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The 2014 FOOD and YOU Survey

England Bulletin 1
Eating, cooking and shopping

TNS BMRB

Government Statistical Service

GSR Government Social Research
Social Science in Government

The 2014 FOOD and YOU Survey

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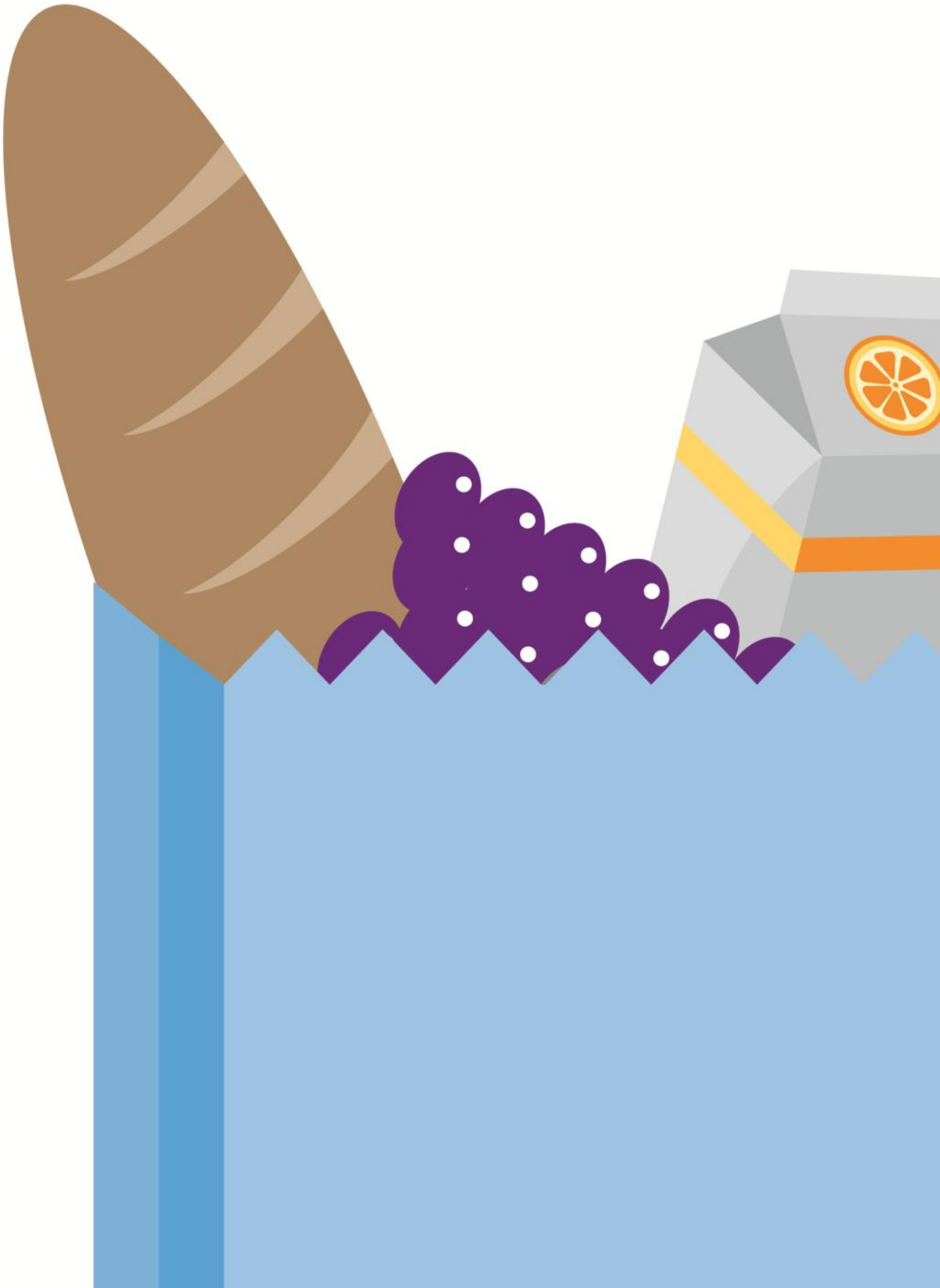
Authors:
Sally Malam, TNS BMRB
Gillian Prior, TNS BMRB
Rachel Phillips, TNS BMRB
Catherine O'Driscoll, TNS BMRB



www.food.gov.uk

Acknowledgments

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

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We also thank the Food and You Working Group – Joy Dobbs, Professor Anne Murcott, and Professor Richard Tiffin – for their valuable direction and guidance.

Contents

Official Statistics

The statistics presented in this bulletin meet the requirements of the UK Code of Practice for Official Statistics.[1]

Further information on Official Statistics can be found on the UK Statistics Authority website[2].

[1] http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html

[2] http://www.statisticsauthority.gov.uk/national-statistician/types-of-official-statistics/index.html

Foreword

This bulletin presents a descriptive overview of selected findings for England from Wave 3 of the Food and You survey, commissioned by the Food Standards Agency (FSA or the Agency). Much of the Agency's work with the public is concerned with informing and influencing the ways in which food is purchased, stored, prepared and consumed. Food and You provides data about the prevalence of different reported behaviours, attitudes and knowledge relating to these topics.

Waves 1 and 2 of the Food and You survey were carried out in 2010 and 2012 respectively. Wave 3 was conducted in 2014 and consisted of 3,453 interviews from a representative sample of adults aged 16 and over across the UK. In total 1,951 interviews were conducted in England, on which this report is based. Wave 3 builds on and extends the previous findings.

The key findings for England from Wave 3 have been published in four separate bulletins, one for each of the following main topics:

- Eating, cooking and shopping
- Food safety in the home
- Eating outside the home
- Experience of food poisoning and attitudes towards food safety and food production

In addition to the bulletins, an executive summary has been published which presents key findings for England from across the entire survey.

This bulletin provides a descriptive overview of the key findings for England from Wave 3 in relation to eating, cooking and shopping.

Background and objectives

Role of the FSA

The FSA was created in 2000 as a non-ministerial, independent government department governed by a Board whose members have extensive knowledge and experience in a wide range of sectors relevant to the FSA. The Agency was set up to protect public health from risks which may arise in connection with the consumption of food, and otherwise to protect the interests of consumers in relation to food.

The FSA is responsible for food safety and hygiene across the UK, and is committed to ensuring the general public can have trust and confidence in the food they buy and eat.

In providing guidance on food safety to consumers, the Agency aims to minimise the risk of food poisoning. Advice generally relates to four aspects of food hygiene: cleaning, cooking, avoiding cross-contamination and chilling (collectively known as the ‘4 Cs’), with advice provided on each aspect. Guidance is also given on the use of date labels (such as ‘use by’ and ‘best before’ dates) and storage instructions on foods to help ensure the safety of food eaten at home.

The Food and You survey

In 2009, the FSA commissioned a consortium comprising TNS BMRB, the Policy Studies Institute (PSI) and the University of Westminster to carry out Wave 1 of Food and You. The main aim of this survey was to collect quantitative information as a baseline on the UK public’s reported behaviour, attitudes and knowledge relating to food issues (such as food safety and healthy eating). The results from this survey provided an extensive evidence base to support policy making at the FSA and across other government departments.

Waves 1 and 2 of the Food and You survey were conducted by the same consortium in 2010 and 2012 respectively. Reports of the findings and methodological details are available on the FSA website[3]. Specific examples of use of the findings include results from Wave 1 being used to determine the theme of the 2012 FSA Food Safety Week[4] and findings from Wave 2 informing FSA public campaigns on food safety. Secondary analysis of the Waves 1 and 2 data has explored domestic food safety practices[5] and the relationships between nutrition and food safety[6]. Wave 3 was carried out in 2014 by TNS BMRB.

Prior to 2010, the FSA was responsible for food safety and nutrition policy across the UK. Accordingly, Wave 1 of the Food and You survey contained questions covering both healthy eating and food safety, and the findings were reported together. During Wave 1, responsibility for nutrition policy (healthy eating) was transferred in England and Wales to the Department of Health (DH) and the Welsh Government respectively. Waves 2 and 3, therefore, focussed solely on food safety issues for respondents in England and Wales. This bulletin covers the UK wide food safety questions asked to respondents living in England. Separate bulletins have been published for each UK country, as well as a bulletin of the UK results as a whole[7].

The objectives for Wave 3 of the Food and You survey were to collect quantitative information to enable the Agency to:

- Explore public understanding of, and engagement with, the Agency's aim of improving food safety
- Identify specific target groups for future interventions (e.g. those most at risk or those among whom FSA policies and initiatives are likely to have the greatest impact)
- Monitor changes over time (compared with data from Waves 1 and 2 or from other sources) in reported attitudes and behaviour
- Broaden the evidence base and develop indicators to assess progress in fulfilling the Agency's strategic plans, aims and targets.

About this bulletin

Self-reported behaviours

Interviews as a data collection method do not necessarily capture people's actual practices. What respondents say in interviews about what they do and think is necessarily *reported* for a number of reasons, including recall not being accurate, certain behaviours being habitual and therefore possibly difficult to recall, and desirability bias – described further below. Here self-reported behaviour is used as a proxy for actual behaviour. Where the report refers to behaviour, attitudes or knowledge, the fact that the data refer to reported behaviour must always be borne in mind.

When developing the Food and You questionnaire, it was apparent that the risk of social desirability bias was high i.e. respondents tended to answer questions based on what they thought they ought to say, rather than reflecting what they actually do, know or think. In particular, there were a number of topics in the questionnaire for which respondents might be reluctant to report behaviour which goes against a generally well known 'best practice' (for example, not washing their hands before cooking or preparing food). The Food and You questionnaire was carefully designed to limit this as far as possible by asking questions about behaviour in specific time periods (e.g. asking whether a respondent did something 'in the last seven days' rather than 'usually') and framing questions in a neutral way.

Questionnaire changes between waves

To reflect the changing responsibilities of the FSA, the focus of the survey content was changed between Wave 1 and Wave 2. To minimise any effects caused by changing the order of the questions

[3] The Wave 1 report can be found at: http://www.foodbase.org.uk/admintools/reportdocuments/641-1-1079_Food_and_You_Report_Main_Report_FINAL.pdf and the Wave 2 report can be found at: http://www.foodbase.org.uk/admintools/reportdocuments/805-1-1460_Wave_2_Main_Report.pdf
[4] http://www.food.gov.uk/news-updates/campaigns/germwatch/
[5] http://www.food.gov.uk/science/research/ssres/fs409012
[6] http://www.food.gov.uk/science/research/ssres/crosscutss/fs307014
[7] www.food.gov.uk/food-and-you

attempts were made to keep the structure of the questionnaire as similar as possible between the waves. Despite this, the removal of the healthy eating questions in England and Wales, and further revisions of the food safety questions introduced unavoidable differences between the two waves of the survey. As the context in which survey questions are asked is known to influence the way respondents reply we cannot rule out the possibility that differences in responses between Waves 1 and 2 may have been partly or wholly because of changes to the questions in general and to the changed context resulting from removing the 'healthy eating' questions in particular. Further changes were made to the questionnaire at Wave 3. Again, whilst efforts were made to keep the structure of the questionnaire as similar as possible to the Wave 2 questionnaire, unavoidable differences were introduced between these two waves of the survey. That observed differences could be an effect of changes to the questionnaire should be kept in mind when considering the findings.

Where questions have remained consistent across the waves of the survey, statistical analysis has been used to determine whether results have changed significantly over time. Although having three data points now means it is possible to see trends starting to emerge, doing so is inevitably still tentative, whereas further waves of data collection would allow greater confidence in identifying trends.

