 to 13	0 to 7	0 hard statements, 0 soft statements	Fully secure (no risk)

7.3.4 USDA scores approximation - Round 1

As statements 1-6 in the bespoke model were directly inspired by the USDA measures, we were able to approximate a USDA 'equivalent' score retrospectively . This was done not to establish a direct comparison with other FSA studies that use the USDA approach, such as Food & You 2, but to validate the bespoke approach and ensure the calculated USDA scores were broadly in line with other recent evidence.

In setting up this calculation, the inputs from Qx1 and Qx2 were treated as shown in Table 7d.

Table 7d. Equivalence between bespoke and USDA questions - Round 1

Question reference	Question	USDA equivalence	Scoring for USDA approximation
Qx2 Statement 1	**Experienced this in last 12 months**: Found myself unable to buy food due to lack of money	HH3	Selected = 1 point (equivalent to USDA "often true" or "sometimes true") Not selected = 0 points
Qx2 Statement 2	**Experienced this in last 12 months:** Been unable to afford to eat healthy balanced meals	HH4	Selected = 1 point (equivalent to USDA "often true" or "sometimes true") Not selected = 0 points

Question reference	Question	USDA equivalence	Scoring for USDA approximation
Qx2 Statement 3	**Experienced this in last 12 months:** Cut meal size / eaten less because there wasn't enough money for food	AD1	Selected = 1 point (equivalent to USDA "yes") Not selected = 0 points
Qx1	**Frequency of changing food e behaviour due to money worries**	AD1a	Answer at Qx1 of "Some months not every month", "Almost every month", oe "Every month or more" are converted to 1 point (equivalent to USDA "Almost every month" and "Some months but not every month"); Answer at Qx1 of "Never" or Only 1 or 2 months" = 0 points
Qx2 Statement 4	**Experienced this in last 12 months:** Skipped meals because there wasn't enough money for food	AD2	Selected = 1 point (equivalent to USDA "yes") Not selected = 0 points
Qx2 Statement 5	**Experienced this in last 12 months:** Been hungry but didn't eat because there wasn't enough money for food	AD3	Selected = 1 point (equivalent to USDA "yes") Not selected = 0 points

7.3.5 Bespoke model evolution and validation

Once final data was available, we modelled the responses based on actual responses from 6175 members of the public, and for comparison purposes against Food & You 2 focused on the 5103 participants from England, Wales and Northern Ireland.

We found that:

- The high risk/low risk splits in the secure groups were not well distributed: when "high risk" was defined as having at least 5 out of 7 soft behaviours

among people who exhibited no hard behaviours, fewer than 1% of consumers were classified as high risk. However we also noted a median of 1 and a mean of 2 soft behaviours among those only selecting soft behaviours, therefore it seemed that the threshold of 5 was too high, and a threshold of 3 would be more realistic to identify those at high risk.

- The thresholds for low and very low security also needed to be adjusted as the original thresholds appeared to underestimate these groups:
    - Food and You 2 wave 3[5] stated: Across England, Wales, and Northern Ireland, 85% of respondents were classified as food secure (72% high, 13% marginal) and 15% of respondents were classified as food insecure (9% low, 6% very low)
    - Our original bespoke model across these three nations suggested: 89% of respondents were classified as food secure (73% high, 16% marginal) and 11% of respondents were classified as food insecure (7% low, 4% very low).
    - Our USDA approximation across these three nations suggested: 77% of respondents were classified as food secure (not split) and 23% of respondents were classified as food insecure (20% low, 3% very low).

Table 7e. Results of original model on final EWNI weighted data

Classification	Wider interest bespoke model, original thresholds	Wider interest USDA equivalent (original approximation)	Food & You 2, direct response to USDA 12 statement module
Very low security	4%	3%	6%
Low security	7%	20%	9%
NET 'Very low' or 'low' security	**11%**	**23%**	**15%**
Marginal security	16%	Not isolated	13%
High risk	<1%	Not isolated	72% across high, low and no risk

[5] Ipsos Mori. Food and You 2 - Wave 3. Food Standards Agency. January 2022.

Classification	Wider interest bespoke model, original thresholds	Wider interest USDA equivalent (original approximation)	Food & You 2, direct response to USDA 12 statement module
Low risk	37%	Not isolated	72% across high, low and no risk
No risk	35%	Not isolated	72% across high, low and no risk
NET 'Marginal' or 'Secure'	**89%**	**77%**	**85%**

The discrepancy in results between the bespoke calculation, the USDA approximation and the Food & You 2 results suggested some variables were working differently to how we expected or that thresholds needed adjusting to reflect the shape of the data. As our model was experimental, we conducted detailed analysis on the patterns of responses and thresholds in order to create a more harmonious alignment.

7.3.6 Bespoke model thresholds - Round 2 (final)

A comparative model was established for 13 scenarios extracted from the data, and selected to represent a comprehensive mix of responses, comparing allocation to food security groups as per the original bespoke model and the USDA equivalent approximation. In parallel to this granular view, statistics were run on the total EWNI responses to determine patterns of response (including means, median and percentiles) at each statement, and map the food insecurity across socio-economic groups as an additional logic validation.

As a result of this analysis, some adjustments were made to the bespoke model for the following reasons:
- In terms of "hard security" behaviours, the median number selected was 4 items, suggesting that anything above 4 denoted higher insecurity.
- The top quarter percentile was 10, suggesting that a score greater than 9 denoted the highest tier of food insecurity.

- A median of 1 and a mean number of 2 soft behaviours among those only selecting soft behaviours, suggested the high risk threshold should be set at 3 to really pull out those at risk among this more secure group.

Table 7f. Bespoke model thresholds - Round 2 (final)

Logic	Calculation	Possible range	Original Threshold	Final threshold	Definition
Hard security score > 0	Count Qx2 statements 1 to 6 x Qx1	1 to 30	Score >=13.5	Score >=9	Very low security
Hard security score > 0	Count Qx2 statements 1 to 6 x Qx1	1 to 30	Score >=6 and < 13.5	Score >=4 and < 9	Low security
Hard security score > 0	Count Qx2 statements 1 to 6 x Qx1	1 to 30	Score >0 and < 6	Score >0 and < 4	Marginal security
Hard security score =0	Count Qx2 statements 7 to 13	0 to 7	Score 5, 6 or 7 out of 7	Score 3 to 7 out of 7	High risk
Hard security score =0	Count Qx2 statements 7 to 13	0 to 7	Score 1 to 4 out of 7	Score 1 to 2 out of 7	Low risk
Hard security score =0	Count Qx2 statements 7 to 13	0 to 7	0 hard statements, 0 soft statements	0 hard statements, 0 soft statements	Fully secure (no risk)

7.3.7 USDA scores approximation - Round 2 (final)

Upon seeing the results detailed in Table 7e earlier, one key question to address was: "do we trust that 23% of participants in January 2022 are classified as having low or very low insecurity when Food & You 2 conducted six months prior set this proportion at 15%?".

Several aspects were reviewed closely:

- Differences in how the questions were asked: it is inevitable that the variation in approach would introduce an element of "noise" when comparing the data. Indeed though the "hard insecurity" statements used in the bespoke model were directly inspired by those used in the USDA approach, they had been adjusted to a multiple-choice selection format.
- The Food & You 2 research used the longer USDA module of 12 questions, whereas the approximation of the USDA score in this research was modelled on the shorter USDA module of 6 questions. Upon investigation, it was found that, compared to the 12 question module, the 6 question module tends to underestimate the % people classified as having very low security[6].
- USDA statistics show little variation year on year, suggesting that a shift from 15% of people classifying as having very low or low security to 23% six-months later would be highly unusual. USA data trends show that food insecurity in the USA has fluctuated from around 10% to 15% - never above 16% (currently at 10.5% in 2020)[7]

The above considerations suggested that the discrepancy observed in our data was more likely to be driven by the way the data was modelled in the approximation calculation rather than by the data itself.

Indeed, upon close examination of responses at each statement, we found that treating the more generic frequency scale used at Qx1 in the bespoke model in the same way as the more specific frequency scale used in the USDA model was introducing a discrepancy: when converting to USDA equivalent it yielded higher

---

[6] See USDA. _Guide to Measuring Household Food Security._ 2000; FS guide.pdf page 27: "The main weakness of the 6-item measure, in comparison to the full scale, is that **it does not capture the more severe range of food insecurity** where children's hunger and more severe adult hunger occur"
[7] USDA Economic Research Service. _Food Security in the US._ United States Department of Agriculture.

endorsement than the USDA scale, pushing many participants into a 'Low security' tier as a result.

- In the USDA approach: frequency is based on cutting down on food due to money issues. As outlined earlier in this section, the approach asks: In the last 12 months, did you or other adults in your household ever cut the size of your meals or skip meals because there wasn't enough money for food? (AD1) and - if the participants answer Yes - they are then asked "How often did this happen in the last 12 months?" - with around 15% of the total sample selecting "Some months not every month" or "Almost every month" (N.B. the option of "Every month or more" does not exist in the USDA model).

- The bespoke approach took a wider perspective, asking "In the last 12 months, how often have you felt that you had to change your behaviour around food because of money worries?" - with around 45% of the total sample selecting "Some months not every month", "Almost every month", or "Every month or more".

As a result, the way the frequency responses were handled in order to approximate the USDA method was adjusted as shown in Table 7g. The treatment of responses at Qx2 statements was unchanged - see Table 7e.

Table 7g. Equivalence between bespoke and USDA questions - Round 2 (frequency)

Question reference	Question	USDA equivalence	Scoring for USDA approximation
Qx1	**Frequency of changing food e behaviour due to money worries**	AD1a	**Round 1 approach for reference** Answer at Qx1 of "Some months not every month", "Almost every month", or "Every month or more" are converted to 1 point (equivalent to USDA "Almost every month" and "Some months but not every month"); Answer at Qx1 of "Never" or Only 1 or 2 months" = 0 points **Round 2 adjustments**

Question reference	Question	USDA equivalence	Scoring for USDA approximation
			Answer at Qx1 of "Some months not every month" no longer accrue 1 point. Only "Almost every month", or "Every month or more" are converted to 1 point (equivalent to USDA "Almost every month" and "Some months but not every month"); Answer at Qx1 of "Never" or Only 1 or 2 months" *or "Some months not every month"*= 0 points

The impact of this adjustment brough the figures closer to the distribution observed in Food & You 2, as shown in the second column in Table 7h.

Table 7h. Impact of frequency score adjustments on USDA approximation

Classification	Wider interest USDA equivalent (original approximation)	Wider interest USDA equivalent (adjusted approximation)	Food & You 2, direct response to USDA 12 statement module
Very low security	3%	3%	6%
Low security	20%	15%	9%
NET 'Very low' or 'low' security	**23%**	**18%**	**15%**

7.3.8 Bespoke model final distribution

Taking into account the adjustments detailed earlier in this Chapter, the final food security classification in England, Wales and Northern Ireland was as shown in Table 7i.

Overall, this yielded good alignment with the Food & You 2 results, and good alignment also with the USDA approximation in terms of the Net 'very low or low' security and Net 'marginal or secure' attribution.

Table 7i. Results of final model on final EWNI weighted data

Classification	Wider interest bespoke model, adjusted thresholds	Wider interest USDA equivalent (adjusted approximation)	Food & You 2, direct response to USDA 12 statement module
Very low security	8%	3%	6%
Low security	11%	15%	9%
NET 'Very low' or 'low' security	**19%**	**18%**	**15%**
Marginal security	9%	Not isolated	13%
High risk	6%	Not isolated	72% across high, low and no risk
Low risk	31%	Not isolated	72% across high, low and no risk
No risk	35%	Not isolated	72% across high, low and no risk
NET 'Marginal' or 'Secure'	**81%**	**82%**	**85%**

8. Quantitative Segmentation

8.1 Segmentation Input Variable Exploration

This initial part of the analysis identified the most relevant and differentiating themes to use to pull the segmentation universe apart (and the key variables within each). A key focus was also to reduce the number of input variables in order to end up with a concise and easy to understand segmentation model that could be recreated with a succinct set of golden questions in future research. Golden questions are a short set of statements identified in the original research as being good predictors of segment allocation.

This chapter outlines the key steps that were followed to create a segmentation.

8.1.1 Identifying the themes

Exploratory factor analysis was used in order to identify the key themes at play within the dataset. In this initial step all the attitudinal statements were explored (59 statements in total across Q1, Q5, Q8, Q9, Q10 and Q11). A separate exploration was also conducted across Q18 and Q19a variables. The first step was to input all the different battery sets into the factor analysis separately and run the analysis across the full UK sample and also separately for Scotland. This analysis was reassuring in that it confirmed that the themes expressed within Scotland were very similar / in-line with the themes seen in the overall UK sample. However, running the factor analyses across each battery separately brought up a lot of similar and repetitive themes. Following this, Q1, Q5 and Q8-Q11 were explored together. This immediately improved the definition of the themes by bringing together statements from different sections (and again the analysis in Scotland looked very similar to the rest of the UK). All the batteries were then also run together (Q1, Q5, Q8-Q11), producing even more sensible results, so from that point on the analysis was focused across the full batteries together.

