

Exploring food attitudes and behaviours in the UK: Findings from the Food and You Survey 2010

Technical report

TNS-BMRB, Policy Studies Institute and University of Westminster

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The Food and You Survey 2010: Technical Report

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1. Introduction

This report includes a full description of the methods used in the first wave of the Food and You survey. Copies of key survey documents (the questionnaire and advance letter) are included in the Appendix.

1.1 Background to the survey

In 2008, the Food Standards Agency (FSA)'s Social Science Research Committee (SSRC)¹ were asked to review the Agency's Consumer Attitudes Survey (CAS)², which ran for eight waves from the FSA's inception in 2000³. The SSRC recommended that a new rigorous regular survey was needed to underpin the FSA's policies.

In 2009, the FSA commissioned a consortium comprising TNS-BMRB, the Policy Studies Institute (PSI) and the University of Westminster to carry out the first wave of Food and You.

The main aim of the survey was to collect quantitative information about the UK public's attitudes, beliefs and values towards food issues (such as food safety and healthy eating), as well as their behaviour, in order to ensure a sound social science evidence base to support policy making at the FSA and across relevant government departments.

The survey also collected supporting information on lifestyle, such as people's eating habits, shopping and eating outside of the home, all of which may influence food behaviours.

More specifically, the objectives were to collect quantitative information to enable the Agency to:

- Monitor public understanding of, and engagement with, the Agency's aims of promoting healthy eating and improving food safety;
- Assess public attitudes to new developments, such as emerging food technologies;
- Identify the complex influences on knowledge, attitudes and behaviour;
- Assess knowledge of, and response to, messages and interventions aimed at raising awareness and changing behaviour;

¹ The SSRC is an independent Scientific Advisory Committee set up to provide advice and challenge to the Agency on social science matters; further information can be found at: <http://ssrc.food.gov.uk/>

² Further information on CAS can be found at: <http://www.food.gov.uk/science/socsci/surveys/foodsafety-nutrition-diet/>

³ The SSRC's full discussion paper can be found at: <http://www.food.gov.uk/multimedia/pdfs/ssrc0822v1.pdf>

- Identify specific target groups for future interventions (e.g. those most at risk or those where there is likely to be the greatest impact);
- Monitor changes over time in attitudes and behaviour; and,
- Broaden the evidence base and develop indicators to assess progress in fulfilling the Agency's strategic plans, aims and targets.

The first wave will form a baseline from which changes over time can be monitored in future waves.

The survey comprised 3,163 interviews with adults aged 16+ (with no upper age limit) across the UK.

This report provides details of the survey methodology and includes copies of key documents. A full report based on the findings of the survey is also available⁴.

The first wave provides a rich source of data and is available on the UK Data Archive⁵ for further analysis.

1.2 Research and policy context

1.2.1 Role of the FSA

The FSA was created in 2000 as a non-ministerial government department governed by a Board appointed to act in the public interest, with the task of protecting consumers in relation to food. The FSA is a UK-wide body with main offices in London, Aberdeen, Cardiff, Belfast and York. The Agency was set up to:

'Protect public health from risks which may arise in connection with the consumption of food, and otherwise to protect the interests of consumers in relation to food'

At the time Food and You was commissioned, the Agency's Strategic Plan for 2010-15⁶ set out the Agency's strategic direction and defined the FSA purpose of safe food and healthy eating for all. As part of this Strategic Plan, the Agency set out five outcomes to deliver during 2010-2015, which were to ensure:

- food produced or sold in the UK is safe to eat;
- imported food is safe to eat;
- consumers understand about safe food and healthy eating, and have the information they need to make informed choices;
- food products and catering meals are healthier; and,

⁴ Available at: http://www.foodbase.org.uk/results.php?f_category_id=&f_report_id=641

⁵ <http://www.data-archive.ac.uk/>

⁶ The FSA's 2010-15 Strategic Plan can be found at:
<http://www.food.gov.uk/multimedia/pdfs/strategy20102015.pdf>

- regulation is effective, risk-based and proportionate, is clear about the responsibilities of food business operators, and protects consumers and their interests from fraud and other risks.

The Agency's Strategic Plan is being reviewed following the changes outlined in section 1.2.4.

1.2.2 Government advice on food safety

The Food Standards Agency provides guidance on food safety⁷. The key purpose of the advice is to minimise the risk of food poisoning. Advice to the general population centres on four aspects of food hygiene: cleaning, cooking, cross-contamination and chilling (collectively known as the '4 Cs'), with advice given on each aspect. Advice is also given on the use of 'use by' date marks and storage instructions as a means to determine the safety of food eaten at home.

1.2.3 Government advice on nutrition and healthy eating

The Government provides advice on nutrition and healthy eating⁸. The advice centres on the eatwell plate and '8 tips for eating well', including advice on eating at least five portions of fruit and vegetables a day and the recommended maximum daily allowances of salt for adults. There are also guidelines on recommended allowances for fat and calories.

1.2.4 Changes in departmental responsibilities

On 1 September 2010, responsibility for food labelling other than food safety aspects of labelling and nutrition labelling in England transferred to the Department for Environment, Food and Rural Affairs (Defra)⁹. On 1 October 2010, responsibility for nutrition policy (including labelling) transferred to the Department of Health (DH) in England and to the Welsh Assembly Government in Wales. Nutrition policy in Scotland and Northern Ireland remains the responsibility of the Agency. Following these changes, the Agency is in the process of reviewing its Strategic Plan.

A number of topics included in the Food and You survey are related to nutrition and the policy areas to which the findings contribute are now part of DH's remit.

⁷ For more information see <http://www.nhs.uk/Livewell/homehygiene/Pages/Homehygienehub.aspx>

⁸ For more information see <http://www.nhs.uk/Pages/HomePage.aspx>

⁹ For further information see <http://www.food.gov.uk/news/newsarchive/2010/sep/labelgov> and <http://www.food.gov.uk/news/newsarchive/2010/sep/nutrition>

1.2.5 Other relevant surveys

There are a number of Government surveys, which also collect information on food and diet – specifically the National Diet and Nutrition Survey (NDNS)¹⁰ and the Health Survey for England (HSE)¹¹.

Some measures have been included in Food and You to increase the explanatory power of the analyses (i.e. those on reported fruit and vegetable consumption, reported physical activity, physical measurements and consumption of different foods). Other sources, particularly on consumption of various foods, will provide more robust national estimates.

¹⁰ For more information on the NDNS see:
<http://www.food.gov.uk/science/dietarysurveys/ndnsdocuments/>

¹¹ For more information on the HSE see:
<http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles-related-surveys/health-survey-for-england>

2. Sample design

2.1 Introduction

The design used was a multi-stage random probability design. The stages were:

- Stratification
- Selection of primary sample units (PSUs)
- Selection of addresses
- Selection of households, where necessary
- Selection of respondents

Probability methods were applied at each stage.

The sample was designed to be representative of the adult (aged 16+) population in private households across the UK.

The samples in Scotland and Northern Ireland were boosted (increasing the sample to around 500 in each country) to enable more detailed analysis at a country level.

The Food and You survey comprised a total of 3,163 interviews with adults (aged 16+, with no upper age limit) across the UK.

The total number of interviews achieved by country was:

- 2,025 in England,
- 121 in Wales,
- 511 in Scotland and
- 506 in Northern Ireland.

2.2 Stratification

The primary stratification employed was by Government Office Region (GOR). This divided England into nine strata. Scotland, Wales and Northern Ireland are themselves GORs.

The samples were allocated to each GOR in proportion to their respective adult populations. Further stratification was employed using the percentage of heads of households in a non-manual occupation (NS-SEC groups 1-3), the percentage of households with no car, and population density (persons per hectare), to help ensure correct socio-economic representation when the PSUs were selected.

2.3 Sample frame

The small user Postcode Address File (PAF) was used as the sample frame for the survey. The PAF lists all known UK postcodes and addresses and is the sampling frame commonly used in general population surveys.

2.4 Primary sample units (PSUs)

The Primary Sample Units (PSUs) were postcode sectors. Sectors with fewer than 500 addresses were grouped with neighbouring sectors prior to stratification.

2.5 Selection of PSUs

Once the sample size in each stratum was determined those values were divided by the planned cluster size to calculate the number of PSUs required in every stratum. 25 addresses were sampled in each PSU.

The adult population of the PSUs in the stratum were detailed and cumulated. The total was divided by the number of points required to give a sampling interval. Then a random number less than that sampling interval was selected. That determined the first sample point. The other points were then selected by successive additions of the sampling interval to the random start. This method selects the PSUs with probability proportional to their adult populations. In total 248 PSUs were sampled – 170 PSUs in England and Wales, 39 in Scotland and 39 in Northern Ireland.

As survey fieldwork progressed, it became apparent that response rates were lower than had been anticipated. In order to increase the number of interviews obtained, an additional 16 PSUs in England and Wales, and 7 in Scotland, was subsequently selected, following the same procedures as for the original selection.

The final number of PSUs was therefore 271 – 186 in England and Wales, 46 in Scotland and 39 in Northern Ireland.

2.6 Selection of addresses

The addresses to be used in the sampled PSUs were selected in a similar way to the selection of the PSUs themselves. The number of addresses in the PSU was divided by 25 to determine the sampling interval. A random number less than the sampling interval was generated to determine the first address sampled. The other addresses were then selected by successive addition of the sampling interval to the random start. Addresses were first sorted by postcode within the PSU.

In total 6,775 addresses were sampled and issued to interviewers (4,650 in England and Wales, 1,150 in Scotland and 975 in Northern Ireland).

2.7 Selection of households

Interviewers completed an Address Contact Sheet (ACS) for each sampled address. A copy of the ACS is included in the Appendix.

A very small proportion of addresses contained more than one household. In those cases the household to be interviewed was selected by the interviewer, following a random procedure using a Kish grid.

2.8 Selection of respondents

In each eligible household, one adult aged 16+ (with no upper age limit) was selected for interview. In households where there was more than one eligible adult, all eligible adults were listed by the interviewer in alphabetical order of their first name and one adult was selected at random using a Kish grid.

2.9 Interview dates

Interviews were carried out between 22nd March and 8th August 2010.

3. The questionnaire

3.1 Questionnaire development

Extensive development work was carried out to develop the questionnaire and survey procedures.

Prior to commissioning the survey, the FSA undertook a scoping study to review existing research (predominately quantitative) covering food issues to assess what could be learnt from the existing research, minimise duplication and help inform question development for Food and You¹².

An Advisory Group was established to help advise the FSA and consortium on key aspects of the survey, including the content and structure of the final questionnaire and the survey outputs. The Advisory Group consisted of experts in the topic area of food and in survey methodology.

3.1.1 Qualitative research

Initial qualitative work was conducted by the consortium to fill gaps in existing research around some of the subject areas to be covered in the survey (in particular, the food safety topics) and to ensure that the questionnaire would be drafted at the correct level for respondents in terms of knowledge and language. The qualitative research included eight focus groups and a depth interview and kitchen exploration with one participant from each of the focus groups.

Eight focus groups were conducted between the 22nd and 30th September 2009. Two groups were conducted in each of Cardiff, London, Birmingham and Manchester (one of the groups in London and both groups in Birmingham were in suburban / semi-rural locations). To ensure homogeneity within groups they were segmented by life stage, age and levels of responsibility for food preparation.

Gender was mixed in each group with approximately a 50/50 split overall. However, by definition, some groups were predominantly one gender, in which case there was always at least two of the minority gender with an ideal mix of 5 and 3. The full breakdown and location of groups are shown in Table 1.

¹² The scoping study report can be found at <http://www.food.gov.uk/multimedia/pdfs/foodandyouscoping.pdf>

Table 1 *Focus group composition*

	Location	Primary responsibility for preparing food for self or family	Life stage	Men/ Women
Group 1	London Central	Always / mostly	Young singles or married without kids (20-35)	4 men 4 women
Group 2	London suburban	Always / mostly	Middle aged (35-65) no children or children left home	Min 2 men/ max 6 women
Group 3	Cardiff	Sometimes / occasionally / never	Middle aged (35-65) no children or children left home	Max 6 men/ Min 2 women
Group 4	Cardiff	Always / mostly	Over 65 (half to be single)	Min 2 men/ max 6 women
Group 5	Birmingham semi-rural	Always / mostly	Parents (mix of children's ages and size of family) – children living at home	Min 2 men/ max 6 women
Group 6	Birmingham semi-rural	Sometimes / occasionally / never	Young (16-21)	4 men 4 women
Group 7	Manchester	Always or mostly	Parents (mix of children's ages and size of family) – children living at home	Min 2 men/ max 6 women
Group 8	Manchester	Mixed	Over 65 (half to be single)	Max 6 men / Min 2 women

Each group consisted of 8 respondents and lasted approximately 90 minutes. Three researchers conducted the focus groups.

Before the groups, each member was asked to do a pre-task. This included answering some easy questions about experiences with food and bringing something along that represented 'good food' to them, and to be prepared to talk through at the group. The pre-tasks were also used in the depth interviews, and overall provided context to the analysis and provided some measure of the social desirability observed during the groups.

One participant from each group was asked to take part in a 45 minute depth interview and kitchen exploration with the moderator who visited their home after the group at a pre-arranged time to discuss their kitchen, risky food safety and hygiene.

The depths were conducted after the groups rather than before to avoid the risk of the group being influenced by the respondent who will be closer to the issues. In conducting the depth afterwards it also allowed us to capture invaluable post group reflections.

Interviews were recorded and field notes taken. The researcher also captured observations by taking photos and gathering any relevant materials, with the permission of the respondent.

Respondents for the depths were chosen based on the recruitment criteria for the focus groups so that life stage, age and responsibility for food preparation could be taken into account. Four respondents were men and four women. The depths were generally conducted the day after the focus groups, except in the case of London, where they were at a convenient time for the respondent after attending the group.

Respondents were paid an incentive of £35 each for attendance at the group and completion of the pre task. Those taking part in the depth received an extra £20.

3.1.2 Cognitive testing

Cognitive methods provide important tools for examining the thought processes that affect the quality of answers provided to survey questions. Specifically, cognitive methods allow us to ascertain whether or not the respondents understand the questions and are able to provide accurate responses.

The purpose of the cognitive interviews was to get at the underlying mental processes that respondents use to answer the questions, including respondents' comprehension and recall, and also what heuristics or mental shortcuts they are using to formulate an opinion or to make an estimate.

Cognitive interviews were carried out on the basis of a paper draft of sections of the questionnaire, using a depth interview approach. The aim was to ascertain whether the questions were working as intended, and to ensure respondents were able to answer them accurately. The cognitive testing also highlighted any ambiguous question wording, which was subsequently amended.

Cognitive testing was carried out with 60 respondents in two locations. Cognitive testing was carried out in Ealing on 12th November and 4th December 2009, and in Birmingham on 14th November and 5th December 2009.

Cognitive testing was carried out in busy town centre locations to ensure a good spread of respondents. Participants were recruited on the basis of rough quotas to ensure that a mix across gender, age and working status was obtained. An incentive of £20 was offered to each person who took part in the cognitive tests. All interviews were carried out by the TNS-BMRB researchers working on the project, and FSA officials observed some of the sessions.

A written report detailing the findings from the cognitive testing was provided to FSA and a number of changes were made to the questionnaire as a result of the findings.

3.1.3 Omnibus pilot

A sample of draft questions were included on TNS's Omnibus survey to check whether measures designed to test attitudes were able to discriminate appropriately and that they produced quantitatively credible results.

Factor and correlation analyses were carried out on the results to identify statements which significantly overlapped each other, or which did not appear to be measuring the same underlying values.

This led to a number of attitudinal statements being removed from the survey.

The Omnibus fieldwork was carried out between 16th and 23rd December 2009. 1068 respondents were interviewed in England.

The list of questions tested on the Omnibus, with questions that were removed following this test highlighted, is included in the Appendix.

3.1.4 Dress-rehearsal pilot

A dress-rehearsal pilot was conducted in home, between 4th and 23rd February 2010. Interviewers were briefed face-to-face before the pilot began by TNS-BMRB researchers. The interviews were conducted by 5 interviewers in the following locations:

- Shropshire
- Swindon
- Dagenham
- Hamilton, Scotland
- Lisburn, Northern Ireland

Interviewers were completed with 49 respondents at addresses selected at random from the Postcode Address File.

Following completion of the fieldwork, interviewers attended a debrief in London to discuss their findings, make suggestions and to discuss the difficulties which they or respondents had with the survey. Following this feedback, further changes were made to the questionnaire:

- Substantial cuts were made to the length of the questionnaire
- It was agreed to ask questions on eating patterns, eating out and shopping habits of a random third of respondents each, in order to reduce the interview length
- Changes were made to the advance letter (e.g. moving the reference to the length of the interview to the 'Frequently Asked Questions' on the back of the letter rather than on the front).

3.2 Questionnaire content

The survey was designed to be able to chart who does and who does not follow advice issued by the government on food safety and healthy eating and to understand what influences those who do or do not comply with the advice. The development work helped shape what factors influence food behaviours (for example, people's knowledge, their attitudes and their eating patterns) and these factors have been captured in the survey as pragmatically and robustly as possible within the 60 minute interview.