At Wave 1 of the survey, in order to cover additional topics without over-burdening respondents, three question modules (eating arrangements, eating out and shopping patterns) were each asked of a random third of respondents. At Waves 2 and 3, all question modules were asked of all respondents. The larger sample sizes for these modules at Waves 2 and 3 mean that smaller differences observed between Waves 2 and 3 are statistically significant compared with differences between Wave 1 and Waves 2 or 3.

The Food and You Technical Report[8] provides a summary of questionnaire changes between Wave 2 and Wave 3.

Reporting conventions

Unless stated otherwise, where comparisons are made in the text between different population groups or variables, only those differences found to be statistically significant at the five per cent level are reported. In other words, differences as large as those reported have no more than a five per cent probability of occurring by chance.

Percentages may not add to 100% as a result of rounding.

Topics covered

The Food and You survey collected data on a wide range of topics. As a result it is not feasible for this series of bulletins to present detailed analysis of all of the questions. In particular, only selected socio-demographic variables have been analysed to uncover statistically significant differences. These variables were identified by the FSA as of key interest, providing the most useful information about sub-group variation among those living in England at this initial stage of data analysis. The identified variables were: age, gender, English region[9] and Index of Multiple Deprivation[10] (IMD). Variation by age and gender has been considered across the three waves, while only Wave 3 data was examined for variation by English region and IMD. Full data are available in the UK Data Archive[11] and at data.gov.uk[12] for further analysis.

[8] http://www.food.gov.uk/sites/default/files/food-and-you-2014-uk-bulletin-technical-report.pdf

[9] English region is the geographical unit formerly referred to as Government Office Region (GOR). It comprises the following nine regions, built up of complete counties/unitary authorities: North East, North West, Yorkshire and the Humber, East Midlands, West Midlands, East of England, London, South East and South West.

[10] IMD is a measure of area deprivation which considers deprivation across income, employment, health and disability, education, crime, barriers to housing and services, and living environment. Areas are grouped into quintiles based on their 2010 Index of Multiple Deprivation (IMD) score, with quintile 1 the most deprived areas across England and quintile 5 the least deprived areas.

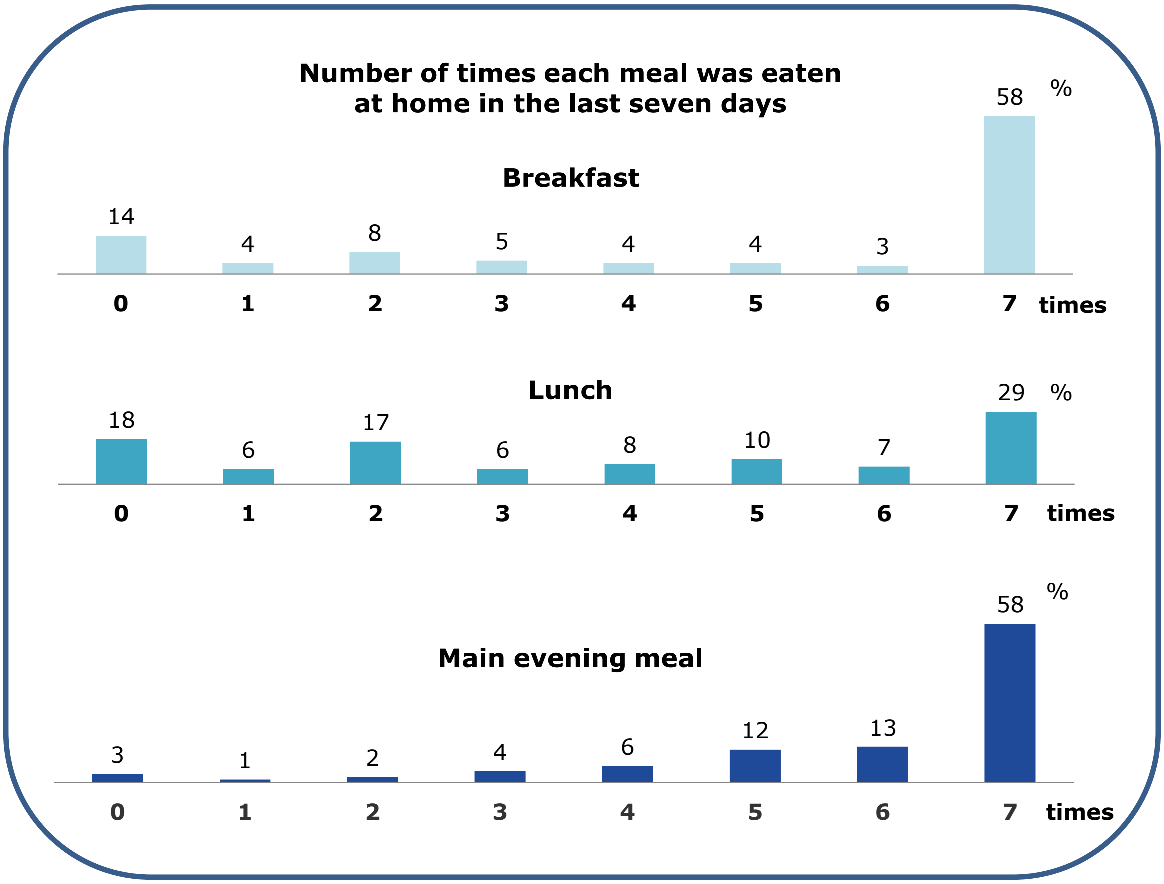
[11] http://www.data-archive.ac.uk/

[12] http://data.gov.uk/

1. Eating and cooking at home

1.1 Frequency of eating at home

Figure 1.1 Frequency of eating at home (Wave 3)



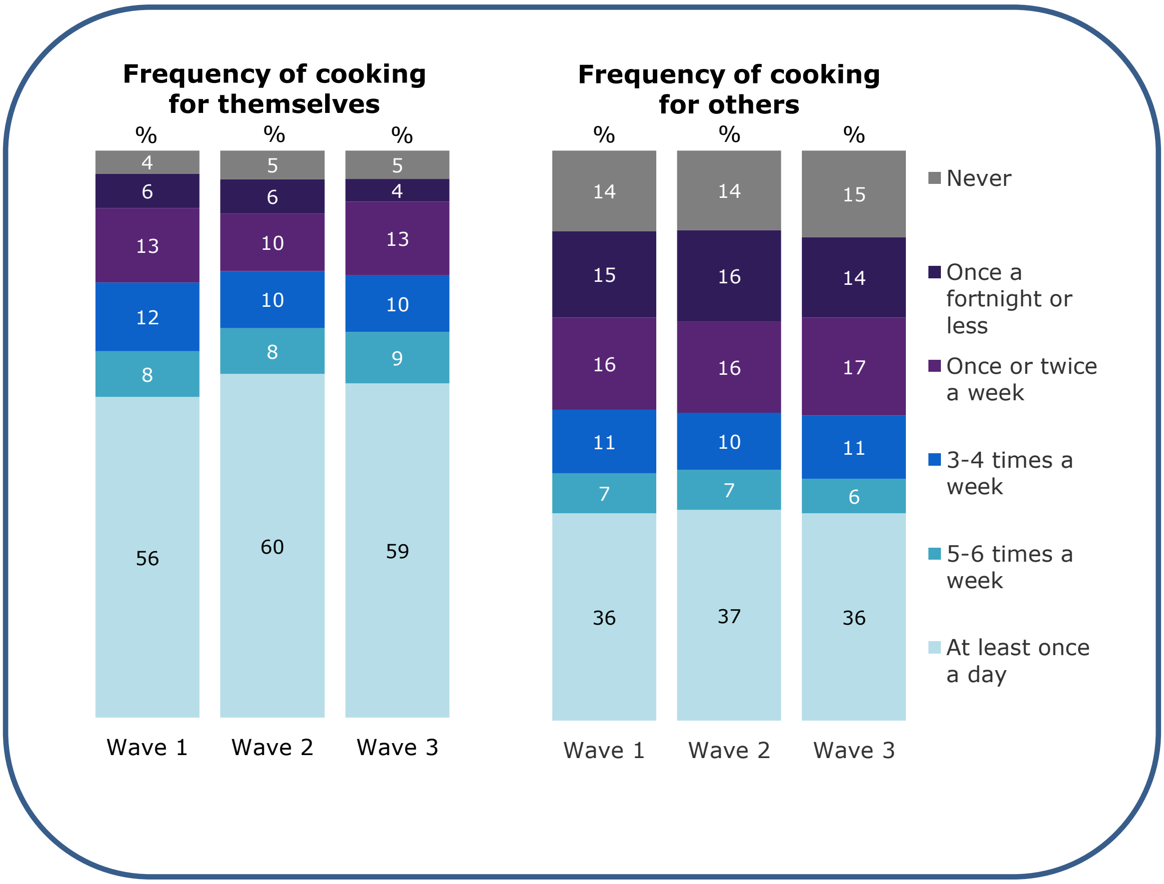
Source: Q2_7a / b / c In the last 7 days, that is since …, on how many days out of that seven did you eat BREAKFAST / LUNCH / MAIN EVENING MEAL at home?

Base: All England respondents – Wave 3 (1,951)

- The majority of respondents (around six in ten) reported eating all breakfast and main evening meals at home in the last seven days. The frequency of eating each meal at home was similar to that reported at Wave 2, although respondents at Wave 2 were more likely to report eating their main evening meal at home seven days a week (62% compared with 58% at Wave 3) and less likely to say they had not eaten breakfast at home at all (eight per cent compared with 14% at Wave 3).
- There was greater variability in the proportion of respondents reporting eating lunch at home, with 29% reporting having eaten it at home on seven days in the past week and 40% reporting having eaten it at home twice or less.
- Respondents were most likely to report eating their main evening meal at home in the past week (a mean average of 5.9 times), followed by breakfast (4.9 times) and lunch (3.8 times).

1.2 Cooking patterns

Figure 1.2 Frequency of cooking meals for themselves and others (Waves 1, 2 and 3)