8.1.2 Reducing the themes / input variables

The previous step of the analysis identified 17 themes (defined by all 59 attitudinal statements). As a rule of thumb, usually at least 50% of the variables inputted into a segmentation are subsequently needed as golden questions (so in this instance this guided us to try and input no more than around 20-25 statements). In order to reduce this list of statements, the distribution of all the attitudinal statements asked on the survey was checked (at the total level, across nations as well as nation groupings), and reviewed via the following steps

1. The first consideration was to check whether anything markedly different was going on across any of the nations (especially Scotland) in terms of agreement/ disagreement across key input statements that would make us concerned that a UK wide framework may not apply. Although there are some slight differences in response (mostly around healthy diet and environmental / animal concerns), these differences were only slight skews and the overarching patterns of responses across the nations were certainly sufficiently similar to confirm that a UK wide framework would work well and that we could expect to capture the nuances across nations with skews in different segment sizes across the nations.

2. The next step was to flag for potential exclusion those variables that had more skewed distributions (there is no point in including a statement that many / few people agree with in the drivers of the segmentation as it won't be helpful in pulling apart the segmentation universe). On review of the data, we set rules that:

    i. Statements with less than 10% agreement / disagreement would immediately be flagged for exclusion.

    ii. Statements with less than 20% agreement / disagreement would be marked as borderline, and also prioritised for exclusion from within themes that had more differentiating statements to define them.

3. Within each theme a scale reliability analysis further flagged which variables could be removed from each theme without affecting its overall definition.

4. Via the above steps, 27 statements were flagged for exclusion, leaving 32 statements, which was still too high.

5. The remaining variable list was therefore further refined to 25 by removing themes / statements which, based on discussion and consultation, were felt to be less interesting / relevant overall.

8.1.3 Input variable recommendation

This process resulted in the following core themes and input variables:

Core theme	Input Variables
Prioritising healthy eating	Health is the first thing I think of when I buy food for myself/my household (Q9_8)
Prioritising healthy eating	I often select food because of its specific health properties (Q9_7)
Caring about environment/ ethical impact of food	I pay close attention to the environmental or ethical impact of the products I buy (Q1_8)
Caring about environment/ ethical impact of food	I'd love to understand how to have a more eco-friendly diet (Q11_10)
Caring about environment/ ethical impact of food	I worry about the impact of our food system on the environment (Q11_3)
Buying local	I actively try to buy from local producers or local food businesses (Q11_7)
Paying attention to ingredients/ info on pack	I avoid buying foods that contain ingredients such as trans fats / palm oil / preservatives / E numbers (Q8_6)
Understanding on-pack information	I find it difficult to really understand what a product contains (Q8_3)
Understanding on-pack information	I am concerned that the way allergens are labelled on food packs is unclear (Q8_7)
Enjoying / exploring food	I love discovering new tastes or recipes (Q5_3)
Seeking premium	I feel able to afford the quality of food I want at all times (Q10_1)
Seeking premium	Premium food products are a big part of my regular shop (Q10_2)
Being optimistic/ trusting authorities & systems	I trust that the government acts in my best interests (Q1_9)

Core theme	Input Variables
Being optimistic/ trusting authorities & systems	I believe that most big food companies treat their workers fairly (Q11_5)
Being optimistic/ trusting authorities & systems	I'm confident that future generations will have enough good quality food to eat (Q11_4)
Prioritising convenience	I often rely on quick-to-prepare convenience foods (for example, ready-meals, frozen pizza, fish fingers, nuggets etc) (Q10_10)
Prioritising convenience	Heavily processed foods are often the only option available to me (Q10_6)
Distrusting intention of health foods/ barriers to access	I often feel that foods labelled as 'healthier options' (for example, low fat, low sugar, plant-based meat alternatives) are unhealthy in other ways (Q9_3)
Distrusting intention of health foods/ barriers to access	I feel supermarkets encourage me to buy unhealthy foods (Q9_4)
Focus on long-term health	I worry about the long-term impact on my health of the food I eat (Q9_1)
Seeking lowest price	When I buy food, I look for the lowest price as a priority (Q10_5)
Prioritising filling foods	When I shop, I prioritise foods that are filling and make people feel full for longer (Q9_5)
Juggling the burden	I feel the burden of managing food in the household falls on my shoulders (Q5_10)
Juggling the burden	I find it difficult to juggle the tastes and needs of everyone in my household (Q5_4)
Juggling the burden	I worry that the type of food I eat lacks variety (Q5_5)

8.2 Segmentation Process

The exploratory factor analyses and the initial distribution checks confirmed that a UK wide segmentation framework was statistically suitable.

8.2.1 Segmentation Creation

The segmentation was explored using numerous approaches and lenses to ensure it identified the most robust, stable, consistent, representative as well as intuitive set of segments for the UK.

- Different cluster analysis techniques enabling segmentation were explored: hierarchical, k-means as well as latent class
  - For all clustering techniques the data file was sorted in numerous different random ways to ensure that the segmentations selected for further analysis were all stable and consistent.
  - The latent class analysis also automatically clusters across a large number of different starting points in the file and returns the most consistent set of clusters
- Different input variables were also explored:
  - The core set of 25 attitudinal variables identified as most differentiating and defining of the key themes at play in the UK (listed above)
  - Some variables were removed as inputs to confirm they weren't artificially creating tensions within the segments (this was confirmed and these variables were all kept in in final segmentation models)
    - Q1.9. I trust that the government acts in my best interests
    - Q10.1. I feel able to afford the quality of food I want at all times
    - Q10.5. When I buy food, I look for the lowest price as a priority
    - Q11.4. I'm confident that future generations will have enough good quality food to eat
    - Q11.5. I believe that most big food companies treat their workers fairly
  - Some additional attitudinal variables with higher agreement levels were also tested as inputs to confirm that the segmentation was already differentiating as much as possible across them (this was confirmed and these were not included in the final models)
    - Q8.9. I check the dates on food products to make sure I buy the freshest, longest dates possible

- - Q10.4. When food shopping, I am quite smart at getting the most value for the lowest cost
    - Q10.5. I trust local food producers to have higher quality standards than big business
    - Q11.9. I find it unacceptable to throw food away at home
  - Inputting area type (rural vs urban) was tested to check if further differentiation between areas and regions could be achieved. The final model does include this variable as one of its building blocks as it slightly helped with further pulling the segments apart on this variable (however the overall effect was minimal and reassuringly further confirms that the UK segments are valid across all regions).
  - The initial versions of the segmentation were all naturally skewing across the 'Food Insecurity' model and this was leading to some variation across the segments in terms of their specific worries and concerns about the future of food in the UK. In order to improve on this differentiation, inputting the food insecurity question (Qx1) was tested. This did indeed help create further differentiation and the final model has this variable as one of its building blocks (further information on this below).
- Different input variable transformations were tested – raw scales (original format), standardising across responses to remove respondent response bias (also known as yeah-saying bias), standardising both within questions and across responses where scales were different as well as down-weighting variables if they were disproportionately accounting for the variation within the segmentation
- The segmentations were mostly tested based on unweighted data to allow the nation boosts to play a more equal footing on influencing the model.
  - However creating the segmentation on a balanced sample was also explored (with all nations weighted equally). This still did **not** result in strong nation skews across the segmentation and thus confirmed that this was not a sampling effect. The final segmentation models were created on unweighted data.

8.2.2 Final segmentation model

Based on this detailed exploration and highly iterative process the final segmentation model has been built in the following manner:

- Prioritised input variables:
    - Core set of 25 attitudinal variables - full 5-point scale and standardised across responses to minimise bias from individual scale usage patterns)
    - Summary Area Type – 2 answer categories (S6. Which of the following best describes the area you live in? - Urban vs Rural)
    - Food insecurity – 5 answer categories (QX1. In the last 12 months, how often have you felt that you had to change your behaviour around food because of money worries? - Never, In only 1 or 2 months, Some months but not every month, Almost every month, Every month or more)
- Creating the segmentation using latent class analysis was selected as the best technique as it benefitted from clustering simultaneously across multiple starting points as well as its ability to deal with and balance across the different variable types and scales inputted
- The latent class cluster analysis resulted in the identification of an 8 segment model.
- Although this model had strong differentiation across all input variables, the 'food insecurity' dimension was a significantly stronger differentiator than the softer attitudinal variables (acting in quite a categorical black and white manner with some segments having no 'insecure' respondents within them)
- Although having strong 'food insecurity' differentiation across the segmentation was a desired characteristic (as it also helped pull apart other key profiling information), there was also concern that having such strong differentiation could cause issues in terms of the replicability of the segmentation in the near future (particularly due to the quickly rising cost of living being felt across all parts of the population)

- Thus it was felt that it would be prudent to allow for some additional flexibility in how segments can be allocated across the insecurity scales and the 8 clusters were further refined:
  - Variable Qx1 capturing the degree of 'food insecurity' was originally asked as a 5-point categorical scale. This was rescaled into a numerical scale and standardised to align if more closely with the rest of the attitudinal variable inputs.
  - The 8 segments were then re-clustered across the full sample using the starting seeds of the original segments on the main input variables alongside the rescaled / standardised Qx1 variable.
  - This worked extremely well and all 8 re-clustered segments retained their main profile characteristics and integrity, but now had a better balance in skews across the 'food insecurity' measure as well as the softer attitudinal variables and other important profiling variables

8.2.3 Segmentation algorithm (golden questions)

A segmentation algorithm was provided to the FSA / FSS to enable attribution to segments of research participants in future by administering 15 scaled questions (2 lifestyle questions, 12 questions on attitudes to food, 1 food security frequency question).

As the segments have not yet been confirmed as scheduled for public release, further information about the segments and the associated segmentation algorithm are currently excluded from this report.

9. Research Materials in Full
9.1 Qualitative materials

9.1.1 Qualitative discussion guide - Workshop 1

1. **Ground Rules for less than 5 minutes.**

Objective: create a safe and constructive atmosphere

- **Thank you so much for joining!**

- **Introduce yourself and the project.** My name is X, and I'm part of a team from Bright Harbour, which is an independent research agency who listens to what the public in the UK are interested in and what their lives are like and reports that back to people who make decisions that affect the public - like the Government, charities, and companies.

- **Reiterate the project:** As you know, we have been asked by the Food Standards Agency/Food Standards Scotland to talk to lovely people like you - all around the UK, in each of the four nations - to understand what matters to people about food and food systems.

  Everyone has different views, experiences and priorities around the topics we're going to discuss today, and some people think about this stuff a lot, some people not at all. We want to hear all of it! You do you - just speak from your experience.

- **Explain what's next**: Tonight we're going to dive into a few topics from the pre-tasks in more depth. You might notice most people in this group are roughly your age (ish!) and at a roughly similar stage of life. Beyond that everyone will have different views, experiences, and priorities - and that's totally fine.

- **(Re)explain their rights.** It's my job tonight to make sure all of you have as positive an experience as possible, and that we treat each other respectfully, but beyond that we are very much open to all ideas and views tonight!

  Only answer questions you are comfortable with, and only share what you are happy to share.

  Do what you need to do to be comfy - we don't care if you're on the couch, if you get up to get water, go to the bathroom, don't answer a question because it doesn't feel right…. We'll follow your lead.

There are strict regulations regarding data protection, and we take these very seriously. We hold your details securely, anonymise what you share with us, and delete all identifying information once the report from this work is public. That means we also ask you not to share anything that other participants share outside this workshop. The session will be recorded and used for our team's notes only.

We will be writing a report, but we'll use the fake name you gave us in the pre-task, and no one will know you have taken part. All data, including the recordings, are destroyed 6 months after we publish the report.

- **Check** if they have any questions for us?

- **Confirm permission** to record

Note to moderators: as always, adjust your questioning throughout based on the level of comfort you're getting from participants. Feel free to use projectives and less direct methods wherever it feels necessary to go softer.

2. Warm up and introductions for 5 minutes or more.

Objective: allow respondent to introduce self, discuss lifestyle and build rapport.

Now - Could you each tell us a little about yourself? I'll go first to buy you some time!

