

**July 2021**

# **Food and You 2: Wave 2 Technical Report**

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# 01

## Introduction

# 1 Introduction

## 1.1 Survey Background

The Food and You 2 Survey was commissioned by the Food Standards Agency (FSA) in September 2019. The first wave of data collection (detailed in the Wave 1 Technical Report) took place between July and October 2020. This report provides details for Wave 2 which was conducted between 20th November 2020 and 21st January 2021 among a cross-section of approximately 6,000 adults (aged 16 years or over) living in households in England, Wales and Northern Ireland. Adults invited to take part in the survey were selected from a sample of the Royal Mail's Postcode Address File (PAF) using a random probability sampling methodology. The survey was conducted using a push-to-web methodology<sup>1</sup> and explored participants' food-related knowledge, behaviours and attitudes.

### 1.1.1 About the Food Standards Agency

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

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

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

<sup>2</sup> For more information on the FSA please visit the [FSA website](#).

### 1.1.2 History of Food and You

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

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

## 1.2 Summary of the survey

### 1.2.1 Design

The research was conducted using a push-to-web methodology with households selected to take part in the survey receiving a letter that invited them to complete the Food and You 2 survey online. Up to two adults in each household could take part. Fieldwork was conducted from 20th November 2020 to 21st January 2021. It is important to note that restrictions were in place, in all three nations, during the fieldwork period due to the Covid-19 pandemic. This included restrictions on how often people could leave their residence, the types of food businesses that were open, and who you could eat out with. Restrictions may have impacted some participants' behaviours relating to food, and in turn may have impacted how participants answered certain questions and how many people responded to the survey.

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

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

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

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

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

### 1.2.2 Questionnaire

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

The online questionnaire was formed of a series of modules covering key areas of interest to the FSA. Most questions were behavioural, asking participants to state their usual activities or to recall recent actions.<sup>6</sup> A smaller number of questions were attitudinal, asking participants to state their opinions on various subjects, or knowledge-based, for example asking participants

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

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



what they think the temperature inside their fridge should be. The questionnaire included demographic questions to allow the FSA to conduct subgroup analysis on the data.

Due to the length and complexity of the online questionnaire it was not possible to include all questions in the postal version of the questionnaire. The postal version of the questionnaire needed to be shorter and less complex to encourage a high response rate.

To make the postal version of the questionnaire shorter and less complex, two versions were produced. Key modules (e.g. About You) were asked in both versions of the postal survey, while one postal questionnaire included questions from the Eating at Home module and the other included questions from the Eating Out module. Details of which modules were included in each postal version are outlined overleaf (see Table 1.1).

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

Online Questionnaire Modules	Postal Questionnaire 'Eating Out' Version	Postal Questionnaire 'Eating at Home' Version
Introductory Questions	Present	Present
Food Hypersensitivities	Present	Present
Eating Out and FHRS	Present	Not present
Eating at Home	Not present	Present (not all questions included from online questionnaire)
Food Concerns	Present	Present
Food We Can Trust	Present	Present
Household Food Security	Present	Present
About You	Present	Present

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

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

### 1.2.3 Sampling

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

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

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

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

#### 1.2.4 Weighting

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

Following data collection, the data were weighted according to certain criteria. First, selection weights were calculated for each country individually, and then the weights were calibrated to the country population totals, which were taken from mid-year ONS estimates. Following this, weights were created for use in combined-country analyses by scaling the country sample sizes to be proportional to their corresponding country population values. Since participants did not all answer the same questions (due to the postal / online discrepancies and the postal 'Eating Out' version / postal 'Eating at Home' version discrepancies), four separate question-type weights were calculated in each country and in the combined-country sample.

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

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

# 02

## Questionnaire development

## 2 Questionnaire development and pilot

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

### 2.1 Questionnaire design

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

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

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

A modular approach was required for Food and You 2 to keep the length of the survey to a maximum of 30 minutes, and to minimise the likelihood of participants starting but not

completing the survey. It also maximised coverage of topics and allows for new modules or questions to be added on emerging topic areas. When developing the Food and You 2 Wave 1 questionnaire, the topic areas the FSA were interested in were grouped into broad 'modules' (such as food shopping, food concerns or eating at home). These modules were then assessed for frequency of fielding (6 months, 12 months or 24 months). For instance, attitudinal questions that are used to measure the FSA's performance (e.g. trust in the FSA) or where fluctuations over time are more likely (e.g. concerns with food) were considered to be 'core' and therefore collected every 6 months. Whereas behavioural questions (e.g. on food practices in the home) that were relatively stable over time in previous studies were deemed to be appropriate for fielding less frequently.

Questionnaire development for Wave 2 drew upon the work done for Wave 1, which had involved questionnaire development workshops, cognitive testing, usability testing and a pilot (covered in more detail in the Wave 1 Technical Report). For Wave 2, a shorter period of questionnaire development was needed, as core questions and materials were used from Wave 1, with a number of additional questions developed for Wave 2. A number of cognitive interviews were carried out to test the draft Wave 2 questionnaire.

## **2.2 Design of questions**

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

Much of the content for the questionnaires had already been completed during the Wave 1 questionnaire development period. To determine content for the Wave 2 questionnaire, meetings were held between Ipsos MORI, the FSA and key stakeholders to discuss research priorities and to decide which questions from the online questionnaire should be included in the postal questionnaires. Two new modules were introduced in Wave 2: Eating Out and Food Hypersensitivities. The Eating Out module incorporated a series of questions on the Food Hygiene Rating Scheme (FHRS) which is designed to help consumers choose where to eat out or shop for food by giving clear information on hygiene standards of businesses. These questions were adapted from the FSA's FHRS Consumer Attitudes Tracker survey.

To enable comparability of the data between waves, questions carried over from Wave 1 were kept consistent in wording and format, though base definitions did change for a small number of questions.

### 2.3 Cognitive testing

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

Following the completion of the first questionnaire draft, a series of cognitive testing interviews were arranged in October 2020 to test a sub-set of questions from the questionnaire. The cognitive testing was intended to aid the development of the questionnaire by allowing Ipsos MORI and the FSA to identify questions requiring further development. A total of 14 interviews were conducted with members of the public. Four of the interviews were conducted in the Welsh language. During recruitment participants were screened on age, ethnicity, income, whether or not they receive any benefits, diet type and whether or not they suffer from food allergies or intolerances. This ensured we spoke to people with different food behaviours and habits, which was important for assessing the questions.

Key aims of the cognitive testing included:

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

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

Each cognitive interview was undertaken with a single participant, lasted approximately one hour, and was conducted 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, with attention paid to any problems encountered. The English language interviews were conducted by moderators from Ipsos MORI, while the Welsh language interviews were conducted by a trusted external qualitative researcher. Some of the interviews were conducted in the (virtual) presence of an observer from the FSA.

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

## 2.4 Survey mailings

The survey was conducted in England, Wales and Northern Ireland using a push-to-web methodology, continuing the approach used in Wave 1. As noted, push-to-web is a quantitative data collection method in which offline contact modes are used to encourage sample members to go online and complete an online questionnaire.

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

In this study, the methodology consisted of a series of four mailings sent to selected households. The second, third, and fourth mailings were only sent to households who had not responded to the survey since the previous mailing. The schedule is outlined below:

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

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

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



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

## 2.5 Postal questionnaire design and modular approach

The postal questionnaires consisted of a selection of questions from the online survey. The full questionnaire was not included in the postal versions due to concerns regarding questionnaire length. Instead, two versions of the postal questionnaire were created to cover different sections of the full online survey (which have been discussed earlier in this chapter). In the third mailing, each household received one of the two versions of the postal questionnaire.

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

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

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

## 2.6 Overview of survey content

### Introductory Questions (Core module)

In the online survey, this module began with a question asking for confirmation of age (as those under 16 years were not eligible to participate). This was followed by a small number of questions asking participants for some basic information about themselves and their household, such as their gender identity, and the number and age of any other household members. The module also asked participants whether they had a food allergy, food intolerance or Coeliac

disease so that the questionnaire could be tailored to individuals. This module was included in Wave 1 and is kept unchanged between waves to enable comparability of subgroup trend data.

### **Eating Out (new for Wave 2)**

In this new module, participants were asked how often they eat out or buy food to take away and the factors they consider when choosing where to eat. Participants were also asked about their awareness and use of the Food Hygiene Rating Scheme (FHRS).

### **Food Hypersensitivities (new for Wave 2)**

In this new module, participants were asked whether they understood the differences between a food allergy and a food intolerance and whether they knew who was responsible for regulating allergen information. Respondents who reported having a food hypersensitivity (allergy, intolerance or Coeliac disease) were asked how confident they were in the allergen information provided when eating out or shopping for food.