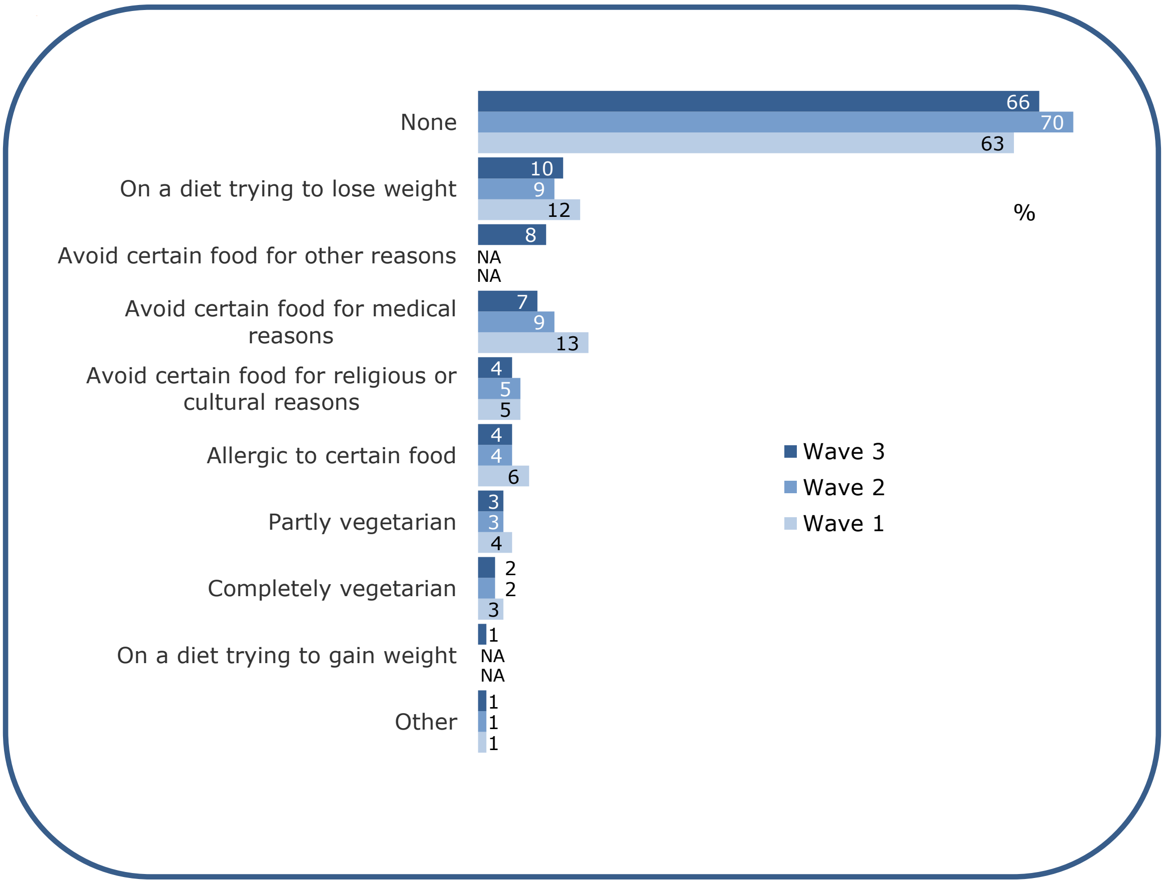
Source: Q2_3 How often do you cook or prepare food for yourself? / Q2_4 How often do you cook or prepare food for others?

Base: All England respondents – Wave 1 (2,025); Wave 2 (2,116); Wave 3 (1,951)

- Reported frequency of cooking or preparing food at home was similar to that at Waves 1 and 2, with 59% of respondents at Wave 3 reporting that they cooked or prepared food for themselves, and 36% reporting that they prepared food for others, at least once a day.

1.3 Eating restrictions

Figure 1.3 Dietary restrictions (Waves 1, 2 and 3)



Source: Q7_1 Which, if any, of the following applies to you? Please state all that apply.
Note: respondents were able to give multiple answers at Q7_1

Base: All England respondents – Wave 1 (2,025); Wave 2 (2,116); Wave 3 (1,951)

- The majority of respondents (66%) said that they did not have any specific dietary restrictions, compared with 70% at Wave 2.
- At Wave 3, 10% of respondents reported that they were on a diet trying to lose weight, similar to the proportions at Waves 1 and 2.
- Seven per cent reported avoiding certain foods for medical reasons, compared with 13% at Wave 1, and eight per cent reported avoiding foods for other reasons, such as foods that do not agree with them.
- These findings should be treated with caution, as there were a number of changes to the pre-coded response list at Wave 3[13].

[13] Two new pre-coded responses were added: 'On a diet trying to gain weight' and 'Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)', and the words 'other than a food allergy' were added to the end of the existing pre-coded response: 'avoid certain food for medical reasons'. This may have influenced the apparent reduction in respondents reporting 'avoiding certain foods' compared with Wave 2, rather than a genuine change in reported behaviour.

- Of the four per cent of respondents who reported a food allergy, 65% said they had seen a doctor about it and 38% said that their allergy was clinically diagnosed. This amounts to two per cent of respondents overall who reported having a clinically diagnosed food allergy.
- In total 12% of respondents reported living in a household in which someone had a food allergy (not necessarily clinically diagnosed).

1.4 Variation in eating and cooking at home among different groups in the population[14]

Variation by gender and age, including differences between the survey waves

- Reported frequency of eating at home varied by **gender:** women were more likely than men to report eating breakfast (61% of women, 54% of men) and lunch (34% of women, 23% of men) at home daily. A similar pattern was observed at Wave 2.
- Women were also more likely than men to report preparing food for themselves (74% of women, 44% of men) and others (54% of women, 18% of men) at least once a day. These findings are similar to those seen at Waves 1 and 2.
- As at Waves 1 and 2, women were more likely than men to report being on a diet to lose weight (14% of women, five per cent of men).
- Differences by **age** were also observed. Respondents aged 16-24 were less likely than older respondents to report eating each meal at home on a daily basis. Forty-seven per cent of 16-24 year olds reported eating breakfast at home each day compared with 78% of those aged 60 and over; 19% of those aged 16-24 reported eating lunch at home each day compared with 48% of those aged 60 and over, and 49% of those aged 16-24 reported eating their main evening meal at home each day compared with 70% of those aged 60 and over. These differences were similar to those observed at Wave 2.
- Respondents aged 16-24 were less likely than older respondents to report cooking for themselves every day (43% compared with 62% of those aged 25 and over). Those aged 16-24 (18%) and 75 and over (24%) were less likely than respondents aged 25-74 (41%) to report cooking for others on a daily basis – a similar pattern of findings to that at Waves 1 and 2.
- Differences by age were also observed for some dietary restrictions. At Wave 3, respondents at each end of the age range were less likely than those in the middle of the range to report being on a diet to lose weight (six per cent of those aged 16-24, and four per cent of those aged 75 and over compared with 15% of 45-54 year olds). A similar pattern was seen at Wave 2, but at Wave 1 13% of respondents aged 16-44 reported being on a diet to lose weight, compared with nine per cent of those aged 16-44 at Wave 3.

[14] The following variables were analysed to identify statistically significant differences: age, gender, index of multiple deprivation and region.

- At all waves, respondents aged 55 and over were more likely than younger respondents to report avoiding certain foods for medical reasons. At Wave 3, 11% of those aged 55 and over reported medical restrictions to their diet, compared with four per cent of those aged under 45. The difference between Waves 1, 2 and 3 in the proportion reporting avoiding food for medical reasons was greatest for those aged 55 and over (23% at Wave 1, compared with 16% at Wave 2 and 11% at Wave 3)[15].

Other variation at Wave 3

- Differences were observed by **Index of Multiple Deprivation**. Respondents living in the most deprived areas (quintile one) were less likely to report eating breakfast at home on a daily basis (48%) and more likely to say they ate their main evening meal at home each day (67%) compared with those who lived in the least deprived areas (quintile five: 64% for breakfast and 57% for the main evening meal).
- Respondents who lived in the most deprived areas were also more likely than those living in less deprived areas to report avoiding certain foods for religious or cultural reasons: 12% of those in the most deprived areas (quintile one) and seven per cent of those in quintile two, compared with one per cent of those in quintiles three to five.
- Variation was also observed by **Region**. Respondents living in the South West, Yorkshire and the Humber and the East Midlands were more likely to report eating breakfast at home every day (66%, 63% and 63% respectively) compared with those in the North East (48%). Those living in the North West, Yorkshire and the Humber, West Midlands and the South East were more likely to report eating lunch at home every day (33% to 36%) than respondents living in the East Midlands, East, and London (21% to 22%).
- Respondents living in London were less likely to say they ate their main evening meal at home every day (47%) than those in the Northern regions (the North East, North West and Yorkshire and the Humber), the West Midlands and the South West (60% to 70%). Respondents in London were also less likely to report cooking for themselves every day (50%) compared with those in Yorkshire (65%) and the East (67%) and to report cooking for others every day (22%) compared with those in all other areas, particularly those in the North West (44%) and Yorkshire and the Humber (47%).
- Regional variation of dietary restrictions was also observed. In the East Midlands nine per cent of respondents reported being partly vegetarian, a greater proportion than that in most other regions. Respondents living in London were less likely than respondents in the South and East to report being on a diet to lose weight (five per cent compared with 12% to 13% of respondents in the South West, South East, East Midlands and East of England). They were, however, more likely to report avoiding foods for religious or cultural reasons along with respondents in Yorkshire and the Humber (nine per cent and 10% respectively

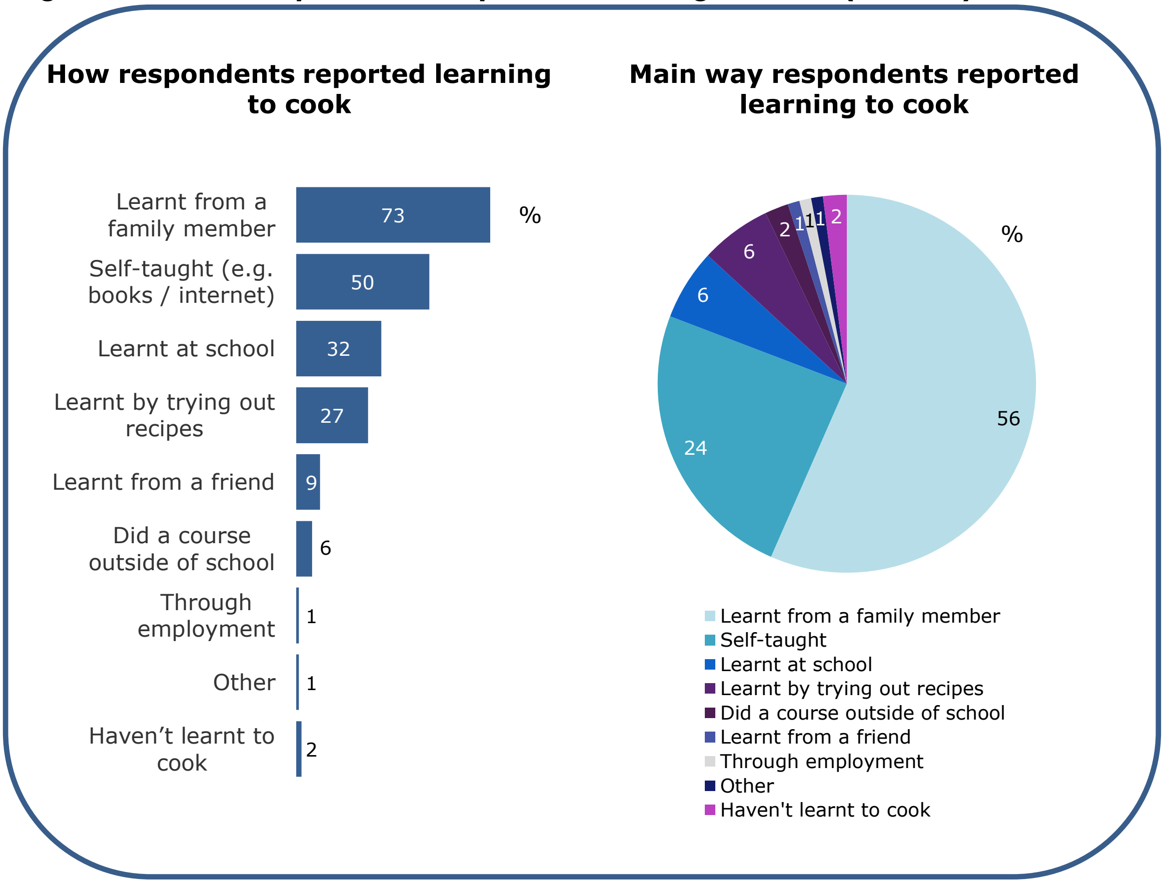
[15] The change in this response code from 'Avoid certain food for medical reasons' at Wave 2 to 'Avoid certain food for medical reasons other than a food allergy' at Wave 3 may have also influenced this apparent change within age group from Wave 2.

compared with one to two per cent of respondents in the South West, South East, East Midlands, North East and East of England).