The final questionnaire covered a number of topics:

- Information about household members
- Healthy eating attitudes and behaviour
- Knowledge of dietary recommendations
- Eating patterns (asked of random third of respondents)
- Eating out (asked of random third of respondents)
- Shopping expenditure
- Shopping habits (asked of random third of respondents)
- Food safety attitudes and behaviour
- Self-reported health, physical activity, height and weight
- Demographics

In order to cover more topics within the questionnaire, three sections (eating patterns, eating out and shopping habits) were rotated, that is, each asked of a random third of respondents.

Details of topics covered are shown in Table 2.

Table 2 *Topics covered in Food and You*

Food safety topics

- Frequency of self-reported behaviours relating to the 4C's (cleaning, cross-contamination, chilling and cooking)
- Food storage practices
- Knowledge of correct fridge temperature
- Understanding & use of date labelling
- Self-reported use of leftovers
- General attitudes to food safety
- Experience of food poisoning

Healthy eating topics

- Perceptions of diet
- General attitudes towards healthy eating
- Self-reported eating behaviours – patterns and consumption of different foods
- Knowledge of the eatwell plate, '5 a day', fat, salt & calories intakes
- Importance of different foods for a healthy lifestyle
- Changes to diet over the last 6 months and triggers/barriers to change

Cross-cutting topics

- Socio-demographics
- General attitudes to food
- Frequency of cooking/preparing food
- Self-reported level of physical measurements and physical activity
- Eating outside of the home*
- Shopping behaviour*
- Perceptions of food prices* and expenditure
- Recontact

* indicates a rotating section asked of a third of the sample

A copy of the questionnaire is included in the Appendix.

The cost and time constraints on this survey have limited the collection of data on behaviour to self-reported behaviour. One key issue, which was apparent from the questionnaire development stage, was the effect of social desirability bias¹³ when asking respondents about their behaviour. The questionnaire was designed to mitigate the effects of social desirability bias by asking questions about behaviour in specific time periods (e.g. 'yesterday' rather than 'usually'), and by ensuring that behaviours asked about included neutral items as well as recommended and not recommended practices. Several amendments were made to questions during the development and piloting stage to attempt to

¹³ Social desirability has been described as the tendency to respond to self-report items in a manner based on the respondent's subjective perception of what they ought to say, rather than on factual accuracy.

reduce social desirability bias, including removing some items where the risk of bias was felt to be too high.

3.3 Interview length

Interviews lasted 60 minutes per respondent on average.

4. Fieldwork

4.1 Carrying out the fieldwork

Interviews were carried out using Computer-Assisted Personal Interviewing (CAPI) by interviewers from Kantar Operations. Kantar Operations is the specialised operations division that provides services exclusively to research companies within the Kantar Group, of which TNS-BMRB is one. Interviews in Northern Ireland were carried out by Millward Brown Ulster, a sister company to TNS-BMRB.

4.2 Briefing of interviewers

All interviewers attended a half day face-to-face briefing.

11 briefings were carried out by TNS-BMRB researchers between the 15th and 19th March 2010. Briefings were held in the following locations:

- London
- Bristol
- Manchester
- Warwick
- Glasgow
- Belfast.

The briefing covered the following areas:

- The project background and the policy objectives
- Random probability sampling and how to maximise the response rate
- Who is eligible to take part in the survey
- A run-through of the questionnaire on CAPI with interviewers taking it in turns to ask the TNS-BMRB researchers the questions

Representatives of the FSA also attended the briefings to describe the project background and objectives.

Interviewers were also given a set of written instructions. The interviewer instructions can be found in the Appendix.

4.3 Advance letter

All sampled addresses were sent a letter in advance of the interviewer's first visit. The letter gave a brief introduction to the survey and stressed the importance of taking part. The letter also stressed that all information would be kept confidential.

In order to try and maximise the response rate, the letter was sent on joint FSA and TNS-BMRB headed paper, was addressed from the research project managers at TNS-BMRB and FSA and included a 'Questions and Answers' page to address common queries.

The letter also mentioned the incentive.

Letters were posted to sampled households by first class post approximately a week before fieldwork commenced.

Interviewers were also given a copy of the letter to use on the doorstep as a prompt, if required.

For addresses in Wales, the advance letter was both provided in English and Welsh. A slightly different version of the advance letter was produced for Northern Ireland. Copies of the advance letters can be found in the Appendix – the English version used in England, Wales and Scotland; the Welsh version and the version used in Northern Ireland.

4.4 Incentive

An incentive of £10 in High Street Vouchers was offered to each respondent on completion of their interview.

4.5 Contacting procedures

Interviewers were required to make at least 6 attempts to contact at each sampled address. They had to make these calls on different days of the week, and at different times of day. At least three calls had to be on a weekday evening (after 7pm) or at a weekend.

Each time interviewers called at an address they recorded the outcome on their address contact sheet.

4.6 Parent/guardian permission

If the selected respondent was aged 16 or 17 and lived with a parent/guardian, signed consent was obtained from the parent/guardian before the interviewer approached the young person.

If the parent/guardian could not be contacted, or refused permission, the young person interview was not attempted.

Once the parent/guardian permission had been obtained, the survey was introduced to the selected young person in the usual way.

If the selected respondent is aged 16 or 17 but not living with a parent/guardian, then no parent/guardian permission was required.

4.7 Interviewing in Wales

In order to ensure that the requirements of the Welsh Language Act were met, a Welsh language version of the advance letter was sent to sampled addresses in Wales, together with the English language version.

Welsh-speaking interviewers were available to carry out interviews in Welsh on request. A Welsh-speaking telephone enquiry service was available for those who requested this.

4.8 Dedicated helpline and email address

A freephone survey helpline was set up at TNS-BMRB; the advance letter included the freephone number, which respondents could ring if they had any queries about the research. The helpline was answered during office hours by a member of the TNS-BMRB research team, with an answer phone operating out of hours.

An email address was set up at the FSA, allowing respondents to get in touch with the survey team with any queries.

4.9 Reissues

In order to maximise response rates, addresses which were coded as 'non contact', 'soft refusal' or 'broken appointment' by the initial interviewer were reissued in an attempt to convert these cases to productive interviews.

4.10 Response rate

The response rate obtained was 52% of eligible households.

Table 3 shows the full breakdown of responses obtained.

<i>Table 3 Breakdown of survey responses</i>		UK total	
	n	% of in scope	
Addresses sampled	6775		
Ineligible addresses			
Not yet built/under construction	11		
Derelict/demolished	34		
Vacant/empty housing unit	394		
Non-residential address	90		
Communal establishment/institution	16		
Not main residence	54		
Other ineligible	29		
Nobody aged 16 or above at address	3		
Total ineligible	631		
Unknown Eligibility			
Inaccessible/not attempted	19		
Unable to locate address	29		
Total unknown eligibility	48		
In scope addresses	6095	100%	
No contact			
No contact with anyone at the address	200		
Contact made but not with responsible adult	3		
No contact with selected respondent	49		
Needed parental permission but no contact with parent	1		
Total no contact	253	4%	
Refusal			
Parental permission refused	2		
Office refusal	152		
Info about dwellings or occupants refused	832		
Refusal before interview	1032		
Proxy refusal	155		
Total refusal	2173	36%	
Other unproductive			
Broken appointment	108		
Person ill at home during survey period	49		
Selected person away or in hospital	102		
Physically or mentally unable	89		
Inadequate English	58		
Other unproductive	93		
Total other unproductive	483	8%	
Interview completed	3164	52%	

5. Data preparation and outputs

5.1 Introduction

All aspects of coding and data preparation were carried out by the Kantar Operations and TNS-BMRB in-house teams, who worked in close conjunction with the research team.

As the main interviews were conducted via computer assisted personal interviewing (CAPI), there was no need for data entry. Routine data editing was also not required, since the electronic script automatically guides the interviewer to the correct questions.

All personal information was handled securely and in line with the Data Protection Act.

5.2 Coding of open questions and 'other' answers

There were two open questions which were coded; Q2.12 and Q2.22. Code frames were created based on responses to the questions. Code frames are included in the Appendix.

Where questions allowed interviewers to enter an 'other' answer, these answers were examined to determine whether they could be back-coded into one of the pre-codes. If these answers did not fit into any of the existing codes and similar themes were coming up, then new codes were raised; otherwise the answers were kept as 'others'.

5.3 Coding of occupation

Respondents were asked about the industry they worked in and their occupation. For those not currently working this was asked about their most recent job. For those with more than one job, details were collected about their main job. Where the respondent was not the Household Reference Person (HRP), occupation details for the HRP were also collected.

The occupations of respondents and HRPs were coded to the Standard Occupational Classification (SOC 2000).

Occupation coding was carried out using the automated coding program CASCOT¹⁴, developed by the Institute for Employment Research at the University of Warwick.

¹⁴ For more information on CASCOT see <http://www2.warwick.ac.uk/fac/soc/ier/publications/software/cascot/>

The National Statistics Socio-Economic Classification (NS-SEC) was derived and added to the dataset.

Further details of the coding system and codes can be obtained from the Office for National Statistics¹⁵.

5.4 Data files

An SPSS data file has been provided to FSA. The dataset is archived on the UK Data Archive¹⁶.

5.5 Weighting

Weighting was necessary to correct for unequal probabilities of selection and also to compensate differential non-response across survey sub-groups.

Weights were calculated separately for Scotland, Northern Ireland and England and Wales.

Design weights were applied to correct for the unequal probabilities of selection introduced by selecting one dwelling unit for interview from all eligible dwelling units at the sampled address, and selecting one adult for interview from all adults in the household.

For the UK weight, the design weight corrected the over-representation of Scotland and Northern Ireland relative to England and Wales (as boost samples were drawn in those countries).

The achieved sample profile was compared within country with Labour Force Survey (LFS) data for working status by sex, age group and sex. In England and Wales, Government Office Region was also compared.

Rim weighting¹⁷ was applied with targets for working status by sex, age group and sex within Northern Ireland and Scotland; in England and Wales, there was an additional target for Government Office Region.

Finally the countries were scaled to their due proportion to calculate a combined UK weight.

¹⁵ <http://www.statistics.gov.uk/default.asp>

¹⁶ <http://www.data-archive.ac.uk/>

¹⁷ Rim or 'random iterative method' weighting is a method that puts selected variables through an iterative sequence of weighting adjustments. The sequence adjusts itself for each rim in turn and then repeats itself as many times as needed in order to reach a convergence, in which the sum of the weighted rims matches the target population estimates.

5.6 Profile of the achieved sample

Tables 4 to 7 show the profile of the unweighted and weighted survey sample profiles by country and in total compared with the LFS, for a range of variables.

Table 4 LFS targets, weighted and unweighted samples – England and Wales

	LFS data		Food and You unweighted sample		Food and You sample, weighted by Country weight	
	%	n	%	n	%	
England and Wales	100.0	2146	100.0	2146	100.0	
Working status by sex						
Men in full time work	22.7	429	20.0	486	22.7	
Men not full time in work	26.2	478	22.3	561	26.2	
Women in work	24.7	579	27.0	529	24.7	
Women not in work	26.5	660	30.8	569	26.5	
Age by sex						
Men aged 16-24	7.6	82	3.8	163	7.6	
Men aged 25-44	17.1	290	13.5	368	17.1	
Men aged 45-59	11.8	203	9.5	252	11.7	
Men aged 60+	12.4	332	15.5	265	12.4	
Women aged 16-24	7.3	113	5.3	156	7.3	
Women aged 25-44	17.3	424	19.8	371	17.3	
Women aged 45-59	12.1	272	12.7	259	12.1	
Women aged 60+	14.6	430	20.0	313	14.6	
GOR						
1.00 North East	4.8	111	5.2	103	4.8	
2.00 North West	12.6	264	12.3	271	12.6	
3.00 Yorkshire & Humberside	9.6	236	11.0	206	9.6	
4.00 East Midlands	8.2	185	8.6	176	8.2	
5.00 West Midlands	9.9	230	10.7	212	9.9	
6.00 East of England	10.5	204	9.5	224	10.5	
7.00 London	14.1	257	12.0	302	14.1	
8.00 South East	15.3	321	15.0	328	15.3	
9.00 South West	9.7	217	10.1	207	9.7	
10.00 Wales	5.5	121	5.6	118	5.5	

Table 5 LFS targets, weighted and unweighted samples – Scotland

	LFS data	Food and You unweighted sample		Food and You sample, weighted by Country weight	
	%	n	%	n	%
Scotland	100.0	511	100.0	511	100.0
Working status by sex					
Men in full time work	23.3	100	19.6	119	23.3
Men not full time in work	24.5	106	20.7	125	24.5
Women in work	26.3	141	27.6	134	26.3
Women not in work	25.9	164	32.1	132	25.9
Age					
16 - 24	14.6	46	9.0	74	14.6
25 - 44	32.7	162	31.7	167	32.7
45 - 59	25.5	140	27.4	130	25.5
60+	27.2	163	31.9	139	27.2
Sex					
Men	47.8	206	40.3	244	47.8
Women	52.2	305	59.7	267	52.2

Table 6 LFS targets, weighted and unweighted samples – Northern Ireland

	LFS data	Food and You unweighted sample		Food and You sample, weighted by Country weight	
	%	n	%	n	%
Northern Ireland	100.0	506	100.0	506	100.0
Working status by sex					
Men full time working	19.9	80	15.8	101	19.9
Men not full time	28.6	106	20.9	145	28.6
Women working	23.6	140	27.7	119	23.6
Women not working	27.9	180	35.6	141	27.9
Age					
16 - 24	16.8	43	8.5	85	16.8
25 - 44	35.4	171	33.8	179	35.4
45 - 59	23.8	124	24.5	121	23.8
60+	24.0	168	33.2	121	24.0
Sex					
Men	48.5	186	36.8	245	48.5
Women	51.5	320	63.2	261	51.5

Table 7 LFS targets, weighted and unweighted samples – UK

	LFS data		Food and You unweighted sample		Food and You sample, weighted by UK weight	
	%	n	%	n	%	n
England and Wales	88.7	2146	67.8	2806	88.7	
1.00 North East	4.2	111	3.5	134	4.2	
2.00 North West	11.2	264	8.3	355	11.2	
3.00 Yorkshire and Humberside	8.5	236	7.5	269	8.5	
4.00 East Midlands	7.3	185	5.8	230	7.3	
5.00 West Midlands	8.8	230	7.3	277	8.8	
6.00 East of England	9.3	204	6.4	293	9.3	
7.00 London	12.5	257	8.1	394	12.5	
8.00 South East	13.6	321	10.1	429	13.6	
9.00 South West	8.6	217	6.9	271	8.6	
10.00 Wales	4.9	121	3.8	154	4.9	
Scotland	8.5	511	16.2	269	8.5	
Northern Ireland	2.8	506	16.0	89	2.8	
Working status by sex						
Men full time working	22.6	609	19.3	716	22.6	
Men not full time	26.1	690	21.8	825	26.1	
Women working	24.8	860	27.2	784	24.8	
Women not working	26.5	1004	31.7	838	26.5	
Age						
16 - 24	14.9	284	9.0	470	14.9	
25 - 44	34.3	1047	33.1	1085	34.3	
45 - 59	24.0	739	23.4	758	24.0	
60+	26.9	1093	34.6	850	26.9	
Sex						
Men	48.7	1299	41.1	1541	48.7	
Women	51.3	1864	58.9	1622	51.3	
Total	100.0	3163	100.0	3163	100.0	

Appendix – survey documents

List of questions placed on the Omnibus survey

The final questionnaire

Interviewer instructions

Address Contact Sheet

Advance letter – English

Advance letter – Welsh

Advance letter – Northern Ireland

Code frames for open coded questions

List of questions placed on the Omnibus survey

**FOOD HABITS OMNIBUS QUESTIONNAIRE
TNS OMNIBUS 14/12/09**

Questions/statements which were removed following the Omnibus test are shaded.

I am now going to ask you some questions about food.

(Questions were split into 2 halves where marked – sample A or sample B. Respondents were randomly allocated to the A or B version)

(route: ask 2.1 to all in Sample A – Others see 3.1)

Filter = all adults UK in sample A

Q2.1 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?

SHOW SCREEN

... For me, food is just fuel to live

... Food is important to my social life

... I enjoy thinking about and planning my next meal

... I enjoy reading articles about food in newspapers or magazines

... I watch programmes about food and cooking when I have the chance

... For me, most of the time food should be as quick as possible to prepare

... The price of food, means I often don't buy the food I would like to

... Cooking is like a hobby for me

... Eating together is important to me and my family

... The price of food doesn't really matter as long as I know that the quality is good

... My lifestyle is so busy that I just eat what I can while I'm on the go

... I enjoy making new things to eat

01: Definitely agree

02: Tend to agree

03: Neither agree nor disagree

04: Tend to disagree

05: Definitely disagree

(Don't know)

(route: ask Q.3.1 if sample B – others go to 4.8)

Filter = All adults UK in sample B

Q.3.1. Please tell me how much you agree or disagree with the following statements.