### **Eating at Home (Core questions)**

This module included a sub set of questions asked in the 'full' Eating at Home module included in Wave 1. It was intended to gauge participant knowledge of and adherence to the key FSA food safety and hygiene guidelines. Participants were asked about the ways in which they store, prepare, and consume food in the home.

### **Food Concerns (Core module)**

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

### **Food We Can Trust (Core module)**

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

## **Household Food Security (repeated from Wave 1)**

This module incorporated the USDA 10-item US Adult Food Security module,<sup>7</sup> a standardised measure that uses indicator questions to assess different levels of food security experienced by participants and their households. It asked a series of questions regarding participants' ability to afford food over the previous 12 months. It also asked about changes participants had made to their eating habits in the last 12 months, and the reason for these changes (e.g. financial reasons, health reasons).

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

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

## **About You and Your Household (Core module)**

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

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

# 03

## Sampling

## 3 Sampling

### 3.1 Sample design

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

The size of the issued sample in each country was calculated by dividing the target achieved sample by estimated address yield (proportion of addresses with at least one productive response). Yield estimates were based on actual yields obtained in Wave 1. An additional reserve sample was drawn to be issued (in whole or in part) if response rates<sup>8</sup> were lower than anticipated.

**Table 3.1 Sample sizes and assumptions for each country**

Country	Main sample	Assumed address completion rate	Target number of participating households	Reserve sample	Total sampled
England	6,350	31.5%	2,000	3,175	9,525
Wales	4,000	25%	1,000	2,000	6,000
Northern Ireland	3,572	28%	1,000	1,786	5,358
<b>TOTAL</b>	<b>13,922</b>	<b>29%</b>	<b>4,000</b>	<b>6,961</b>	<b>20,883</b>

The sample of main and reserve addresses were stratified proportionately by region (with Wales and Northern Ireland being treated as separate regions), and within region (or country) by local authority (district in Northern Ireland) to ensure that the issued sample was spread

<sup>8</sup> Please note that response rate and actual number of returns to the survey can be found in chapter 4.

proportionately across the local authorities. National deprivation scores<sup>9</sup> were used as the final level of stratification within the local authorities (in England the Index of Multiple Deprivation (IMD), in Wales the Welsh Index of Multiple Deprivation (WIMD) and in Northern Ireland, the Northern Ireland Multiple Deprivation Measure (NIMDM)). In practice stratification was achieved by ordering the population of PAF addresses by (i) region (country) (ii) local authority (district) within region and (iii) national deprivation score of LSOA (OA on Northern Ireland) within local authority (district), and then selecting addresses by the method of random start and fixed interval. The steps for sampling that were taken were:

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

### **3.2 Household sample design**

As stated above, addresses were selected from the Postcode Address File (PAF) systematically using the random start and fixed interval method. At each address, up to two adults were invited to take part in the survey. Two unique login codes for the online survey were provided in the initial invitation letter and up to two were provided in each reminder mailing. Up to two postal questionnaires were provided in the postal questionnaire mailing (M3). In the reminders, two logins / questionnaires were sent to completely non-responding addresses. At any address where one adult had already completed the questionnaire only one login code and one postal questionnaire were sent. Each adult who completed the questionnaire received a £10 online or paper voucher.

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<sup>9</sup> For more information about IMD in England please visit the [UK Government website about national statistics on English indices of deprivation 2019](#). For more information about NIMDM (Northern Ireland Multiple Deprivation Measure) in Northern Ireland please visit the [NISRA website on NIMDM 2017](#). For more information about WIMD (Welsh Index of Multiple Deprivation) in Wales please visit the [Welsh Government website on WIMD](#).

### 3.2.1 Process for selecting adults within a household

There are many approaches that could have been used for selecting adults within households. For instance, the two adults with the most recent birthdays or the adults with the two next birthdays could be selected. These are commonly referred to as quasi-random approaches, as they are roughly equivalent to a fully random approach. While this would have randomised the selection process to a degree in households where there were more than two adults, in self-administered surveys it adds another barrier to completing the survey and has shown to not be carried out correctly in about 20% to 25% of cases<sup>10,11</sup>.

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

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<sup>10</sup> TNS BMRB (2013). Community Life Survey: Summary of web experiments. Report prepared for the Cabinet Office.

<sup>11</sup> Olson, Kristen, and Jolene D. Smyth. 2014. "Accuracy of Within-Household Selection in Web and Mail Surveys of the General Population." *Field Methods* 26:56–69.

**04**

**Fieldwork**



## 4 Fieldwork & Response Rates

### 4.1 Letters and reminders

#### 4.1.1 Letters and reminder strategy

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

1. An **initial invitation** letter was issued to all sampled addresses inviting up to two adults to go online and complete the online questionnaire. This letter was mailed on the 18th November 2020 and began to arrive at sampled addresses on the 20th November 2020.
2. The **first reminder** letter was issued on the 27th November 2020 and began to arrive at sampled addresses on 30th November 2020. Reminder invitations were sent to non-responding addresses and addresses where one adult had completed the online questionnaire but not a second adult (the presence of an eligible second adult was determined in the first questionnaire).
3. The **second reminder** letter was issued on the 17th December 2020 and began to arrive at sampled addresses on 19th December 2020. This was sent to non-responding addresses and addresses where one adult has completed the online questionnaire but not a second adult; all of these letters were accompanied by one or two postal questionnaires, to allow those who could not access the internet, and those who are less comfortable completing online questionnaires, to take part. The Eating Out Version and Eating at Home Version were assigned to person one and person two in the household on a quasi-random basis. This means that if one adult had already completed the survey in a household the other adult would have been randomly allocated either of the versions.

Those in Wales received one questionnaire in English and one in Welsh.

4. A **final reminder** letter was issued on the 29th December 2020 and began to arrive at sampled addresses on the 31st December 2020. Non-responding addresses and addresses where one adult had completed the online questionnaire but not a second adult were issued the final reminder. The survey remained open until 21st January 2021.

#### 4.1.2 Letter design

The principles for designing the invitation and reminder letters were based on the Tailored Design Method,<sup>12</sup> along with a host of literature and best practice based on previous studies (mainly the Active Lives survey and Labour Force Survey). The main aim of the letters was to provide all the relevant information a participant requires to complete the survey, and to answer immediate questions which they may have.

Our guiding principles for designing the letters were:

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

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

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

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

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

- 1st letter: It's easy to take part and why take part
- 2nd letter: Taking part will benefit you and your community
- 3rd letter: We want to hear from as many people as possible

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<sup>12</sup> Dillman, DA. Smyth, JD. Christian, LM. Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method (2014). Wiley.

- 4th letter: This is the last chance to have your say
- In addition, all letters placed a degree of emphasis on the financial motivator for taking part – receiving a £10 gift voucher

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

## 4.2 Online questionnaire

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

### At Rackspace:

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

### At Ipsos MORI:

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

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

#### 4.2.1 Survey URL

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

#### 4.2.2 Online questionnaire accessibility

The online questionnaire was made to be as accessible as possible to participants. Key to this was offering the survey in Welsh (as per Welsh government guidelines) so those in Wales could complete the survey in Welsh. While we cannot be certain how many participants completed the survey in Welsh, 135 participants (around 4% of all online participants), viewed at least one page in Welsh. Participants could request to complete the survey in another language by calling the Food and You 2 survey helpline, or by asking someone to complete it on their behalf.

The Food and You 2 survey was designed to be accessed using a range of devices, including desktop computers, laptops, tablets and smart phones. The survey was designed with a 'mobile first'<sup>13</sup> approach to minimise drops offs and improve response rates. Additionally, the online questionnaire was designed in a way that made it easy for people to adjust colour contrasts and increase font size.

#### 4.2.3 Break offs and questionnaire length

Only 10% of all participants (429) who started the survey did not complete it, and the median completion time of those who did complete it was 36 minutes and 27 seconds.

### 4.3 Postal questionnaire

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

Each household that received two postal questionnaires received one Eating Out Version and one Eating at Home Version postal questionnaire. Households that were sent one postal questionnaire received only one of these versions. In total 2,136 participants completed the postal questionnaire with 1,086 completing the Eating Out Version and 1,050 completing the Eating at Home Version. There were 19 participants in Wales who completed the Welsh

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<sup>13</sup> A 'mobile first' approach means that the online questionnaire was designed with smart phone users in mind initially, as this is increasingly how participants choose to access online questionnaires. For more information on this please look at [Ipsos MORI's mobile first best practice guide](#).

language postal questionnaire. The number of returns for each individual version of the postal questionnaire is detailed in Table 4.1.