2. Learning to cook

2.1 How respondents reported learning to cook

Figure 2.1 How respondents reported learning to cook (Wave 3)



Source: Q4_29 In which of the following ways did you learn to cook? / Q4_29b And which was the main way you learnt to cook?
Note: respondents were able to give multiple answers at Q4_29

Base: All England respondents - Wave 3 (1,951) (Questions not asked at Waves 1 and 2)

- Respondents were most likely to report having learnt to cook from a family member (73%) and this was the main way the majority reported learning to cook (56%). Around a third (32%) said they had learnt at school although fewer (six per cent) said this was their main way of learning.

- Half of respondents (50%) reported being self-taught and 24% said this was the main way they had learnt to cook. Twenty seven per cent said they had learnt from trying out recipes, although few (six per cent) said this was the main way they had learnt.

2.2 Variation in the ways in which respondents reported learning to cook by different groups in the population[16]

Variation by gender and age, including differences between the survey waves

- The ways respondents reported learning to cook varied by **gender**. Women were more likely than men to report learning to cook from a family member (81% compared with 63% of men) or at school (42% compared with 22% of men). A family member was more likely to be the main source of learning for women (65%) than men (48%), with men more likely than women to report their main way of learning as being self-taught (29% compared with 19% respectively).
- The youngest respondents **aged 16-24** were more likely than older respondents to report having learnt to cook from a family member (81% compared with 71% aged 25 and over) or at school (46% compared with 30% aged 25 and over), but a family member was the main source of learning reported by the majority in all age groups.
- Respondents aged 16-24 were less likely than older respondents to report being mainly self-taught (16% compared with 25% of those aged 25 and over).

Other variation at Wave 3

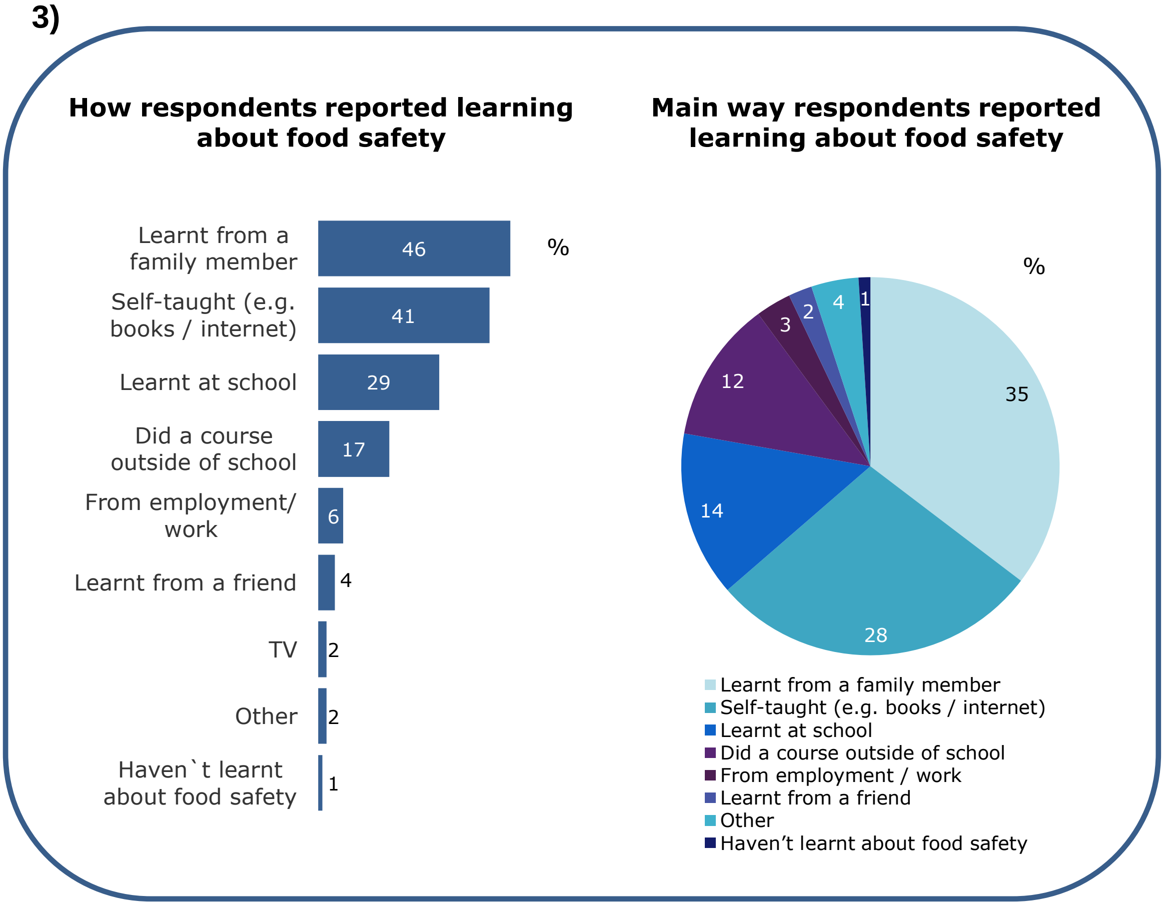
- Little difference was observed by **Index of Multiple Deprivation**, although respondents who lived in the most deprived areas (quintile one) were less likely to report having learnt to cook from trying out recipes (19%) compared with respondents in less deprived areas (28% in quintiles two to five).
- Some variation was observed by **region**. Respondents living in the East and South West were more likely to report being self-taught at cooking (63% and 59% respectively) than those in the Northern regions[17] and the West Midlands (39% to 46%). Respondents living in the East Midlands were more likely to say they had learnt at school (53%) than those in all other areas, particularly those in London (22%). Respondents living in the Northern regions were less likely to report learning by trying out recipes (15% to 18%) than those in all other regions other than the West Midlands (30% to 36%).

[16] The following variables were analysed to identify statistically significant differences: age, gender, index of multiple deprivation and region.
[17] North East, North West and Yorkshire and the Humber

3. Sources of information on food safety in the past, at present and in the future

3.1 Reported sources of information on food safety

Figure 3.1 How respondents reported they had learnt about food safety (Wave 3)



Source: Q4_30 In which of the following ways have you learnt about food safety? / Q4_30b And which was the main way you learnt about food safety?

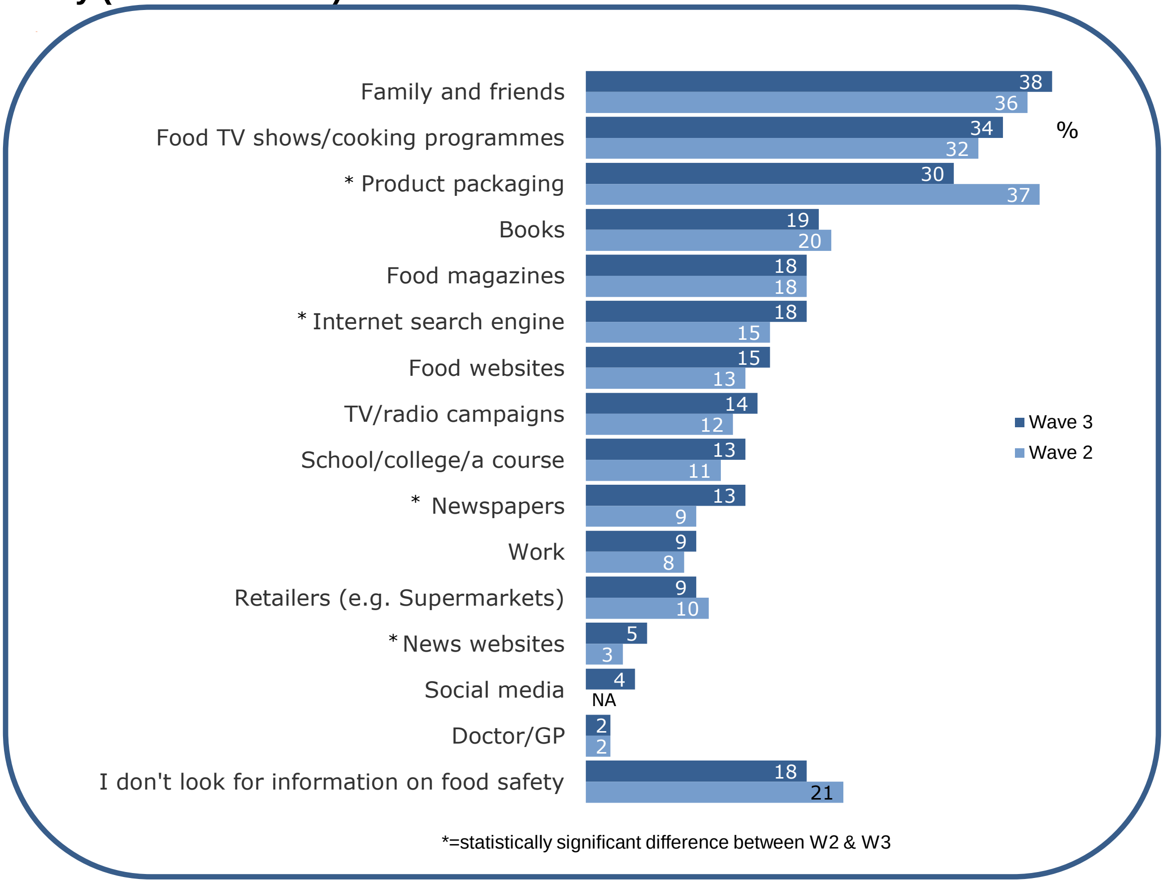
Note: respondents were able to give multiple answers at Q4_30

Base: All England respondents - Wave 3 (1,951) (Questions not asked at Waves 1 and 2)

- Respondents were asked how they had learnt about food safety (Figure 3.1) before being asked about their current and likely future sources of information on how to prepare and cook food safely at home (Figures 3.2 and 3.3).
- No single predominant source of learning about food safety was reported by a majority of respondents, although almost half (46%) said they had learnt from a family member, and 41% said they were self-taught to some extent. These two methods were also the main ways of learning about food safety, with 35% saying they mainly learnt from a family member and 28% reporting being mainly self-taught.

- Around three in ten respondents (29%) said they had learnt about food safety at school, and 14% said this was their main source of learning. While fewer said they had learnt on a course (17%), for most of these respondents this was the main way they had learnt about food safety (12% of respondents).

Figure 3.2 Current sources of information on preparing and cooking food safely (Waves 2 and 3)



Source: Q11_8b Looking at this screen, do you get information about how to prepare and cook food safely at home from any of these sources?
Note: respondents were able to give multiple answers

Base: All England respondents - Wave 2 (2,116); Wave 3 (1,951) (Question not asked at Wave 1; N/A source not included at Wave 2)

- Thirty-eight per cent of respondents reported that they received information about how to prepare and cook food safely at home from family and friends and 34% said this information came from food TV shows or cooking programmes. These proportions are similar to those at Wave 2.