SHOW SCREEN

... The tastiest foods are the ones that are bad for you

- ... I enjoy eating healthy foods
- ... Food that is good for you generally takes too long to prepare
- ... It is difficult to find food that is good for you in supermarkets
- ... People think more about their weight than about how healthy they are
- ... Good health is just a matter of good luck
- ... Many people would eat healthier food if the rest of their families did
- ... I get confused over what's supposed to be healthy and what isn't
- ... I don't really think about what I eat
- ... As long as you take enough exercise you can eat whatever you want
- ... If heart disease is in your family, there is little you can do to reduce your chances of getting it
- ... Food that is good for you generally tastes nicer than other food
- ... The experts contradict each other over what foods are good or bad for you
- ... Food that is good for you is usually more expensive
- ... If you are not overweight you can eat whatever you like
- ... The main reason for people to eat a more healthy diet is to lose weight
- ... Even if you don't have a really healthy diet, it's worth making small changes such as eating less fat
- ... I am fed up with experts telling me what I should eat
- ... What you eat makes a big difference to how healthy you are
- ... A proper meal should include meat and vegetables
- ... Special offers are usually on unhealthy foods

- 01: Definitely agree
- 02: Tend to agree
- 03: Neither agree nor disagree
- 04: Tend to disagree
- 05: Definitely disagree
- (Don't know)

(Sample A were asked questions 4.8 then 4.9a/b, sample B were asked 4.9a/b, then 4.8)

Filter = All adults UK

SHOW SCREEN

Q.4.8 How easy or difficult would it be for you to eat a healthier diet?

- 01: Very difficult
- 02: Fairly difficult
- 03: Neither difficult nor easy
- 04: Fairly easy
- 05: Very easy
- (DK)

Filter = All adults UK

SHOW SCREEN – MULTI CHOICE (codes 1-20 only)

Q.4.9a This list shows some difficulties that people may have in trying to eat more healthily. Can you tell me please, which, if any, do you think would be the difficulties for you?

QUESTION CHANGED TO OPEN CODED

(scripter: randomise list)

- 01: I don't like healthy food
 - 02: I don't know how to cook healthy food
 - 03: I am too busy to eat more healthy food
 - 04: I would feel self-conscious eating healthy food in front of others
 - 05: I find choices are more limited when eating out
 - 06: People I live with don't like healthy food
 - 07: It would be too much effort to eat healthy food
 - 08: Healthy options are not available in the shop or the places I usually eat out at when I'm outside the home
 - 09: I don't want to give up foods that I like
 - 10: I find healthy foods are too expensive
 - 11: Healthy food doesn't keep as long
 - 12: I don't know enough about healthy eating
 - 13: Healthy food doesn't satisfy my hunger
 - 14: Healthy food takes too long for me to prepare
 - 15: Experts keep changing their minds about what food is healthy
 - 16: I don't have the willpower
 - 17: I have limited cooking facilities
 - 18: I don't want to change my eating habits
 - 19: Someone else chooses the food I eat
 - 20: Other (type-in)
 - 21: I would not have any difficulty trying to eat more healthily
- (DK)

(If more than one answer coded at Q4.9a ask 4.9b, others go to Q9.2)

Filter = All who would more than one difficulty in trying to eat more healthily

SHOW SCREEN

Q.4.9b Which of these would be the greatest difficulty for you in trying to eat more healthily?

(Randomised list)

(list = answers coded at Q.9)

(Ask Q9.2 if sample A – others go to Q.10.8b)

Filter = all adults UK in sample A

Q. 9.2. Thinking about when you are storing, preparing and cooking food, I would like you to tell me whether you do the following things at all when you are in the kitchen and if so how frequently:

SHOW SCREEN

(Statements randomised within each group, and order of each group randomised)

- ... Wear an apron when cooking
- ... Use a food processor
- ... Follow a recipe when making something new

- ... Store open tins in the fridge
- ... Defrost frozen food at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)
- ... Defrost frozen food in the fridge
- ... Defrost frozen food in the microwave

- ... Wash raw meat
- ... Wash raw fish or seafood

- ... Wipe down surfaces after preparing food
- ... Change dishcloths/sponges at least once a week
- ... Wash hands before I start preparing or cooking food
- ... Use tea towels to dry washing up
- ... Change tea towels every day
- ... Change tea towels when they look dirty/ are wet
- ... Change tea towels at least every week
- ... Wash hands immediately after handling raw meat

- ... Cook/ reheat food until it is steaming hot throughout
- ... Follow cooking instructions exactly
- ... Eat chicken, turkey or pork if the meat is pink or has pink or red juices
- ... Eat red meat (e.g. beef or lamb) if it is pink or has pink or red juices

- 01: Always
- 02: Mostly
- 03: Sometimes
- 04: Never
- (DK)

Filter = All adults UK

Q.10.8b I will now read out a list of different food types which you may cut up on a chopping board. Please can you tell me after which, if any, it would be essential to clean your chopping board before using it for a different type of food.

So, would it be essential to wash your chopping board after using it to cut...

- ... raw meat
- ... vegetables

... bread
... raw fish
... fruit
... cooked meat

01: Yes
02: No
(DK)

(Ask Q.10.8c if 01 coded for “raw meat” at Q.10.8b, others go to Q11.1)

Filter = All who think it would essential to clean the chopping board after cutting raw meat

DO NOT SHOW SCREEN FOR NEXT QUESTION

MULTI CHOICE

Q.10.8c And why do you say that it would be essential to clean the chopping board after cutting raw meat?

QUESTION WORDING AMENDED

01: To stop contamination of other foods
02: To stop the flavour/ taste transferring to other foods
03: To get rid of the mess
04: As it looks dirty
05: To wash away germs
06: To prevent food poisoning
07: It's a habit
08: It's just what I do/ was told to do
09: Other (specify)
(DK)

(Ask Q.11.1 if sample B, others close)

Filter = All adults UK from sample B

Q.11.1. And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them

SHOW SCREEN

... I always avoid throwing food away
... I am unlikely to get food poisoning from food prepared in my own home
... It's just bad luck if you get food poisoning
... If you eat out a lot you are more likely to get food poisoning
... Restaurants and catering establishments should pay more attention to food safety and hygiene
... I often worry about whether the food I have is safe to eat
... People worry too much about getting food poisoning
... I consider how clean somewhere looks when choosing a place to eat out

- ... A little bit of dirt won't do you any harm
- ... You are more likely to get food poisoning abroad than in this country
- ... Eating food you are not used to can make you ill

- 01: Definitely agree
- 02: Tend to agree
- 03: Neither agree nor disagree
- 04: Tend to disagree
- 05: Definitely disagree
- (DK)

The final questionnaire

PART 1 HOUSEHOLD INFORMATION
--

QUESTION NUMBERING IS NOT ALWAYS CONSECUTIVE DUE TO CERTAIN QUESTIONS BEING REMOVED AND/OR RE-ORDERED FOLLOWING THE PILOT

NB. NO ROTATION OF ANSWER SCALES. STATEMENTS ROTATED WHERE INDICATED

Please can you tell me the first name, date of birth and gender of all members of your household who usually live at this address, starting with you.

1.1 Name

FIRST NAME ONLY

OPEN BOX

Ref

1.2 Date of Birth

OPEN BOX

If dk, ask age instead

1.3 Gender

Male

Female

Ref

1.4 Living arrangements

FOR ALL MEMBERS OF HOUSEHOLD OVER 16

Are you/Is he/she...

SINGLE CODE, READ OUT

READ OUT

Single

Married

Living as married or living with a partner

Separated

Divorced

Widowed?

SPONTANEOUS ONLY: In a same-sex civil partnership

Ref

DK

1.5 Working status

FOR ALL MEMBERS OF HOUSEHOLD OVER 16

Please look at the screen and tell me which best describes your/his/her main current activity?

CODE ONE ONLY

SHOW SCREEN

Self employed full time (30+ hours per week)
Self employed part-time (less than 30 hours per week)
In paid full-time employment (30+ hours per week)
In paid part-time employment (less than 30 hours per week)
Unemployed
Retired from paid work altogether
On maternity leave
Looking after family or home
Full-time student/ at school
Long term sick or disabled
Unable to work because of short-term illness or injury
On a government training scheme
Doing something else **(PLEASE GIVE DETAILS)**
Ref
DK

REPEAT Q1.1-1.5 FOR EACH HOUSEHOLD MEMBER

1.6 I'd like you to tell me the relationship of each member of the household to you.

READ OUT, SINGLE CODE

**NAME AND PERSON NUMBER COMPUTED FROM PREVIOUS GRID
REPEAT FOR EACH MEMBER OF THE HOUSEHOLD**

CODE RELATIONSHIP OF EACH HOUSEHOLD MEMBER IN RELATION TO RESPONDENT

Husband/Wife
Cohabiting partner
Civil partner
Son/daughter (incl. adopted)
Step-son/daughter
Foster child
Son-in-law/daughter-in-law
Parent/guardian
Step-parent
Foster parent
Parent-in-law
Brother/sister (incl. adopted)
Step-brother/sister
Foster brother/sister
Brother/sister-in-law
Grand-child
Grand-parent
Other relative
Other non-relative
Ref

(soft checks added on relationships/age)

PART 2 HEALTHY EATING

2.1 Overall, in your opinion, would you say that what you usually eat is...

SHOW SCREEN, SINGLE CODE

- Very healthy
- Fairly healthy
- Neither healthy nor unhealthy
- Fairly unhealthy
- Very unhealthy
- (It varies too much to say) **CODE NOT SHOWN**

2.2 Here are some statements people have made about food. Can you tell me to what extent you agree or disagree with them?

SHOW SCREEN, SINGLE CODE

RANDOMISE STATEMENTS

SCALE

- Definitely agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Definitely disagree
- (Don't know) **CODE NOT SHOWN**

STATEMENTS

- For me, food is just fuel to live
- I enjoy reading articles about food in newspapers or magazines
- For me, most of the time food should be as quick as possible to prepare
- The price of food, means I often don't buy the food I would like to
- Cooking is like a hobby for me
- The price of food doesn't really matter as long as I know that the quality is good
- My life is so busy that I just eat what I can while I'm on the go
- I enjoy making new things to eat
- I enjoy cooking and preparing food

2.3 How often do you cook or prepare food for yourself?

SHOW SCREEN, SINGLE CODE

- At least once a day
- 5-6 times a week
- 3-4 times a week
- Once or twice a week
- Once a fortnight
- Once a month
- Less than once a month
- Never
- It varies too much to say

2.4 How often do you cook or prepare food for others?

SHOW SCREEN, SINGLE CODE

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

It varies too much to say

Q2.5 – 2.8 ASKED OF 1/3 OF THE SAMPLE

2.5 From the time you got up yesterday, until the time you got up today, I would like to know at what times of day you had something to eat? Please include every time you ate something no matter how much or how little. So please can you tell me the time you first had something to eat?

SHOW SHOWCARD A

5am-6am

6am-7am

7am-8am

8am-9am

9am-10am

10am-11am

11am-12noon

12noon-1pm

1pm-2pm

2pm-3pm

3pm-4pm

4pm-5pm

5pm-6pm

6pm-7pm

7pm-8pm

8pm-9pm

9pm-10pm

10pm-11pm

11pm-12midnight

12midnight-2am

2am-4am

4am-5am

Had nothing to eat at all

FOR EACH TIME SLOT SELECTED ASK

2.6 Would you say that was ...?

INTERVIEWER NOTE: IF NECESSARY ASK WHAT THEY HAD & THEN TO DESCRIBE IT & ENSURE THAT ALL EATING TIMES HAVE BEEN DESCRIBED

SHOW SCREEN, SINGLE CODE

A meal

A light meal

A snack

Something else **OPEN BOX**

2.7 Where did you eat this food?

SHOW SCREEN, SINGLE CODE

IF A RESPONDENT ANSWERS ALONG THE LINES OF "WHERE IT WAS BOUGHT FROM", THIS WOULD BE CODED UNDER 'A FOOD OUTLET..'

At home

At work

At school/college

At someone else's house

A food outlet such as restaurant/café/pub/fast food restaurant

In a car/van whilst stationary

Whilst travelling or walking somewhere

Somewhere else

DK (**CODE NOT SHOWN**)

2.8 Who, if anyone were you eating with?

SHOW SCREEN, MULTICODE

No one else

Family/partner

Work colleagues

Friends

Someone else

DK (**CODE NOT SHOWN**)

2.9 QUESTION MOVED

ASK ALL

2.10 Now some questions about fruit and vegetables. Health experts make recommendations based on the amount and kind of fruit and vegetables people should eat daily. We are interested in whether you think the following count towards the recommended daily intake of fruit or vegetables... Do you think...(INSERT ITEM)... can be counted towards the daily fruit and vegetable intake?

RESPONSES FOR EACH FOOD

Yes

No

Don't know

FOOD ITEM

Frozen vegetables

Jam

Pure Fruit juice

Jacket potato

Dried fruit, for example, raisins or apricots

Rice

Tinned fruit or vegetables, for example, peaches or sweetcorn (INTERVIEWER NOTE tinned fruit – whether in juice or syrup)

Fruit smoothies

Pulses, such as lentils, chick peas or kidney beans

Baked beans

2.11 Thinking just about YESTERDAY can you tell me how many portions of vegetables – including salad, fresh, frozen or tinned vegetables you ate?

NOTE: A portion is 80g, which is 3 heaped tablespoons of cooked vegetables or a handful of cherry tomatoes or a small bowl of salad. It does not include potatoes.

WRITE IN

RANGE 0-15 – SOFT CHECK IF SAY MORE THAN 15?

DK

Can I just check you are thinking of 80g portions, rather than individual items?

2.12 Thinking just about YESTERDAY did you have a portion of fruit juice (pure juice / 100% freshly squeezed/ fruit smoothies/ juice from concentrate BUT NOT juice based drinks such as squash)

NOTE: A portion is a medium sized glass (150 ml)

Yes

No

DK

2.13 Thinking just about YESTERDAY can you tell me how many portions of fruit - fresh, frozen, tinned or dried you ate?

NOTE: A portion is 80g, which is for example, a medium sized piece of fruit such as an apple or a banana, or two small pieces of fruit such as satsumas or plums, a handful of grapes, 1 tablespoon of dried fruit

WRITE IN

Don't know

RANGE 0-15 – SOFT CHECK IF SAY MORE THAN 15?

Can I just check you are thinking of 80g portions, rather than individual items?

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

WRITE IN

No. per day

Don't know

2.14 At the moment, how often do you eat INSERT FOOD?

SHOW SCREEN, SINGLE CODE

SCALE

At least once a day

5-6 times a week

3-4 times a week

Once or twice a week

Once a fortnight

Once a month

Less than once a month

Never

DK **CODE NOT SHOWN**

FOODS – RANDOMISE LIST – FIX ORDER OF TWO FISH ITEMS

Processed meat like sausages, ham or tinned meat

Milk and dairy foods like cheese and yoghurt

Biscuits, pastries and cakes

Bread, rice, pasta, potatoes and other starchy foods

Fried chips or roast potatoes

Oily fish, like salmon, sardines, mackerel or fresh tuna

Other fish like cod, haddock, plaice or tinned tuna

Beef, lamb or pork

Fruit and vegetables

Microwave meals and oven ready foods

2.15 In your opinion, how healthy would you say the food you usually eat at home is?

SHOW SCREEN, SINGLE CODE

Very healthy

Fairly healthy

Neither healthy nor unhealthy

Fairly unhealthy

Very unhealthy

(It varies too much to say) **CODE NOT SHOWN**

2.16 Please tell me how much you agree or disagree with the following statements.

READ OUT

SCALE

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

(Don't know) **CODE NOT SHOWN**

RANDOMISE LIST

The tastiest foods are the ones that are bad for you

I enjoy eating healthy foods

People think more about their weight than about how healthy they are

Good health is just a matter of good luck

I get confused over what's supposed to be healthy and what isn't

I don't really think about what I eat

As long as you take enough exercise you can eat whatever you want

The experts contradict each other over what foods are good or bad for you

If you are not overweight you can eat whatever you like

The main reason for people to eat a more healthy diet is to lose weight

Even if you don't have a really healthy diet, it's worth making small changes such as eating less fat

I am fed up with experts telling me what I should eat

What you eat makes a big difference to how healthy you are

2.17 It is recommended that people should eat a balanced diet. A balanced diet is made up of a variety of different types of food:

RANDOMISE ORDER OF CATEGORIES

Bread, rice, potatoes, pasta and other starchy foods

Fruit and vegetables

Meat, fish, eggs, beans and other non-dairy sources of protein

Food and drinks high in fat and/or sugar, and

Milk and dairy foods like yoghurt and cheese.

SHOW EATWELL PLATE VISUAL – SHOWCARD B

This card shows a plate, divided into 5 sections. The sections represent the proportions that the different food groups should make towards the whole of a recommended balanced diet.

These cards show the different food groups (*small cards with food groups written on*)

PLEASE SHUFFLE CARDS BETWEEN INTERVIEWS TO RANDOMISE ORDER

Thinking of all the food a person would eat in a day, please place each card on the plate, to show how much of this food group you think there should be in a recommended balanced diet.