**Table 4.1 The number of returns for each version of the postal questionnaire**

Postal questionnaire version	Number returned
Eating Out Version England and Wales questionnaire (English)	765
Eating Out Version Northern Ireland questionnaire	239
Eating Out Version Wales questionnaire (Welsh)	4
Eating at Home Version England and Wales questionnaire (English)	717
Eating at Home Version Northern Ireland	318
Eating at Home Version Wales questionnaire (Welsh)	15
<b>Total</b>	<b>2,136</b>

#### 4.3.1 Storage of scanned images and survey results

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

#### 4.4 Vouchers for participants

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

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

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

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

#### **4.5 Handling queries**

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

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

There were around 275 queries, the majority of which were regarding when participants would receive their voucher or to opt out of the survey. Other queries included participants requesting a postal questionnaire or experiencing difficulties accessing the online survey.

#### **4.6 Response rates**

The overall response rate for Food and You 2 Wave 2 was 28.4%, with 1.49 adults participating per household. Of the surveys completed, 63.8% were online and 36.2% were postal questionnaires. Response rates did vary by region. Table 4.2 shows the variation in response rate by region and country.

**Table 4.2 Response rates by region and country**

Region / Country	Issued addresses	Number of returns overall	Proportion of returns that were online (%)	Number of addresses taking part	Address level response rate (%)	Number of returns per participating address
East Midlands	553	250	60.0%	161	29.1%	1.55
East of England	711	339	63.7%	220	30.9%	1.54
London	900	328	71.3%	219	24.3%	1.50
North East	326	138	55.8%	89	27.3%	1.55
North West	864	379	68.6%	253	29.3%	1.50
South East	1,029	521	68.3%	338	32.8%	1.54
South West	668	380	58.9%	239	35.8%	1.59
West Midlands	660	330	60.3%	207	31.4%	1.59
Yorkshire and The Humber	639	303	67.3%	190	29.7%	1.59
Wales	3,572	1,366	66.8%	1,042	29.2%	1.31
Northern Ireland	4,000	1,566	59.5%	997	24.9%	1.57
England	6,350	2,968	64.7%	1,916	30.2%	1.55
<b>Total</b>	<b>13,922</b>	<b>5,900</b>	<b>63.8%</b>	<b>3,955</b>	<b>28.4%</b>	<b>1.49</b>

#### 4.7 Profile of achieved sample

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

**Table 4.3 Demographic profile of survey responders**

##### Gender

Demographic	Percentage of online participants	Percentage of postal participants	Percentage of total participants
Male	42.9%	36.7%	40.7%
Female	55.8%	61.0%	57.7%

##### Age

Demographic	Percentage of online participants	Percentage of postal participants	Percentage of total participants
16-24	7.6%	1.9%	5.6%
25-34	16.2%	4.9%	12.1%
35-44	18.1%	7.5%	14.3%
45-54	19.1%	12.8%	16.8%
55-64	19.8%	21.4%	20.4%
65-74	14.2%	24.2%	17.8%
75+	5%	22.6%	11.3%

##### Ethnicity

Demographic	Percentage of online participants	Percentage of postal participants	Percentage of total participants
White	89.7%	93.9%	91.2%
Mixed	1.2%	0.6%	1%
Asian or Asian British	3.9%	2.1%	3.3%
Black or black British	0.8%	0.7%	0.8%



Other ethnic group	0.4%	0.4%	0.4%
Prefer not to say	4%	0.7%	2.8%

### Household size

Demographic	Percentage of online participants	Percentage of postal participants	Percentage of total participants
1	14%	23.6%	17.5%
2	39.8%	37.5%	39%
3	17.3%	13.2%	15.8%
4	16.1%	8.7%	13.4%
5+	8.3%	4.7%	7.0%

Table 4.3 shows that those who are 55 or younger are more likely to complete the online questionnaire than the postal questionnaire, with the opposite true for those over 55. Those from a non-white ethnic background were more likely to complete the online questionnaire with the opposite true for those who were white.

# 05

## Weighting

# 5 Weighting

## 5.1 Overview of weighting

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

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

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

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

1. **All-questionnaire weights** to be used for questions asked of all sample members in all online and postal questionnaires
2. **Online questionnaire weights** to be used for questions asked only of online participants (i.e., questions not asked in the postal questionnaires)
3. **Online + Eating at Home postal questionnaire weights** to be used for questions asked of online participants and postal questionnaire participants who completed the Eating at Home but not the Eating Out postal questionnaire
4. **Online + Eating Out postal questionnaire weights** to be used for questions asked of online participants and postal questionnaire participants who completed the Eating Out but not the Eating at Home postal questionnaire

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

## 5.2 Calculation of selection weights

Selection weights were created to compensate for (i) variations in within-household individual selection probabilities and response propensities<sup>14</sup> and (ii) the fact that, by design, some questions were each asked only of half the postal questionnaire participants. They were calculated as follows:

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

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

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

Online and Eating at Home weights were calculated by multiplying the all-questionnaire selection weight by a factor of 2 for the postal questionnaire participants. This was done because only half the postal survey participants had been sent the Eating at Home questionnaire (the other half having been sent the Eating Out questionnaire). Online and postal questionnaire Eating Out weights were calculated in the same way.

## 5.3 Calibration to country population values

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

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<sup>14</sup> As a maximum of two eligible adults were interviewed per household, adults in larger households are less likely to be included in the survey. So without this weight, individuals living in households in which households where some eligible adults were not interviewed would be underrepresented relative to individuals living in households in which all eligible adults were interviewed.

during the Covid-19 pandemic, during which rates of employment were likely to be unstable. Deprivation quintile was used as a substitute indicator of general economic prosperity.

Weighting targets are shown in the next section.<sup>15</sup>

**Table 5.1 Population totals for age within gender in England**

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

**Table 5.2 Population totals for age within gender in Wales**

Wales	Males	Females
16-24	178,415	162,678
25-29	106,543	101,717
30-34	96,267	96,687
35-39	91,415	93,505
40-44	83,662	85,894

<sup>15</sup> Sources: ONS Mid 2019 Population Estimates and NISRA Mid 2019 Population Estimates.

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45-49	96,980	102,092
50-54	107,292	113,188
55-59	105,866	111,614
60-64	93,900	98,953
65-69	88,564	93,578
70+	216,926	263,308
<b>All</b>	<b>1,265,830</b>	<b>1,323,214</b>

**Table 5.3 Population totals for age within gender in Northern Ireland**

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

**Table 5.4 Population totals for regions in England**

England Region code	England Region Name	Population total
E12000001	North East	2,192,654
E12000002	North West	5,935,489
E12000003	Yorkshire And The Humber	4,452,385
E12000004	East Midlands	3,935,510
E12000005	West Midlands	4,766,193
E12000006	East of England	5,024,031
E12000007	London	7,118,408
E12000008	South East	7,412,711
E12000009	South West	4,632,901

<b>Total</b>	-	<b>45,470,282</b>
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**Table 5.5 Population totals for regions in Wales**

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

**Table 5.6 Population totals for regions in Northern Ireland**

<b>Northern Ireland (Local Govt. District code)</b>	<b>Northern Ireland (Local Govt. District Name)</b>	<b>Population total</b>
N09000001	Antrim and Newtownabbey	113,583
N09000011	Ards and North Down	131,544
N09000002	Armagh City, Banbridge and Craigavon	167,448
N09000003	Belfast	275,075
N09000004	Causeway Coast and Glens	116,427
N09000005	Derry City and Strabane	118,473
N09000006	Fermanagh and Omagh	91,965
N09000007	Lisburn and Castlereagh	116,414
N09000008	Mid and East Antrim	112,537
N09000009	Mid Ulster	113,899
N09000010	Newry, Mourne and Down	140,377
<b>Total</b>	-	<b>1,497,742</b>



**Table 5.7 Population totals for deprivation quintile in England**

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

**Table 5.8 Population totals for deprivation quintiles in Wales**

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

**Table 5.9 Population totals for deprivation quintile in Northern Ireland**

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

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

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

### **Capping and creation of all-country weight**

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

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

### **‘Welsh England’ standardisation Weight**

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

1. London cases were dropped (London being in many ways unique in the UK)
2. The non-London England sample proportions were calibrated to the weighted Wales sample proportions for four variables: number of adults in the household, ethnic group, urban-rural and age by gender<sup>16</sup>.

The final weighting variables were defined as follows.

#### Age within gender (male and female)

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<sup>16</sup> These four variables were selected when the ‘Welsh-England’ weights were first constructed in Wave 1. Weighted estimates for Wales and non-London England were compared across a range of candidate variables and statistically significant differences were found for urban-rural, ethnic group, household size and age within gender.