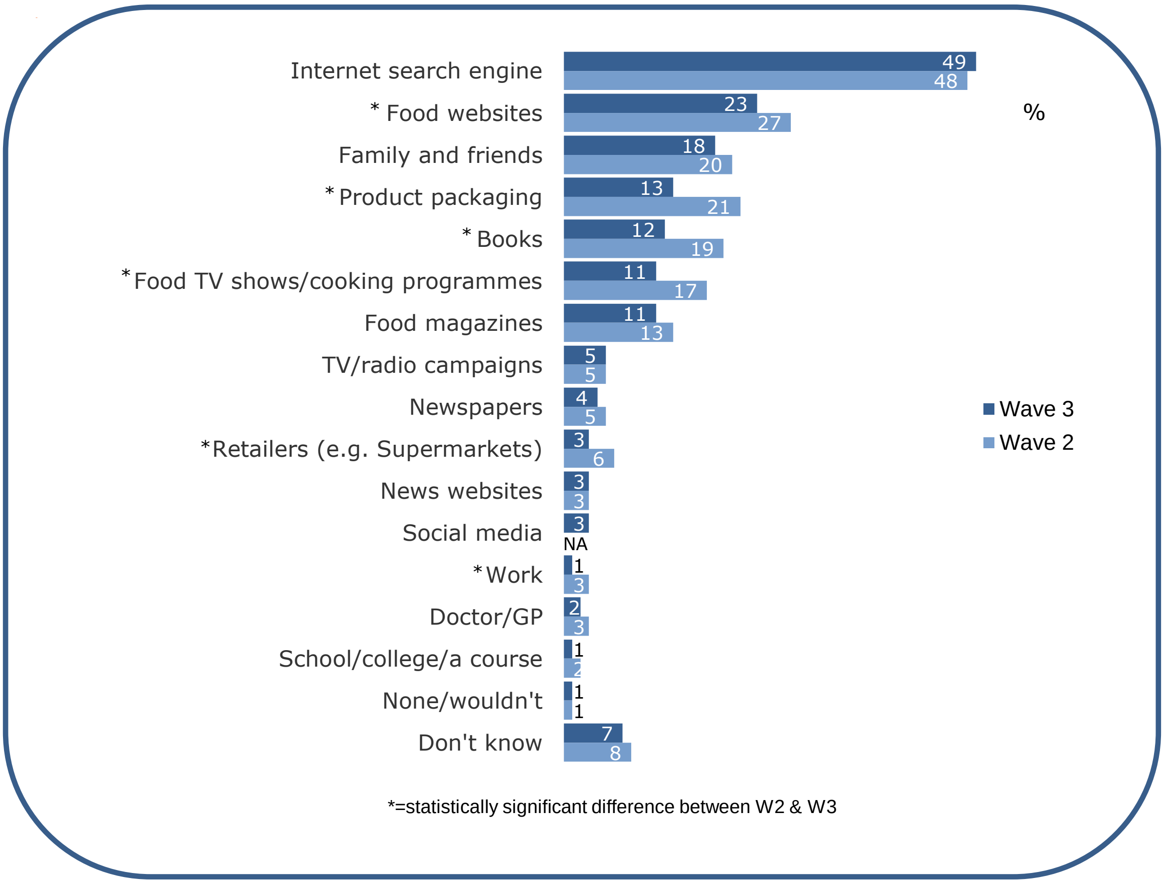
- Respondents were less likely to report getting information from product packaging at Wave 3 (30%), compared with Wave 2 (37%). This source changed from most reported at Wave 2 to third most reported at Wave 3.

- Around two in ten respondents (18%) said they did not look for information on food safety, which is similar to the proportion at Wave 2. A similar proportion of respondents reported using each of books (19%), internet search engines (18%) and food magazines (18%).

- Respondents were more likely to report using a number of sources of information compared with Wave 2, including internet search engines (18% compared with 15%), newspapers (13% compared with nine per cent) and news websites (five per cent compared with three per cent). Four per cent of respondents reported using social media for information on food safety at Wave 3.

- When asked for their *main* source of information on food safety, 22% of respondents said this came from family and friends, 14% said product packaging and 11% said TV shows. On average, respondents reported using 2.6 sources of information, with no predominant main source among respondents.

Figure 3.3 Future sources of information on preparing and cooking food safely (Waves 2 and 3)



Source: Q11_8c In the future if you decided to look for more information about how to prepare and cook food safely at home, where would you look for this information?
Note: respondents were able to give multiple answers

Base: All England respondents - Wave 2 (2,116); Wave 3 (1,951) (Question not asked at Wave 1; N/A source not included at Wave 2)

- As at Wave 2, the top sources of information that respondents reported they would use in the future to get information about safely preparing and cooking food at home, should they decide to look for it, were different from the sources they reported using currently.
- The source most often chosen for future information was an internet search engine, selected by 49% of respondents compared with 18% who said they currently used this source. A similar pattern was observed at Wave 2, with a higher proportion of respondents reporting that they would use an internet search engine in the future compared with the proportion who reported currently using this source (48% compared with 15% respectively).
- Similarly, the proportion of respondents at Wave 3 who reported that they would use food websites in the future was higher (23%) than the proportion who said they currently used them (15%).
- The potential use of newspapers, at four per cent, was below reported current use (13%).

- Respondents were less likely to say they would use a number of sources of information in future at Wave 3 compared with Wave 2, including food websites (23% at Wave 3 compared with 27% at Wave 2), product packaging (13% compared with 21%), books (12% compared with 19%), TV shows (11% compared with 17%) and retailers (three per cent compared with six per cent).

3.2 Variation in sources of information on preparing and cooking food safely by different groups in the population[18]

Variation by gender and age, including differences between the survey waves

- Differences by **gender** in getting information about food safety were observed. Women were more likely than men to report learning about food safety at school (34% compared with 24% of men) and on a course (20% compared with 13% of men).

- Women were more likely than men to report currently using TV shows (38% compared with 30% of men) and food magazines (25% compared with 11%) for information about preparing and cooking food safely at home. A similar pattern was observed for use of food magazines at Wave 2 (23% of women reported using them compared with 13% of men), but no difference by gender was observed for use of TV shows at Wave 2.

- As at Wave 2, women were more likely than men to report that they would consider using food magazines as a source of information in the future (13% of women, eight per cent of men).

- Variation by **age** was observed. Respondents aged 16-24 were more likely than older respondents to report learning about food safety from their family (56% compared with 44% of those aged 25 and over), or at school (59% compared with 31% of those aged 25-54 and 14% of those aged 55 and over) and less likely to report being self-taught (21% compared with 45% of those aged 25 and over).

- Respondents aged 25-64 were more likely to say they had been on a course (20%) than either younger (10% of those aged 16-24) or older respondents (nine per cent of those aged 65 and over).

- Respondents aged 16-24 were more likely to say they get information on how to prepare and cook food safely at home from family and friends (61% compared with 34% of those aged 25 and over) and were more likely to say they would look for this information from family and friends in the future (29% compared with 16%).

- Internet searches were more likely to be reported by those aged 16-54 (23%) as a current source of information compared with those aged 55 and over (eight per cent). There was a similar pattern at Wave 3 of variation in the likely use of internet searches in the future, with 58% of those aged 16-54 saying they would use them in the future for information on how to prepare and cook food safely at home, compared with 10% of those aged 75 and over. At Wave 2, the reported likelihood of using internet searches in the future was lower among those aged 45 and over compared with those aged 16-44.

[18] The following variables were analysed to identify statistically significant differences: age, gender, index of multiple deprivation and region.

- Reported use of food TV programmes and TV and radio campaigns as a current source of information was greatest among those aged 35-64 (40% for TV programmes compared with 31% of those aged 16-34 and 26% of those aged 65 and over, 17% for campaigns compared with 10% of those aged 16-34 and 12% of those aged 65 and over).

- Reported current use of product packaging for food safety information was lower among those aged 75 and over (21%) than those aged under 75 (31%). Among those aged under 75, the proportion using packaging was lower than at Wave 2 (38%).

- Reported use of newspapers as a current source of information on how to prepare and cook food safely at home was greater among those aged 45 and over (19%) than among those aged under 45 (eight per cent), and those aged 45 and over were more likely than at Wave 2 (13%) to report using newspapers for this purpose. Likely future use of newspapers was, however, higher among those aged 75 and over (10%) compared with those aged under 75 (four per cent). At Wave 2, likely future use of newspapers had been higher for respondents aged 45 and over (seven per cent) compared with those aged under 45 (three per cent).

Other variation at Wave 3

- A number of differences were observed by **Index of Multiple Deprivation**. Respondents living in the most deprived areas (quintile one) were less likely to report having taught themselves about food safety (35% at all, 23% as their main way of learning) compared with those in the least deprived areas (quintile five: 47% at all, 32% as their main way of learning).

- Respondents living in more deprived areas were also more likely than those in less deprived areas to report using friends and family as a source of information on how to prepare and cook food safely: 43% in quintiles one to two compared with 30% in quintile five. In contrast, they were less likely to say they used product packaging (21% in quintile one compared with 32% in quintiles two to five) and newspapers (11% in quintiles one to three compared with 17% in quintiles four to five) as a current source of information.

- Respondents living in the most deprived areas (quintile one) were less likely to say they would use internet search engines as a source of information on how to prepare and cook food safely in future (37%) than those in quintiles two to five (52%). They were, however, more likely to say they would rely on friends and family (25% in quintile one) compared with those in quintiles three to five (14%).

- Variation was also observed by **region**. Respondents living in London and the West Midlands were more likely to say they had learnt about food safety from family and friends (each 50%) as were those in the North West (52%) compared with those living in the South West (37%).

- Respondents living in the East and South West were more likely to say they were self-taught (48% and 47% respectively) compared with those living in the East Midlands (33%). Those living in the East Midlands were, however, more likely to say they had learnt at school (38%) compared with respondents living in London (22%) and the North West (26%).

- Respondents living in Yorkshire and the Humber and the East were more likely to report getting information on how to prepare and cook food safely from food TV shows (40% and 38% respectively) compared with those living in the North East (25%). Respondents living in the North East were also less likely than those in other regions to report using a range of other sources, including books (eight per cent compared with 20-24% in Yorkshire and the Humber, the West Midlands, East of England, South East and South West), TV and radio campaigns (six per cent compared with 14-17% in Yorkshire and the Humber, the North West and South East) and newspapers (seven per cent compared with 17% in both the South East and South West).

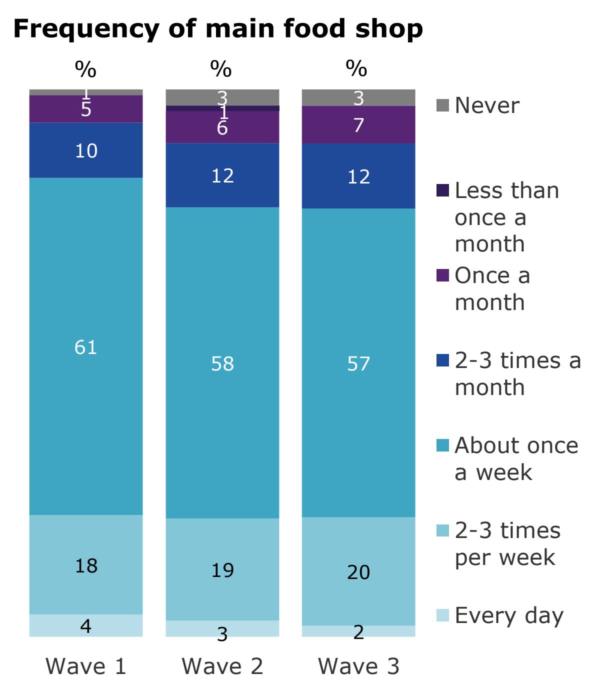
- Respondents living in the East were more likely to report using internet search engines as a source of information on how to prepare and cook food safely compared with those in Yorkshire and the Humber (25% compared with 14%). They were also more likely to say they would consider using internet search engines in the future (63%) compared with respondents living in all other areas except for the East Midlands (57% compared with 35% to 49% in other areas).

- Respondents living in the West Midlands were more likely to say they would use food websites for information in the future (29%) than those in the North West (19%). However, respondents in the North West were more likely to say they would refer to family and friends (20%) along with those in Yorkshire and the Humber (22%) and the South East (20%) compared with respondents in the East Midlands (10%).