NOTE: we are focusing on all food eaten over the course of the day rather than in one meal

INTERVIEWER – RECORD FOOD TYPE FOR EACH SECTION

RESPONSES FOR EACH OF THE 5 FOOD TYPES

Section A

Section B

Section C

Section D

Section E

Don't know

2.18 Thinking about adults, how important do you think the following are for a healthy lifestyle? Is this...

SHOW SCREEN, SINGLE CODE

SCALE

Very important
Fairly important
Neither important nor unimportant
Fairly unimportant
Very unimportant
(Don't know) **CODE NOT SHOWN**

RANDOMISE ORDER

Eating foods such as bread, rice, pasta and potatoes
Eating fruit and vegetables
Eating fish, including oily fish
Limiting foods high in saturated fat
Limiting foods high in total fat
Limiting food and drinks high in sugar
Eating less salt
Doing physical activities such as sports, exercise and walking
Keeping to a healthy weight
Drinking plenty of water
Eating breakfast every day
Eating white meat such as chicken or turkey
Eating dairy produce such as cheese, milk or yoghurt
Eating pulses such as soya beans, lentils or chickpeas
Eating the right amount of calories each day

2.19 Thinking about the last 6 months, that is between (INSERT NAME OF MONTH 6 MONTHS AGO) and now, what, if any, changes have you personally made to the food you eat over the last 6 months?

SHOW SHOWCARD C
CODE ALL THAT APPLY

RANDOMISE LIST

- A Eating more bread, rice, potatoes, pasta and other starchy foods
- B Eating less bread, rice, potatoes, pasta and other starchy foods
- C Eating more fruit and vegetables
- D Eating more fish, including oily fish
- E Eating less food high in saturated fat

- F Eating less food high in fat in general
- G Eating less meat
- H Eating less salt, for example eating less salty food, not adding salt during cooking or to a meal before eating
- I Eating fewer calories
- J Eating more calories
- K Eating larger portions
- L Eating smaller portions
- M None of these

2.20 QUESTION REMOVED

IF ANY CHANGES MADE AT Q2.19, OTHERS GO TO Q2.22

2.21 Why have you made this/these change/s to the food you eat in the last 6 months?

PROBE: Anything else?

OPEN QUESTION

ASK ALL

2.22 Some people may find it difficult to eat more healthily. Can you tell me please, what do you think would be the difficulties, if any, for you in trying to eat more healthily,?

OPEN QUESTION

PROBE: Anything else?

2.20 QUESTION REMOVED

2.24 How much do you agree or disagree with the following statement –

I do not need to make any changes to the food I eat, as it is already healthy enough

SINGLE CODE, SHOW SCREEN

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

(Don't know) **CODE NOT SHOWN**

Q2.25 AND 2.26 –ASK QUESTIONS IN ORDER OF RESPONDENT’S OWN GENDER – I.E. MEN ASKED 2.26 FIRST, THEN ASKED 2.25; WOMEN ASKED 2.25 FIRST, THEN 2.26.

2.25 Health experts make recommendations about the number of calories people should eat. Can you tell me what you think is the recommended number of calories women should eat a day?

DO NOT SHOW SCREEN

WRITE IN

Don't know

2.26 Health experts make recommendations about the number of calories people should eat. Can you tell me what you think is the recommended number of calories men should eat a day?

DO NOT SHOW SCREEN

WRITE IN

Don't know

QUESTION 2.27 IS GENDER SPECIFIC I.E. MEN ARE ASKED HOW MUCH FAT, MEN SHOULD EAT IN A DAY, AND WOMEN ASKED HOW MUCH WOMEN SHOULD EAT

2.27 It is recommended that we should eat no more than a certain amount of fat each day. How much fat – in grams – do you think a **CHANGE TEXT DEPENDING ON GENDER OF RESP. man/women should eat per day?**

SINGLE CODE, DO NOT SHOW SCREEN

WRITE IN

Don't know

2.28 It is recommended that men/women should eat no more than **CHANGE WORDING DEPENDING ON GENDER OF RESPONDENT 70g/95g of fat a day. How much of this, in grams, do you think is the maximum recommended amount of saturated fats?**

IF A RESPONDENT GIVES A FRACTION, PLEASE CALCULATE THE APPROXIMATE GRAMS AND ENTER RELEVANT ANSWER, E.G. IF A MAN SAYS HALF, THEN THEIR ANSWER WOULD BE 47-48G

WRITE IN

Don't know

2.29 What effects do you think eating too much saturated fat can have on your health? **PROBE: Which others?**

MULTI CHOICE **(EXCL NONE AND DK)**

DO NOT SHOW SCREEN

Makes you unfit
Shorter life expectancy
“Clogging” of arteries and veins
Increases risk of heart disease/attack
Affects blood pressure
Increases blood pressure
Increases risk of a stroke
Affects cholesterol
Increases cholesterol
Stomach cramps
Reducing/relieving cramps (e.g. leg cramps)
Prevents dehydration
Make you thirsty
Makes you fat\overweight\obese
Lose weight
Bad for hair and /or skin
Other effect (**SPECIFY**)
Don't know
None

2.30 It is recommended that we should eat no more than a certain amount of salt each day. How much salt do you think this is for adults? Please give your answer in grams if possible.

DO NOT READ OUT. SINGLE CODE ONLY.
CODE CAREFULLY TO THE PRE-CODED LIST.

Up to 0.5g
0.6-1g
1g
2g
3g
4g
5g
6g
7g
8g
9g
10g
11g-15g
16g-20g
More than 20g
Something else (**SPECIFY**)
Don't know

IF SOMETHING ELSE AT Q2.30 ASK Q2.31, OTHERS GO TO Q2.32

2.31 How much salt do you think this is?

DO NOT SHOW SCREEN, SINGLE CODE

1 teaspoon

2 teaspoons

1 tablespoon

Other answer **SPECIFY**

Don't know

ASK ALL

2.32 What effects do you think eating too much salt can have on your health?

MULTI CHOICE (**EXCL NONE AND DK**)

DO NOT SHOW SCREEN

Makes you unfit

Shorter life expectancy

"Clogging" of arteries and veins

Increases risk of heart disease/attack

Affects blood pressure

Increases blood pressure

Increases risk of a stroke

Affects cholesterol

Increases cholesterol

Stomach cramps

Reducing/relieving cramps (e.g. leg cramps)

Prevents dehydration

Make you thirsty or dehydrated

Makes you fat\overweight\obese

Lose weight

Bad for hair and /or skin

Other effect (**SPECIFY**)

Don't know

None

EATING OUT (2.33-2.40) SECTION ASKED OF 1/3 OF SAMPLE

2.33 I'm going to move on now to talk about when you eat out. Have you done any of the following things in the last 7 days, that is since last **(INSERT NAME OF DAY 7 DAYS AGO)?**

SHOW SCREEN, CODE ALL THAT APPLY GIVE SHOWCARD D TO CONFIRM DEFINITION

Eaten in a restaurant

Eaten in a pub

Eaten in a café or coffee shop

Bought food or drink from a café, coffee shop or sandwich bar to take away
Eaten fast food e.g. McDonalds, KFC, kebab shops
Eaten food from a work canteen
Eaten food from a cinema, bowling alley, theme park or other leisure facility
Eaten takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips)
None of these
All of the above

IF NONE GO TO Q2.35, OTHERS CONTINUE

2.34 How many times have you INSERT EACH ANSWER FROM Q2.33 in the last 7 days?

SHOW EACH SELECTED AT Q2.33 AND REPEAT Q FOR EACH

WRITE IN _____ **RANGE 0-30, SOFT CHECK IF SAY MORE THAN 30**

ASK ALL

REFER TO SAME SHOW CARD D FOR RESPONDENT OF THE CATEGORIES INCLUDED FOR EATING OUT (FROM Q2.33) FOR NEXT QUESTION

Eating out includes:

- Eating in a restaurant
- Eating in a pub
- Eating in a café or coffee shop
- Buying food or drink from a café, coffee shop or sandwich bar to take away
- Eating fast food e.g. McDonalds, KFC, kebab shops
- Eating food from a work canteen
- Eating food from a cinema, bowling alley, theme park or other leisure facility
- Eating takeaway food (e.g. Indian/Chinese/Pizza/Fish and chips)

2.35 Thinking about this definition of eating out, generally, when you're deciding where to eat out, which of the following are important to you?

CODE ALL THAT APPLY, SHOW SHOWCARD D

I never eat out at all

ROTATE REMAINING OPTIONS BUT FIX I NEVER EAT OUT AT ALL

Price

Recommendations or invitation from someone you know/good reviews

Nutritional information of the food is provided

Healthy foods/choices

Cleanliness and hygiene

Good service

A good hygiene rating/score

Food for restricted diets such as Vegetarian, Halal, Kosher etc.

None of these

Something else **SPECIFY**

IF SELECTED I NEVER EAT OUT AT ALL AT Q2.35 SKIP TO PART 3, OTHERS CONTINUE

2.36 QUESTION DELETED

2.37 When you eat out, at places such as at restaurants, cafes, pubs and takeaways, or buy food to take home to eat from supermarkets or shops, how aware would you say you generally are about their standards of hygiene?

SHOW SCREEN, SINGLE CODE

SHOW SHOWCARD D

Very aware

Fairly aware

Neither aware nor unaware

Fairly unaware

Very unaware

(Don't know) **CODE NOT SHOWN**

IF FAIRLY/VERY UNAWARE, SKIP TO Q2.39, OTHERS CONTINUE

2.38 How do you know about the hygiene standards of the places you eat out at or buy food from?

SHOW SCREEN – MULTI CHOICE

(SCRIPTER: RANDOMISE LIST, FIX OTHER AT BOTTOM)

Word of mouth

Reputation

Appearance of staff

General appearance of premises

Hygiene sticker

Hygiene certificate

Websites

Other (**SPECIFY**)

(Don't know) **CODE NOT SHOWN**

2.39 In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

READ OUT, SINGLE CODE

A lot more healthy when I eat out

A bit more healthy when I eat out

About the same
A bit less healthy when I eat out
A lot less healthy when I eat out
(It varies too much to say) **CODE NOT SHOWN**

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

SHOW SCREEN, MULTICODE

IF RESPONDENT QUERIES: FOR EXAMPLE, INFORMATION SHOWING THE CALORIE CONTENT OF DIFFERENT OPTIONS OR HOW MUCH FAT, SUGAR OR SALT THEY CONTAIN

Restaurants

Pubs

Cafes, Coffee shops and sandwich shops

Fast food restaurants e.g. McDonalds, kebab shops

Workplace canteens

Food outlets in cinemas, bowling alleys, theme parks or other leisure facilities

Takeaway outlets e.g. Indian, Chinese, Pizza, fish and chips

None of these

PART 3 SHOPPING

SHOPPING (3.1-3.13 EXCEPT 3.10 AND 3.11) SECTION ASKED OF 1/3 OF SAMPLE

And now some questions on shopping...

3.1 Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household?

SHOW SCREEN, SINGLE CODE

Responsible for all or most of the food/grocery shopping

Responsible for about half of the food/grocery shopping

Responsible for less than half of the food/grocery shopping

Not responsible for any of the food/grocery shopping

3.2 How do you (or someone else) usually do most of your household's food shopping?

SHOW SCREEN, SINGLE CODE

In the shops only

On the internet only

A mixture of in the shops and on the internet

(DK)

ASK IF IN SHOPS AT Q3.2, OTHERS GO TO Q3.4:

3.3 Where do you (or someone else) usually do most of your household's food shopping?

MULTICODE, SHOW SCREEN

Sainsburys

Tesco

Asda

Morrisons

Somerfield

Kwiksave

Co-op

Marks & Spencer

Waitrose

Iceland

Budgens

Discounters (e.g. Aldi/Lidl/Netto)

Other large supermarkets

Other supermarket chain local shops

Other small supermarkets

Small grocery stores or corner shops

Local specialist shops (e.g. butchers, green grocers)
Over the internet (e.g. Ocado, Tesco Online)
Street markets
Farmers markets or farm shops
Other
(DK) **CODE NOT SHOWN**

NOW GO TO Q3.7

IF A MIXTURE AT Q3.2, OTHERS GO TO Q3.5:

3.4 When you (or someone else) are/is shopping in store, where do you/they usually do most of the household's food shopping?

CAN MULTICODE, SHOW SCREEN

Sainsburys
Tesco
Asda
Morrisons
Somerfield
Kwiksave
Co-op
Marks & Spencer
Waitrose
Iceland
Budgens
Discounters (e.g. Aldi/Lidl/Netto)
Other large supermarkets
Other supermarket chain local shops
Other small supermarkets
Small grocery stores or corner shops
Local specialist shops (e.g. butchers, green grocers)
Over the internet (e.g. Ocado, Tesco Online)
Street markets
Farmers markets or farm shops
Other
(DK) **CODE NOT SHOWN**

NOW GO TO Q3.6

ASK IF ON THE INTERNET AT Q3.2, OTHERS GO TO Q3.6:

3.5 Where do you (or someone else) usually do most of the household's food shopping?

MULTICODE, SHOW SCREEN

Tesco.com

Sainsburys.co.uk
Ocado.com
www.asda.com
Mysupermarket.co.uk
Other (**SPECIFY**)
(DK) **CODE NOT SHOWN**

NOW GO TO Q3.7

IF A MIXTURE AT Q3.2, OTHERS GO TO Q3.7:

3.6 When shopping on the internet, where do you (or someone else) usually do most of the household's food shopping?

MULTICODE, SHOW SCREEN
Tesco.com
Sainsburys.co.uk
Ocado.com
www.asda.com
Mysupermarket.co.uk
Other (**SPECIFY**)
(DK) **CODE NOT SHOWN**

ASK ALL

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

SINGLE CODE, SHOW SCREEN
Every day
2-3 times per week
About once a week
2-3 times a month
Once a month
Less often
Never
(DK) **CODE NOT SHOWN**

3.8 and 3.9 QUESTIONS DELETED

3.10 AND 3.11 ASKED OF WHOLE SAMPLE

3.10 We would like to ask you about how much you spend on food shopping. Would you prefer to provide this as an amount spent per week or per month?

SINGLE CODE, READ OUT

Weekly

Monthly

(Refused)

(DK)

3.11 How much would you estimate that your household spent on food shopping in the last **CHANGE ACCORDING TO ANSWER AT Q3.10 WEEK/MONTH? Please include any large main shops, any smaller top up shops and food that you buy for packed lunches but NOT eating out. Please do not include pet food alcohol, cleaning products, toiletries and any other non-food items you may buy**

SINGLE CODE, SHOW SCREEN

SHOW FOR WEEKLY ONLY

Nothing

£0-10

£11-20

£21-30

£31-40

£41-50

£51-60

£61-70

£71-80

£81-90

£91-100

£101-110

£111-125

£126-150

£151-175

£176-200

£201-250

Over £250

(Don't know) **CODE NOT SHOWN**

SHOW FOR MONTHLY ONLY

Nothing

£50 or less

£51-£100

£101-£150

£151-£200

£201-£250

£251-£300
£301-£350
£351-£400
£401-£450
£451-£500
£501-£600
£601-£750
£751-£1000
Over £1000

(Don't know) **CODE NOT SHOWN**

3.12 Thinking about food prices generally over the last 12 months, would you say they have stayed the same, increased or decreased?

SHOW SCREEN, SINGLE CODE

Increased a lot
Increased a little
Stayed the same
Decreased a little
Decreased a lot

(DK) **CODE NOT SHOWN**

3.13 Have you made any of these changes in the last 6 months for financial reasons?

SHOW SHOWCARD E, CODE ALL THAT APPLY

- A Eaten more takeaways
- B Eaten fewer takeaways
- C Eaten out more
- D Eaten out less
- E Cooked at home more
- F Cooked at home less
- G Spent more on household groceries
- H Spent less on household groceries
- I Eaten at home more
- J Eaten at home less
- K Made packed lunches more
- L Bought lunch out more
- M Bought more supermarket own-brand foods
- N Bought less supermarket own-brand foods
- O Bought more items that were on special offer
- P None of these

Now I'm going to ask you some questions on what you do in the kitchen

4.1 Thinking about when you are storing, preparing and cooking food, I would like you to tell me whether you do the following things at all when you are in the kitchen and if so how frequently:

FIX GENERAL STATEMENTS AT START, BUT RANDOMISE ORDER OF OTHER SECTIONS, AND STATEMENTS WITHIN SECTIONS.

SHOW SCREEN, SINGLE CODE

SCALE: Never, Sometimes, Most of the time, Always, Not applicable (Don't Know) **CODE NOT SHOWN**

General

- Wear an apron when cooking
- Follow a recipe when making something new

Chilling

- Store open tins in the fridge
- Defrost frozen food at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)
- Defrost frozen food in the fridge
- Defrost frozen food in the microwave

Cross contamination

- Wash raw meat or poultry
- Wash raw fish or seafood

Cleaning

- Wipe down surfaces after preparing food
- Change dishcloths/sponges at least once a week
- Clean sink and draining board thoroughly every day
- Wash hands before I start preparing or cooking food
- Use tea towels to dry washing up
- Change tea towels at least every week
- Wash hands immediately after handling raw meat, poultry or fish

Cooking

- Cook food until it is steaming hot throughout
- Eat chicken or turkey if the meat is pink or has pink or red juices
- Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices

4.2 QUESTION DELETED

4.3 After using a chopping board to prepare raw meat, poultry or fish people might wash the board before using it again for other foods or use a clean board. Why do you think they do this?