1. **Name and pronouns**
2. **Who you live with**
3. **One thing that's been on your mind about food lately**

   o Mods to note any major early differences in context/personality/etc to be mindful of during session

Fab - it's lovely to meet you all. Just to warm things up a little bit since it's a bit harder to tell how people are feeling when we're all online, in this session we're going to use some hand signals when people speak to help us check the mood in the room. We're going to use 4 signals (moderator to model):

- I agree/me too - thumbs up
- Not me/not sure - waggly hand
- Question/worried/concern - C hand.
- I'd like to speak - hand raised

Let's practice:

- I'm liking the weather today where I live.
- I'm a little bit nervous about talking today.
- I'm looking forward to meeting new people.

Great! You've got the hang of it. Let's go.

3. High level exploration of what food means to people - and why issues came out highly/lower ranked in the pre-tasks for about 20 minutes.

Objective: Start with open discussion to ease people in, and begin to surface top areas of interest in terms of personal connection to/meaning around food.

Help us begin to contextualise pre-task responses - why did they answer the way they did, and what were their implicit framings of the issue?

Begin to surface age-level differences in findings: why do issues matter differently in different stages of life?

Surface any high level drivers of attitudes/emotions around some of the key issues.

To start out, before we talk about some of the food issues you've all begun to explore and feed back on in your pre-tasks, we'd love to hear more about what food means to you.

We know that people connect to food in lots of different ways and that meanings are different for everyone - and that some people have lots of opinions/feelings about food, some not so much. All of that is ok, so don't worry about what other people say - you do you!

Take a moment and complete this sentence however works best for you:

On a scale of 1-10, I'd rate myself an X in terms of how much food matters to me. What matters to me is: XXXX.

Moderator to take volunteers and go around the room getting rating and 'why matters' responses - encouraging hand signals to see where people have commonalities (you'll need to push that in this first section).

Noting as you go points of commonality/difference across the room.

I'm curious if anyone has found that how much this matters, or what matters to them, has changed much over the last couple of years?

Moderator to listen out to impacts related to pandemic, Brexit, economy, media coverage of food issues, changing food habits/lifestyles related to all of the above, etc.

May see rising interest in environment/sustainability; food waste; food access and food poverty; food system issues/'what kind of food system we should have'; Brexit and food standards; etc.

Great. In a second we're going to dive into a few issues in a bit more depth. But I thought I'd also let you know a little bit about how people responded to the pre-task when they ranked which food issues are most important to them.

Moderator to reference pre-task ranking summary.

The ranking of issues from the pre-tasks were:

- Food safety and hygiene
- Health and nutrition
- Price, value, quality and convenience
- Animal welfare, environment, future generations
- Trust and transparency
- Regulation and communications

Help us understand these findings. Why do you think….

- Were those **top** issues for all of you? Why/why not?
- Why do you think these top issues are coming out so strongly for the public in this moment?
- What kinds of things did you think about when you ranked these top issues?
- Were those **bottom** issues for you all too? Why/why not?

- What kinds of things did you think about when you ranked these top issues?

- Why do you think those kinds of things feel less important than other issues?

- Scotland only - We noticed that most of our Scottish participants reported that they were concerned or very concerned about climate change and the environment - more than in our UK-wide sample. Why do you think that might be? For you all, how if at all does this relate to how you feel about or care about in relation to food?

4. Territories deep-dive issue 1 (one of the top 2 highest ranked issues) for 20 minutes or more.

Objective: Begin to explore the territories against the rotation schedule for the groups, exploring key objectives questions as we go.

Day 2 mods - Please do a topic of participants' choice here

Use projectives here as necessary if things feel emotional based on what you've picked up so far and you want to give people space - for example,. 'people you know' rather than 'you' throughout.

Ok - let's dig in a little deeper to one of these issues: Issue 1 (See rotation). This was one of the most highly ranked issue for people in this research.

o Why do you think this issue came out so strongly for people? What kinds of things were people thinking of when they thought about this issue?

o To start, let's think about the situations in which this issue tends to come up for you. For example, this might be times you're choosing food, or deciding what your diet would look like, or sharing food with others. When in your daily life, if at all, is this issue on your mind?

o What tensions or challenges do you or people you know experience around this issue?

○ Do you have any conflicts around this - two different points of view?

○ Is there anything you find confusing, or are unsure about?

○ Are there times that you feel you have to make decisions you aren't entirely happy about in this space? What drives that?

o Where there are any tensions or difficulties for you all in this space, what is the impact of that? How does that play out in your daily life?

- ○ Practically? Emotionally? Financially? Socially?
- ○ Is there anything you wish was working very differently here?
- ○ What would great look like for this topic in relation to food? What if anything would be different than how it is now?
- ○ The next time we talk, we'll be thinking about what people want from people who make decisions in this space - like the FSA/FSS. Is there anything you want to put on that list for discussion? What do you think should be done?

5. Territories deep dive: issue 2 (within top 3 to 4 highest ranged issues, see rotation) for less than 20 minutes.

Objective: Begin to explore the territories against the rotation schedule for the groups, exploring key objectives questions as we go.

Day 2 MODS - check rotation - this will be a top 4 issue

Use projectives here as necessary if things feel emotional based on what you've picked up so far and you want to give people space - for example,. 'people you know' rather than 'you' throughout.

- ○ **Ok - let's dig in a little deeper to one of these issues: Issue 2 (See rotation). Overall, this issue was ranked as XXX (see top of guide for rankings)**

- ○ Why do you think this issue was ranked this way in terms of importance? What kinds of things were people thinking of when they thought about this issue?

- ○ To start, let's think about the situations in which this issue tends to come up for you. For example, this might be times you're choosing food, or deciding what your diet would look like, or sharing food with others. When in your daily life, if at all, is this issue on your mind?

- ○ What tensions or challenges do you or people you know experience around this issue?
  - ○ Do you have any conflicts around this - two different points of view?
  - ○ Is there anything you find confusing, or are unsure about?

- ○ Are there times that you feel you have to make decisions you aren't entirely happy about in this space? What drives that?

- ○ Where there are any tensions or difficulties for you all in this space, what is the impact of that? How does that play out in your daily life?
  - ○ Practically? Emotionally? Financially? Socially?
  - ○ Is there anything you wish was working very differently here?

- ○ What would great look like for this topic in relation to food? What if anything would be different than how it is now?

- ○ The next time we talk, we'll be thinking about what people want from people who make decisions in this space - like the FSA/FSS. Is there anything you want to put on that list for discussion? What do you think should be done?

6. Territories deep-dive - Issue 3 (Ranked between 3-6 - rotated to ensure some coverage of all issues across the sample) for 15 minutes.

Objective: Begin to explore the territories against the rotation schedule for the groups, exploring key objectives questions as we go.

Day 2 MODS - check rotation - this will be a bottom 3 issue

Use projectives here as necessary if things feel emotional based on what you've picked up so far and you want to give people space - for example,. 'people you know' rather than 'you' throughout.

Ok - let's dig in a little deeper to one of these issues: Issue 3 (See rotation). Overall, this issue was ranked as XXX (see top of guide for rankings)

- ○ Why do you think this issue was ranked this way in terms of importance? What kinds of things were people thinking of when they thought about this issue?

- ○ To start, let's think about the situations in which this issue tends to come up for you. For example, this might be times you're choosing food, or deciding what your diet would look like, or sharing food with others. When in your daily

life, if at all, is this issue on your mind?

- o What tensions or challenges do you or people you know experience around this issue?
    - ○ Do you have any conflicts around this - two different points of view?
    - ○ Is there anything you find confusing, or are unsure about?
    - ○ Are there times that you feel you have to make decisions you aren't entirely happy about in this space? What drives that?

- o Where there are any tensions or difficulties for you all in this space, what is the impact of that? How does that play out in your daily life?
    - ○ Practically? Emotionally? Financially? Socially?
    - ○ Is there anything you wish was working very differently here?

- o What would great look like for this topic in relation to food? What if anything would be different than how it is now?

- o The next time we talk, we'll be thinking about what people want from people who make decisions in this space - like the FSA/FSS. Is there anything you want to put on that list for discussion? What do you think should be done?

1. Sum up and next steps for more than 2 minutes.

Objective: mop up section to uncover anything left unsaid and provide closure.

Finally, do you have any final thoughts or reflections on all that we have discussed today?

Thank you all for your time today.

As a reminder, some of you will get an email asking you to complete further tasks via the Together platform in a couple of days. Not everyone will get that email - not because all of you aren't interesting, but because we need to make sure we get a good mix of experiences and views represented.

Then we'll see all of you back here in a couple of weeks for workshop 2! You'll get the invites for those workshops with your confirmed date and time late this week or Monday morning latest.

9.1.2 Qualitative discussion guide - Online ethnography task structure

First, set up your username:

Objective: Help onboard participants to the platform and ensure their data/real names are kept anonymous.

[Consent] We'll be compiling a short video of your responses to share with others in the group and use to inform some of the discussions we have in the workshops. Would you be happy to be included in this video? [YES/NO]

[Naming task] As you get set up on the platform, you'll need to choose an anonymous username. This is the name we'll use to quote you in the research, and will also be visible to other participants. Please choose a first name you love, and use a favourite food as your surname(s).

[Image upload] Please also upload a photo of your favourite food as your 'avatar!'

Pre-task 1:

Objective: Warm up task for participants, giving them space to reflect in advance, outside of the group environment, and helping us get a very early sense of participants' baseline concerns and interests and spaces of change within the territories (or 'issue areas').

[Ranking task] To start us off on the research, we'd like you to **rank the following food issues** based on which feel most important.

- **Food and health** - being able to eat foods that you feel are 'healthy' and good for you, in the ways that matter to you

- **Food safety and hygiene** - food being safe to eat right now and in the future - and being able to trust that the places you eat are handling food safely

- **Price, value, quality and convenience** - being able to make food choices that meet your needs in terms of budget, food quality and convenience

- **Trust and transparency** - whether you feel you can get clear, trustworthy information about your food and the food system (for example, from food businesses, the food industry or regulators)

- **Animal welfare, environment and future generations -** the impact of the food we eat and our food systems on animals, the environment, and future generations
- **Regulation and communications** - whether you feel the Government is protecting your interests and needs when it comes to food, and whether you feel you have the information you need to make informed decisions.

[Text/audio/video response]

Reflecting on the ranking you've just done, we'd like you to share a little more about each of the **Top-3 issue areas** you chose. You can respond by writing your response or uploading a video or audio recording if you prefer.

For issue ranked number 1:
- How does this issue play out in your daily life? Why does it matter to you?
- Is there anything about this issue that you find difficult in your own life?
- What, if anything, do you wish was different about this issue for you or people that you care about?

For issue ranked number 2:
- How does this issue play out in your daily life? Why does it matter to you?
- Is there anything about this issue that you find difficult in your own life?
- What, if anything, do you wish was different about this issue for you or people that you care about?

For issue ranked number 3:
- How does this issue play out in your daily life? Why does it matter to you?
- Is there anything about this issue that you find difficult in your own life?
- What, if anything, do you wish was different about this issue for you or people that you care about?

Pre-task 2:

Objective: Develop further understanding of participants' interest in each of the territories (or issue areas), why it matters to them now and how that might evolve over the near future. Use this to help inform how we cluster/rotate issues of focus in the 1st workshop discussions.

[Selection task] From the following list please choose **two** issue areas that make you feel something - for better or worse! Which issues are most emotive for you?

- **Food safety and hygiene** - food being safe to eat right now and in the future - and being able to trust that the places you eat are handling food safely

- **Food and health** - being able to eat foods that you feel are 'healthy' and good for you, in the ways that matter to you

- **Price, value, quality and convenience** - being able to make food choices that meet your needs in terms of budget, food quality and convenience

- **Trust and transparency** - whether you feel you can get clear, trustworthy information about your food and the food system (for example, from food businesses, the food industry or regulators)

- **Animal welfare, environment and future generations -** the impact of the food we eat and our food systems on animals, the environment, and future generations

- **Regulation and communications** - whether you feel the Government is protecting your interests and needs when it comes to food, and whether you feel you have the information you need to make informed decisions.

[Text/audio/video response]

For each of the issues you've just chosen, we'd like you to **look at the 'Blob Tree'** image below and find a part of the image that represents how you feel about this issue today.

Once you've picked one, please tell us why you've selected that part of the image and then respond to the questions below. It should take you about **5-10 minutes** for each issue and **10-20 minutes** in total.

You can respond by writing your response or uploading a video or audio recording if you prefer.

For issue number 1:

- Which blob did you choose to talk about how you feel about this issue right now? Why have you chosen that one?

- How did you feel about this issue five years ago. Why?

- How do you expect to feel 5 years from now. Why?
- What do you **hope** things could look like around this issue in 5 years?

For issue number 2:
- Which blob did you choose to talk about how you feel about this issue right now? Why have you chosen that one?
- How did you feel about this issue five years ago. Why?
- How do you expect to feel 5 years from now. Why?
- What do you **hope** things could look like around this issue in 5 years?