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

Number of adults in household

1 adult
2 adults
3+ adults
Question not answered

Ethnic group

White
Asian
Black
Mixed
Other/not answered

Urban-rural

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

Rural: All other OAs

**Table 5.10 Showing when to use each weight**

<b>Weight</b>	<b>When to be used</b>
wt1	Estimates for all-countries: questions asked of all sample members in all online and postal questionnaires
wt2	Estimates for all-countries: questions asked only of online participants (not asked in postal questionnaires)
wt3	Estimates for all-countries: questions asked of online participants and Eating at Home postal questionnaire participants only
wt4	Estimates for all-countries: questions asked of online participants and Eating Out postal questionnaire participants only
wt5	Individual country estimates for England, Wales and Northern Ireland: questions asked of all sample members in all online and postal questionnaires
wt6	Individual country estimates for England, Wales and Northern Ireland only: questions asked only of online participants (not asked in postal questionnaires)
wt7	Individual country estimates for England, Wales and Northern Ireland only: questions asked of online participants and Eating at Home postal questionnaire participants only
wt8	Individual country estimates for England, Wales and Northern Ireland only: questions asked of online participants and Eating Out postal questionnaire participants only
wt9	'Welsh-England' estimates: questions asked of all sample members in all online and postal questionnaires
wt10	'Welsh-England' estimates: questions asked only of online participants (not asked in postal questionnaires)
wt11	'Welsh-England' estimates: questions asked of online participants and Eating at Home postal questionnaire participants only
wt12	'Welsh-England' estimates: questions asked of online participants and Eating Out postal questionnaire participants only

# 06

## **Data validation and management**

## 6 Data validation and management

### 6.1 Overview

#### 6.1.1 Questionnaire versions

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

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

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

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

### 6.2 Data editing

#### 6.2.1 Postal data – forced edits

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

1. Back editing a filtered question if the filter is a single coded possibility. This meant that if a filtered question was answered but the filter origin question contradicted that answer (blank or different), then the origin question was changed to be the answer for the filter question.

2. There were no back edits if the filter had more than one possibility (for example, questions relating to how much participants knew about the FSA), in which case a forward edit was applied (deleted answers from filtered questions).
3. There were no back edits if the only answer was a 'negative' response ('none', DK). Forward edits applied to these questions.
4. If a positive answer was given alongside a negative one (a reason + None/DK) – then the negative answers were removed.
5. If a question was incorrectly answered as a multi-code question when only one answer should have been selected, then a digit from the participant ID was used to randomly select an answer.

### 6.2.2 Edits to numeric answers

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

- Age: There were ten participants who selected an age of over 100. In the postal data, one of these selected an answer of 120 and the other was 121. It was deemed highly unlikely that the answer was correct and therefore the values for these two participants were set to missing in the data. The other eight participants who stated their age was between 100-120 were not set to missing. Checks were included in the online script for this Wave to ensure participants could not enter an age of less than 16 or higher than 120.
- Number of adults and number of children in the household: While theoretically there is no limit on the number of adults and children in a household, a cap of 15 adults and 15 children was placed on participants. If the number of adults was greater than 15 then it was blanked (i.e. deleted and changed to "not stated"). This only affected one postal participant, who stated they had 44 children in their household. This data was deleted and set to missing for this case.

### 6.2.3 Duplicate responses

Some cases were removed from the data if the participant completed both the online and the postal survey. In these instances, the online questionnaires were prioritised as that represents a more complete set of data<sup>17</sup>.

## 6.3 Coding

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

### 6.3.1 Translation of verbatims in Welsh

Participants were able to complete the survey in English and in Welsh. There were 135 online participants and 19 postal participants who chose to complete the survey in Welsh and provided verbatim text. These verbatims were translated by the FSA's Welsh Language Unit before being coded, alongside the responses, by Ipsos MORI.

### 6.3.2 Ipsos MORI Coding

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

Codes were grouped together into broad themes (e.g. 'Environmental and Ethical Concerns'), shown in bold text in the data tables. Some of the broad themes also had sub-themes (e.g. 'Fair Trade/ Ethical'). For consistency between waves, all codes developed for the Wave 1 codeframe were included in the Wave 2 codeframe, including codes to which no responses

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<sup>17</sup> 156 duplicates were removed from the data



were assigned at Wave 2. These codes are also present in the Wave 2 tables (and are marked as having received no responses).

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

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

## 6.4 Data checks

### 6.4.1 Checks on data tables

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

If any errors were spotted in the data, these were then specified to the data processing team in a change request form. The data processing team then amended the tables based on this and the tables were rechecked after the changes were made. Checking is an iterative process and if errors were spotted on the SPSS file or data tables then both the SPSS file and data tables were re-run. The data checks were carried out by a team of six people at Ipsos MORI, with any given change checked by at least three different people.

### 6.4.2 Checks on SPSS files

On the SPSS dataset we ran basic descriptives on all variables to check the variable names, labels and value labels and overall cell counts. We also aimed to check around 50% of routed questions using crosstabs where the logic checks are more complicated. The aim of these checks was to pick up errors in the data processing. For instance, where the data specification

was mis-interpreted, the incorrect logic was applied or where the data was simply processed incorrectly.

#### 6.4.3 Checks on derived variables

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

#### 6.4.4 Checks on straight-lining

The data for the quickest participants in Wave 2, who completed the survey in approximately five minutes, were checked to see if they were straight-lining through the survey. All of these participants did answer at least some questions in a positive way rather than selecting 'negative answers' and all did provide some demographic data, so we did not feel the need to exclude these participants.

### 6.5 Trend data

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

Whilst steps were taken to improve comparability across waves for instance by ensuring question wording, routing and questionnaire mode (e.g. online or online and postal) were consistent in Waves 1 and 2, as with any new survey, some minor edits and improvements were made to wording or routing between Waves 1 and 2. Changes made between Waves 1 and 2 are listed in the Wave 2 table user guide, on the worksheet "Differences between waves". These methodological changes may make it more difficult to interpret trends in certain variables.

With only two time points it is too early to determine whether a population value has increased, decreased or is stable. For this reason trends are not reported in the Wave 2 Key Findings report and will only be reported once questions have been asked in at least four waves of data

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collection. At this point a dataset combining data from Waves 1-4 will be made available along with documentation of any variations in routing, weighting and questionnaire mode.

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

# Appendices

# Appendices

## List of appendices

The online questionnaire has been included as an Appendix to the technical report. The rest of the documentation (listed below) will be uploaded onto the UK Data Archive:

- Food and You 2 Wave 2 online questionnaire (see next section)
- Food and You 2 Wave 2 postal questionnaires
  - England and Wales Eating Out version
  - England and Wales Eating Out version in Welsh
  - Northern Ireland Eating Out version
  - England and Wales Eating at Home version
  - England and Wales Eating at Home version in Welsh
  - Northern Ireland Eating at Home version
- Food and You 2 Wave 2 invitation and reminder letters
  - Invitation letter
  - First reminder
  - Second reminder
  - Final reminder
- Food and You 2 Wave 2 full SPSS data
- Food and You 2 Wave 2 SPSS user guide
- Food and You 2 Wave 2 full data tables (and user guide) for England, Wales and Northern Ireland combined

## Ipsos MORI | Food and You 2: Wave 2 Technical Report

- Food and You 2 Wave 2 individual country data tables (and user guide) for England, Wales and Northern Ireland

**Food and You 2**  
**Wave 2 online**  
**questionnaire**

## Food and You 2 Wave 2 online questionnaire

### INT1

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

##### Food and You 2 survey

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

The survey should take 30 minutes or less to complete.

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

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

[show two boxes with hyphen between. Each box should take 3 letters or numbers]

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

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

### INT 2

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

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





**[TIMESTAMP1]**

**[ASK ALL]**

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

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

**IF CONSENT = 1 CONTINUE**

**[ABOUT YOU 1]**

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

**[ASK ALL]**

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

*Please write your answer in the box below*

**[OPEN BOX]**

1. Prefer not to say

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

**[ASK ALL]**

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

*Please write your answer in the box below*

**[OPEN BOX]**

1. Prefer not to say

**[ASK ALL WHO HAVE CHIDLREN – NCHILDREN >0]**

**CHILDAGE1** How old are these children?

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

**CHILDAGE1\_1**

**CHILDAGE1\_2**

**CHILDAGE1\_3**

**CHILDAGE1\_4**

**CHILDAGE1\_5**

**CHILDAGE1\_6**

Header: Age in Years

Row for each child:

First child

Second child (and so on)

99. Prefer not to say

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

**TEXTFILL: For your child aged x**

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

**FSMANY** Does that child receive free school meals?

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

**[ASK ALL]**

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

*Please select one answer only*

**SINGLE-CODE**

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

**[ASK IF GENDER=2]**

**PREGNANT** Are you currently pregnant?

*Please select one answer only*

1. Yes

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

**[ASK ALL]**

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

*Please select one answer only*

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

**[ASK ALL]**

**FOODREAC** Do you suffer from a bad or unpleasant physical reaction after consuming certain foods, or avoid certain foods because of the bad or unpleasant physical reaction they might cause? [INFO BUTTON: This may include symptoms associated with food allergies and food intolerances, such as difficulties breathing and swallowing, skin rash, itching and swelling on the face or in the mouth, nausea, vomiting, abdominal pain, bloating or diarrhoea.]