DO NOT READ OUT, MULTICODE

To stop remains of it getting onto the next food

It can be dangerous if you don't

To stop the flavour/ taste transferring to other foods

To get rid of the mess

As it looks dirty

To wash away germs/bacteria

To prevent food poisoning

It's a habit

It's just what people do/ are told to do

Don't know why

Other (specify)

ASK ALL

4.4, 4.5 QUESTIONS DELETED

4.6 What do you use to wash your hands with when preparing and cooking food?

CODE ALL THAT APPLY, DO NOT READ OUT

PROBE FOR KIND OF WATER IF NOT MENTIONED

Cold water

Hot water

Bar soap

Liquid soap in a bottle / dispenser

Washing up liquid

Anti bacterial gel / hand sanitizer

Anti-bacterial wipe

Other

4.7 And how do you usually dry your hands when you have washed them?

CODE ALL THAT APPLY, DO NOT READ OUT

Drip or shake dry

Air dry/leave to dry naturally

With a hand towel

With a tea towel

On clothes or an apron

On kitchen roll / paper towels

Another way (**SPECIFY**)

4.8 Now I would like to get a bit of information about your kitchen, so firstly thinking about your fridge.

Firstly can I ask what sort of fridge you have?

SINGLE CODE, SHOW SCREEN

IF RESPONDENT HAS MORE THAN ONE, ASK ABOUT THE ONE WHERE MOST FOOD IS STORED.

Fridge/ Freezer, with separate doors for the Fridge & Freezer

Fridge with an integrated freezer compartment

Fridge without any freezer compartment – no separate freezer

Fridge without any freezer compartment –have a separate freezer in kitchen or elsewhere

Do not have a fridge

4.9 Do you ever check your fridge temperature?

SINGLE CODE, SHOW SCREEN

Yes

No

Someone else in the household does

I don't need to – it has an alarm if it is too hot or cold

Don't know

IF NO, I DON'T NEED TO AS IT HAS AN ALARM, OR DON'T KNOW SKIP TO Q4.12, OTHERS ASK Q4.10

4.10 How often do you or another person in your household check the temperature of the fridge?

SINGLE CODE, SHOW SCREEN

At least daily

2-3 times a week

Once a week

Less than once a week but more than once a month

Once a month

Four times a year

Once or twice a year

Never/Less often

I don't need to – it has an alarm if it is too hot or cold

Can't remember

4.11 Still thinking about fridge temperatures, can you tell me how you normally check the temperature?

DO NOT SHOW SCREEN, MULTICODE

Check the setting / gauge of fridge

Check the temperature display/ thermometer built into the fridge

Put a thermometer in the fridge & check
Look inside/check for ice/condensation
Feel food inside to see if it is cold
Other (**SPECIFY**)

ASK ALL

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

DO NOT SHOW SCREEN, SINGLE CODE

Less than 0 degrees C (less than 32 degrees F)

Between 0 and 5 degrees C (32 to 41 degrees F)

More than 5 but less than 8 degrees C (41 to 46 degrees F)

8 to 10 degrees C (46 to 50 degrees F)

More than 10 degrees C (over 50 degrees F)

Other (**SPECIFY**)

Don't know

4.13 And how do you arrange the contents of your fridge?

SHOW SCREEN, SINGLE CODE

I/we just put things wherever they can fit

Each person in the household has their own shelf or section of the fridge

Certain types of food are always kept in certain parts of the fridge

Other

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

DO NOT READ OUT, MULTICODE

Anywhere

On the bottom shelf of the fridge

At the top of the fridge

Away from cooked foods

In a separate compartment e.g a meat drawer or salad tray

In the middle of the fridge

Wherever there is space

Other (**SPECIFY**)

Don't store raw meat/poultry in the fridge

Don't buy or store meat or poultry at all

IF DO NOT BUY OR STORE MEAT AT ALL SKIP TO Q4.18, IF DO NOT BUY OR STORE RAW MEAT/POULTRY SKIP TO Q4.16 OTHERS CONTINUE.

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

DO NOT READ OUT, MULTICODE

Away from cooked foods

Covered with film \ foil

In a covered container
In its packaging
On a plate
Other (**SPECIFY**)

4.16 Where in the fridge do you store cooked meat and poultry? This includes left over meat you have cooked yourself and bought ready to eat meats.

DO NOT READ OUT, MULTICODE

Anywhere
On the bottom shelf of the fridge
At the top of the fridge
Away from raw meat or poultry
In a separate compartment e.g a meat drawer or salad tray
In the middle of the fridge
Wherever there is space
Other (**SPECIFY**)
Don't store cooked meat\poultry in the fridge
Don't buy or store meat or poultry at all

IF DO NOT BUY OR STORE COOKED MEAT/MEAT AT ALL SKIP TO Q4.18, OTHERS CONTINUE.

4.17 How do you store cooked meat and poultry in the fridge?

DO NOT READ OUT, MULTICODE

Away from raw meat and poultry
Covered with film \ foil
In a covered container
In its packaging
On a plate
Other (**SPECIFY**)

ASK ALL

4.18 How can you tell whether food is safe to eat?

DO NOT SHOW SCREEN, MULTICODE

IF RESPONDENT SAYS "DATE" PROBE "WHICH KIND OF DATE"

How it looks
The colour of it
How it smells
How it tastes
Whether it has been stored correctly
Whether it has been cooked properly
Best before date (if food has been stored properly)
Use by date (if food has been stored properly)
Sell by or display until date (if food has been stored properly)
Date unspecified

Other **SPECIFY**

4.19 Which of these indicates whether food is safe to eat?

SHOW SCREEN, MULTICODE

Use by date

Best before date

Sell by date

Display until date

All of these

None of these

Don't know

(It depends) **CODE NOT SHOWN**

4.20 QUESTION DELETED

4.21 Do you check use-by dates when you are buying food?

SINGLE CODE, SHOW SCREEN

Yes, always

Yes, depending on the food type

Sometimes

Never

DK **(CODE NOT SHOWN)**

4.22 Do you check use-by dates when you are about to cook or prepare food?

SINGLE CODE, SHOW SCREEN

Yes, always

Yes, depending on the food type

Sometimes

Never

DK **(CODE NOT SHOWN)**

4.23 Do you follow storage information provided on products?

SINGLE CODE, SHOW SCREEN

Yes, always

Yes, depending on the food type

Sometimes

Never

When I have bought a food for the first time

Never noticed storage information on products

DK **(CODE NOT SHOWN)**

4.24 If you made a meal on Sunday, what is the last day that you would consider eating the leftovers? (IF NECESSARY: Assuming that they have been kept in the fridge)

SINGLE CODE, DO NOT READ OUT OR SHOW SCREEN

The same day

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

The following Sunday

More than a week

Never have leftovers – always finish or throw away immediately

DK **CODE NOT SHOWN**

IF NEVER HAVE LEFTOVERS AT Q4.24, GO TO Q4.27, OTHERS CONTINUE

4.25 How many times would you consider re-heating food after it was cooked for the first time?

DO NOT SHOW SCREEN, SINGLE CODE

Not at all

Once

Twice

Three times

More than three times

DK **CODE NOT SHOWN**

IF NOT AT ALL SKIP TO Q4.27, OTHERS CONTINUE

4.26 And how do you usually tell that food has been re-heated properly?

DO NOT SHOW SCREEN, CODE ALL THAT APPLY

Steam coming from it

Taste it

Stir it

Check the middle is hot

Check it's an even temperature throughout

Put hand over it/touch it

Use a thermometer/probe

Use a timer to ensure it has been cooked for a certain amount of time

It looks hot

I don't check

DK **CODE NOT SHOWN**

Other **SPECIFY**

ASK ALL

4.27 And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them.

SHOW SCREEN, SINGLE CODE

SCALE

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

(DK) **CODE NOT SHOWN**

RANDOMISE

I always avoid throwing food away

I am unlikely to get food poisoning from food prepared in my own home

It's just bad luck if you get food poisoning

If you eat out a lot you are more likely to get food poisoning

Restaurants and catering establishments should pay more attention to food safety and hygiene

I often worry about whether the food I have is safe to eat

People worry too much about getting food poisoning

A little bit of dirt won't do you any harm

You are more likely to get food poisoning abroad than in this country

4.28 Have you personally ever had food poisoning?

SINGLE CODE, SHOW SCREEN

Yes more than once

Yes once

I think so but I'm not sure it was food poisoning

No

DK **(CODE NOT SHOWN)**

PART 5 PHYSICAL ACTIVITY

Now I'd like to ask you about physical activity...

5.1 How many days in the last week have you done physical activity of moderate intensity for a total of 30 minutes or more?

By moderate intensity I mean activity that makes you a little warm or sweaty, and slightly out of breath. You don't have to have done the whole 30 minutes in one go.

Physical activity can include exercises such as swimming, jogging, aerobics, football, tennis, a gym workout or cycling (including cycling to work). It can also include walking (such as to work or to the shops) but it does need to be of moderate intensity.

Range 0-7

DK

PART 6 PHYSICAL MEASUREMENTS

ASK ALL

6.1 How is your health in general? Would you say it was...

SINGLE CODE, SHOW SCREEN

Very good

Good

Fair

Bad

Very bad

(Don't know) **CODE NOT SHOWN**

6.2 Do you have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?

Yes

No

Ref **CODE NOT SHOWN**

IF Q6.2 =YES, ASK Q6.3, OTHERS GO TO Q6.4

6.3 Does this illness or disability (Do any of these illnesses or disabilities) limit your activities in any way?

Yes

No

6.4 Can you please tell me your height in feet and inches or in centimetres?

IF RESPONDENT GIVES HEIGHT IN HALF UNIT PLEASE ROUND UP TO NEXT WHOLE UNIT. E.G. 5'7 AND A HALF WOULD BE CODED AS 5'8"

SINGLE CODE

Feet and inches **(SPECIFY)**

Cms **(SPECIFY)**

Unsure

Refused

IF UNSURE, ASK Q6.5, OTHERS GO TO Q6.6

6.5 Can you tell me which of the following bands does your height fall into? Please select to the closest inch or cm. If you are not sure, please take your best guess.

IF RESPONDENT GIVES HEIGHT IN HALF UNIT PLEASE ROUND UP TO NEXT WHOLE UNIT.

E.G. 5'7 AND A HALF WOULD BE CODED AS 5'8" AND 151.5CM WOULD BE CODED AS 152-158CM.

SHOW SCREEN, SINGLE CODE

A	Under 4'6"	Under 137cm
B	4'6"- 4'8"	137cm – 143cm
C	4'9 – 4'11"	144cm – 151cm
D	5'0" – 5'2"	152cm – 158cm
E	5'3" – 5'5"	159cm – 166cm
F	5'6" – 5'8"	167cm – 173cm
G	5'9 – 5'11"	174cm – 181cm
H	6'0" – 6'2"	182cm – 189cm
I	6'3 – 6'5"	190cm – 196cm
J	6'6 – 6'8"	197cm – 204cm
K	6'9" or above	205cm or above

DK **CODE NOT SHOWN**

Ref **CODE NOT SHOWN**

6.6 Do you know your height accurately or is this your best guess?

SINGLE CODE

Accurately

A pretty good estimate

A total guess

6.7 Can you please tell me your weight in stones and pounds or in kilograms?

SINGLE CODE

Stones and pounds (**SPECIFY**)

Kilograms (**SPECIFY**)

Unsure

Refused

IF UNSURE, ASK Q6.8, OTHERS GO TO Q6.9

6.8 Which of the following bands does your weight fall into? Please just tell me the letter that corresponds to the correct band. If you are not sure, please take your best guess.

SHOW SCREEN, SINGLE CODE

A	Under 6 stones	Under 38kg
B	6 stones – 6 stones 13lbs	39kg - 44kg
C	7 stones – 7 stones 13lbs	45kg – 50kg
D	8 stones – 8 stones 13lbs	51kg – 57kg
E	9 stones – 9 stones 13lbs	58kg – 63kg
F	10 stones – 10 stones 13lbs	64kg – 69kg
G	11 stones – 11 stones 13lbs	70kg – 75kg
H	12 stones – 12 stones 13lbs	76kg – 82kg
I	13 stones – 13 stones 13lbs	83kg – 88kg
J	14 stones – 14 stones 13lbs	89kg – 95kg
K	15 stones – 15 stones 13lbs	96kg – 101kg
L	16 stones – 16 stones 13lbs	102kg – 107kg

M	17 stones – 17 stones 13lbs	108kg – 114kg
N	18 stones – 18 stones 13lbs	115kg – 120kg
O	19 stones – 19 stones 13lbs	121kg – 127kg
P	20 stones – 21 stones 13lbs	128kg – 139kg
Q	22 stones – 23 stones 13lbs	140kg – 152kg
R	24 stones or above	153kg or above
DK	CODE NOT SHOWN	
Ref	CODE NOT SHOWN	

6.9 Do you know your weight accurately or is this your best guess?

SINGLE CODE

Accurately

A pretty good estimate

A total guess

6.10 Which of these do you think best describes you?

SINGLE CODE, SHOW SCREEN

A Very underweight

B Slightly underweight

C About the right weight

D Slightly overweight

E Very overweight

(Refused) **CODE NOT SHOWN**

(DK) **CODE NOT SHOWN**

PART 7 DEMOGRAPHICS

7.1 Which, if any, of the following applies to you? Please state all that apply.

RANDOMISE ORDER, BUT ALWAYS KEEP VEGETARIAN STATEMENTS TOGETHER.

SHOW SCREEN
MULTICODE

Completely vegetarian
Partly vegetarian
Vegan
Allergic to certain food
On a diet trying to lose weight
Avoid certain food for religious or cultural reasons
Avoid certain food for medical reasons
Other (**SPECIFY**)
None

7.2 In which of these ways does your household occupy this accommodation?

SHOW CARD
Own it outright
Buying it with the help of a mortgage or loan
Pay part rent and part mortgage (shared ownership)
Rent it
Live here rent-free (including rent-free in relative's/friend's property; excluding squatting)
Squatting
Ref

IF RENT, RENT-FREE AT Q7.2 ASK Q7.3, OTHERS GO TO Q6

7.3 Does the accommodation go with the job of anyone in the household?

Yes
No
Ref

IF RENT OR RENT-FREE AT Q7.2

7.4 Who is your landlord:

CODE FIRST THAT APPLIES
The local authority / council / Scottish Homes
A housing association, charitable trust or Local Housing Company
Employer (organisation) of a household member
Another organisation
Relative/friend (before you lived here) of a household member

Employer (individual) of a household member
Another individual private landlord?
Ref

IF MORE THAN ONE PERSON IN HOUSEHOLD WITH AGE >= 16, OTHERS GO TO Q8

**7.5 In whose name is the accommodation owned or rented?
SHOW LIST OF NAMES OF PEOPLE IN HOUSEHOLD OVER 16 FROM PART 1**

Ref

IF THERE ARE JOINT HOUSEHOLDERS, OTHERS GO TO Q7.7

7.6 You have told me that (NAMES FROM Q7.5) jointly own or rent the accommodation. Which of them has the highest income (from earnings, benefits, pensions and any other sources)?

SHOW NAMES FROM Q7.5

Ref

IF TWO OR MORE JOINT HOUSEHOLDERS HAVE THE SAME INCOME, SELECT THE ELDEST.

IF RESPONDENT ASKS FOR PERIOD TO AVERAGE OVER - LAST 12 MONTHS, AS CONVENIENT.

PROMPT AS NECESSARY

IS ONE JOINT HOUSEHOLDER THE SOLE PERSON WITH:

- PAID WORK?
- OCCUPATIONAL PENSION?

IF HIGHEST INCOME QUESTION NOT ANSWERED FOR JOINT HOUSEHOLDERS

ASSUME THE HRP IS THE ELDEST JOINT HOUSEHOLDER.

INTERVIEWER CODE HRP

IF AGE >= 16

IF HRP IS THE RESPONDENT, INSERT THE WORD 'YOU' RATHER THAN THE NAME IN THE FOLLOWING QUESTIONS

COLLECT OCCUPATION DETAILS FOR HRP ONLY

7.7 Which of these best describes what YOU/HRP were doing in the seven days ending Sunday the (N)?

CODE ONE ONLY

SHOW SCREEN

Going to school or college full-time (including on vacation)

In paid employment (or temporarily away)

Self-employed (or temporarily away)

On a government scheme for employment training

Doing unpaid work for a business that you own, or that a relative owns
Waiting to take up paid work already obtained
Looking for paid work or a government training scheme
Temporarily unable to work because of short-term illness or injury
Permanently unable to work because of long-term sickness or disability
Retired from paid work
Looking after home or family
Doing something else **(PLEASE GIVE DETAILS)**
Ref

IF GOING TO SCHOOL OR COLLEGE FULL-TIME

7.8 Did YOU/HRP do any paid work in the seven days ending Sunday the (N), either as an employee or self-employed?

Yes
No
Ref

IF NOT IN EMPLOYMENT

7.9 HAVE YOU/HAS HRP ever been in paid employment or self-employed, apart from casual or holiday work?

Yes
No
Ref

IF YES, GO TO Q7.10, IF NO OR REF GO TO Q7.18

ALL IN EMPLOYMENT/EVER WORKED

7.10 Thinking about your CURRENT/MOST RECENT job, what does the firm/ organisation YOU WORK/HRP WORKS for mainly make or do (at the place where YOU/THEY work)?