2a Main qualitative fieldwork + Scotland fieldwork

Task Option 1: Issue Area - **Safety**
Approximate 20 to 30 minutes

[Written or audio/video diary response]

For this task we're going to explore the **relationship between food and safety** and what it means for you. We'd like you to reflect and answer the following prompts and upload. You can respond by writing your response or uploading a video or audio recording if you prefer. This should take about **15 minutes.**

- Share a short video clip or written response telling us a little about **what comes to mind when you hear 'food safety'**? Is this something you think much about in your everyday life? If so, when? If not, why not? What if anything beyond the food being safe to eat **right now** is important to you?

- Share a short video clip or written response **thinking back to any time IN THE UK you thought your food was unsafe.** What made you think that? What makes you trust that the food you're eating is safe? What if anything makes you feel less safe?

- Finally, **tell us if you think food is getting more safe, less safe, or staying just as safe in the UK**. What makes you think that? If you aren't sure or don't have a strong opinion, that's ok - what are your guesses, and why?

[Written or audio/video diary response]

We'd also like you to **think about who should do what** around food safety in the UK. Who do you think should be in charge of what, and why? What specifically do you want the Government to be doing?

This should take about **10 minutes.**

- What do you think are the key responsibilities for the **public** around food hygiene and safety? What do you think they should be responsible for? How well do you think they are doing in terms of this responsibility?

- What do you think **food producers, manufacturers and/or brands** should be responsible for in terms of food hygiene and safety? How well do you think they are doing in terms of this responsibility?

- What do you think **retailers and supermarkets** should be responsible for when it comes to food safety? How well do you think they are doing in terms of this responsibility?

- What do you think **restaurants, take-aways and delivery services** should be responsible for when it comes to food safety? How well do you think they are doing in terms of this responsibility?

- What do you think the **UK Government and policymakers** should be ensuring when it comes to food safety? How well do you think they are doing in terms of this responsibility? What if anything would you want them to prioritise in this area?

Task Option 2: Issue Area **- Health**

Approximate 20 to 30 minutes

[Written or audio/video diary task]

For this task we're going to explore the **relationship between food and health** and what it means for you. We'd like you to reflect and answer the following prompts over

the course of the week. You can respond by writing your response or uploading a video or audio recording if you prefer. It should take you about **20 to 30 minutes** to complete.

- Share a short video clip or written response telling us **how food features into your health** or the health of people you care about at home. What's important to you in relation to health when you choose food? Anything that worries you?

- Share a short video clip or written response telling us a little about **what 'healthy' means** to you (and family if relevant)? How do you decide what's healthy? Is that easy? If you have family at home, do people have different priorities in terms of what's healthy?

- Next **upload a picture** that helps us understand a time in your life where you feel some tension or challenge in relation to food and health - it can be from the internet, or from your phone or computer (just no photos with other people's faces please!)

- Then, **tell us about this moment.** What is making it harder or gets in the way? What is the impact of that for you - practically, emotionally, financially, socially?

- What if anything do you **wish was different in relation to food and health**? Is there anything that would make it easier for you to make the choices you want to, or to eat the way you want to? What should people who make decisions in this space know about?

Task Option 3: Issue Area - **Balancing needs around price, quality, health, convenience and beyond**

Approximate 25 minutes total.

[Photo and explanation task] We have heard that for many of you, it can be hard to balance many different needs and desires at once when you are buying food - especially as everyone's food budget is different. People talked about having to 'juggle' things like price, quality, convenience, health and personal values (like their beliefs about the environment or animal welfare).

In this task, we'd like to hear more about how that works for you.

We'd like you to upload a few pictures that help us understand different moments in your life as you make choices about food. These could be pictures from your phone or from the internet - either is fine!

- **Share a photo that tells us how you would love to eat if you could** - in terms of health, quality, convenience, your values - whatever matters to you. What appeals about that for you? Why is this how you would like to shop/eat? **What if anything gets in the way of that currently for you?**
- **Share a photo of a food or meal from your daily life that you feel pretty good about in terms of meeting your varied needs and desires around food** (price/value/quality/convenience/values/etc). It could be a meal you eat, or something in your fridge or cupboard**.**
- **Share a photo of a food or meal from your daily life that you aren't quite as happy about in terms of meeting your varied needs and desires around food** (price/value/quality/convenience/your values, etc). What if anything do you feel you've had to compromise on here? What is the impact of that compromise for you?
- **Tell us what if anything could make it easier in those moments that you do feel that you've had to compromise when choosing what food to eat.** Is there anything you wish was different about the food you buy? Anything you wish the FSA/FSS/Government could make different for people in your situation?

Task Option 4: Issue Area - **Animal welfare, environment & future generations**
Approximate 15 minutes x2
[Ranking task]

Although animal welfare, the environment and 'future generations' didn't come out very strongly in your rankings, in workshops we have heard that many of you are thinking about this. We'd like to hear a bit more.

To start us off, we'd like you to rank which of the following food issues are most important for you, and why. You'll then chat through why these are important to you

and what if anything you wish decision-makers (like the FSA/FSS) should be thinking about or doing in this space. This should take about **5 minutes.**

- Having clear information on packaging about environmental impact
- Animal welfare/how animals in the food supply are treated
- Minimising food waste
- Ethical treatment of UK producers and farmers
- Ethical treatment of global producers and farmers
- The quality and health implications of more processed foods
- Hormones, steroids or antibiotics in food
- The use of pesticides when growing produce
- Encouraging more 'local' food systems
- Carbon miles/carbon dating
- Meat and dairy consumption
- Being able to access reliable information about environmental impact
- Action on food packaging and plastics
- Genetically modified organisms (GMOs) or other genetic modification

[Private response tasks]

We'd love to hear a bit more about your ranking, and what you think about this topic generally. Please work through the following questions. It should take around 15-20 minutes in total.

- **Are any of the topics you ranked things that you think about day-to-day?** If so - what's sparked you to think about that? If not, why not? What other things take up more of your energy or time when you think about food instead?
- **Are there any food environment issues that you think the public should be taking responsibility for?** Which ones? If so - is it easy for them to do that?
- **Are there any food environment issues that you think businesses should be taking responsibility for?** Which ones and why those? What if anything would you like to see them do?
- **Are there any food environment issues that you would like to see the FSA/FSS/Government taking responsibility for?** Which ones and why

those? What if anything would you like to see them do to protect your needs and interests in this space?

- What do you think the most important food issues will be for the UK in the **future (5-10 years)**? Why?
- What would your **wishes be for the food system and world that the next generation inherits**? What do you hope it looks like for them? What would be different?

Task Option 5: Issue Area - **The food future we wish for, the future we worry about.**
Approx 25min

> **[Photo and video/text task]**
>
> We have heard from a lot of you that there are things you are happy with in terms of how our food systems work for the public and the planet right now, and things you are not so happy with.
>
> We'd like to hear where you hope - and worry - where the UK will be in terms of food in 10 years, and how this world will feel for you and the people you care about. This task should take around 25 minutes to complete.
>
> This task comes with a special prize for the 'best effort' response. The three people who offer the most detailed answers that make us really 'feel' your ideas will get an extra £15 in their incentives payment. Go for it!

- **First, imagine that it is 10 years from now, and your needs and interests around food have not been protected the way that you hope.** What would this world look like? What would you be eating and how would you feel about the food you eat? What would it feel like when you went shopping? What would be happening in the food system more widely - for example for farmers,

food businesses, food supply chains and so on? What went wrong to make this world happen?

- Upload a photo to show us what this world might feel like for you and then tell us in text or video what would be happening.

- **Next, let's think about a world 10 years from now in which things have gone well in terms of food in the UK - a world in which your needs and interest around food have been protected in the way you hope.** What would this world look like? What would you be eating and how would you feel about the food you eat? What would it feel like when you went shopping? What would be happening in the food system more widely - for example for farmers, food businesses, food supply chains and so on? What changed to allow this world to happen?

- Upload a photo to show us what this world might feel like for you and then tell us in text or video what would be happening.

- **Now we'd like to think about how these worlds might happen!** What do you think are the most important things that people like the FSA (or their partners) should be looking out for to protect your interests and avoid your 'bad world' ten years from now? What are the things they should be thinking about or doing to get to your 'good world' ten years from now?

- Add text or upload a video to share your thoughts with us.

Task Option 6: Issue Area - **Trust, transparency, governance and communication**

Approximate 20 minutes

[A text/video task] Across this research, we've talked a lot about the level of trust you have in food, and what you'd like to change to help you feel more confident in food in the UK. This is your final chance in this research to tell the FSA what you would like it and other decision makers to focus on, and how you would like them to work with business to make any changes you want to see.

We'd like you to think of three priorities you have for the FSA (or its partners) to help you feel like your needs and interests have been protected around food.

As you do so, we'd also like you to think about how you'd like bodies the FSA to work with business to make any changes. In workshop 2, people raised a lot of different ways that this relationship between the bodies like the FSA and businesses can look - for example:

- The FSA should provide information and guidance to businesses about…
- The FSA should be partners to business and help them…
- The FSA should provide information to businesses about what customers want and need around…
- The FSA should enforce rules and penalties around…
- The FSA should provide science and evidence around…
- The FSA should help standardise information business provides...

Issue one:

- My first priority for change is that I would like…
- The kinds of things I'd like to see happen around this are...
- The way I'd like to see them work to achieve this change with business is…
- The reason I'd want them to work with business in this way is…

Issue two:

- My first priority for change is that I would like…
- The kinds of things I'd like to see happen around this are...
- The way I'd like to see them work to achieve this change with business is…
- The reason I'd want them to work with business in this way is…

Issue three:

- My first priority for change is that I would like…
- The kinds of things I'd like to see happen around this are...
- The way I'd like to see them work to achieve this change with business is…
- The reason I'd want them to work with business in this way is...

9.1.3 Qualitative discussion guide - Workshop 2

1. Ground rules, less than 5 minutes
Objective: create a permissive and constructive atmosphere

- **Welcome back everyone and thanks for joining in!**

- **Introduce yourself and the project.** Again, my name is X, and I'm part of a team from Bright Harbour, which is an independent research agency who listens to what the public in the UK are interested in and what their lives are like and reports that back to people who make decisions that affect the public - like the Government, charities, and companies.

- **Reiterate the project:** As you know, we have been asked by the Food Standards Agency/Food Standards Scotland to talk to lovely people like you - all around the UK, in each of the four nations - to understand what matters to people about food and food systems.

- **Explain what's next**: Tonight is our last discussion together, although those of you who have been doing some online tasks with us will have your final tasks to do later this week - so thank you for that. We're mostly going to be focusing today on your priorities, and what you wish that decision makers in food would do to represent and protect your interests around food.

  A heads up that sometimes this can be hard to think about, but we'll do our best, and as we talk through feel free to ask questions if it helps you think about the kinds of things we can explore and talk about today.

  You might notice that you recognise some of the people in this room from last time, though if we have any new folks in the room I'm sure they will be welcomed too! Beyond that everyone will have different views, experiences, and priorities - and that's totally fine.

- **(Re)explain their rights.** It's my job tonight to make sure all of you have as positive an experience as possible, and that we treat each other respectfully, but beyond that we are very much open to all ideas and views tonight!

  Only answer questions you are comfortable with, and only share what you are happy to share.

Do what you need to do to be comfy - we don't care if you're on the couch, if you get up to get water, go to the bathroom, don't answer a question because it doesn't feel right…. We'll follow your lead.

There are strict regulations regarding data protection, and we take these very seriously. We hold your details securely, anonymise what you share with us, and delete all identifying information once the report from this work is public. That means we also ask you not to share anything that other participants share outside this workshop. The session will be recorded and used for our team's notes only.

We will be writing a report, but we'll use the fake name you gave us in the pre-task, and no one will know you have taken part. All data, including the recordings, are destroyed 6 months after we publish the report.

- **Check** if they have any questions for us?

- **Confirm permission** to record

Note to moderators: as always, adjust your questioning throughout based on the level of comfort you're getting from participants. Feel free to use projectives and less direct methods wherever it feels necessary to go softer.

2. Warm up and introductions, for more than 5 minutes.

Objective: allow respondent to introduce self, discuss lifestyle and build rapport

Now - some of us know each other but let's do some quick introductions and check in

1. **Name and pronouns**
2. **Something that stuck out for you in the last session**
3. **Anything you're hoping to get a chance to talk about today as we explore what should be done to represent and protect your interests around food**

Fab - thanks all. As before, in this session we're going to use some hand signals when people speak to help us check the mood in the room. We're going to use 4 signals (moderator to model):

- I agree/me too - thumbs up
- Not me/not sure - waggly hand
- Question/worried/concern - C hand.
- I'd like to speak - hand raised

Let's practise:

- I've thought about food more because we're talking about it in this research
- I've learned at least one thing so far because of taking part
- I'll give it a go today when we try to think about what should be done on the public's behalf around food

Great! You've got the hang of it. Let's go.