*Please select one answer only*

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

**[ASK IF HAS NEGATIVE REACTION - FOODREAC = 1]**

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

*Please select all answers that apply*

1. Peanuts
2. Other nuts e.g. almonds, hazelnuts, walnuts, cashew nuts, pecans
3. Cow's milk and products made with cow's milk e.g. butter, cheese, cream, yoghurt
4. Cereals containing gluten e.g. wheat, rye, barley, oats

5. Eggs
6. Fish
7. Crustaceans e.g. crabs, lobster, prawns, scampi
8. Molluscs e.g. mussels, snails, squid, whelks, clams, oysters
9. Soya
10. Celery/celeriac
11. Mustard
12. Lupin
13. Sesame
14. Sulphur dioxide/sulphites
15. Other cereals e.g. buckwheat, rice, corn (please specify)
16. Fruit (please specify)
17. Vegetables (please specify)
18. Other (please specify)
19. Prefer not to say **[EXCLUSIVE CODE]**

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

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

**REAC SOURC\_1** Peanuts

**REAC SOURC\_2** Other nuts e.g. almonds, hazelnuts, walnuts, cashew nuts, pecans

**REAC SOURC\_3** Cow's milk and products made with cow's milk e.g. butter, cheese, cream, yoghurt

**REAC SOURC\_4** Cereals containing gluten e.g. wheat, rye, barley, oats

**REAC SOURC\_5** Eggs

**REAC SOURC\_6** Fish

**REAC SOURC\_7** Crustaceans e.g. crabs, lobster, prawns, scampi

**REAC SOURC\_8** Molluscs e.g. mussels, snails, squid, whelks, clams, oysters

**REAC SOURC\_9** Soya

**REAC SOURC\_10** Celery/celeriac

**REAC SOURC\_11** Mustard

**REAC SOURC\_12** Lupin

**REAC SOURC\_13** Sesame

**REACsourc\_14** Sulphur dioxide/sulphites

**REACsourc\_15** Other cereals e.g. buckwheat, rice, corn

**REACsourc\_16** Fruit

**REACsourc\_17** Vegetables

**REACsourc\_18** Other

*Please select one answer only*

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

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

**MULTICODE**

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

**REACCOND\_1...** Peanuts

**REACCOND\_2...** Other nuts e.g. almonds, hazelnuts, walnuts, cashew nuts, pecans

**REACCOND\_3...** Cow's milk and products made with cow's milk e.g. butter, cheese, cream, yoghurt

**REACCOND\_4...** Cereals containing gluten e.g. wheat, rye, barley, oats

**REACCOND\_5...** Eggs

**REACCOND\_6...** Fish

**REACCOND\_7...** Crustaceans e.g. crabs, lobster, prawns, scampi

**REACCOND\_8...** Molluscs e.g. mussels, snails, squid, whelks, clams, oysters

**REACCOND\_9...** Soya

**REACCOND\_10...** Celery/celeriac

**REACCOND\_11...** Mustard

**REACCOND\_12...** Lupin

**REACCOND\_13...** Sesame

**REACCOND\_14...** Sulphur dioxide/sulphites

**REACCOND\_15...** Other cereals e.g. buckwheat, rice, corn

**REACCOND\_16...** Fruit

**REACCOND\_17...** Vegetables

**REACCOND\_18...** Other

*Please select all answers that apply*

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

**[TIMESTAMP2]**

**[ASK ALL]**

**EATOUTA** Nowadays, do you ever..

**EATOUTA\_a** ... eat food from a café / coffee shop / sandwich shop?

**EATOUTA\_b** ... eat out in a pub / bar?

**EATOUTA\_c** ... eat food from a takeaway, ordered directly from a takeaway shop or restaurant?

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

**EATOUTA\_e** ... eat out in a restaurant?

**EATOUTA\_f** ...eat food ordered through Facebook Marketplace (e.g. pre-prepared food or meals)?

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

1. Yes
2. No

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

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

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

*Please select one answer only*

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

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

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

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

*Please select one answer only.*

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

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

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

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

*Please select one answer only*

**SINGLE CODE APART**

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

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

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

*Please select one answer only*

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

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

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

How confident are you...



**ALLERSTAFF2\_a** ...when the information is provided **in writing** (e.g. on the main menu or a separate allergen menu)

**ALLERSTAFF2\_b** ...when the information is provided **verbally** by a member of staff

*Please select one answer only*

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

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

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

*Please select one answer for each option*

**ALLERINFOEST\_a** From a café / coffee shop / sandwich shop **[ASK IF EATOUTA\_a=1]**

**ALLERINFOEST\_b** In a pub / bar **[ASK IF EATOUTA\_b=1]**

**ALLERINFOEST\_c** From a takeaway, ordered directly from a takeaway shop or restaurant **[ASK IF EATOUTA\_c=1]**

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

**ALLERINFOEST\_e** In a restaurant **[ASK IF EATOUTA\_e=1]**

**ALLERINFOEST\_f** Ordered through Facebook Marketplace (e.g. pre-prepared food or meals) **[ASK IF EATOUTA\_f=1]**

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

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

**[ASK IF FOODREAC=1 and/or MORE THAN ONE PERSON IN THE HOUSEHOLD (NADULTS>1 and/or NCHILDREN=1 or more)]**

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

1. Yes
2. No
3. Don't know
4. I don't do any food shopping
5. Prefer not to say

**[ASK IF SHOPALLER=1]**

**ALLCONF2** How confident are you that the information provided on food labels allows you to identify foods that will cause you or another member of your household a bad or unpleasant physical reaction?

*Please select one answer only*

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

**[ASK IF SHOPALLER=1]**

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

**ALLCONF3\_a** ...from supermarkets in store

**ALLCONF3\_b** ...from supermarkets online

**ALLCONF3\_c** ...from independent food shops [INFO BUTTON: This refers to small food shops that are independently owned and are not part of a chain]

**ALLCONF3\_d** ...food markets/stalls

*Please select one answer only*

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

**[ASK ALL]**

**ALLERGYGLANCE** If restaurants, pubs, cafes and takeaways were given a score or rating on how well they manage allergens, how useful do you think this information would be in helping [TEXTFILL IF FOODREAC=1: you TEXTFILL IF FOODREAC= 2, 3 or 4: those with food allergies or intolerances] to decide where to eat?

*Please select one answer only*

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

**[ASK ALL]**

**ALLERGYGLANCE2** If restaurants, pubs, cafes and takeaways were given a score or rating on how well they manage allergens, would this make you any more or less confident in eating food out or buying food to take away?

*Please select one answer only*

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

**[ASK ALL]**

**ALLINTCONF** How well do you think you understand the difference between a food allergy and a food intolerance?

*Please select one answer only*

1. I understand the difference very well
2. I understand the difference fairly well
3. I don't understand the difference very well
4. I don't understand the difference at all well
5. I didn't know there was a difference between food allergies and food intolerances
6. Don't know

**[ASK IF ALLINTCONF=1-4 ]**

**ALLINTCONF2** In a few words can you explain the differences between food allergies and food intolerances?

*Please write your answer in the box below*

**[OPEN TEXT BOX WITH 200 CHARACTER LIMIT]**

99. Don't know

**[ASK ALL]**

**ALLERAWAREFSA** Which of the following organisations, if any, do you think is responsible for regulating the information that restaurants and takeaways provide on allergies and intolerances?