(OPEN)

DESCRIBE FULLY - PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC.

AND MAIN GOODS PRODUCED, MATERIALS USED, WHOLESALE OR RETAIL ETC.

IT SHOULD BE NOTED THAT INFORMATION ON INDUSTRY IS NECESSARY TO DISTINGUISH BETWEEN SOME OCCUPATIONS AT THE DETAILED LEVEL.

7.11 What is YOUR/HRP'S (main) job ?

(OPEN)

7.12 What DO YOU/DOES HRP mainly do in YOUR/THEIR job?

(OPEN)

CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

IF EMPLOYEE, GO TO Q7.13, IF SELF EMPLOYED GO TO Q7.15

7.13 In your job, DO YOU/DOES HRP have formal responsibility for supervising the work of other employees?

DO NOT INCLUDE PEOPLE WHO ONLY SUPERVISE:

CHILDREN, E.G. TEACHERS, NANNIES, CHILDMINDERS, ANIMALS
SECURITY OR BUILDINGS, E.G. CARETAKERS, SECURITY GUARDS

Yes

No

Ref

7.14 How many people work for YOUR/HRP'S employer at the place where YOU/THEY work?

WERE THERE ...(RUNNING PROMPT)...

1-24

25 – 499

or 500 or more employees?

Ref

GO TO Q7.17

IF SELF EMPLOYED

7.15 ARE YOU/IS HRP working on YOUR/THEIR own or do YOU/THEY have employees?

ASK OR RECORD

On own/with partner(s) but no employees

With employees

Ref

IF WITH EMPLOYEES, GO TO Q7.16, OTHERS GO TO Q7.17

7.16 How many people DO YOU/DOES HRP employ at the place where YOU/THEY work?

WERE THERE ...(RUNNING PROMPT)...

1-24

25 to 499, or

500 or more employees

Ref

ALL IN EMPLOYMENT/EVER WORKED

7.17 In YOUR/HIS/HER (main) job ARE YOU/IS HRP working:

full time

or part-time?

NOTE: Full-time = More than 30 hours, Part-time = 30 hours or less

Ref

OCCUPATION QUESTIONS CODED IN-OFFICE TO SOC AND NS-SEC

INCOME & BENEFITS QUESTIONS ASKED ABOUT HOUSEHOLD IF RESPONDENT IS HIH OR SPOUSE/PARTNER OF HIH ONLY, OTHERWISE ASKED FOR RESPONDENT ONLY

7.18 This screen shows various possible sources of income. Can you please tell me which kinds of income you (and your husband/wife/partner) receive?

SHOW SHOWCARD F

- A Earnings from employment or self-employment
- B State retirement pension
- C Pension from former employer
- D Personal pensions
- E Child Benefit
- F Employment and Support Allowance
- G Jobseeker's Allowance
- H Pension Credit
- I Income Support
- J Working Tax Credit (excluding any childcare tax credit)
- K Child Tax Credit (including any childcare tax credit)
- L Housing benefit
- M Guardian's Allowance
- N Carer's Allowance
- O Incapacity Benefit
- P Disability Living Allowance
- Q Attendance Allowance
- R Other state benefits
- S Interest from savings and investments (e.g. stocks and shares)
- T Other kinds of regular allowance from outside your household (e.g. maintenance, student's loans, rent)
- U No source of income

Ref

(logic checks added on benefits selected)

7.19 Will you please look at this card and tell me which group represents (YOUR/YOU AND YOUR HUSBAND/WIFE/PARTNER'S COMBINED) total income from all these sources before deductions for income tax, National Insurance etc.? Please just tell me the letter next to the category that applies.

ENTER BAND

SHOW SHOWCARD G

	WEEKLY	MONTHLY	ANNUAL
U	UP TO £49	UP TO £216	UP TO £2,599
D	£50 UP TO £99	£217 UP TO £432	£2,600 UP TO £5,199
I	£100 UP TO £199	£433 UP TO £866	£5,200 UP TO £10,399
M	£200 UP TO £299	£867 UP TO £1,299	£10,400 UP TO £15,599
O	£300 UP TO £399	£1,300 UP TO £1,732	£15,600 UP TO £20,799
B	£400 UP TO £499	£1,733 UP TO £2,166	£20,800 UP TO £25,999
R	£500 UP TO £599	£2,167 UP TO £2,599	£26,000 UP TO £31,199
G	£600 UP TO £699	£2,600 UP TO £3,032	£31,200 UP TO £36,399
K	£700 UP TO £799	£3,033 UP TO £3,466	£36,400 UP TO £41,599
Q	£800 UP TO £899	£3,467 UP TO £3,899	£41,600 UP TO £46,799
E	£900 UP TO £999	£3,900 UP TO £4,332	£46,800 UP TO £51,999
T	£1,000 up to £1,038	£4,333 up to £4,499	£52,000 up to £53,999
V	£1,039 up to £1,076	£4,500 up to £4,667	£54,000 up to £55,999
A	£1,077 up to £1,115	£4,668 up to £4,833	£56,000 up to £57,999
N	£1,116 up to £1,153	£4,834 up to £4,999	£58,000 up to £59,999
W	£1,154 up to £1,249	£5,000 up to £5,416	£60,000 up to £64,999
X	£1,250 up to £1,346	£5,417 up to £5,833	£65,000 up to £69,999
H	£1,347 up to £1,442	£5,834 up to £6,249	£70,000 up to £74,999
P	£1,443 up to £1,538	£6,250 up to £6,666	£75,000 up to £79,999
S	£1,539 up to £1,634	£6,667 up to £7,083	£80,000 up to £84,999
C	£1,635 up to £1,730	£7,084 up to £7,499	£85,000 up to £89,999
J	£1,731 up to £1,826	£7,500 up to £7,916	£90,000 up to £94,999
L	£1,827 up to £1,923	£7,917 up to £8,333	£95,000 up to £99,999
F	£1,924 or more	£8,334 or more	£100,000 or more

Ref

IF HOUSEHOLD CONTAINS MORE THAN TWO ADULTS OR TWO ADULTS WHO ARE NOT LIVING TOGETHER AS A COUPLE

7.20 Can I check, does anyone else in the household have an income from any source?

Yes

No

Ref

IF OTHERS IN HOUSEHOLD WITH SOURCE OF INCOME

7.21 Thinking of the income of your household as a whole, which of the groups on this card represents the total income of the whole household before deductions for income tax, National Insurance etc. Please just tell me the letter next to the category that applies.

ENTER BAND

SHOW SHOWCARD G

	WEEKLY	MONTHLY	ANNUAL
U	UP TO £49	UP TO £216	UP TO £2,599
D	£50 UP TO £99	£217 UP TO £432	£2,600 UP TO £5,199
I	£100 UP TO £199	£433 UP TO £866	£5,200 UP TO £10,399

M	£200 UP TO £299	£867 UP TO £1,299	£10,400 UP TO £15,599
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E	£900 UP TO £999	£3,900 UP TO £4,332	£46,800 UP TO £51,999
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N	£1,116 up to £1,153	£4,834 up to £4,999	£58,000 up to £59,999
W	£1,154 up to £1,249	£5,000 up to £5,416	£60,000 up to £64,999
X	£1,250 up to £1,346	£5,417 up to £5,833	£65,000 up to £69,999
H	£1,347 up to £1,442	£5,834 up to £6,249	£70,000 up to £74,999
P	£1,443 up to £1,538	£6,250 up to £6,666	£75,000 up to £79,999
S	£1,539 up to £1,634	£6,667 up to £7,083	£80,000 up to £84,999
C	£1,635 up to £1,730	£7,084 up to £7,499	£85,000 up to £89,999
J	£1,731 up to £1,826	£7,500 up to £7,916	£90,000 up to £94,999
L	£1,827 up to £1,923	£7,917 up to £8,333	£95,000 up to £99,999
F	£1,924 or more	£8,334 or more	£100,000 or more
Ref			

ASK ALL

7.22 Starting from the top of the card, please look down the list of qualifications and tell me the number of the first one you come to that you have passed.

SHOW SHOWCARD H

Higher degree or postgraduate qualifications

Degree (undergraduate) (including B. Ed.), Postgraduate diplomas or Certificates (inc. PGCE), Professional qualifications at degree level (e.g. chartered accountant / surveyor), NVQ / SVQ Level 4 or 5

Diplomas in higher education or other HE qualifications, HNC / HND / BTEC Higher, Teaching qualifications for schools or further education (below degree level), Nursing or other medical qualifications (below degree level), RSA Higher Diploma

A/AS levels / SCE Higher / Scottish Certificate 6th Year Studies, NVQ / SVQ / GSVQ level 3 / GNVQ Advanced, ONC / OND / BTEC National, City and Guilds Advanced Craft / Final level / Part III / RSA, Advanced Diploma

Trade apprenticeships

O level / GCSE grades A-C / SCE Standard / Ordinary grades 1-3, CSE grade 1, NVQ / SVQ / GSVQ level 2 / GNVQ intermediate, BTEC / SCOTVEC first / General diploma, City and Guilds Craft / Ordinary level / Part II / RSA Diploma

O level / GCSE grades D-G / SCE Standard / Ordinary below grade 3, CSE grades 2-5, NVQ / SVQ / GSVQ level 1 / GNVQ foundation, BTEC / SCOTVEC first / General Certificate, City and Guilds part 1 / RSA Stage I-III, SCOTVEC modules / Junior certificate

Other qualifications (including overseas) (**SPECIFY**)

None of these

DK

7.23 What is your ethnic group?

SINGLE CODE

SHOW SHOWCARD I

White

British

Scottish

Welsh

Irish

Any other white background

Mixed

White and Black Caribbean

White and Black African

White and Asian

Any other mixed background

Asian or Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background

Black or Black British

Caribbean

African

Any other Black background

Chinese or other

Chinese

Any other

Ref

7.24 What is your Religion, even if you are not currently practising?

CODE ONE ONLY

Christian (including Church of England, Catholic, Protestant and all other Christian denominations)

Buddhist

Hindu

Jewish
Muslim
Sikh
Any other religion, please describe **OPEN BOX**
No religion
Would rather not say

7.25 Do you, or any members of your household, at present own or have continuous use of any motor vehicles?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE)

Yes
No

7.26 Do you have any pets apart from fish in the household?

Yes
No

7.27 Do you have access to the internet?

Yes
No

IF YES AT Q7.27, OTHERS SKIP TO Q7.29

7.28 In what ways do you usually access the Internet ..

CODE ALL THAT APPLY

Through a computer at home
Through a computer at work
Through a Digital TV
Through a Mobile Phone
Or in another way?

ASK ALL

7.29 May I just check, how do you get television on your main set in your home?

SHOW SCREEN

A normal aerial on the TV set, attic or roof
A freeview set top box
TV has integrated digital receiver
A Sky satellite dish
A connection made by cable TV company (i.e. Virgin Media)
Through a telephone line connection \ broadband
Only from a personal computer
Do not have a TV
Don't know

7.30 This study is being funded by the Food Standards Agency, a central government department. If FSA or a social research organisation working for the Agency wished to contact you to see if you would be willing to take part in another research study, or follow-up study would you be happy to be contacted?

Yes

No

IF YES, RECORD NAME, TELEPHONE NUMBER AND ADDRESS.

OPEN BOX FOR NAME, TEL NUMBER AND ADDRESS

(Government Office Region derived from Postcode)

Interviewer instructions

Food And You Survey –Interviewer Instructions

1. Background and aims of survey

This survey is being carried out for the Food Standards Agency (FSA) and aims to understand people's opinions on healthy eating and food safety.

The total interview length is about 60 minutes and the questionnaire is divided in to approximately 25 minutes of questions about healthy eating and food generally, 25 minutes on food safety and the remaining 10 minutes on demographics and shopping habits.

There are three short sections that are asked alternately of one third of the sample. These are eating out, shopping and food eaten over the last 24 hours.

2. Executives at TNS-BMRB

The executives at head office are Susie Smyth, Louise Hall and Gillian Prior. However, if any problems arise, please contact the Manchester office in the normal way.

3. What you should have

- 1 x Master advance letter (laminated)
- 1 x Welsh master advance letter (interviewers working in Wales only)
- 8 x Advance letter copies
- 4 x Advance letter copies in Welsh (interviewers working in Wales only)
- 1 x Assignment sheet
- 25 x Address Contact Sheets
- 1 x Interviewer Instructions
- 1 x Showcard set A-I
- 2 x set of 5 small food group labels for the Eatwell Plate (Showcard B)
- 1 x Area map
- 16 x Appointment cards
- 16 x Calling cards
- 1 x Final slip
- 3 x Return Slips
- 2 x Police Forms
- 1 x Results Summary Sheet (area code specific)
- 15 x Social Research Leaflets
- 1 x Confirmation of vouchers received book
- 13 x £10 High street vouchers
- 13 x Survey gift enclosed envelopes
- 1 x DMRI memo
- 1 x Incentives memo
- 1 x Briefing memo
- 1 x Pay chart

- 3 x C5 return envelopes
- 1 x C4 return envelope

4. Handling & Disposal of Project Materials

As part of our commitment to Information Security (which covers personal, confidential and sensitive information), it is your responsibility to ensure that all project materials are handled securely whilst you are working on projects for Kantar Operations. These materials include (where applicable):

- Interviewer instructions - contain sensitive information
- Prompt materials - contain sensitive information
- Contact sheets - contain personal information

Whilst working on this project, please ensure survey materials are kept securely as the loss of any document, particularly those containing personal information, could pose a serious risk to our business (e.g. do not leave project materials in cars).

Once you have received confirmation that a survey has finished, interviewer instructions and prompt materials should be thrown away securely (i.e. shredded or in a closed bag) and all CD's must be destroyed, either by breaking them in half or scratching them.

Contact sheets should be returned as per survey specific instructions.

5. Getting your questionnaire

This survey is a DMRI survey and you need to download the survey onto your laptop before attending the briefing. Please bring your laptop, with the script, with you to the briefing. If you have any problems doing this, please contact the Manchester office before the briefing.

Your questionnaire will be available in your mailbox after 5pm on Thursday 11th March 2010.

The name of the questionnaire which should be in your mailbox is FSA10.

If you have problems getting the questionnaire, wait 10 minutes and try again a couple of times. Please refer to the DMRI user guide for further instructions. If problems persist, please call the CAPI Helpline.

6. Before you start

You must do at least **2 practice interviews** with the main questionnaire before starting your assignment. Please do the practice interviews after attending the briefing.

7. Advance letter

An advance letter from TNS-BMRB and the FSA, introducing the survey, has been sent from the office to each sampled address.

You have been provided with a number of copies of this letter to show respondents if they have not seen it or to leave with respondents if necessary, in case they did not receive the letter.

8. Where to interview

Each assignment will consist of 25 addresses. You may **only** interview at the addresses you have been issued with, all of which should be notified in advance by letter about the survey. You must account for every address, giving a full record of all calls made, and the final outcome, on each Address Contact Sheet (ACS). This is vital as we have to track progress for each address.

As with all surveys of this nature, where you have a random assignment, it is important to look through your addresses in advance of starting work, and sort out a sensible plan. Sort the addresses into manageable groups, and plan your fieldwork carefully.

9. When to interview

All fieldwork should take place during the afternoon/evening (all weekday fieldwork should take place during the hours 12.30pm – 9.00p.m. on weekdays, unless a respondent requests an earlier or later appointment) or during the day at the weekend. **However, we do recommend that you make a 10am start on day 1 of your assignment, to cover as many addresses as possible.** As with all random probability surveys, you must be flexible about your hours of work to fit in with respondents needs.

10. Your task – summary

You have been issued with 25 addresses. Overall, we expect to achieve a 60% response rate to the survey, which means that, on average we expect you to carry out **13 full interviews** (assuming c.1-2 addresses are ineligible or 'deadwood').

A high response rate is **crucial** on this survey.

- You must attempt to conduct an interview with a **an adult aged 16 or over** in each household
- You must **account** for every address, giving a **full record** of **all calls** made, and the final outcome.
- Any final outcomes **must** be reported daily by using the electronic reporting system (see later and further notes in workpack). This is **vital** to track the progress of the survey.
- It is essential that you send your paper contact record sheets back to the Warwick office in the envelopes provided, when a final outcome at that address has been reached.
- All final outcomes must be noted on your Results Summary Sheet before contact sheets are returned to the Warwick Office.