4. Shopping for food

4.1 Responsibility for, and frequency of, food shopping

Figure 4.1 Frequency of main food shop (Waves 1, 2 and 3)



Source: Q3_7 How often do you (or someone else) do a main shop for your household food shopping?

Base: One third of total England sample – Wave 1 (662); All England respondents - Wave 2 (2,116); Wave 3 (1,951)

- The majority of respondents (86%) reported having at least some responsibility for household food shopping, with half (50%) saying they were responsible for all or most of this. This was similar to the proportions at Waves 1 and 2.
- Fifty-seven per cent of respondents reported that their household did a main shop for food on a weekly basis, similar to the proportion at Waves 1 and 2.
- Also similar to Wave 2, food shopping was dominated by a reliance on buying in-store (as distinct from on-line) at large supermarkets (95% used large supermarkets regularly and 87% said that large supermarkets were used for the household's main food shopping trip). As this question was different at Wave 1, no further comparison over time is possible.

- Respondents at Wave 3 were more likely to say that their household relied solely on large supermarkets (27%) and less likely to combine their main shop at a large supermarket with smaller shopping trips to local or independent stores or markets (68%) compared with Wave 2 (23% and 73% respectively). Five per cent reported using only local or independent stores, as at Wave 2.

4.2 Variation in shopping for food among different groups in the population[19]

Variation by gender and age, including differences between the survey waves

- Responsibility for shopping varied by **gender**, with women being more likely than men to say they were responsible for all or most of their household's food and grocery shopping (67% compared with 32%), similar to findings at Waves 1 and 2.
- As at Waves 1 and 2, there were also variations by **age**, with younger respondents (aged 16-24) less likely than other age groups to say they were responsible for all or most of the food shopping in their household (20% compared with 55% of those aged over 24).
- Younger respondents were also less likely than older respondents to report that their household shopped frequently. Of those aged 16-24, 72% said their household shopped at least weekly, compared with 86% of those aged 75 and over. A similar pattern was observed at Waves 1 and 2.
- Both younger and older respondents were more likely to say they shopped only at large supermarkets (35% of those aged 16-24 and 36% of those aged 75 and over) compared with those aged 25-74 (24%). A similar pattern was observed at Wave 2.

Other variation at Wave 3

- Little variation was observed by **Index of Multiple Deprivation**, although respondents living in the least deprived areas (quintile five) were less likely to report shopping at a market than those in all other areas (13% compared with 22% in quintiles one to four) and more likely to say they shopped at least weekly (85% compared with 77%). Those living in the most deprived areas (quintile one) were less likely to report shopping at a farm (two per cent) than those in all other areas (11% in quintiles two to five).
- There was some variation by **region**. Respondents living in London and the East were less likely to report shopping at a large supermarket (91% and 92% respectively) than those in the East Midlands (99%). Respondents in the East Midlands were, however, less likely to say they shopped only at large supermarkets (11%) compared with those in the North East (44%) and London (36%).
- Respondents in London were also less likely to say they shopped at an independent butcher than those in all areas other than the North East (17% in London compared with 27% to 36% in other regions). Reported use of mini-supermarkets was lower in the North East (20%) and North West (22%) than in Yorkshire and the Humber, the Midlands, the East and London (33% to 42%).

[19] The following variables were analysed to identify statistically significant differences: age, gender, index of multiple deprivation and region.

- Respondents in the West Midlands were less likely than those in other regions to report shopping at an independent greengrocer (nine per cent) or independent bakery (six per cent). Respondents living in the East of England were more likely to report home delivery from a supermarket (17%) or shopping at a farm (22%) than those in other areas, particularly those in the North[20] (six per cent to eight per cent reporting each of home delivery and farm shopping in the North).

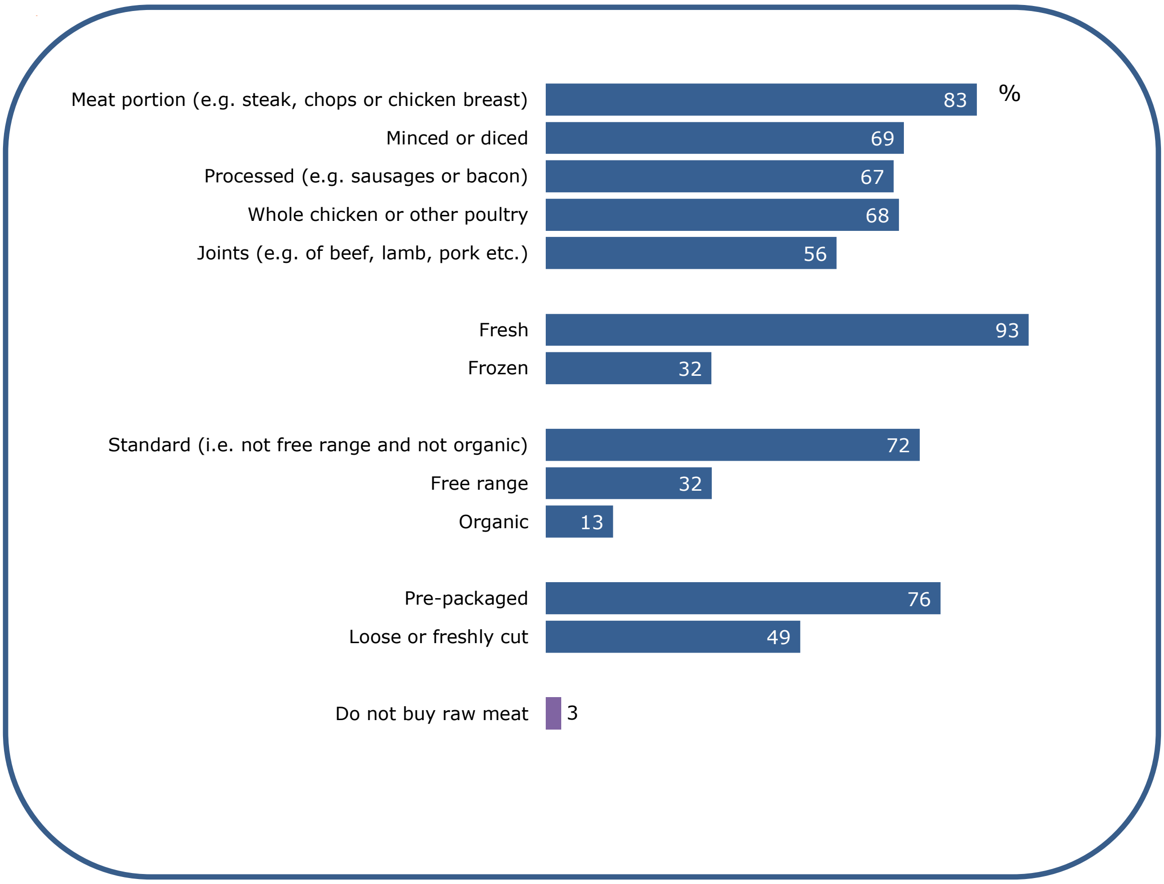
- Respondents in London were more likely to report shopping two or three times a week (32%) than those in all other regions (11% to 22%).

[20] Defined as the North East, North West and Yorkshire and the Humber

5. Purchase of raw meat

5.1 Types of raw meat purchased

Figure 5.1 Types of raw meat usually purchased (Wave 3)



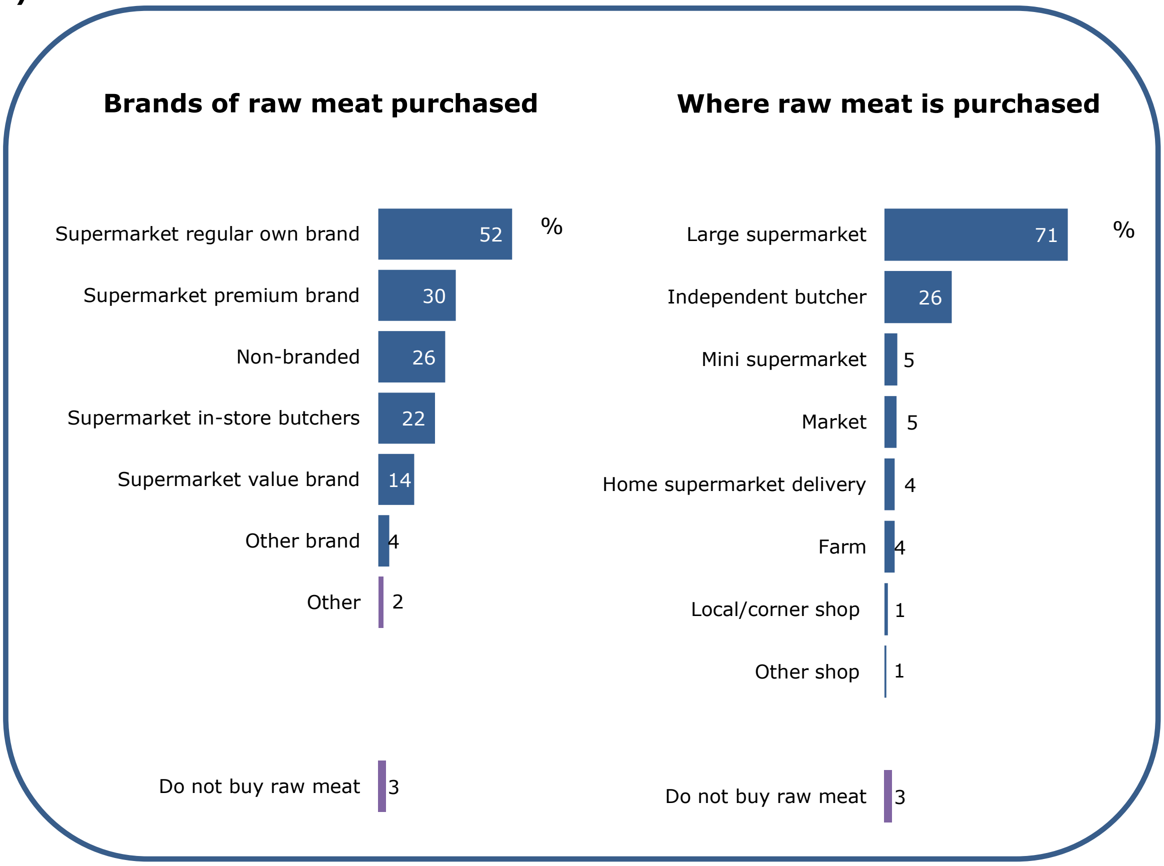
Source: Q3_5a Which, if any, of the following types of raw meat do you / does your household usually buy? / Q3_5b And do you / does your household usually buy fresh or frozen raw meat or both fresh and frozen? / Q3_5c And which, if any, of the following kinds of raw meat do you / does your household usually buy? / Q3_5d And do you / does your household usually buy pre-packaged raw meat, loose or freshly cut raw meat or both?
Note: respondents were able to give multiple answers

Base: All England respondents - Wave 3 (1,951) (Questions not asked at Waves 1 and 2)

- Respondents reported that their households usually bought a range of cuts of raw meat, with meat portions bought by the largest proportion (83%) and joints by the smallest (56%).
- The majority of respondents said that their household usually bought fresh meat (93%), meat that was not specifically free range or organic (72%) and pre-packaged meat (76%).