3. Thoughts since the last workshop and any ideas about how they would like to see consumer interests represented and protected for 10 minutes or more.

Objective: Start with open discussion to ease people in, and begin to surface top of mind issues related to how consumer interests could/should be protected and represented.

Ok, so you all know that today we're going to keep thinking about what matters to you and why in relation to food, but we're also really interested in what you want done on your behalf. If the FSA/FSS is responsible for representing and protecting consumer interests in relation to food - what should this mean?

Before we dig into specific issues around this - does anyone have thoughts on this? Anything you've been thinking about since last session, or that just comes to mind as important when I ask 'what do you want represented and protected around food'?

Moderator - note that you may get crickets or vibrant debate here!

If former probe to understand what if anything is hard about this but can move onto further sections that provide a bit more scaffolding for discussion.

If latter, just be mindful of giving everyone a chance to speak and reiterating that as the session goes on people may have very different views, and it's ok to not have strong views at this point at all.

- Why do these feel important to you? When does this issue come up?
- How well do you feel that representing and protecting these interests is going currently? What if anything do you wish was different?
- What would show you that your needs and interests had really been represented and protected? What would that look like?

4. Territories vote for 5 minutes

Objective: Decide which territories to focus on in our session today.

You will build a rotation for discussing these topics with participants themselves by doing a quick vote.

5 minute - topic vote:
Ok, so in our workshops and online tasks, we've been thinking about a range of issues together, and now we want to focus more on what should be done to protect your needs and interests around this issue. It's essentially your chance to write a to-do list for decision makers in this space, particularly for the FSA/FSS.

Before we start, just to say that I know sometimes it can be hard to know what to say about what should be done if you're not sure exactly what the regulator does to begin with. We'll explain a bit more about that in a second, but for now don't worry too much about that - the FSA/FSS's job is to represent and protect your needs and interests, and where they can't do that themselves they may work with partners to do so, or gather evidence - etc. So your job is just to think about what you need and want.

We're going to talk about three topics in depth today. Using the chat let's take a quick vote. I'll put the topics in the chat so you can read them [copy below into chat].

- o **1 - Food safety and hygiene** - food being safe to eat right now and in the future - and being able to trust that the places you eat are handling food safely
- o **2 - Food and health** - being able to eat foods that you feel are 'healthy' and good for you, in the ways that matter to you
- o **3 - Price, value, quality and convenience** - being able to make food choices that meet your needs in terms of budget, food quality and convenience
- o **4 - Animal welfare, environment and future generations -** the impact of the food we eat and our food systems on animals, the environment, and future generations

Which ones would you have the most to say about in terms of what if anything you'd want to be different - and anything you'd like to see to feel happy that your needs and interests have been protected. Vote in the chat your 1st/2nd/3rd picks like this [model in the chat] and we'll tally it up and go.

Moderator to tally up votes and decide three issues to explore, working through territory specific probes in the next section to explore participant desires in this space.

5. Territories deep-dive x3, 80 minutes in total, 25 to 30 minute per territory

Objective: Explore how well people think their needs/interests are protected currently - Why they think that - What good would look like - where they felt really listened to and protected, and had a lot of trust that the system was supporting their needs and interests.

*S*pend about 20-30 minutes on each territory (can take more time on higher interest issues, less on lower interest issues).

Overall, for each territory you want to understand:
- How well people think their needs/interests are protected currently - and why
- What good would look like - where they felt really listened to and protected, and had a lot of trust that the system was supporting their needs and interests
- Any specific 'asks' for the FSA/FSS in this area

Take a break mid-way if your participants need it!!

Safety and Hygiene

Ok, let's chat about safety and hygiene. Why did you all pick this one?
- Checking energy around this topic/any burning issues that the group will want to discuss.

Before we dig in, let me give you a little bit of a sense of what the FSA/FSS currently do in this area. Essentially, it's their job to make sure that food is safe to eat and is what it says it is. They do a lot on their own, and a lot working with other Government departments, academics and scientists and businesses in the UK. Some of what they focus on includes things like this [PUT IN CHAT]:

- Using evidence and science to decide what ingredients or products are safe/not safe and allowed to be sold in the UK
- running inspections scheme for food businesses to see if they are following safety and hygiene regulations
- taking action against business who aren't following safety and hygiene rules
- overseeing safety and hygiene information like sell by/use by dates or allergen labelling
- providing advice to businesses and the public about how to cook and store food safely and hygienically
- providing advice to businesses and the public on allergen management and cross contamination
- exploring new tech that might impact food safety and hygiene in the future
- testing products as they come across borders
- working with business to minimise risk of food-borne illness from things like salmonella, campylobacter or e-coli…

There's lots more too but this should help get us started. What do we think about these responsibilities?

- How does this list feel? Is this the 'right' kind of stuff for them to manage on the public's behalf? Is this the kind of thing you'd want to see in terms of protecting your interests around food safety and hygiene?
- How well do you feel people's interests and needs are protected in this space currently? Why?
- Is anything missing? (Note - may actually be part of FSA/FSS remit as this list isn't exhaustive!) If so what and why?

What kinds of things would you want to see in this kind of space that would make you feel like your needs and interests were being well represented and protected?

- Anything specific they are worried about they want action on? What action?
- What would they want to see/read?
- What would make them trust this was going well? What would make them lose trust?
- How would they want to be told about what's happening to protect their needs and interests in this area? What would they want to know?

Moderator to listen out for and probe around the below issues - or can probe if participants struggling to come up with anything spontaneously.

- Concerns around **'reducing standards' or 'unsafe products'** as a result of **Brexit/new trade deals**?
- Needs and interests around perceived **'longer term health and safety' issues like pesticides, preservatives, processed food, etc**.
- Needs and interests around **allergen labelling**. If a sense that this is not working/confusing - what would good look like?
- Needs and interests around **sell by/use by dates**? If confusion here - what would good look like?
- Some people saw **animal welfare** as a safety issue, because they felt it might impact the quality of the food they ate.

- Needs and interests around **food safety inspections**. If concerns here - what would they want to see to feel their interests and needs were protected?
    - How 'hard' do people want the regulator to be on businesses not seen as following safety and hygiene rules?
    - What would they need to see in terms of trusting the system?
    - Listening out for anything that's changed/emerging as a result of Brexit or Corona.
- Needs and interests around **product recalls**? Does seeing recalls make them more/less confident in UK food and the inspections system?

- **For all of the above:**
    - What if anything would you like to see the FSA/FSS or other partners in Government and beyond doing about this to protect the public's needs and interests?
    - What would that look like? What actions would you want the FSA/FSS or their partners to be taking on the public's behalf?
    - What would good look like here? What would make you trust that your needs and interests were being protected and represented? What would make you lose trust?
    - Would it feel right for a regulator, or a Government body, to take these actions? Is there anyone else you'd rather see playing this role?
    - Is there anything that WOULDN'T feel appropriate for FSA/FSS or its partners to do in this space? Anything that shouldn't be 'their job'?

Health and nutrition

Ok, let's chat about health and nutrition. Why did you all pick this one?
- Checking energy around this topic/any burning issues that the group will want to discuss.

Before we dig in, let me give you a little bit of a sense of what the FSA/FSS currently do in this area. This one is a little bit tricky because there's actually slightly different things happening in different nations - and some responsibilities in this space are covered by other departments.

For example, in terms of remit around Health and Nutrition, the FSA holds a nutrition policy in Northern Ireland, but not in England and Wales. The nutrition policy in Northern Ireland is focused on the Eatwell Guide to make healthy eating easier.

Health and nutrition is a space that lots of different Government bodies play a part in. Other government departments work in this area with policy around food labelling and nutrition standards, such as Defra (Department for Environment, Food and Rural Affairs) and the Department of Health and Social Care in England, and the Welsh Government in Wales.

So again, it varies depending on what nation you are in, but some things that the FSA/FSS might be involved in include (Put in chat):

- Setting standards around nutrition labelling
- Working with other departments to set nutritional standards for catering in some industries
- Assessing health effects of ingredients or processes used in food manufacturing to set safety standards (like pesticides or food additives or pasteurisation)
- In SOME nations in the UK, it provides education and guidance around what a healthy diet looks like and encouragement on eating healthy
- In SOME nations in the UK it also has more responsibility around helping consumers understand and interpret health information on food labels
- Lots of other work in labelling, inspections and so on related to food safety and hygiene

There's lots more too but this should help get us started. What do we think about these responsibilities?

Moderator - don't let people get too hung up on whether this is FSA/FSS's job or someone else's - the FSA/FSS just want to know what matters to people and can work with partners as necessary.

Moderator - note that often there is a sense that health and nutrition should be handled by 'one body' rather than many so you may get pushback here that it isn't handled that way currently in the UK. If so that's fine and can listen to and document reasons for that, but also need to ask people what they would like to happen now with that being as it is!

- How does this list feel? Is this the 'right' kind of stuff for them to manage on the public's behalf? Is this the kind of thing you'd want to see in terms of protecting your interests around health and nutrition?
- How well do you feel like people's needs and interests in this space are protected currently? Why?
- How well do you think your needs and interests are protected currently?
- Is anything missing? (Note - may actually be part of FSA/FSS remit as this list isn't exhaustive!) If so, what and why?

What kinds of things would you want to see happening in this space that would make you feel like your needs and interests were being well represented and protected?
- Anything specific they are worried about they want action on? What action? Why this action?
- What would they want to see/read?
- What would make them trust this was going well? What would make them lose trust?
- How would they want to be told about what's happening to protect their needs and interests in this area? What would they want to know?

Moderator to listen out for and probe around the below issues - or can probe if participants are struggling to come up with anything spontaneously.

- A lot of people raised concerns around the **expense of health foods, or around 'unhealthy' foods feeling more affordable and accessible.**
- A lot of people raised concerns around feeling that **health labelling or marketing was confusing or even 'misleading'** at times. (for example, 'per 100 grams' labels, 'hidden sugars' or ingredients, 'processed foods' ingredients or processes, etc). Some raised concerns about **pesticides, hormones, additives**, etc.
- Some people talked about wanting **more detail or transparency around exactly what is in food**, so they can decide if it's healthy for them.
- Some people talked about feeling like it is **hard to know what to eat if you are trying to be healthy**, or that they want **simple rules** because they sometimes feel a bit overwhelmed with health advice.
- **For all of the above:**
  - What if anything would you like to see the FSA/FSS or other partners in Government and beyond doing about this to protect the public's needs and interests?
  - What would that look like? What actions would you want the FSA/FSS or their partners to be taking on the public's behalf?
  - What would good look like here? What would make you trust that your needs and interests were being protected and represented? What would make you lose trust?
  - Would it feel right for a regulator, or a Government body, to take these actions? Is there anyone else you'd rather see playing this role?
  - Is there anything that WOULDN'T feel appropriate for FSA/FSS or its partners to do in this space? Anything that shouldn't be 'their job'?

Balancing needs: Price, quality, convenience, health and more!

Ok, let's chat about juggling different needs - price, quality, convenience and health - and for some other issues like people's values around the environment. Why did you all pick this one?
- Checking energy around this topic/any burning issues that the group will want to discuss.

For this topic, I'm not going to tell you a lot about what the FSA/FSS currently do in this area, partly because that's all evolving and partly because a lot of these responsibilities are shared with other departments and bodies. So let's just think about what you want done on your behalf - and it may be that some of that is done by FSA/FSS, some by their partners. They still want to know your needs and interests in this area!

What would you want the FSA/FSS or their partners to be doing to protect and represent your interests in this area? Moderator to spark discussion in this area, or if people feeling shy ask them to put thoughts in the chat to get started and then probe/explore/discuss together.

- Anything specific they are worried about they want action on? What action? Why this action?
- What would they want to see/read?
- What would make them trust this was going well? What would make them lose trust?
- How would they want to be told about what's happening to protect their needs and interests in this area? What would they want to know?

Moderator to listen out for and probe around the below issues - or can probe if participants are struggling to come up with anything spontaneously.

- A lot of people told us that they feel they **have to compromise some of their needs and interests when they are food shopping because it's hard to 'tick all the boxes at once'**.
    - How do you make decisions when you feel tensions between your different needs and interests around food? What 'wins'?
    - What is the impact of this for you?

- **Some people felt like this 'juggle' was harder because less 'healthy' food feels easier to buy and more promoted than more 'healthy' food.**

- In particular, **some people raised concerns that when a person's food budget is smaller, they might need to compromise on health or other things that are important to you**. Some people noted this is a particular concern this winter because of things like rising fuel prices.