11. Contact procedure

You will need to make a **minimum of 6 personal calls** at an address before regarding it as a no contact. Furthermore, these calls must be on different days, at different times of day and at least **three** of the calls must be made on a weekday evening (after 7pm) or at a weekend, in order to make contact with households where everyone is working.

If you are able to obtain a telephone contact number, please feel free to use this to make an appointment, however please be aware that you would still be expected to make 6 calls in person before coding an outcome of 'no contact'.

There are two stages of contact:

- selection of household (where there is more than one unit at the address)
- selection of the respondent in the household (where there is more than one eligible person in the household)

Please work through your **Address Contact Sheet (ACS)** to achieve this.

11.1 ACS Page 1 – Address details and call record

This includes:

Address: The first page of the ACS provides you with the sampled address that you need to visit.

Serial number: There are several components here:

- Area code
- Serial number
- Check sum

All of these will need to be keyed in to your CAPI machine at the start of the interview.

Selection box: There is a selection box that you will use if you need to select either a dwelling unit or a person for the survey (see below). The 'Select' row of digits in the selection box is a randomly generated set of numbers and will vary between different addresses, to ensure that the sample is randomly selected.

Respondent details: There is a space for you to write in the name and phone number of the selected respondent. **Note: this should be the FULL name, including surname, of the selected respondent – and should be written very clearly.** Please try to ask for the phone number whether or not the outcome of that particular visit is successful. This helps if you or another interviewer has to go back, make or change an appointment or any other possible cases where the phone number is needed.

Interviewer details: Please also write in your name and interviewer number.

Police Station registered at: Please write in the name of the police station where you registered your details.

Visit record: Please record all contacts or attempts to contact the address in the visit record table. This section will also help you to make sure that you do try to contact the address or respondent at different times of day and days of the week. It will also help, if we need to re-issue the address, as it will provide another interviewer with details of the best

times to call. Please also enter any further details which will help both yourself and any other interviewer working on this contact alongside the visit outcome code. Please note the time should be indicated using the 24 hour clock. This means, for example, 20.15 NOT 8.15pm.

11.2 ACS Page 2 - Selecting the dwelling

The list of addresses you have been given has been randomly selected from the Post Office Address File (PAF) which is the Post Office's list of all delivery points. Most of these addresses will be private, residential addresses, but some of them may be small businesses or institutions such as shops, schools or hotels. Therefore at each address, you will need to establish:

Is the address traceable, residential and occupied?

Does the address cover more than one dwelling unit?

Sections A-C of the Address Contact Sheet take you through this procedure step by step.

Section A: Is the address traceable, residential and occupied?

At Q1 you are asked whether the address is traceable, residential and occupied as someone's main address. Some addresses may be difficult to find. Before you code the address as "No" for not traced you must do all you can to track it down.

You could try:

Asking local people

Asking at a Post Office or a Sorting Office, or asking a postman

Asking your contact in Manchester

If after such efforts you have established that the address is definitely not residential, traceable or a main address then tick "No" and record the appropriate deadwood code (codes 1-10) at section G.

Addresses should **not** be classed as empty or unoccupied just because you can never get hold of anyone or because you have been told that the occupiers are away for the whole of the field period. The property must be obviously empty or vacant (e.g. boarded up council flats, properties with no furniture or no sign of occupation) or you must have been told that it is unoccupied by a close neighbour.

If you are unsure whether an address is eligible – In this situation you can tick “unsure”, and use one of the unknown eligibility codes at section G (final outcome codes 11-13). Note that two of the final outcome codes in this section can only be used with office approval.

In practice, this is most likely to occur when you are unable to locate the address. You should only code an address as unknown eligibility as a last resort. This means you have done everything possible to find the address (see above), and identify whether it is eligible.

If you had difficulty finding the address, please write in directions and details of how to find it on the notes page of the ACS, in case it has to be re-issued to another interviewer.

Having ascertained that the address contains occupied residential accommodation, you move on to the rest of the selection process.

Sections B & C: Selecting the Dwelling Unit

A dwelling unit is a structurally separate accommodation unit, for example a self contained flat, a bedsit, a house. In most cases, there will only be one dwelling unit at an address. However, sometimes an address can conceal a number of dwelling units. For instance, 33 The Avenue looks from the outside like a semi-detached house, but it may have been converted into three flats. In such a case, you will need to make a selection.

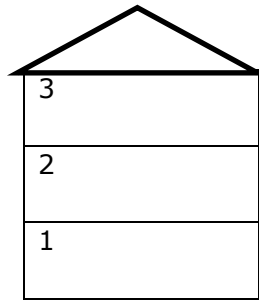
Initially you need to establish how many dwellings there are at the address given. If there is more than one, a dwelling has to be selected in which the interview will take place.

Where there is more than one dwelling these need to be listed out and a selection made of one of them.

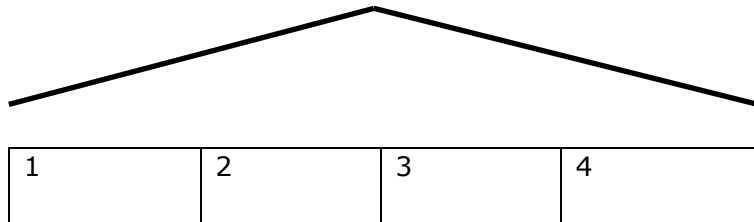
All dwellings at an address need to be listed systematically, either in flat/room number order(e. g. Flat 1, Flat 2, Flat 3 etc. or 10a, 10b, 10c etc.)

OR if there is no such labelling system list them from the bottom to the top of the building, left to right, front to back. For example:

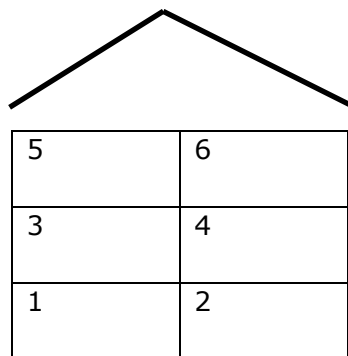
Where there is one flat per floor list in the following order:-



Where there are a number of flats on one floor:-



Where there are a number of flats over a number of floors:-



Having listed the dwellings on the Address Contact Sheet you will need to select one of the dwellings at which to interview using the selection box on the front of the Address Contact Sheet.

Once you have selected your dwelling, enter the number selected on your ACS and record details so that another interviewer could find it again if necessary.

11.3 ACS Page 3/4 – Selection of respondent

Having selected your dwelling (or found that there is only one dwelling) you need to select the person to be interviewed. Only adults **aged 16+** are eligible. There may not be anybody in the household in that age range in which case please code this as the final outcome (code 32 in Section G). If there is only one adult aged 16+ in the household you interview them.

If there is more than one adult aged 16+ you will need to select one at random. List eligible household members in alphabetical order of first name.

Then use the selection box on the front page of the ACS. Go along the “NO. OF DUs/PEOPLE” row until you come to the total number of people in the household. Directly below is the number of the person you should select for interview.

Make a note of the person selected on page 4 of your ACS, and record their full name and contact details on the front of the ACS.

Having selected a respondent for interview, **no proxies or substitutes are allowed, i.e. you can only interview the person you have selected**, even if there is another adult living there who is available and willing to be interviewed.

You now need to make contact with this individual and arrange to interview them.

11.4 Parent/guardian permission

If the selected respondent is aged 16 or 17 and lives with a parent/guardian, you must obtain consent from the parent/guardian before approaching the young person.

The parent/guardian should sign the ACS on page 4 (Q6a).

Complete the outcome of attempts to obtain parent/guardian permission at Q6b.

If you are unable to contact the parent/guardian, or the parent/guardian refuses, complete the appropriate final outcome in Section G.

Once the parent/guardian permission has been obtained, introduce the survey to the selected young person in the usual way. You must of course obtain their permission as well as that of the parent/guardian.

If a selected respondent is aged 16 or 17 but not living with a parent/guardian, then no parent/guardian permission is required.

11.5 ACS Page 5 - Final outcome

When you have a final outcome, you need to record this in Section G of your ACS.

Unknown eligibility codes (11-13)

These codes are discussed above, and should be used only as a last resort, where you have been unable to establish eligibility. If you use one of these codes, please record details in the Notes Section (I).

Address ineligible (1-10, 32)

These are standard deadwood codes, plus code 32 which should be used if there is no adult aged 16+ at the address.

Non-Contact outcomes (16, 18, 19, 35)

These codes cover different types of non-contact at the address and should only be reported once the minimum number of **6** attempts has been made to establish contact with the selected respondent.

Refusal outcomes (17, 31, 36-38)

If a refusal has been phoned through to the office, you will be informed (use code 31). Please select the correct code for other types of refusal in the field and please remember to record reasons for refusals at section G on the contact sheet.

Unproductive outcomes (39-44)

These codes apply to eligible, residential addresses, but where an interview was not obtained. These are standard unproductive outcome codes covering things like broken appointments and ill at home. Code 44 "*Other unproductive*" should only be used as a last resort and always accompanied with notes in Section H to explain why you have used this code.

Full and partial interviews (51 and 52)

Record anything other than a full interview as a partial interview.

Make a note of your electronic reporting at the bottom of this page.

11.6 ACS Page 6 - Refusal reason

This section is used for cases with outcome codes 17, 31 and 36-38, where you have had either a 'soft' or 'hard refusal' from the respondent, someone on their behalf or just from the household (i.e. respondent not selected). Please record the reason at R1 on page 6 of the ACS. You cannot enter "Don't know" so you must try and give reasons why a refusal was given by the respondent.

R2 is used to determine how likely it is that the respondent will co-operate in the future. This can be used for your own reference, as well as being collected for analysis purposes. It will also be useful to help the office decide whether to get a different interviewer to see if they can persuade this respondent.

11.7 ACS Page 7 – Notes section and reissue information

As with all surveys of this nature, if you do not manage to get an interview, please enter at section I as much information as possible about why e.g. expanding on reasons for refusal in section H, in order to help an interviewer who may be re-issued with the same address.

Please also enter further details of the reason for other types of non-response, such as non-contact. For example, if you are unable to get an interview because the selected respondent is away in hospital or on business, enter the date they are expected to return. If you are working on a re-issued address that you really think should not have been re-issued and you think it would be inappropriate to return, call the Interviewer Support Line to discuss it.

The reissue section (K) is for interviewers working on re-issued addresses to record their name, interviewer number, the total number of visits they made at the address and the date of their final visit. If you are working on re-issued addresses it is important that this information is recorded completely and accurately so that you can report this information electronically when you are finished with the contact.

12. Appointment/Calling cards

You have been given a set of appointment/calling cards.

If you arrange an appointment with a respondent to return on another occasion to complete an interview, please leave a completed appointment card.

If after a minimum of three calls you have still not made contact with anyone in the household, please complete a calling card and put it through the letterbox.

13. Police Notification

Before you start working in your area you must notify the police. Hand in a copy of the Police Form and a copy of the advance letter from TNS-BMRB and the FSA. Please attempt to have this police form signed, dated and stamped at the station and let the office know if this has not been possible.

14. Interview

As with other Government surveys, there is no obligation to take part in this survey. However, it is clearly very important, and you should use every encouragement to get respondents to take part. Please stress that you are **working on behalf of TNS-BMRB Social Research** as opposed to carrying out Market Research and remember to show your Identity Card when you introduce yourself.

All households will have received an advance letter about the survey explaining:

- why the survey is being carried out
- that the interview will take about 60 minutes
- that the information they give will be treated confidentially
- how their address was selected

The first thing to mention when you introduce the survey is the advance letter. Please familiarise yourself with the letter as that will (hopefully) give you some idea of how to best "sell" the survey.

You will be provided with some spare advance letters that you can use to reassure or persuade respondents, in case they do not recall receiving the original letter and leaflet.

When you introduce the survey to respondents, explain that the interview takes about 60 minutes on average. However, bear in mind that some interviews could be longer. You should bear this in mind when making appointments.

Do not start any interviews after 8.00pm in the evening, unless the respondent has indicated that they are happy to continue beyond 9pm.

If the selected respondent does not have a sufficiently good command of English to conduct the interview, you will not be able to use another person as an interpreter. This is because we need their own opinions, not those influenced by another person. Issues with literacy are described in Section 14 (below).

If you were unable to establish whether there was anyone in the household who is aged 16+ due to language difficulties, use outcome code 44 on the ACS "Other reason" and make a note of the reason for this.

If you have got as far as selecting a respondent, but this person has insufficient English to continue with the interview, code final outcome code 43 "Inadequate English".

15. Incentive

There is an incentive of £10 in high street vouchers which you should give to the respondent once they complete the interview.

The respondent must complete and sign the incentive receipt book.

You have been issued with 13 incentive vouchers per sample point. If you realise you are going to complete more than 13 interviews, please request additional vouchers from the Manchester office.

Any unused incentives should be returned to Warwick with your return of work.

16. Questionnaire

There is one version of the questionnaire with only very limited routing, however there are three short sections that are rotated and asked of 1/3 of the sample. These sections are the food consumption over last 24 hours, eating out and shopping. A single respondent will only be asked one of these sections at random.

Showcards have been provided for some questions. Please use these where indicated.

Hidden Don't Know and Refused options

For most questions, especially where it is a show screen, you will not see a "don't know" or "refused" option. However, if you click continue, instead of clicking a response, you will find that new options appear at the bottom of the list allowing you to continue. You can then select the option you need and continue as normal.

Section 1 – Household Information

The very first section includes questions about the household composition, including the name, DOB, gender, marital status of each household member and their relationship to the respondent. These questions are asked at the start to help

identify who in the household is eligible for interview, and it also affects some routing in the demographics section at the end of the interview.

Please note for the DOB question – if someone refuses or doesn't know, you can click continue and other questions will appear allowing you to enter their age.

Section 2 – Healthy Eating

This section makes up approximately 20-25 minutes of the interview. Although the section concerns healthy eating, it is important that the respondent is not told that the questionnaire will ask about "healthy eating" as it is likely to influence the way they respond. In fact the section covers a variety of topics, including:

- Opinions towards food and cooking generally
- Knowledge of healthy eating
- Eating habits
- Eating out (asked of 1/3 sample)

Towards the start of this section we ask one third of the sample to recall the food they have eaten over the last 24 hours (Q2.5). We ask this for a 24 hour period rather than "yesterday" to make sure that we include a full day for those who may work nights or unsociable hours. This means our food diary could start with breakfast in the evening!

Q2.9-2.13, 2.17, 2.25-2.32 assess knowledge so it is very important not to help or guide the respondent. If they ask for help, please just tell them to give their opinion or best guess. If the respondent says "I don't know" for these knowledge questions, **please code as "Don't know" and do not probe** for an answer as you would usually.

Q2.12 asks whether a respondent has had a portion of fruit juice yesterday. At this question we can only count fruit juice once. If they specifically tell you that they had a smoothie that they know counts as **more than one** portion, please include the **additional** portions at 2.13 where we ask about consumption of portions of fruit.

Q2.19 refers to the last 6 months - If respondents start to talk about another time period, please remind them that we are only asking about changes within that time period.

Q2.28 asks what the maximum amount of the daily maximum of fat per day should be saturated fat. It is possible respondents will give this as a fraction. If they do,

please calculate the number of grams out of the total guideline daily amount. For example, if a respondent says a quarter, and we are asking about men, you would need to divide 95g (the maximum daily amount of fat) by 4 which is approximately 24 grams. You would enter 24 grams in this case.

Q2.33-2.37 has a show card which lists the occasions that count as eating out for the purposes of answering the question. The respondent may not agree with this definition, but please ask them to include these when answering the question.

Section 3 - Shopping

This section is only asked of one third of the sample.

Basic questions on shopping habits and expenditure. It is possible that the respondent does not do much or any of the shopping. If that is the case, please ask them to answer as best they can for the household food shopping.

Q3.11 ask about expenditure on food shopping and is asked of all respondents, even if they have not been asked the other questions about shopping. At 3.10 the respondent is asked whether they would prefer to give this as a weekly or a monthly amount. Therefore at Q3.11 different expenditure bands will appear depending on if they chose weekly or monthly. Also at this question we want to exclude any expenditure on alcohol, cleaning products, toiletries, pet food and other non-food items that might be bought at the same time.

Section 4 – Food safety

This section lasts about 20-25 minutes and includes questions about:

- food hygiene and cleaning practices
- food storage
- use of use by/sell by/ best before dates
- cooking or reheating food

Again, it is important to not tell the respondent what exactly the questionnaire will cover as we do not want their responses to be influenced by what they think they **should** say.

Generally in this section we refer to poultry a number of times – if anyone is unclear we are mainly talking about chicken and turkey here (although technically it does include less common meats such as duck, goose etc).

Section 5 – Physical activity

We have a single question on physical activity to get an approximate measure of how active a respondent is.

Section 6 – Physical measurements

This section asks respondents about their height and weight, and also how healthy they perceive themselves to be.

Section 7 - Demographics

This section includes usual demographic questions, but we also include a question on dietary restrictions, income (respondent and household), benefits received, qualifications achieved, and access to media such as television and the internet. This section lasts about 10 minutes.

17. Respondent queries

If a respondent has any queries about the survey, including the “answers” to the knowledge questions, or if they want any further information, please direct them to the telephone number and email address on the advance letter.