**RANDOMISE 1-4**

*Please select all that apply*

1. Food Standards Agency
2. Local Authorities
3. The Department for Environment, Food and Rural Affairs (Defra)
4. Allergy charities e.g. Allergy UK
5. Some other organisation
6. They aren't regulated **[EXCLUSIVE]**
7. Don't know

**[ASK ALL]**

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

*Please select all that apply*

**MULTI CODE. RANDOMISE APART FROM 13**

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

**[ASK ALL]**

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

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

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

**EATOUTMEAL\_c** Dinner? [This includes eating out in restaurants/ pubs and eating takeaways at home]

*Please select one answer only for each statement*

**REVERSE SCALE. WITH CAN'T REMEMBER FIXED AT THE END.**

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

**[ASK ALL]**

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

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

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

*Please select all that apply*

1. Location
2. Price
3. Offers, deals or discount available
4. Quality of food
5. Type of food (e.g. cuisine or vegetarian/vegan options)
6. Whether information about calories is provided
7. Whether allergen information is provided
8. Whether healthier options are available

9. Ambiance / atmosphere
10. Cleanliness of the place
11. Recommendations from family or friends
12. Reviews e.g. on TripAdvisor, Google, social media, or in newspapers and magazines
13. My previous experience of the place
14. Quality of service
15. Whether it is an independent business or part of a chain
16. Food Hygiene Rating
17. Whether the place is child-friendly
18. None of these **[FIXED]**
19. Don't know **[FIXED]**
20. I don't eat out **[FIXED]**

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

**EATOUT2IMP**

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

*Please select one answer only*

**ASK IF MORE THAN TWO OPTIONS SELECTED AT EATOUT2:** Please rank the following according to how likely you are to consider it when deciding where to eat out

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

**[ASK ALL]**

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

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

*Please select all that apply*

1. Whether there is a delivery or collection option

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

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

**EATOUT3IMP**

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

*Please select one answer only*

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

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

**[ASK ALL]**

**FHRS1** Have you heard of the Food Hygiene Rating Scheme?



*Please select one answer only*

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

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

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

*Please select all answers which apply*

1. A sticker in a food business
2. On the Food Standards Agency's website
3. On a food business' own website (such as a restaurant website)
4. On a food ordering/delivery website or app (such as Just Eat, Deliveroo, UberEats etc.)
5. On another website
6. On social media (e.g. Twitter, Facebook Marketplace)
7. On another app (e.g. Scores on the Doors; Food Hygiene Rating) (please specify)
8. In the local newspaper
9. In an advert or magazine article
10. Word of mouth
11. Somewhere else (please specify)

**[ASK ALL]**

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

*Please select one answer only*

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

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

**FHRS4** In which, if any, of the following have you seen this sticker in over the last 12 months?

*Please select all that apply*

1. In restaurants
2. In cafés
3. In takeaways
4. In coffee or sandwich shops
5. In pubs
6. In hotels /B&Bs
7. In schools and other institutions
8. Manufacturers (Business-to-Business traders) [WALES ONLY]
9. In supermarkets
10. On market stalls\street food
11. In other food shops
12. Somewhere else (please specify)
13. I have not seen this sticker in a food business in the last 12 months

**NEW SCREEN**

**SHOW TEXT IN ENGLAND:**

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

**SHOW TEXT IN WALES:**

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

**SHOW TEXT IN NI:**

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

## **NEW SCREEN**

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

**FHRS5** Which of the following do you think are covered by the Food Hygiene Rating Scheme?

*Please select all that apply*

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

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

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

*Please select one answer only*

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

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

**FHRS7** In which of the following kinds of food businesses have you checked the hygiene ratings in the last 12 months?

*Please select all that apply*

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

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

**FHRS8** How did you check these ratings?

*Please select all that apply*

1. I looked at an FHRS sticker displayed at the food business (such as in a business' window or on the door)
2. I checked the food business' own website
3. I checked an online food ordering website or app (e.g. JustEat, Deliveroo, UberEats)
4. I checked on the Food Standards Agency's website
5. I checked on another website
6. I checked on an app (e.g. Scores on the Doors; Food Hygiene Rating)
7. I checked in a local newspaper

8. Other (please specify)
9. Don't know

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

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

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

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

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

Second most frequently

Etc

**[ASK ALL]**

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

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

*Please select one answer only*

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

**[NEW SCREEN]**

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

- 0 - urgent improvement necessary
- 1 - major improvement necessary
- 2 - improvement necessary
- 3 - generally satisfactory

4 - good

5 - very good

**[NEW SCREEN]**

**[ASK ALL]**

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

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

*Please select one answer for each statement*

**FHRS11\_a** Awaiting inspection **[ENGLAND / NI ONLY]**

**FHRS11\_b** Rating awaited **[WALES ONLY]**

**FHRS11\_c** 0 - urgent improvement necessary

**FHRS11\_d** 1 - major improvement necessary

**FHRS11\_e** 2 - improvement necessary

**FHRS11\_f** 3 - generally satisfactory

**FHRS11\_g** 4 - good

**FHRS11\_h** Awaiting inspection **[ENGLAND / NI ONLY]**

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

**[ASK ALL]**

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

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

*Please select one answer only*

1. 0 - urgent improvement necessary
2. 1 - major improvement necessary

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

**[ASK THOSE WHO ANSWERED HIGHER THAN 0 IN FHR12 (FHR11=2-6)]**

**FHR13** Can you think of a situation in which you might decide to buy food from a food business with a rating of lower than [INSERT RATING THAT HAS BEEN SELECTED IN FHR12]?

*Please select one answer only*

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

**[ASK IF FHR13=1]**

**FHR14** When would that be?

*Please select all that apply*

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

14. Because I would assume it is safe if it is still open\running
15. Other (Please specify)
16. Don't know

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

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

*Please select one answer only*

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

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

**FHRS16** When would that be?

*Please select all that apply*

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

**[ASK ALL]**

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



*Please select one answer only*

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

**[ASK ALL]**

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

*Please select one answer only*

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

**[ASK ALL]**

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

**RANDOMISE 1-6**

*Please select all that apply*

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

**[ASK ALL]**

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

*Please select one answer only*

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

**[ASK ALL]**

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

*Please select one answer only*

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

**[ASK ALL]**

**FHRS22** Do you think that the hygiene ratings should be displayed on ...

*Please select one answer option for each statement*

**FHRS22\_a** ...Food ordering and delivery companies' apps and websites ( such as Just Eat, Deliveroo, Uber Eats etc.) that allow you to order food from a range of local restaurants and takeaways

**FHRS22\_b** ...a restaurant's or café's own website

**FHRS22\_c** ...a takeaway's own website

**FHRS22\_d** ...a hotel's or B&B's own website

**FHRS22\_e** ...a supermarket's own website

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

**[TIMESTAMP4]**

**[EATING AT HOME MODULE]**

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

**[ASK ALL]**

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

*Please select one answer only*

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

**[IF COOKHH =3,4, 6]**

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

*Please select one answer only*

1. Yes
2. No

**[ASK ALL]**

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

*Please select one answer for each statement.*

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

**FORWARD/REVERSE COLUMNS 1-5**

**ROWS**

- FOODFREQ\_a** Cooked food from scratch **[ASK IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1]**
- FOODFREQ\_b** Cooked to freeze food for later **[ASK IF DOES ANY COOKING – COOKHH = 1,2, 5 OR EVCOOK = 1]**
- FOODFREQ\_c** Wasted or thrown away food
- FOODFREQ\_d** Bought processed food
- FOODFREQ\_e** Eaten together with your family
- FOODFREQ\_f** Snacked on cakes, biscuits, confectionery and/or savoury snacks

**FOODFREQ\_g** Bought food from local shops

**FOODFREQ\_h** Eaten healthy meals

**FOODFREQ\_i** Eaten meat (including fish)

## **COLUMNS**

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

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

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

*Please select one answer only*

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

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

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

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

*Please select all that apply.*

1. I can see steam coming from it
2. I taste it
3. I stir it
4. I check the middle is hot
5. I check it's an even temperature throughout

6. I put my hand over it/touch it
7. I use a thermometer/probe
8. I use a timer to ensure it has been cooked for a certain amount of time
9. I can see it's bubbling
10. I follow the instructions on the label
11. None of the above **[EXCLUSIVE]**
12. I don't check **[EXCLUSIVE]**
13. I don't reheat food **[EXCLUSIVE]**

**[ASK IF FOODREH 1-12]**

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

*Please select one answer only.*

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

**[ASK ALL]**

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

*Please select one answer only*

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

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

**EATPINK1\_a** How often, if at all, do you eat chicken or turkey when the meat is pink or has pink or red juices?

*Please select one answer only*

1. Always
2. Most of the time

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

**[ASK ALL EXCEPT VEGANS VEG=1,2,4, 5 or 6]**

**EGGS** Do you ever eat eggs at home?

*Please select one answer only*

1. Yes
2. No

**[ASK IF EGGS=1]**

**EATEGGS** At home, how often, if at all, do you eat eggs that are...

**EATEGGS\_a** ...raw (eggs that are uncooked e.g. in homemade mayonnaise or homemade desserts like mousse or soft meringues)