- Some people raised **concern about those on lower budgets in the UK - it might get harder to afford enough food at all**.

- **For all of the above:**
  - What if anything would you like to see the FSA/FSS or other partners in Government and beyond doing about this to protect the public's needs and interests?
  - What would that look like? What actions would you want the FSA/FSS or their partners to be taking on the public's behalf?
  - What would good look like here? What would make you trust that your needs and interests were being protected and represented? What would make you lose trust?
  - Would it feel right for a regulator, or a Government body, to take these actions? Is there anyone else you'd rather see playing this role?
  - Is there anything that WOULDN'T feel appropriate for FSA/FSS or its partners to do in this space? Anything that shouldn't be 'their job'?

Animal welfare, environment and future generations

Ok, let's chat about animal welfare, the environment and future generations. Why did you all pick this one?
- Checking energy around this topic/any burning issues that the group will want to discuss.

For this topic, I'm not going to tell you a lot about what the FSA/FSS currently do in this area, partly because that's all evolving and partly because a lot of these responsibilities are shared with other departments and bodies. So let's just think about what you want done on your behalf - and it may be that some

of that is done by FSA/FSS, some by their partners. They still want to know your needs and interests in this area!

Moderator note: a lot of these responsibilities spread across departments esp Defra though FSA/FSS does a lot of horizon scanning and work on new technologies etc, and of course has a lot of data on consumer opinion and desires.

People sometimes found it a bit hard to think about 'what they want done' around this area, so let's see if we can generate a list. What would you want the FSA/FSS or their partners to be doing to protect and represent your interests in this area?

Moderator to spark discussion in this area, or if people feeling shy ask them to put thoughts in the chat to get started and then probe/explore/discuss together.

- Anything specific they are worried about they want action on? What action? Why this action?
- What would they want to see/read?
- What would make them trust this was going well? What would make them lose trust?
- How would they want to be told about what's happening to protect their needs and interests in this area? What would they want to know?

When you think about the world you want the next generation to inherit, What does that look like?
- Does this list change?
- Is there anything you'd like the FSA/FSS or its partners to be taking now to protect your needs and interests in terms of what you want for the future?
- What would they want to see/read?
- What would make them trust this was going well? What would make them lose trust?
- How would they want to be told about what's happening to protect their needs and interests in this area? What would they want to know?

Moderator to listen out for and probe around the below issues - or can probe if participants struggling to come up with anything spontaneously.

- A lot of people said they want to know more about the **'black box' of what happens in the food system** - how food gets on their plate, what it is in it, how animals are treated, and so on. One person said 'Tell us how food is actually made!' Others said they were a bit worried about what might happen 'behind the scenes' and might not want to know more!

- Some people have told us they would like to see promotion of more **local foods/local food systems.** For some, this related to the idea of needing to support UK agriculture to become a 'self sustaining island'.

- Some people have said it's **hard to know what actions to take around food and the environment as a consumer**, o**r what would have actual impact** - even if the environment is something you're worried about.
  Some people raised **concerns about how people in the food supply chain are treated**, in the UK and beyond.
  Some people said they were worried about '**greenwashing**', or companies making promises or claims around their environmental impact without meaningfully following through.
- People have said it's **hard to know what a 'sustainable diet' or 'sustainable food system' would look like**. What would that look like for you? Is this an easy thing to determine? If you were asking this question - what would you want to know?
- Some worried about **how environmental or animal welfare standards will be upheld as our trade deals change**, related to Brexit.
- Some people have said they'd like to see more action on **plastics or food packaging**.
- We're also curious about your thoughts on **food waste.** Is this something you'd like to see FSA/FSS or its partners taking action on? (Mod note - hasn't come up spontaneously as yet so lower priority but is helpful for the FSA/FSS to ask about).

- **For all of the above:**
    - What if anything would you like to see the FSA/FSS or other partners in Government and beyond doing about this to protect the public's needs and interests?
    - What would that look like? What actions would you want the FSA/FSS or their partners to be taking on the public's behalf?
    - What would good look like here? What would make you trust that your needs and interests were being protected and represented? What would make you lose trust?
    - Would it feel right for a regulator, or a Government body, to take these actions? Is there anyone else you'd rather see playing this role?
    - Is there anything that WOULDN'T feel appropriate for FSA/FSS or its partners to do in this space? Anything that shouldn't be 'their job'?

2. Trust and governance priorities for about 15 minutes

Objective: Prioritise some of the discussion so far. In terms of feeling that their needs and interests have been represented and protected, what are participants' priority actions for the FSA/FSS/its partners?

Ok, we've talked about a lot tonight thank you. Let's take a few minutes to summarise that.

Take a moment and put into the chat what your personal priorities would be to put on the FSA/FSS's to do list. To feel like your needs and interests around food are being represented and protected, what would you like to see done?

Moderator to probe as necessary for clarity - point out points of commonality or difference - etc. Ideally getting to a key 'to do list' from the group, but ok if you have lots of different things here!

And overall, what kinds of things would you need to see or experience to feel that you could really trust that your needs and interests had been protected? What would be different than it is now?

Is there anything we haven't talked about already that you would want more communication on from FSA/FSS? What would you want to hear? Where/when? If guidance is wanted - how would you want to hear about/receive this?

What would make you lose trust? What would make you feel that your needs hadn't been heard, represented and protected?

3. Sum up and next steps for 2 minutes

Objective: mop up section to uncover anything left unsaid and provide closure.

Thank you all so much for your time today. To close, I'd love to hear if anyone has any final words for the FSA/FSS. What do you really want them to hear from you all today?

Those of you doing online tasks - there will be final tasks uploaded later this week. Can you look out for that and also finish up any outstanding tasks if you haven't done them already please. We'd love to get everyone finished up by the end of this week.

Thank You everyone for everything you've shared, and stay on if you have any questions. Otherwise, enjoy your evening!

Remind participants about availability of Wellbeing Pack +

9.2 Online quantitative questionnaire

The materials below show the questionnaire used in the quantitative stage. Items in greyed out boxes were structural instructions and were not seen by respondents. Scripting instructions (for example, randomisation, minimum/ maximum answers permitted) and additional hidden variables created in the script but not seen by respondents (for example, age band allocation) are not shown in this document for ease of reading.

FSA/FSS Wider Interests, Quantitative Questionnaire January 2022

Eligibility

Welcome to this survey!

We're looking for a mix of people to take part, so first of all we need to ask a few questions about you.

When you are ready, please click 'Next'.

S1. Please indicate your age.

S2. Which of the following describes how you think of yourself?
Please select one answer only

1. Male
2. Female
3. Non-binary / Other (please use this space if you'd like to be more specific)

99. Prefer not to say

We are collecting this information to ensure we take into account the views of many people across the UK. Your response will be analysed together with those of other people in an anonymised format. It will not be linked back to you as an individual.

S3. Do you or any of your close friends or family work in the following industries?

Please select all that apply

1. Market research
2. Marketing
3. Journalism
4. Advertising
5. Public Relations
6. Local government
7. Central government
8. None of the above

S4. Where do you live?

1. England
2. Scotland
3. Wales
4. Northern Ireland
5. Channel Islands
6. Isle of Man
7. Somewhere else

S5. And where in (nation) do you live?

England	Scotland	Wales	Northern Ireland
1. Bath & North East Somerset	52. Aberdeenshire	86. Blaenau Gwent	108. Antrim
2. Bedfordshire	53. Angus	87. Bridgend	109. Armagh
3. Berkshire	54. Argyll & Bute	88. Caerphilly	110. Down
4. Bristol	55. Ayrshire	89. Cardiff	111. Fermanagh

5. Buckinghamshire	56. Banffshire	90. Carmarthenshire	112. Derry/ Londonderry
6. Cambridgeshire	57. Berwickshire	91. Ceredigion	113. Tyrone
7. Cheshire	58. Borders	92. Conwy	-
8. Cornwall	59. Caithness	93. Denbighshire	-
9. County Durham	60. Clackmannanshire	94. Flintshire	-
10. Cumbria	61. Dumfries & Galloway	95. Gwynedd	-
11. Derbyshire	62. Dunbartonshire	96. Isle of Anglesey	-
12. Devon	63. East Ayrshire	97. Merthyr Tydfil	-
13. Dorset	64. East Dunbartonshire	98. Monmouthshire	-
14. East Riding of Yorkshire	65. East Lothian	99. Neath Port Talbot	-
15. East Sussex	66. East Renfrewshire	100. Newport	-
16. Essex	67. Fife	101. Pembrokeshire	-
17. Gloucestershire	68. Highland	102. Powys	-
18. Greater London	69. Inverclyde	103. Rhondda Cynon Taff	-
19. Greater Manchester	70. Kincardineshire	104. Swansea	-
20. Hampshire	71. Lanarkshire	105. Torfaen	-
21. Herefordshire	72. Midlothian	106. Vale of Glamorgan	-
22. Hertfordshire	73. Moray	107. Wrexham	-
23. Isle of Wight	74. North Ayrshire	-	-

24. Isles of Scilly	75. North Lanarkshire	-	-
25. Kent	76. Orkney	-	-
26. Lancashire	77. Perth & Kinross	-	-
27. Leicestershire	78. Renfrewshire	-	-
28. Lincolnshire	79. Shetland	-	-
29. Merseyside	80. South Ayrshire	-	-
30. Norfolk	81. South Lanarkshire	-	-
31. North Somerset	82. Stirlingshire	-	-
32. North Yorkshire	83. West Dunbartonshire	-	-
33. Northamptonshire	84. West Lothian	-	-
34. Northumberland	85. Western Isles	-	-
35. Nottinghamshire	-	-	-
36. Oxfordshire	-	-	-
37. Rutland	-	-	-
38. Shropshire	-	-	-
39. Somerset	-	-	-
40. South Gloucestershire	-	-	-
41. South Yorkshire	-	-	-
42. Staffordshire	-	-	-
43. Suffolk	-	-	-
44. Surrey	-	-	-
45. Tyne & Wear	-	-	-
46. Warwickshire	-	-	-

47. West Midlands	-	-	-
48. West Sussex	-	-	-
49. West Yorkshire	-	-	-
50. Wiltshire	-	-	-
51. Worcestershire	-	-	-

S6. Which of the following best describes the area you live in?

Please select one response only

1. Rural hamlet or isolated dwelling
2. Rural village
3. Small town in rural area, distant from other towns
4. Small town in urban area, close to other towns
5. Medium town or urban suburb
6. Large town or city
7. Other (please type in)

S7. What is your current working status?

If you have several occupations, please select the one that best represents your main activity

1. Work full-time (30+ hours a week)
2. Work part-time (less than 30 hours a week)
3. Student
4. Retired and living on state pension only
5. Retired and living on occupational pension (may be complemented by state pension)
6. Unemployed – for less than 12 months
7. Unemployed – for 12 months or more
8. Not working – on maternity / paternity leave
9. Not working – looking after house / children / relatives
10. Not working – long term sick or disabled

11. Other

12. Prefer not to say

S8. For classification purpose, please indicate the occupation of the Chief Income Earner in your household.

Please select one answer only

The Chief Income Earner is the person in your household with the largest income; it could be you.

If the Chief Income Earner is retired, please answer for their most recent occupation.

If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

1. **High managerial / administrative / professional**
   (for example, Established doctor, Surgeon, Solicitor, Board director in a large organisation [200+ employees], chartered professions such as architect, top level civil servant, senior public service, secondary school headteacher)

2. **Intermediate managerial / administrative / professional**
   (for example, Newly qualified doctor or solicitor, Board director in small organisation, Middle manager in large organisation, Principal officer in civil service / local government, university lecturer, bank manager, police inspector, qualified scientist, teacher)

3. **Supervisory or clerical / junior managerial / professional / administrative**
   (for example, Office worker, Student doctor, Foreman with 25+ employees, Salesperson, Nurse, Technician, Pharmacist, Middle ranks of police/army services)

4. **Manual work requiring professional qualification**
   (for example, Skilled bricklayer, Carpenter, Plumber, Painter, Bus / Ambulance Driver, Lorry driver, Road rescue patrol etc.)

5. **Manual work not requiring professional qualification**
   (for example, Manual workers, Apprentices, Caretaker, Park keeper, Bus/train staff, Postal worker, Shop assistant)

6. **Student**
7. **Casual work only**

   (including zero hours contract, piece work, seasonal work)

8. **House-person / Homemaker / Stay at home parent**
9. **Unemployed or Unable to work**
10. **Full-time carer of other household member**
11. **Other (please type in)**

Welcome, general attitudes and food shopping behaviours

This survey is conducted on behalf of the Food Standards Agency (FSA) / Food Standards Scotland (FSS), who want to hear your opinion and experience as a consumer.