5.2 Brands of raw meat purchased and where purchased

Figure 5.2 Brands of raw meat usually purchased and where purchased (Wave 3)



Source: Q3_5e And which, if any, of the following brands of raw meat do you / does your household usually buy? / Q3_5f And where do you / does your household usually buy raw meat?
Note: respondents were able to give multiple answers

Base: All England respondents - Wave 3 (1,951) (Questions not asked at Waves 1 and 2)

- Respondents were most likely to report that their household usually bought supermarket regular own-brand meat (52%). Around a quarter (26%) said that their household usually bought unbranded raw meat, for example from an independent butcher or market.
- Around seven in ten respondents said that their household usually bought meat from a large supermarket (71%), and 26% reported usually buying meat from an independent butcher.

5.3 Variation in raw meat purchasing among different groups in the population[21]

Variation by gender and age at Wave 3

- Differences in reported purchasing of raw meat by **age** were observed. Respondents aged 75 and over were less likely than those aged 16-74 to say that their household usually bought minced or diced meat (59% compared with 70%) or whole chickens (57% compared with 68%). Respondents aged 16-24 were more likely than those aged 25 and over to report that their household usually bought frozen meat (45% compared with 30%). They were also more likely than older respondents to report that their household usually bought regular supermarket own-brand raw meat (60%, compared with 44% of those aged 75 and over) and pre-packaged raw meat (83%, compared with 63% of those aged 75 and over).
- There was little difference by **gender** although men (35%) were more likely than women (29%) to report that their household usually bought frozen meat.

Other variation at Wave 3

- Variation was observed by **Index of Multiple Deprivation**. Those living in the most deprived areas (quintile one) were less likely than those in less deprived areas to say that their household usually bought meat portions (76% compared with 84% in quintiles two to five), processed meat (54% compared with 73% in quintiles three to five), minced or diced meat (59% compared with 73% in quintiles three to five), and supermarket premium branded meat (19% compared with 33% in quintiles two to five).
- Those in the most deprived areas (quintile one) were more likely than those in less deprived areas to report that their household usually bought frozen meat (40% compared with 30% in other areas), meat that is not specifically free range or organic (79% compared with 71%), and supermarket value branded meat (21% compared with 10% in quintiles three to five).
- Those in the least deprived areas (quintile five) were less likely to say that their household usually bought non-branded meat, e.g., from a butcher (19%) compared with those in all other areas (28%). They were also more likely to report that their household usually bought meat from a large supermarket (79% compared with 69%).
- Differences were also observed by **region**. Respondents living in the East and the East Midlands were more likely to report that their household usually bought meat portions (87% and 88% respectively) than those in the North East (75%). Respondents living in London were less likely than those in most other areas to report that their household usually bought processed meat (48% compared with 62% to 80% elsewhere), and to report buying minced or diced meat (56% compared with 69% to 75%). Respondents in London and the South West were less likely to report that their household usually bought meat that is not

[21] The following variables were analysed to identify statistically significant differences: age, gender, index of multiple deprivation and region.

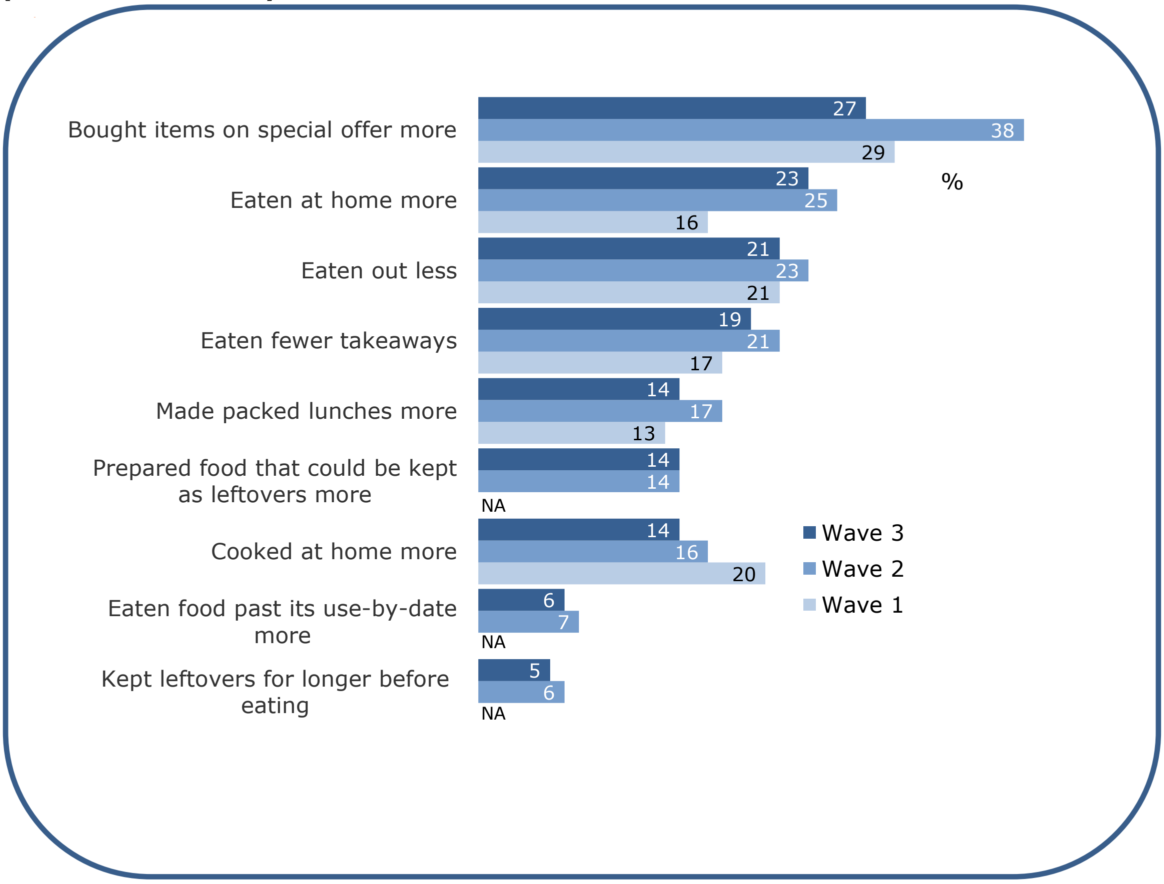
specifically free range or organic (65% and 66% respectively) than those in the North East and North West (each 79%) and in the West Midlands (78%).

- Respondents living in Yorkshire and the Humber differed from those in most other regions in their reported meat buying behaviour in a number of ways. They were less likely to report that their household usually bought pre-packaged meat (58% compared with 70% to 85%) and more likely to say that their household usually bought loose or freshly cut meat (70% compared with 41% to 54%). They were also more likely than those in most other regions to report that their household usually bought non-branded meat e.g. from a butcher (42% compared with 19% to 28%) and less likely to say that their household usually bought supermarket own-brand meat (38% compared with 49% to 63%). They were less likely to report that their household usually bought supermarket value-brand meat (nine per cent) compared with respondents in the West Midlands (18%) and in London (20%).

6. Changes in buying and eating arrangements for financial reasons

6.1 Reported changes in buying and eating arrangements for financial reasons

Figure 6.1 Changes in buying and eating arrangements for financial reasons (Waves 1, 2 and 3)



Source: Q3_13 Have you made any of these changes in the last 6 months for financial reasons?
Note: respondents were able to give multiple answers

Base: One third of total England sample – Wave 1 (662); All England respondents - Wave 2 (2,116); All respondents – Wave 3 (1,951) (N/A options not included at Wave 1)

- Overall, 53% of respondents at Wave 3 reported making at least one change in their buying or eating arrangements in the last six months for financial reasons, compared with 62% at Wave 2 (there is no comparable figure for Wave 1 due to questionnaire changes).

- Reports of a number of actions differed between Waves 1 and 2, but these differences were not found between Wave 1 and Wave 3. At Wave 3, 27% of respondents reported that they had bought items on special offer more, similar to the proportion at Wave 1, compared with 38% at Wave 2. The proportions of respondents reporting having eaten fewer takeaways (19%) or having made more packed lunches (14%) were also similar to the proportions at Wave 1.

- Respondents at Wave 3 were, however, more likely to report eating at home more (23%) compared with Wave 1 (16%) but similar to the proportion at Wave 2 (25%).

6.2 Variation in changes in buying and eating arrangements for financial reasons among different groups in the population[22]

Variation by gender and age, including differences between the survey waves

- **Women** were more likely than men to report making at least one change to their eating arrangements in the last six months for financial reasons (56% of women, 49% of men), while there had been no difference between men and women at Wave 2. In particular, women were more likely to report buying more items on special offer (30% of women, 23% of men), preparing food that could be kept as leftovers more (17% of women, 12% of men), and making more packed lunches (16% of women, 11% of men).

- Similar to Wave 2, the likelihood of reporting making changes was higher for younger respondents compared with older respondents. Around two thirds (65%) of those aged 16-44 reported making a change compared with 57% of those aged 45-54, 41% of those aged 55-64 and 27% of those aged 65 and over. This pattern was repeated across all of the main changes reported.

Other variation at Wave 3

- Variation was observed by **Index of Multiple Deprivation**. Respondents living in the most deprived areas (quintile one) were more likely than those in other areas to report having eaten at home more often (30% compared with 21% in quintiles two to five) and to have cooked at home more (19% compared with 11% in quintiles four to five).

- Respondents living in the least deprived areas (quintile five) were less likely to report eating fewer takeaways (11% compared with 21% in quintiles one to four) and keeping leftovers for longer (two per cent compared with six per cent).

- There were also differences by **region**. Respondents living in London were less likely to report buying more items on special offer (17%) compared with those in the East (35%) and South West (36%). They were also less likely to report having fewer takeaways (16%) along with respondents in the West Midlands (16%) and the South East (14%) compared with those in Yorkshire and the Humber (27%).

- Respondents in the East Midlands were less likely to report eating at home more (12%) compared with those in most other regions (21% to 28%). Respondents in the East were more likely to report eating food past its use-by-date more (10%) compared with those in the North West (four per cent) and the South West (three per cent).

[22] The following variables were analysed to identify statistically significant differences: age, gender, index of multiple deprivation and region.

7. Comparisons between England and the rest of the UK

Table 7.1 Frequency of cooking/preparing food, by country (Wave 3)

	England	Wales	Scotland	Northern Ireland
At least once a day	59%	65%[E]	63%	69%[E]
5-6 times a week	9%[W]	4%	8%	6%
3-4 times a week	10%[NI]	10%	11%[NI]	6%
Once or twice a week	13%	10%	10%	10%
Once a fortnight	1%	1%	1%	1%
Once a month	1%	1%	2%	1%
Less than once a month	1%	1%	2%	2%
Never	5%	7%	4%	5%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q2_3 How often do you cook or prepare food for yourself? / Q2_4 How often do you cook or prepare food for others?

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in England were less likely to report cooking for themselves at least once a day (59%) compared with those in Wales (65%) and Northern Ireland (69%).
- They were more likely to report cooking for themselves five to six times a week (nine per cent) compared with respondents in Wales (four per cent), and to report cooking for themselves three to four times a week (10%) compared with those in Northern Ireland (six per cent).

Table 7.2 How learnt about food safety, by country (Wave 3)

	England	Wales	Scotland	Northern Ireland
All ways				
Learnt from a family member	46%	46%	45%	54%[E S]
Self-taught	41%	40%	38%	37%
Learnt at school	29%	24%	31%	29%
Did a course outside of school	17%	16%	15%	14%
From employment/ work	6%	6%	7%	4%
Learnt from a friend	4%[S]	4%	2%	3%
Main way				
Learnt from a family member	35%	36%	35%	41%
Self-taught	28%	31%[NI]	27%	23%
Learnt at school	14%	10%	18%[W]	18%[W]
Did a course outside of school	12%	13%	10%	10%
From employment/ work	3%	4%	4%	2%
Learnt from a friend	2%	*	*	1%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q4_30 In which of the following ways, have you learnt about food safety? & Q4_30b Which was the main way you learnt about food safety?
Note: respondents were able to give multiple answers at Q4_30

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial / *indicates less than 0.5%

- Respondents living in England were less likely to report having learnt about food safety from a family member (46%) compared with those living in Northern Ireland (54%) although the proportion reporting this as the main way they had learnt about food safety was similar in both countries.
- Respondents living in England were more likely to report having learnt from a friend (four per cent) compared with respondents living in Scotland (two per cent).