**EATEGGS\_b** ...less than thoroughly cooked (eggs that have a runny yolk e.g. soft boiled)?

**EATEGGS\_c** ...cooked thoroughly (eggs that have a firm yolk e.g. hard boiled)?

*Please select one answer for each option*

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

**[ASK IF EGGS=1]**

**COOKSAFE1EGGS** How do you tell whether an egg is safe to eat or cook with?

*Please select all that apply*

1. How it looks
2. How it smells
3. Best before date
4. If it doesn't float in water
5. Some other way
6. Don't know

**[ASK IF EGGS=1]**

**EATEGGSBB** In the last month have you eaten any eggs that have gone past their best before date?

*Please select one answer only*

1. Yes, this happened every week
2. Yes, this happened some weeks but not every week
3. Yes, this happened in one week in the last month
4. No, this has not happened in the last month
5. Don't know / I don't check the best before date on eggs
6. I haven't eaten eggs in the last month
7. Prefer not to say

**[ASK IF EGGS=1]**

**EATEGGSBBLONG** When is the latest you would eat eggs after their best before date?

*Please select one answer only*

1. 1-2 days after the best before date
2. 3-4 days after the best before date
3. 5-7 days after the best before date
4. 1-2 weeks after the best before date
5. More than 2 weeks after the best before date
6. Don't know/ I don't check the best before date on eggs

**[TIMESTAMP5]**

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

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

*Please select one answer only*

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

**[ASK ALL]**

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

*Please select one answer only*

**RANDOMISE 1-4**

1. Use by date
2. Best before date
3. Sell by date
4. Display until date
5. It depends **[EXCLUSIVE]**
6. All of these **[EXCLUSIVE]**
7. None of these **[EXCLUSIVE]**
8. Don't know **[EXCLUSIVE]**

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

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

*Please select one answer only*

1. Always



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

**[ASK ALL]**

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

**RANDOMISE ROWS.**

*Please select one answer for each food.*

**FREQUSE\_a...** Cooked meats [ASK IF VEG=4,5 or 6]

**FREQUSE\_b...** Smoked fish [ASK IF VEG=2,4,5 or 6]

**FREQUSE\_c...** Bagged salads [ASK ALL]

**FREQUSE\_d...** Cheese [ASK IF VEG=1,2,4,5 or 6]

**FREQUSE\_e...** Milk [ASK IF VEG=1,2,4,5 or 6]

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

**[ASK ALL]**

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

**RANDOMISE CODES 1-5**

*Please select all that apply*

1. Away from cooked foods
2. Covered with film / foil
3. In a sealed container

4. In its original packaging
5. On a plate
6. I don't buy or store meat or poultry **[EXCLUSIVE]**
7. I don't store raw meat/poultry in the fridge **[EXCLUSIVE]**
8. I don't have a fridge **[EXCLUSIVE]**
9. Don't know

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

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

*Please select all that apply*

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

**[ASK ALL]**

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

*Please select one answer only*

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

**[ASK HH CHECKS FRIDGE. FRIDFECH1=1]**

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

*Please select one answer only*

1. At least daily
2. 2-3 times a week
3. Once a week
4. Less than once a week but more than once a month
5. Once a month
6. Four times a year
7. Once or twice a year
8. Never
9. Don't know

**[ASK HH CHECKS FRIDGE. FRIDFECH1=1]**

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

**RANSOMISE APART FROM EXCLUSIVE CODES**

*Please select one answer only*

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

**[ASK ALL]**

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

*Please select one answer only*

1. Less than 0 degrees C (less than 32 degrees F)
2. Between 0 and 5 degrees C (32 to 41 degrees F)
3. More than 5 but less than 8 degrees C (42 to 46 degrees F)
4. 8 to 10 degrees C (47 to 50 degrees F)
5. More than 10 degrees C (over 50 degrees F)
6. Other
7. Don't know
8. I don't have a fridge

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

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

**HANDWASH\_a** ...wash your hands before starting to prepare or cook food?

**HANDWASH\_b** ...wash your hands immediately after handling raw meat, poultry or fish?

*Please select one answer only for each statement*

1. Always
2. Most of the time
3. About half the time
4. Occasionally
5. Never
6. I don't cook meat, poultry or fish {ASK ONLY FOR STATEMNT B}
7. Don't know

**[TIMESTAMP6]**

**[FOOD CONCERNS]**

**[ASK ALL]**

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

*Please select one answer only*

1. Yes
2. No

**[ASK IF FOODISSA1=1]**

**FOODISSA2** What are your concerns about the food you eat?

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

**OPEN BOX**

**[ASK ALL]**

**FOODISSB1** Do you have concerns about any of the following?

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

*Please select all that apply.*

**[MULTI-CODE]**

1. Cooking safely at home
2. Food poisoning (e.g. Salmonella and E. Coli)
3. Food hygiene when eating out
4. The use of pesticides
5. The use of additives (e.g. preservatives and colouring)
6. Chemical contamination from the environment (e.g. lead in food)
7. Hormones, steroids or antibiotics in food
8. Genetically Modified (GM) foods
9. Food prices
10. Food allergen information (e.g. availability and accuracy)
11. The amount of salt in food
12. The amount of sugar in food
13. The amount of fat in food
14. The number of calories in food
15. Food waste
16. Animal welfare
17. Food miles (e.g. the distance food travels)
18. Food fraud or crime (e.g. food not being what the label says it is)
19. None of these **[EXCLUSIVE]**
20. Don't know **[EXCLUSIVE]**

**[ASK ALL WHO SELECT FOUR OR MORE OPTIONS AT FOODISSB]**

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

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

**[PULL ANSWERS THAT ARE SELECTED AT FOODISSB]**

**[TIMESTAMP7]**

**[FOOD SYSTEM]**

**[ASK ALL]**

**FOODCONF** How confident are you that...

**FOODCONF\_a** ...the food you buy is safe to eat

**FOODCONF\_b** ...the information on food labels is accurate (e.g. ingredients, nutritional information, country of origin)

*Please select one answer only for each statement*

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

**[ASK ALL]**

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

*Please select one answer only for each statement*

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

**[ASK ALL]**

**FOODCONF1** How confident are you that...

**FOODCONF1\_a...** Farmers in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

**FOODCONF1\_b...** Slaughterhouses and dairies in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

**FOODCONF1\_c...** Food manufacturers (e.g. factories) in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

**FOODCONF1\_d...** Shops and supermarkets in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

**[ASK ALL]**

**FOODCONF2** How confident are you that...

**FOODCONF2\_a...** Restaurants in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

**FOODCONF2\_b...** Takeaways in the UK [IF NORTHERN IRELAND: 'and Ireland] ensure the food you buy is safe to eat?

**FOODCONF2\_c...** Food delivery services (e.g. Just Eat, Deliveroo, Uber Eats) ensure the food you buy is safe to eat?

*Please select one answer only for each statement*

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

**[ASK ALL]**

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

*Please select all that apply.*

[ENGLAND]

1. Food Standards Agency (FSA)
2. Public Health England (PHE)
3. Department for Environment, Food and Rural Affairs (DEFRA)

4. Environment Agency
5. Health and Safety Executive (HSE)

[WALES]

1. Food Standards Agency (FSA)
2. Public Health Wales
3. Natural Resources Wales
4. Health and Safety Executive (HSE)

[NI]

1. Food Standards Agency (FSA)
2. Public Health Agency (PHA)
3. Department of Agriculture, Environment and Rural Affairs (DAERA)
4. Health and Safety Executive Northern Ireland (HSENI)
5. **safefood**

[ASK ALL]

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

*Please select one answer only*

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

[ASK THOSE WHO HAVE NO OR LITTLE PRIOR KNOWLEDGE OF THE FSA- FSADO = 3-5]

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

**FSACON1\_a**... can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food)

**FSACON1\_b**... is committed to communicating openly with the public about food-related risks

**FSACON1\_c**... takes appropriate action if a food-related risk is identified



*Please select one answer for each statement only*

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

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

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

**FSACON2\_a** ...can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food)

**FSACON2\_b** ...is committed to communicating openly with the public about food-related risks

**FSACON2\_c** ...takes appropriate action if a food-related risk is identified

*Please select one answer for each statement only*

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

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

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

*Please select one answer only*

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

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

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

**RANDOMISE APART FROM EXCLUSIVE CODES**

*Please select up to three of the following*

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

**[ASK ALL]**

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

*Please select one answer only*

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

**[ASK ALL ]**

**[FOLLOWING COMPRISES 3 SEPARATE QUESTIONS WITH COMMON CONFIDENCE SCALE]**

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

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

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

*Please select one answer for each statement only*

1. Trust the organisation a lot more
2. Trust the organisation slightly more
3. It would make no difference

4. Trust the organisation slightly less
5. Trust the organisation a lot less
6. Don't know

**[ASK ALL]**

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

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

*Please select one answer for each statement*

- ISSUESIMPACT\_a** Affordability of food
- ISSUESIMPACT\_b** Food produced in [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] being safe and hygienic
- ISSUESIMPACT\_c** Food from outside [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] being safe and hygienic
- ISSUESIMPACT\_d** Food produced in [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] being what it says it is
- ISSUESIMPACT\_e** Food from outside [IN ENGLAND AND WALES: 'the UK' IN NORTHERN IRELAND: 'the UK and Ireland'] being what it says it is
- ISSUESIMPACT\_f** Food being produced sustainably
- ISSUESIMPACT\_g** The availability of a wide variety of food
- ISSUESIMPACT\_h** Animal welfare in the food production process
- ISSUESIMPACT\_i** Ingredients and additives in food
- ISSUESIMPACT\_j** Genetically modified (GM) food

1. Highly concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

5. Don't know

**[TIMESTAMP8]**

**[HOUSEHOLD FOOD SECURITY]**

**[NEW SCREEN]**

The following questions ask about your household's personal situation.