The findings from this research will be used to inform policy and decision-making about food, so they really want to ensure that your views are counted. Your responses will be analysed together with those of other people in an anonymised format: nothing will be linked back to you.

Please answer honestly throughout. There are no right or wrong answers: it is your opinion, and your experience, that matters.

Q1. First, here are some things that other people have said about their lifestyle. Please tell us to what extent you agree or disagree with this statement:

1. Socialising with friends is a big part of my lifestyle (in person or remotely)
2. I post every day on social media
3. I am financially comfortable and can afford to buy things I want without worrying about the cost
4. I am constantly on the go with no time to myself
5. I feel optimistic about the future
6. I actively look after my mental health
7. I am prepared to make big changes to my lifestyle in order to be healthier
8. I pay close attention to the environmental or ethical impact of the products I buy

9. I trust that the government acts in my best interests

10. I regularly keep myself informed of news and current affairs

11. Friends and family often turn to me for advice

Scale

1. Disagree strongly

2. Disagree slightly

3. Neither agree nor disagree

4. Agree slightly

5. Agree strongly

The next few questions are about how you buy and shop for food.

Again, there are no right or wrong answers, it is your experience that matters.

Q2. Thinking about your household, who generally does this task?

1. **The food shopping for your household** (Please include both online and in store food shopping)

2. **The food preparation and cooking** for your household

Scale

1. I do all or most of it

2. I share the responsibility with someone else

3. Someone else in my household does it

4. Someone else outside of my household does it (for example, a relative or carer)

5. Each person in the household does their own

Q3a. From which of these do you get food at least once a month?

Please select all that apply

Q3b. And from which of these do you get most of your food?

Please select one only

1. Independent greengrocers, butchers, bakers or fishmongers

2. Local market, farmers market or farm shop

3. Vegetable box or farm deliveries (for example, Riverford / Abel & Cole etc.)

4. Petrol station selling food or beverages / Small food store on station forecourt

5. Corner / convenience store or newsagent selling food & other items (not on petrol station forecourt)

6. Small supermarket chain (for example, Co-op, Tesco Express, M&S Food to Go, Sainsbury's Local etc.)

7. Large main supermarket chain (for example, Tesco, Sainsbury etc.)

8. Budget supermarket chain (for example, Aldi, Lidl etc.)

9. Food bank or other emergency food provider

10. Food sharing app (for example, Olio, Too Good to Go)

11. Recipe box delivered to you (for example, Hello Fresh / Gousto etc.)

12. Online-only provider or marketplace: Ocado, Amazon, Facebook etc.

13. Other (please type in)

Q4. How often do you do the following:

1. Shop for groceries online

2. Shop for groceries in store

3. Order meals on a food delivery app or website to be delivered to your home (for example, Deliveroo, Just Eat, Uber Eats)

4. Order meals directly online or by phone from a local takeaway, café or restaurant to be delivered to your home or to collect in person

5. Eat out in restaurants, pubs or cafés

Scale

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. Not available in my area

Food attitudes

The next few questions are about your food choices, your approach to food and how you feel about it.

Please focus on your usual routines and habits in the last 3 months when answering these questions.

We appreciate that food can sometimes be an emotive or sensitive topic. At the end of the survey you'll find a link to an information pack full of free resources and useful contacts that might be helpful if you feel in need of support. This is totally up to you, and it's anonymous (we won't know who has accessed it).

Q5. Now thinking about your approach to food. To what extent do you agree or disagree with this statement?

1. For me, eating is first and foremost about enjoyment
2. I am confident cooking dishes and meals from scratch
3. I love discovering new tastes or recipes
4. I find it difficult to juggle the tastes and needs of everyone in my household
5. I worry that the type of food I eat lacks variety
6. I generally look for food that is organic or 100% natural
7. Most days it's easy for me to eat several portions of fruit and vegetables
8. I want my food choices to set a good example to those around me
9. Food is a way of showing care to people close to me
10. I feel the burden of managing food in the household falls on my shoulders

Scale
1. Disagree strongly
2. Disagree slightly
3. Neither agree nor disagree

4. Agree slightly
5. Agree strongly

The next two questions are about how you choose food.

You will be asked to distribute points to show how much certain things matter to you (or not).

First, you will have 100 points to show us, in an ideal world, how you would like to be able to choose food.

Then, you will have another 100 points to show us what influences your choices when you actually buy food nowadays.

Ready?

Q6. In an ideal world…
Imagine an ideal world where you can choose food in exactly the way you'd like.
You have 100 points to distribute across the items below to show us how you would like to be able to choose food.

You can adjust your points in any way you want until all points have been distributed. The more points you give, the more important an aspect is to you. If something does not matter at all to you, you can leave it blank.

This is what would influence my choices in an ideal world
1. **Food safety and hygiene:**
   food being prepared, packaged, handled safely and being safe to eat
2. **Health and nutrition:**
   food being healthy, nutritious, less processed, good for your wellbeing in the way that matters to you

3. **Environment and animal welfare:**

   food being respectful of the natural world, or treating animals with dignity or minimising packaging and/or waste

4. **Price / Value:**

   food that meets your needs in terms of budget and what you get for your money

5. **Quality:**

   food being of good quality in the way that matters to you and is enjoyable

6. **Convenience and ease:**

   food that makes things easier for you

7. **Local provenance:**

   food being produced by farms or producers in your area

8. **Ethics and workers welfare:**

   food giving fair treatment to workers, farmers, producers involved in making it

Q7.

In reality…

Please think about what actually happens when you buy food.

Again, you have 100 points to distribute across the items below. But this time, please show us how much these items influence your choice when buying food nowadays.

You can adjust your points in any way you want until all points have been distributed. The more points you give, the bigger the influence on your choice. If something does not matter at all to you, you can leave it blank.

This is what influences my choices when buying food nowadays
1. **Food safety and hygiene:**

   food being prepared, packaged, handled safely and being safe to eat

2. **Health and nutrition:**

   food being healthy, nutritious, less processed, good for your wellbeing in the way that matters to you

3. **Environment and animal welfare:**

   food being respectful of the natural world, or treating animals with dignity or minimising packaging and/or waste

4. **Price / Value:**

   food that meets your needs in terms of budget and what you get for your money

5. **Quality:**

   food being of good quality in the way that matters to you and is enjoyable

6. **Convenience and ease:**

   food that makes things easier for you

7. **Local provenance:**

   food being produced by farms or producers in your area

8. **Ethics and workers welfare:**

   food giving fair treatment to workers, farmers, producers involved in making it

We would now like to get your opinion about issues surrounding food in more detail. Again, there are no right or wrong answers, it is your experience that matters.

And remember - if you are affected by any issues raised in this survey, you'll be able to download, at the end of the survey, an information pack full of free resources and useful contacts.

Q8. This question is about: food safety and standards. To what extent do you agree or disagree with this statement?

1. I trust that the foods sold in shops are made and stored according to good food safety standards
2. I trust that the places I eat or buy from are handling food safely and hygienically
3. I find it difficult to really understand what a product contains
4. I find on-pack information about a product's environmental impact easy to understand
5. I find on-pack information about animal welfare easy to understand

6. I avoid buying foods that contain ingredients such as trans fats / palm oil / preservatives / E numbers
7. I am concerned that the way allergens are labelled on food packs is unclear
8. When buying a new food product in store, I often check the information on the pack (for example, ingredients, origins)
9. I check the dates on food products to make sure I buy the freshest, longest dates possible

Scale
1. Disagree strongly
2. Disagree slightly
3. Neither agree nor disagree
4. Agree slightly
5. Agree strongly

Q9. This question is about: health and nutrition. To what extent do you agree or disagree with this statement?

1. I worry about the long-term impact on my health of the food I eat
2. I'm confident I know what a healthy nutritious diet is for me
3. I often feel that foods labelled as 'healthier options' (for example, low fat, low sugar, plant-based meat alternatives) are unhealthy in other ways
4. I feel supermarkets encourage me to buy unhealthy foods
5. When I shop, I prioritise foods that are filling and make people feel full for longer
6. I feel priced out of healthy foods
7. I often select food because of its specific health properties
8. Health is the first thing I think of when I buy food for myself/my household

Scale
1. Disagree strongly
2. Disagree slightly
3. Neither agree nor disagree
4. Agree slightly
5. Agree strongly

Q10. This question is about: food quality, convenience and value. To what extent do you agree or disagree with this statement?

1. I feel able to afford the quality of food I want at all times
2. Premium food products are a big part of my regular shop
3. I trust local food producers to have higher quality standards than big business
4. When food shopping, I am quite smart at getting the most value for the lowest cost
5. When I buy food, I look for the lowest price as a priority
6. Heavily processed foods are often the only option available to me
7. It's difficult to find fresh food (for example, fruit, vegetables, meat) that fits my budget
8. I can access a wide range of good quality food within easy reach locally
9. I buy a lot of packaged foods that you can eat without preparation (for example, pre-packed sandwiches, crisps, biscuits)
10. I often rely on quick-to-prepare convenience foods (for example, ready-meals, frozen pizza, fish fingers, nuggets etc)

Scale
1. Disagree strongly
2. Disagree slightly
3. Neither agree nor disagree
4. Agree slightly
5. Agree strongly

Q11. This question is about: production methods, environment and animal welfare. To what extent do you agree or disagree with this statement?

1. I feel that profit has become more important to the food industry than people's needs
2. The treatment of animals in the food chain is something I care deeply about
3. I worry about the impact of our food system on the environment
4. I'm confident that future generations will have enough good quality food to eat

5. I believe that most big food companies treat their workers fairly

6. I try to reduce or avoid food products that create plastic waste

7. I actively try to buy from local producers or local food businesses

8. As a consumer, my food choices can help shape the food system for the better

9. I find it unacceptable to throw food away at home

10. I'd love to understand how to have a more eco-friendly diet

11. I am prepared to pay more for food products that are environmentally-friendly or have high welfare standards

Scale
1. Disagree strongly
2. Disagree slightly
3. Neither agree nor disagree
4. Agree slightly
5. Agree strongly

Food consumption behaviours and food insecurity

Q12a. Which, if any, of these options describe your typical diet (for example, when you are not on holiday)?
Please select all that apply

Q12b. And which, if any, of these describe the diet of anyone in your household?
Please select all that apply

1. Vegan/exclusively plant based
2. Vegetarian
3. Pescatarian (you eat fish, but not meat)
4. Still eating, but cutting down on meat, dairy, animal products
5. Exclude certain ingredients due to allergies or intolerances (for example, gluten, lactose, nuts)
6. Exclude certain ingredients for religious or cultural reasons
7. Exclude certain ingredients due to taking medication

8. Exclude certain ingredients due to impact on behaviour (for example, e-numbers, additives)
9. Prioritise low fat, low sugar or low salt options
10. Prioritise high protein, wholegrain or high fibre options
11. Prioritise organic foods
12. Something else (please type in)
13. No particular diet

Q13. Some people's food choices are shaped by their own physical or mental health needs, or by the needs of others in their household.

Do any of the options below resonate with you?
Please select all that apply

The food I buy is often influenced by…
1. **my** mental wellbeing/mental health needs
2. **my** allergies or intolerances
3. **my** physical health conditions
4. the mental wellbeing/mental health needs of **others** in my household
5. allergies or intolerances of **others** in my household
6. physical health conditions of **others** in my household
7. Another wellbeing or health aspect (please use this space if you'd like to be more specific)
8. None of these

These next questions are about the food eaten in your household in the last 12 months, since January 2021, and focus on whether you were able to afford the food you need.

Answers to these questions are really important for us to understand the recent experiences of people in the UK. Your answers will be analysed together with other people's answers: we will not single out any individual answers for analysis and everything you tell us is anonymous (it will not be linked back to your name).

Please remember - if you are affected by any issues raised in this survey, you'll be able to download, at the end of the survey, an information pack full of free resources and useful contacts.

QX1. In the last 12 months, how often have you felt that you had to change your behaviour around food because of money worries?

1. Never
2. In only 1 or 2 months
3. Some months but not every month
4. Almost every month
5. Every month or more

QX2. Which, if any, of the following have you experienced in relation to food in the past 12 months?
Please select all that apply

1. Found myself unable to buy food due to lack of money
2. Been unable to afford to eat healthy balanced meals
3. Cut meal size / eaten less because there wasn't enough money for food
4. Skipped meals because there wasn't enough money for food
5. Been hungry but didn't eat because there wasn't enough money for food
6. Obtained food from a food bank, a local community group or charity
7. Reduced the quantity of fresh produce or fresh foods I buy, to save money
8. Had to buy cheaper food that compromises on animal rights, environmental standards or worker treatment
9. Swapped branded products for cheaper alternatives to fit my budget
10. Cooked from scratch something I used to buy ready-made in order to spend less
11. Wanted to, but couldn't afford to buy locally produced foods
12. Bulked out meals with cheaper ingredients to reduce costs
13. Another behaviour change around food due to money worries (please type in)
14. None of these

Food influences

Q14a. Which of the following do you use for information about food?