Table 7.3 Sources of information on preparing and cooking food safely, by country (Wave 3)

	England	Wales	Scotland	Northern Ireland
Family and friends	38%^{S}	41%^{S}	25%	35%^{S}
Food TV shows	34%	33%	33%	29%
Product packaging	30%^{S}	29%^{S}	22%	28%
Books	19%$^{S\ NI}$	21%$^{S\ NI}$	13%	11%
Food magazines	18%	19%	15%	15%
Internet search engine	18%	17%	16%	23%^{S}
Food websites	15%	14%	14%	12%
TV / radio campaigns	14%	11%	14%	17%^{W}
School / college / a course	13%^{NI}	11%	11%	7%
Newspapers	13%	13%	10%	10%
Retailers (e.g. supermarkets)	9%^{NI}	8%	6%	5%
Work	9%	10%	8%	6%
News websites	5%	4%	4%	3%
Social media	4%	5%	4%	2%
Doctor / GP	2%	1%	2%	2%
Don't look for information	18%	22%	24%^{E}	18%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q11_8b Do you get information about how to prepare and cook food safely at home from any of these sources?
Note: respondents were able to give multiple answers at Q11_8b

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in England were more likely to report getting information about how to prepare and cook food safely at home from family and friends (38%) and product packaging (30%) compared with those living in Scotland (25% and 22% respectively).

- They were also more likely to report getting information from books (19%) compared with respondents in Scotland (13%) and Northern Ireland (11%) and more likely to report getting information at school or college (13%) or from retailers (nine per cent) compared with those in Northern Ireland (seven per cent and five per cent respectively).
- Respondents in England were less likely to say they do not look for information on food safety (18%) compared with those living in Scotland (24%).
- There were no statistically significant differences between respondents living in England and those living in other countries in the main way they reported getting information on how to cook and prepare food safely.

Table 7.4 Future sources of information on preparing and cooking food safely, by country (Wave 3)

	England	Wales	Scotland	Northern Ireland
Internet search engine	49%^{W}	37%	45%^{W}	38%
Food websites	23%^{NI}	21%	19%	17%
Family and friends	18%	22%^{S}	14%	28%$^{E\ S}$
Product packaging	13%	13%	12%	18%
Books	12%	11%	11%	10%
Food TV shows	11%	11%	15%	10%
Food magazines	11%	12%	10%	9%
TV/ radio campaigns	5%	5%	3%	3%
Newspapers	4%	2%	5%^{W}	3%
Retailers (e.g. supermarkets)	3%	4%	2%	2%
News websites	3%	2%	2%	2%
Social Media	3%	2%	2%	1%
Doctor/ GP	2%	1%	1%	1%
Work	1%	1%	2%	1%
School/ college/ a course	1%	2%	1%	2%
None/wouldn't	1%	2%	1%	1%
Don't know	7%	9%	13%$^{E\ NI}$	7%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q11_8c In the future if you decided to look for more information about how to prepare and cook food safely at home, where would you look for this information?
Note: respondents were able to give multiple answers

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in England were more likely to say they would look for information on food safety in the future using an internet search engine (49%) compared with those living in Wales (37%).

- They were also more likely to say they would use food websites (23%) compared with those living in Northern Ireland (17%), but less likely to say they would get information from family and friends (18% compared with 28% in Northern Ireland).

Table 7.5 Where people shop for food, by country (Wave 3)

	England	Wales	Scotland	Northern Ireland
Large supermarket	95%NI	97%NI	97%NI	91%
Mini-supermarket	31%W S	21%	21%	26%
Independent butcher	28%	30%	36%E	54%E W S
Local/corner shop	26%NI	30%NI	24%NI	16%
Market	21% S NI	18%S NI	6%	5%
Independent greengrocer	16%S	12%	8%	19%W S
Independent baker	11%W	7%	12%W	12%W
Home delivery – supermarket	11%S NI	10%NI	7%	4%
Farm	9%NI	7%NI	6%	3%
Independent fishmonger	7%W	4%	13%E W NI	7%
Garage forecourt	3%	6%E	3%	12%E W S
Home delivery – not supermarket	2%	2%	2%	*
Other shop	3%	2%	1%	1%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q3_3 Where do you/ does your household shop for food?
Note: respondents were able to give multiple answers at Q3_3

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial / * indicates less than 0.5%

- Respondents living in England were more likely to say they had some responsibility for their household food shopping (86%), particularly responsibility for at least half of it (70%) compared with those living in Northern Ireland (80% and 63% respectively).

- They were also more likely to report that their household shopped in a large supermarket (95%), local shop (26%), or a farm (nine per cent) compared with respondents living in Northern Ireland (91%, 16%, and three per cent respectively).

- Respondents in England were more likely to report that their household shopped in a mini-supermarket (31%) compared with those in Wales and Scotland (21% in each), at an independent greengrocer (16%) compared with those in Scotland (eight per cent), at an independent bakery (11%) than those in Wales (seven per cent), at a market (21%) than those in Scotland and Northern Ireland (six per cent and five per cent respectively), and to report their household getting a home delivery from a supermarket (11%) compared with those in Scotland (seven per cent) and Northern Ireland (four per cent).
- Respondents in England were more likely to say that their household shopped at an independent fishmonger (seven per cent) compared with those in Wales (four per cent) but less likely compared with those in Scotland (13%).
- Respondents living in England were less likely to report that their household shopped at an independent butcher (28%) compared with respondents in Scotland (36%) and Northern Ireland (54%), and less likely to say that their household shopped at a garage forecourt (three per cent) compared with respondents in Wales (six per cent) and Northern Ireland (12%).

Table 7.6 Frequency of shopping for food, by country (Wave 3)

	England	Wales	Scotland	Northern Ireland
Every day	2%	2%	2%	3%
2-3 times per week	20%	16%	21%	17%
About once a week	57%	63%	57%	61%
2-3 times a month	12%	14%	11%	12%
Once a month	7%	4%	4%	5%
Less often	*	*	1%	1%
Never	3%	3%	3%	2%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q3_7 How often do you (or someone else) do a main shop for your household food shopping?

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial / * indicates less than 0.5%

- No statistically significant differences were observed by country for frequency of shopping for food.

Table 7.7 Type of raw meat usually purchased, by country (Wave 3)

	England	Wales	Scotland	Northern Ireland
Meat portion	83%	81%	83%	90%[E W S]
Minced or diced	69%	66%	80%[E W]	78%[E W]
Processed	67%	70%	77%[E]	81%[E W]
Whole chicken or other poultry	68%	71%	65%	73%[S]
Joints	56%	60%[S]	51%	61%[S]
Fresh	93%	92%	92%	96%
Frozen	32%[NI]	39%[E S NI]	28%	24%
Standard	72%	76%	77%	85%[E W S]
Free range	32%[NI]	27%[NI]	29%[NI]	17%
Organic	13%[W NI]	9%	11%[NI]	5%
Pre-packaged	76%[NI]	78%[NI]	75%[NI]	63%
Loose or freshly cut	49%	54%	55%	79%[E W S]
Do not buy raw meat	3%	4%	4%	2%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q3_5a Which, if any, of the following types of raw meat do you / does your household usually buy? / Q3_5b And do you / does your household usually buy fresh or frozen raw meat or both fresh and frozen? / Q3_5c And which, if any, of the following kinds of raw meat do you / does your household usually buy? / Q3_5d And do you / does your household usually buy pre-packaged raw meat, loose or freshly cut raw meat or both?
Note: respondents were able to give multiple answers

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in England were less likely to report that their household usually bought minced or diced meat (69%) and processed meat such as burgers or sausages (67%) compared with those in Scotland (80% and 77% respectively) and Northern Ireland (78% and 81%). They were less likely to report that their household usually bought meat portions (83%) compared with respondents in Northern Ireland (90%).
- Respondents in England were less likely to report that their household usually bought frozen meat (32%) compared with those in Wales (39%) but more likely to do so compared with those in Northern Ireland (24%).

- They were more likely to report that their household usually bought free range meat (32%) compared with respondents in Northern Ireland (17%) and to report usually buying organic meat (13%) than respondents in Wales (nine per cent) and Northern Ireland (five per cent).
- Respondents in England were more likely to report that their household usually bought pre-packaged meat (76%) and less likely to report usually buying loose or freshly cut meat (49%) compared with those in Northern Ireland (63% and 79% respectively).

Table 7.8 Brands of meat usually purchased, by country (Wave 3)

	England	Wales	Scotland	Northern Ireland
Supermarket regular own-brand	52%^{NI}	55%^{NI}	53%^{NI}	27%
Supermarket premium brand	30%^{NI}	27%^{NI}	29%^{NI}	11%
Non-branded (e.g. from a butcher)	26%	30%	27%	50%$^{E\ W\ S}$
Supermarket in-store butchers	22%	24%	29%^{E}	42%$^{E\ W\ S}$
Supermarket value brand	14%$^{S\ NI}$	14%^{NI}	9%	5%
Other brand	4%	3%	5%	3%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q3_5e Which, if any, of the following brands of raw meat do you / does your household usually buy?
Note: respondents were able to give multiple answers

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in England were more likely to report that their household usually bought supermarket regular own-brand meat (52%) and premium brand meat (30%) compared with those living in Northern Ireland (27% and 11% respectively).

- They were less likely to report usually buying non-branded meat e.g. from a butcher (26%) compared with respondents in Northern Ireland (50%) and meat from a supermarket in-store butcher (22%) compared with respondents in Scotland and Northern Ireland (29% and 42% respectively).

- Respondents in England were more likely to report that their household usually bought supermarket value brand meat (14%) compared with those in Scotland (nine per cent) and Northern Ireland (five per cent).

- Related to the above findings, respondents in England were more likely to report that their household usually bought meat in a large supermarket (71%) compared with those in Northern Ireland (46%) and less likely to say that they usually bought it from an independent butcher (26%) compared with those in Scotland (35%) and Northern Ireland (59%).

Table 7.9 Changes in buying and eating arrangements for financial reasons, by country (Wave 3)

% making change in last 6 months	England	Wales	Scotland	Northern Ireland
Bought items that were on special offer more	27%	27%	24%	31%
Eaten at home more	23%	20%	19%	23%
Eaten out less	21%[S]	22%[S]	15%	19%
Eaten fewer takeaways	19%	18%	16%	20%
Cooked at home more	14%	15%	12%	16%
Prepared food that could be kept as leftovers more	14%	13%	13%	13%
Made packed lunches more	14%	13%	14%	13%
Eaten food past its use-by-date more	6%	7%	5%	5%
Kept leftovers for longer before eating	5%	5%	4%	6%
Any of these	53%[S]	49%	46%	54%
Base	*(1,951)*	*(503)*	*(475)*	*(524)*

Source: Q3_13 Have you made any of these changes in the last 6 months for financial reasons?
Note: respondents were able to give multiple answers

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in England were more likely to report having made some change in the last six months for financial reasons (53%) compared with those living in Scotland (46%). In particular, they were more likely to report having eaten out less (21% compared with 15%).