**[ASK ALL]**

[FOR THE FOLLOWING PLEASE USE CAROUSEL GRID FORMAT]

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

**FOODSEC\_1** {TEXT FILL DEPENDING ON HH SIZE: I/We} worried whether our food would run out before we got money to buy more.

**FOODSEC\_2** The food that we bought just didn't last, and {TEXT FILL DEPENDING ON HH SIZE: I/We} didn't have money to get more.

**FOODSEC\_3** {TEXT FILL DEPENDING ON HH SIZE: I/We} couldn't afford to eat balanced meals.

*Please select one answer only for each statement*

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

**[ASK IF FOODSEC\_1=1 or 2 FOODSEC\_2=1 or 2 FOODSEC\_3=1 or 2]**

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

*Please select one answer only*

1. Yes

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

**[IF SKIPMEAL = 1]**

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

*Please select one answer only*

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

**[ASK IF FOODSEC\_1=1 or 2 FOODSEC\_2=1 or 2 FOODSEC\_3=1 or 2]**

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

*Please select one answer only*

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

**[ASK IF FOODSEC\_1=1 or 2 FOODSEC\_2=1 or 2 FOODSEC\_3=1 or 2]**

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

*Please select one answer only*

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

**[ASK IF FOODSEC\_1=1 or 2 FOODSEC\_2=1 or 2 FOODSEC\_3=1 or 2]**

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

*Please select one answer only*

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

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

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

**SINGLE CODE**

*Please select one answer only*

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

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

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

*Please select one answer only*

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

**[ASK ALL]**

**CHANGE**

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

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

**MULTICODE. RANDOMISE ANSWERS APART FROM CODES 14 AND 15**

*Please select all that apply.*

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

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

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

**RANDOMISE ANSWERS APART FROM 6 AND 7**

*Please select all that apply*

1. Financial reasons
2. Health reasons
3. Food safety reasons (i.e. to avoid food poisoning)
4. Due to the bad or unpleasant physical reaction that certain foods cause
5. Because of Lockdown/COVID-19
6. Other (please specify)

7. Prefer not to say

**[ASK ALL]**

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

*Please select one answer only*

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

**[ASK IF CHANGE=13 or FOODBANK=1]**

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

*Please select one answer only*

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

**[ASK IF CHILDREN AGED 5-15 in HOUSEHOLD]**

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

*Please select all that apply*

1. A breakfast club before school
2. An after-school club where they also received a meal (tea/dinner)
3. A lunch and activity club that ran only during school holidays
4. None of these



5. Don't know

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

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

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

*Please select one answer only*

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

**[TIMESTAMP9]**

**[TIMESTAMP10]**

**[ABOUT YOU 2]**

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

**[ASK ALL]**

**AGE** What is your date of birth?

**[OPEN BOX]**

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

**[ASK IF MORE THAN ONE PERSON AGED 16+ IN HOUSEHOLD AT NADULTS= >1]**

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

*Please select one answer only*

1. Yes
2. No

**[ASK ALL]**

**MARSTAT** Are you ...

*Please select one answer only*

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

**[ASK ALL]**

**ACTSTAT** What is your current working status?

*Please select first answer to apply*

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

**[ASK ALL]**

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

*Please select one answer only*

**WHITE [drop down options below]**

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

**MIXED [drop down options below]**

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

**ASIAN OR ASIAN BRITISH [drop down options below]**

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

**BLACK OR BLACK BRITISH [drop down options below]**

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

**OTHER ETHNIC GROUP [drop down options below]**

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

**[ASK ALL]**

**RELIG** What is your religion?

*Please select one answer only*

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

**[ASK ALL]**

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

*Please select one answer only*

1. Very good
2. Good
3. Fair
4. Bad
5. Very bad

**[ASK ALL]**

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

*Please select one answer only*

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

**[ASK ALL]**

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

*Please select all that apply*

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

**[ASK ALL]**

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

*Please select one answer only*

	Annual Income	Monthly Income
1	Less than £13,000	less than £1,083
2	£13,000- £18,999	£1,083-£1,583
3	£19,000- £25,999	£1,583-£2,167
4	£26,000- £31,999	£2,168-£2,667
5	£32,000- £47,999	£2,668-£4,000
6	£48,000- £63,999	£4,001-£5,333

7	£64,000- £95,999	£5,334-£8,000
8	More than £96,000	more than £8,000
9	Prefer not to say	Prefer not to say

**[TIMESTAMP10A]**

**[ASK IF NOT WORKING –ACTSTAT=1 or 4-11]**

**EVWORK** Have you ever worked?

*Please select one answer only*

1. Yes
2. No

**[ASK IF ACTSTAT = 2 OR 3 OR IF EVWRK = 1]**

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

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

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

*Please select one answer only*

1. Employed
2. Self-employed

**[ASK IF SEMP = 1]**

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

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

[INFO BUTTON: What do I include as supervising?

INCLUDE supervising employees

DO NOT include supervising children, animals or buildings. ]

*Please select one answer only*

1. Yes
2. No

**[ASK IF SEMP = 1]**

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

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

*Please select one answer only*

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

**[ASK IF SEMP = 2]**

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

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

*Please select one answer only*

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

**[ASK IF ANYEMP = 2]**

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

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

*Please select one answer only*

1. 1 – 24
2. 25 - 499
3. 500 or more

**[ASK IF ACTSTAT = 2 OR 3 OR EVWRK = 1]**

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

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

*Please select one answer only*

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



8. **Traditional professional occupations** *such as*: accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer

[TIMESTAMP11]

## VOUCHER AND RECONTACT QUESTIONS

[ASK ALL]

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

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

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

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

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

[ASK ALL]

**RC1** This study was commissioned and funded by the Food Standards Agency (FSA) . The FSA may wish to carry out follow up research on this topic sometime within the next two years.

If you agree, we will pass your name and email address to the FSA so they can invite you to take part in follow up research. The FSA may share these details with research agencies appointed to carry out this follow up research on their behalf. The full privacy policy can be found here [insert link].

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

*Please select one answer only*

1. Yes
2. No

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

**[ASK IF RC1 = 1]**

**RC3** What is your name (forename and surname)?

[Provide suitable standard space and format for this to be entered] [If they try to move on without entering details or with just one letter in a field: Error message: If you are willing to be re-contacted about this study or follow up research we need your full name in order to contact you]

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

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

*Please select one answer only*

1. Yes
2. No

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

**RC4** What is your email address?

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

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

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

**[IF RC1 = 1]**

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

*Please select one answer only*

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

**[IF RC5=2]**

**RC6** What is your new address?

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

*[Check if postcode is not in correct format]*

**[Timestamp12]**

**[thanks]**

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

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

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

**[Additional text another adult in hh who has not completed a questionnaire].**

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

**If you have any questions, please visit our survey website: [www.foodandyou2.org](http://www.foodandyou2.org) or contact us using the details below**

**Email: [foodandyou2survey@ipsos-mori.com](mailto:foodandyou2survey@ipsos-mori.com).**

**Telephone helpline: 0800 014 9467**

# **Ipsos MORI's standards and accreditations**

Ipsos MORI's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.

## **ISO 20252**

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.

## **ISO 27001**

This is the international standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.

## **ISO 9001**

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.

## **Market Research Society (MRS) Company Partnership**

By being an MRS Company Partner, Ipsos MORI endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation.

## **Data Protection Act 2018**

Ipsos MORI is required to comply with the Data Protection Act 2018. It covers the processing of personal data and the protection of privacy.

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## About Ipsos MORI Public Affairs

Ipsos MORI Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

Ipsos MORI