Please select all that apply

Q14b. And which do you trust for information about food (even if you don't use it for information at present)?

Please select all that apply

1. Food activists/campaigners/bloggers
2. Local authorities / local government
3. The Scottish government / The Welsh government / The Northern Ireland government
4. Food manufacturers / brands
5. Food retailers (for example, supermarkets)
6. Local food producers (for example, butcher's, local market, farm shop)
7. Healthcare professionals or scientists
8. Mainstream news
9. The Food Standards Agency (FSA) / Food Standards Scotland (FSS)
10. The UK government, ministers and departments
11. Other (please type in)
12. No-one

Q15. Which of the following social media do you use at least once a week to access content or information specifically about food?

Please select all that apply

1. Facebook
2. Food blogger/influencer website
3. Instagram
4. LinkedIn
5. Pinterest
6. Reddit
7. Snapchat

8. TikTok
9. Twitter
10. YouTube

98. Other (please type in)
97. I don't use social media for content or information about food
99. I don't use social media at all

The future of food

The next few questions are about your opinions of how things might evolve in the future when it comes to food.

As before, there is no right or wrong answer, it is your opinion that matters.

Please remember - if you are affected by any issues raised in this survey, you'll be able to download, at the end of the survey, an information pack full of free resources and useful contacts.

Q16. Which, if any, of these changes in your diet would you like to implement in the next 12 months?
Please select all that apply

1. Reduce or stop consumption of meat / dairy / animal products
2. Eat more organic food
3. Eat better quality food
4. Eat more sustainably produced food
5. Switch to animal products made with higher animal welfare standards
6. Switch to food products made with higher ethical standards for example, Fair Trade
7. Reduce food waste
8. Increase the proportion of low fat / low sugar / low salt foods in my diet
9. Reduce or exclude, by choice, ingredients such as gluten or lactose
10. Increase, by choice, ingredients that bring extra health properties (for example, protein, fibre, vitamins)

11. Increase my intake of fruit and vegetables

12. Increase my intake of wholegrain foods

13. Increase my intake of locally produced foods

98. Other (please type in)

99. None

Q17. Thinking about the future of food in the UK over the next 3 years, is there anything that immediately comes to your mind as something you are concerned about?

Please give as much detail as you can

Q18. To what extent do these areas concern you about the future of food in the UK over the next 3 years?

Please select a level for each option

1. Impact of climate change on food production

2. Price of food

3. Food poverty and food inequality

4. Future of British farming

5. Food shortages

6. Food standards and post-Brexit

7. Treatment of animals in the food chain

8. Treatment of food worders in the food chain

9. Over-processing food

10. Dependency on food imports from outside the UK

11. Power of big food manufacturers

12. Food waste in the food chain

13. Packaging waste or plastic packaging in the food chain

14. Cost of healthy food

Scale

1. Not at all concerned

2. A bit concerned

3. Quite concerned

4. Extremely concerned

Q19a. Thinking about the next 3 years, which of these issues, if any, do you see as important to you for the future of food?

Please select all that you feel are important to you

1. High standards of food safety and hygiene across the food chain
2. Access to healthy food products at affordable prices
3. Access to low-priced food that is not over-processed and meets good quality standards
4. Clear information I can trust about the food I am eating
5. Confidence that food products labelled as healthy are what they claim to be
6. Access to locally produced foods
7. Support for British farmers and producers / fewer imports
8. Guidance to make it easier to make healthy food choices
9. Guidance to make it easier to make eco-friendly food choices
10. Reducing food waste in the food chain
11. A food system that respects the environment or the climate
12. A food system that treats animals in the food chain with dignity
13. A food system that treats workers in the food chain fairly

98. Something else (please type in)
99. None

Q19b. And still thinking about the next 3 years, which of these issues are the three most important to you?

Please select three options

1. High standards of food safety and hygiene across the food chain
2. Access to healthy food products at affordable prices
3. Access to low-priced food that is not over-processed and meets good quality standards
4. Clear information I can trust about the food I am eating
5. Confidence that food products labelled as healthy are what they claim to be

6. Access to locally produced foods

7. Support for British farmers and producers / fewer imports

8. Guidance to make it easier to make healthy food choices

9. Guidance to make it easier to make eco-friendly food choices

10. Reducing food waste in the food chain

11. A food system that respects the environment or the climate

12. A food system that treats animals in the food chain with dignity

13. A food system that treats workers in the food chain fairly

98. Something else (please type in)

99. None

Q20a. Now looking at these issues from a different perspective.

Which of these issues would you want Government to prioritise in the next 3 years?

Please select up to 3 choices

1. High standards of food safety and hygiene across the food chain

2. Healthy food products at affordable prices

3. Low-priced food that is not over-processed and meets good quality standards

4. Clear and reliable information about food products

5. Food products labelled as healthy are what they claim to be

6. Access to locally produced foods

7. Support for British farmers and producers / fewer imports

8. Guidance to make it easier to make healthy food choices

9. Guidance to make it easier to make eco-friendly food choices

10. Reducing food waste in the food chain

11. A food system that respects the environment or the climate

12. A food system that treats animals in the food chain with dignity

13. A food system that treats workers in the food chain fairly

98. Something else (please type in)

99. None

Q20b. Now looking at these issues from a different perspective.

Which of these issues would you want the food industry (for example, retailers, food producers and suppliers) to prioritise in the next 3 years?

Please select up to 3 choices

1. High standards of food safety and hygiene across the food chain
2. Healthy food products at affordable prices
3. Low-priced food that is not over-processed and meets good quality standards
4. Clear and reliable information about food products
5. Food products labelled as healthy are what they claim to be
6. Access to locally produced foods
7. Support for British farmers and producers / fewer imports
8. Guidance to make it easier to make healthy food choices
9. Guidance to make it easier to make eco-friendly food choices
10. Reducing food waste in the food chain
11. A food system that respects the environment or the climate
12. A food system that treats animals in the food chain with dignity
13. A food system that treats workers in the food chain fairly

98. Something else (please type in)
99. None

Q21a. In an ideal world, what specifically would you like The Food Standards Agency (FSA) / Food Standards Scotland (FSS) to do with regard to: food safety, standards and transparency?

Please select up to 3 options

1. Communicate more about food inspections of places that serve food
2. Hold companies to account in a visible way
3. Take action to reduce things added in the food process for example, e-numbers, preservatives
4. Enforce clearer labelling of food ingredients and allergens
5. Make it easier to understand best before/use by dates

6. Ensure the public can easily report unsafe food handling in places that serve food

98. Something else (please type in)
99. Nothing

Q21b. In an ideal world, what specifically would you like The Food Standards Agency (FSA) / Food Standards Scotland (FSS) to do, in partnership with others, with regard to: price, quality and convenience?

Actions on this list could involve working with partners such as government departments, local authorities, producers, manufacturers or retailers
Please select up to 3 options

Working with partners to…
1. Ensure greater choice of basic low-priced foods of good quality
2. Ensure children receive the nutrition they need at school and at home
3. Ensure promotions include fresh produce and fresh foods, not just processed foods
4. Encourage big food brands to offer a greater choice of healthy products
5. Ensure access to affordable, locally produced foods
6. Ensure meals served in nurseries, schools, care homes, hospitals are healthy and nutritious

98. Something else (please type in)
99. Nothing

Q21c. In an ideal world, what specifically would you like The Food Standards Agency (FSA) / Food Standards Scotland (FSS) to do with regard to: health and nutrition?
Please select up to 3 options

1. Create a single score to show on food packaging how nutritious the product is

2. Develop a simpler, consistent system across stores to label health information on packs

3. Give more clarity on fat, salt and sugar content in food products

4. Ensure food labelled as "healthier option" is genuinely healthier for you

5. Provide clear guidance on how to make healthy choices on a budget

6. Provide clear guidance on the health impact of processed foods

98. Something else (please type in)

99. Nothing

Q21d. In an ideal world, what specifically would you like The Food Standards Agency (FSA) / Food Standards Scotland (FSS) to do with regard to: the environment, ethics and welfare?

Actions on this list could involve working with partners such as government departments, local authorities, producers, manufacturers or retailers
Please select up to 3 options

Working with partners to…

1. Ensure 'Food miles' information is clearly given on food products to show the distance the product has travelled to get to your plate

2. Provide an 'eco-label' on food products to show their environmental impact

3. Provide clear guidance on how to make eco-friendly food choices on a budget

4. Ensure high standards of animal welfare, including for imported foods

5. Ensure fair treatment for workers, farmers and small producers in the food chain

6. Set standards to minimise food waste in the food chain

98. Something else (please type in)

99. Nothing

Additional classifications

The final questions are about you and your household.

They will be used for classification purposes only – your responses will be aggregated in our analysis and will not be linked back to you individually.

Please answer honestly.

F1. What is the highest academic qualification that you have achieved?
Please select one code only

1. Left school with no qualification
2. GCSE/'O' level or equivalent
3. AS level or equivalent
4. A-level, Scottish 'Higher', HNC or equivalent
5. Diploma, HND or equivalent
6. Degree or equivalent
7. Master, MA, MSc, MBA
8. Doctorate/ PhD and beyond

98. Other
99. Prefer not to say

F2. Do you have any of the following characteristics?
Please select all that apply

1. Long-term or chronic health condition for example, diabetes, asthma, heart condition, high blood pressure etc.
2. Reduced mobility
3. Overweight / Over your ideal weight
4. Smoker
5. Food allergy
6. Food intolerance
7. Eating disorder

8. Pregnant / breastfeeding

98. Other issue affecting your health

99. None

97. Prefer not to answer

F3. What modes of transport do you regularly use for food shopping?

Please select all that apply

1. My own car, van or motorbike
2. Bicycle
3. Public transport – bus
4. Public transport – train or Tube
5. Walking

98. Other

99. Not applicable

The next question is about your ethnicity, which is classed as sensitive personal information and for which we need your explicit consent. We are collecting this information as it helps to ensure that the findings from this research are representative of the UK population.

Your response will be analysed in aggregation with those of other people in an anonymised format. It will not be linked back to you as an individual.

1. I consent to providing this information
2. I refuse to provide this information

F4. 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 type in)

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 type in)

Asian or Asian British [drop down options below]

9. Indian

10. Pakistani

11. Bangladeshi

12. Chinese

13.Any other Asian/Asian British background (please type in)

Black or Black British [drop down options below]

14.Caribbean

15.African

16.Any other Black/Black British background (please type in)

Other Ethnic Group [drop down options below]

17.Arab

18.Any other ethnic group (please type in)

99.Prefer not to say

F5. Which best describes your household income before tax?

If you live with housemates not related to you, please only answer for your personal income.

Please choose one answer

  1. Less than £13,000 per year/Less than £1,083 per month

2. £13,000 - £18,999 per year/£1,083 - £1,583 per month
3. £19,000 - £25,999 per year/£1,584 - £2,167 per month
4. £26,000 - £31,999 per year/£2,168 - £2,667 per month
5. £32,000 - £47,999 per year/£2,668 - £4,000 per month
6. £48,000 - £63,999 per year/£4,001 - £5,333 per month
7. £64,000 - £95,999 per year/£5,334 - £8,000 per month
8. £96,000 or more per year/More than £8,000 per month

99. Prefer not to say

F6. Finally, please indicate who else lives with you in your household.

Please select all that apply

1. No one, I live by myself
2. Partner
3. Own/step/foster children aged 0-4
   How many? (please type in)
4. Own/step/foster children aged 5-11
   How many? (please type in)
5. Own/step/foster children aged 12-17
   How many? (please type in)
6. Own/step/foster children (aged 18+)
   How many? (please type in)
7. Parent(s) or elderly relative
   How many? (please type in)

98. Other
    How many? (please type in)

Thank you for your time – we really appreciate your help.

Before you complete the survey, would you like to have access to the Wellbeing Pack?

(This contains tips to support your wellbeing, information on how to access mental health and financial support and details of organisations that can offer you help for free).

1. Yes, I would like to have a copy of the Wellbeing Pack
2. **No,** I am not interested in this

This is totally up to you, and it's anonymous (we won't know who has used the information, and your details will not be passed to any of the organisations listed in the pack).
Please click on the link below to access the pack – this will open a new page on your browser.
Then please come back to this page and click 'Next' to complete the survey.
[Wellbeing Survey link]

Please click 'Next' to complete the survey.