18. Results summary sheet

In your workpack you should find a Results Summary Sheet. This document is for you to record the final outcome that you achieve at each address and the date these were reported electronically. You should also record the date the Address Contact Sheet was posted to the Warwick Office. There is also a space for you to make note of any comments you may have about each address.

We need you to keep this form at home in a safe place as we may need to ask you for information about your addresses after you have returned them to the Warwick Office (i.e. if contact sheets are lost in the post).

19. Reporting

We will be using an electronic reporting system for reporting outcomes. You **MUST** report daily, any final outcomes achieved. **EACH FINAL OUTCOME MUST ONLY BE REPORTED ONCE.**

As well as the final outcome you must also report electronically the date of final visit to each address and the number of calls made.

All entered information will then be returned to TNS-BMRB electronically once you connect up your modem and carry out an upload/download.

Please check carefully to ensure that you have reported the correct outcome.

All information that is being reported is crucial information needed throughout the survey to enable us to monitor the progress of fieldwork.

If you are having any problems with your assignment or have 3 refusals, please call your field co-ordinator **IMMEDIATELY** for advice.

20. Return of work

All **CAPI questionnaires** should be returned as usual via your modem, overnight. It is VITAL that you also complete a dayrec, including how many hours you have worked that day. A dayrec should be completed each time you work on the survey, even if you have not completed any interviews but spent all your day trying to make contact at the addresses.

Each time you achieve a final outcome at an address, you must send back an **electronic report** of that final outcome.

Please return paper contact sheets as final outcomes are achieved and reported. These need to be sent along with a return slip to the Warwick Office in the pre-paid envelopes provided. **Before returning contact sheets, please check the final outcome details have been noted on your Results Summary Sheet.**

When you return your last batch of contact sheets, please include the final sheet to indicate that you have returned all your contact sheets and your assignment is completed.

PLEASE KEEP HOLD OF ALL FIELDWORK DOCUMENTS, AS YOU MAY NEED TO USE THEM IF YOU ARE ASKED TO WORK ON RE-ISSUES.

21. Fieldwork dates

Fieldwork starts on the Monday 22nd March. Please check your work offer email for end dates.

22. Payment

This survey is 'payment by results'. Please consult your paychart for details of fees.

Any work received by 4th April will be paid on the 9th April 2010 and every two weeks after that.

PLEASE KEEP HOLD OF ALL FIELDWORK DOCUMENTS, AS YOU MAY NEED TO USE THEM IF YOU ARE ASKED TO WORK ON RE-ISSUES.

Good luck with your assignment!

Address contact sheet

Food Standards Agency Survey 2010

ADDRESS CONTACT SHEET (ACS)

ADDRESS DETAILS

Selection Box

2	3	4	5	6	7	8	9	10	11	12	No. DUs/ 16+ respondents
											SELECT CODE

**POLICE
STATION**

NAME OF SELECTED RESPONDENT

TELEPHONE No.

Area Code :

Serial Number :

CHECK DIGIT :

Screen Number : 0

Incentive Type:

Interviewer Code _____

Interviewer Name _____

Supervisor _____

Date accompanied

--	--	--	--

**NOTE: IF YOU ARE DOING A REISSUE ASSIGNMENT RECORD
YOUR DETAILS IN SECTION K ON PAGE 8**

CALLS RECORD

(Note all contacts and attempts to contact household & respondent in person or by phone, even if no reply)

CALL NO.	DAY	DATE (DD:MM)	TIME (24 HRS)	*Call Status (see below)	CALLS RECORD (AT LEAST 6 CALLS, IF NECESSARY)
1		/			
2		/			
3		/			
4		/			
5		/			
6		/			
7		/			

* Call Status Codes: 1=No Reply, 2=Contact Made, 3=Appointment Made, 4=Any Interviewing Done, 5=Any Other Outcome (describe in calls record)

If you make more than 7 calls please record details of extra calls in Section J on page 8.

Total no. calls

0	0
---	---

Date of first contact

DD	MM
----	----

Date of last visit

DD	MM
----	----

Final outcome:

Original Issue

1st Reissue

2nd Reissue

3rd Reissue

DO NOT REISSUE?

If you believe there is a reason **NOT** to reissue this address please clearly mark this by placing a cross in the box opposite. If you mark an address as unsuitable for reissue you **MUST** give your reasons for this in the Notes Page (page 7)

**DO NOT
REISSUE**

X

A. Establish whether address is eligible

Q1.	IS THIS ADDRESS TRACEABLE, RESIDENTIAL AND OCCUPIED AS A MAIN RESIDENCE?		
	(Tick)		
	Yes		Go to Q2
	No		CODE FINAL OUTCOME AT SECTION G (CODES 1-10)
	Unsure		CODE FINAL OUTCOME AT SECTION G (CODES 11-13)
	Office Refusal		CODE FINAL OUTCOME AT SECTION G (CODE 31)

B. Establish number of Dwelling Units occupied

Q2	If necessary, ask: Can I just check, is this (house/bungalow) occupied as a single dwelling, or is it split into flats or bed-sits?		
	WRITE IN NUMBER OF DWELLING UNITS OCCUPIED		
	(Tick)		
	1 DU Only		Go to Q4
	2+ DUs		Go to Q3a
	NO OF DUs NOT ESTABLISHED		CODE FINAL OUTCOME AT SECTION G (CODE 16 IF NO CONTACT/CODE 17 IF INFO REFUSED)

C. Multi- DU addresses – select one DU for interview

Q3a	IF 2+ DU: List all in grid below (continue on separate sheet if necessary): <ul style="list-style-type: none"> • In flat/room number order OR from bottom to top of building, left to right, front to back 																														
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">Description</th> <th style="width: 20%;">DU Code</th> </tr> </thead> <tbody> <tr><td> </td><td style="text-align: center;">1</td></tr> <tr><td> </td><td style="text-align: center;">2</td></tr> <tr><td> </td><td style="text-align: center;">3</td></tr> <tr><td> </td><td style="text-align: center;">4</td></tr> <tr><td> </td><td style="text-align: center;">5</td></tr> <tr><td> </td><td style="text-align: center;">6</td></tr> </tbody> </table>	Description	DU Code		1		2		3		4		5		6	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">Description</th> <th style="width: 20%;">DU Code</th> </tr> </thead> <tbody> <tr><td> </td><td style="text-align: center;">7</td></tr> <tr><td> </td><td style="text-align: center;">8</td></tr> <tr><td> </td><td style="text-align: center;">9</td></tr> <tr><td> </td><td style="text-align: center;">10</td></tr> <tr><td> </td><td style="text-align: center;">11</td></tr> <tr><td> </td><td style="text-align: center;">12</td></tr> </tbody> </table>	Description	DU Code		7		8		9		10		11		12	
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	Look at the selection box on page 1 of the ACS (THIS FORM). In the 'No of DUs/people' row, find the number corresponding to the total number of DUs. In 'Select' row, the number beneath total number of DUs is the selected DU code. Ring on grid above and write at b below.																														
b	ENTER CODE NUMBER OF SELECTED DU																														

RECORD FLAT/ROOM NUMBER AND DETAILS OF LOCATION OF SELECTED DWELLING UNIT BELOW:

D. Establish eligible adult at (selected) DU

Q4.	<p>Contact responsible adult at (selected) DU and introduce survey</p> <p>Good morning/afternoon/evening, I'm here on behalf of TNS-BMRB, an independent research organisation. We are carrying out research for the Food Standards Agency about food issues, including healthy eating and food safety,</p> <p>If asked: the survey will take around 60 minutes</p> <p>SHOW COPY OF LETTER</p> <p>You should have received a letter about this survey explaining that somebody from Kantar Operations would be contacting you on behalf of TNS-BMRB.</p> <p>For this study we need to select one adult aged 16 or over in this household. How many adults aged 16 and over are there in this household?</p>
<p>IF NO CONTACT MADE WITH RESPONSIBLE ADULT AFTER 6+ VISITS CODE FINAL OUTCOME 16 OR 18 (IF MULTI DU) AT SECTION G</p>	

- | | |
|---|---|
| <p><i>INCLUDE:</i></p> <ul style="list-style-type: none"> • PEOPLE WHO NORMALLY LIVE AT THE ADDRESS BUT ARE AWAY FOR LESS THAN 6 MONTHS (ON HOLIDAY, HOSPITAL, ABROAD, ...) • PEOPLE AWAY AT WORK FOR WHOM THIS IS THE MAIN ADDRESS • STUDENTS SHARING PRIVATE ACCOMMODATION | <p><i>EXCLUDE:</i></p> <ul style="list-style-type: none"> • PEOPLE WHO LIVE ELSEWHERE TO WORK • SPOUSES WHO ARE SEPARATED AND NO LONGER RESIDENT • PEOPLE AWAY FOR 6 MONTHS OR MORE • TEMPORARY VISITORS, BOARDERS AND LODGERS • STUDENTS AWAY AT UNIVERSITY/COLLEGE |
|---|---|

<p>WRITE IN: NUMBER OF PEOPLE AGED 16+ (e.g. TWO = 2)</p>	<input style="width: 80px; height: 30px; border: 1px solid black;" type="text"/>
--	--

<p>INTERVIEWER SUMMARY:</p> <p style="padding-left: 20px;">1 adult aged 16+</p> <p style="padding-left: 20px;">2 or more adults aged 16+</p> <p style="padding-left: 20px;">No adults aged 16+ in household</p> <p style="padding-left: 20px;">Number of adults not established</p>	<p>(Tick)</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;"><input type="checkbox"/></td> <td>Go to Q5C</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>Go to Q5A</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>CODE VISIT OUTCOME <u>AND</u> FINAL OUTCOME AT SECTION G, (32)</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>CODE VISIT OUTCOME <u>AND</u> FINAL OUTCOME AT SECTION G, IF APPLICABLE (16/17)</td> </tr> </table>	<input type="checkbox"/>	Go to Q5C	<input type="checkbox"/>	Go to Q5A	<input type="checkbox"/>	CODE VISIT OUTCOME <u>AND</u> FINAL OUTCOME AT SECTION G, (32)	<input type="checkbox"/>	CODE VISIT OUTCOME <u>AND</u> FINAL OUTCOME AT SECTION G, IF APPLICABLE (16/17)
<input type="checkbox"/>	Go to Q5C									
<input type="checkbox"/>	Go to Q5A									
<input type="checkbox"/>	CODE VISIT OUTCOME <u>AND</u> FINAL OUTCOME AT SECTION G, (32)									
<input type="checkbox"/>	CODE VISIT OUTCOME <u>AND</u> FINAL OUTCOME AT SECTION G, IF APPLICABLE (16/17)									

E. List all adults aged 16+ in household

Q5A	IF 2+ ADULTS AGED 16+: ASK FOR FIRST NAME OR INITIALS OF EACH ADULT AGED 16+. LIST IN ALPHABETICAL ORDER IN GRID BELOW.																														
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">First Name or Initial</th> <th style="width: 20%;">Person No.</th> </tr> </thead> <tbody> <tr><td> </td><td style="text-align: center;">1</td></tr> <tr><td> </td><td style="text-align: center;">2</td></tr> <tr><td> </td><td style="text-align: center;">3</td></tr> <tr><td> </td><td style="text-align: center;">4</td></tr> <tr><td> </td><td style="text-align: center;">5</td></tr> <tr><td> </td><td style="text-align: center;">6</td></tr> </tbody> </table>	First Name or Initial	Person No.		1		2		3		4		5		6	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">First Name or Initial</th> <th style="width: 20%;">Person No.</th> </tr> </thead> <tbody> <tr><td> </td><td style="text-align: center;">7</td></tr> <tr><td> </td><td style="text-align: center;">8</td></tr> <tr><td> </td><td style="text-align: center;">9</td></tr> <tr><td> </td><td style="text-align: center;">10</td></tr> <tr><td> </td><td style="text-align: center;">11</td></tr> <tr><td> </td><td style="text-align: center;">12</td></tr> </tbody> </table>	First Name or Initial	Person No.		7		8		9		10		11		12	
First Name or Initial	Person No.																														
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	9																														
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	11																														
	12																														
	LOOK AT THE SELECTION BOX ON PAGE 1 OF THE ACS (THIS DOCUMENT). In the 'No of DUs/people' row, find the number corresponding to the total number of adults. In 'Select' row, the number beneath total number of adults is the selected person code. Ring on grid above and write at 5B below.																														
Q5B	WRITE IN 'PERSON NO.' OF PERSON SELECTED																														
Q5c	IS THE SELECTED PERSON 16 OR 17 YEARS OF AGE AND LIVING WITH PARENT/GUARDIAN? (Tick)																														
	YES	<input type="checkbox"/>	GO TO SECTION F																												
	NO	<input type="checkbox"/>	RECORD NAME OF SELECTED PERSON ON FRONT PAGE OF CONTACT SHEET																												

F. Parental/Guardian Permission

Q6A.

IF THE SELECTED PERSON IS 16 OR 17 YEARS OF AGE AND LIVES WITH PARENT/GUARDIAN.

APPROACH PARENT/GUARDIAN FOR CONSENT AND ASK THEM TO SIGN IN THE BOX BELOW BEFORE APPROACHING THE RESPONDENT FOR INTERVIEW

PARENTAL PERMISSION

The nature and purpose of the research has been explained to me and as the parent or guardian of

_____ (enter name of child), I give permission for him/her to take part in the survey.

Signature _____ Print Name _____

Relationship to child _____ Date _____

Q6B.

HAS PARENTAL PERMISSION BEEN OBTAINED?

(Tick)

Yes

	<input type="checkbox"/>	RECORD NAME OF SELECTED PERSON ON FRONT PAGE OF CONTACT SHEET AND ATTEMPT INTERVIEW
No – parent(s) not contacted	<input type="checkbox"/>	CODE OUTCOME 33 AT SECTION G
No – parent(s) refused	<input type="checkbox"/>	CODE OUTCOME 34 AT SECTION G

G. Final Outcome

<i>Ring relevant outcome code</i>	Original	For Re-issues ONLY		
		1st	2nd	3 rd
<u>INTERIM CODE (reported electronically after first attempt at contact made – NOT A FINAL CODE)</u>				
22. Interim Code				
25. Interim Code (minimum 6 visits made) holding onto contact sheet				
<u>UNKNOWN ELIGIBILITY (if any codes used, record details in Notes Section G)</u>				
11. Address not attempted – OFFICE APPROVAL ONLY	11	11	11	11
12. Inaccessible – OFFICE APPROVAL ONLY	12	12	12	12
13. Unable to locate address	13	13	13	13
<u>ADDRESS INELIGIBLE (Deadwood)</u>				
1. Not yet built/under construction	1	1	1	1
2. Derelict/demolished	2	2	2	2
3. Vacant/empty housing unit	3	3	3	3
4. Non-residential address (e.g. business, school, factory) – no private dwellings	4	4	4	4
5. Communal establishment/institution – no private dwellings	5	5	5	5
6. Address residential and occupied but not main residence (e.g. second/holiday home)	6	6	6	6
10. Other ineligible (record details in Notes Section H)	10	10	10	10
32. Nobody aged 16 or above at address	32	32	32	32
<u>NO CONTACT</u>				
16. No contact with anyone at the address (min. 6 calls with 3 calls at evening/weekend)	16	16	16	16
18. MULTI-DU ONLY: Contact made at address, but not with selected household	18	18	18	18
19. Contact made at (selected) household, but not with responsible adult	19	19	19	19
35. Person selected but no contact with selected respondent	35	35	35	35
33. Needed parental permission but no contact with parent	33	33	33	33
<u>REFUSAL (CODE HERE, THEN GO TO SECTION H)</u>				
34. Needed parental permission but parental permission refused	34	34	34	34
31. Office refusal – OFFICE APPROVAL ONLY	31	31	31	31
17. Contact made but information about dwellings or occupants refused	17	17	17	17
36. Refusal by selected person before interview	36	36	36	36
37. Proxy refusal	37	37	37	37
38. Refusal during interview (unusable partial) (IF USABLE CODE 52)	38	38	38	38
<u>OTHER UNPRODUCTIVE</u>				
39. Broken appointment with selected person, no recontact	39	39	39	39
40. Selected person ill at home during survey period	40	40	40	40
41. Selected person away or in hospital all survey period	41	41	41	41
42. Selected person physically or mentally unable to be interviewed	42	42	42	42
43. Selected person has inadequate English (LANGUAGE: _____)	43	43	43	43
44. Other unproductive	44	44	44	44
<u>PRODUCTIVE OUTCOME</u>				
51. Full interview	51	51	51	51
52. Partial interview	52	52	52	52
<u>ELECTRONIC REPORT SENT</u>				
Original:	Date (01-31)	Month (01-12)		
1 st re-issue:				
2 nd re-issue:				
3 rd re-issue:				

H. Reasons for Main Refusal

R1	Reason for refusal – <u>CODE ALL THAT APPLY</u> (CODE IF FINAL OUTCOME IS 17, 31, 36, 37 OR 38)	Final outcome	For Re-issues <u>ONLY</u>		
			<u>1st</u>	<u>2nd</u>	<u>3rd</u>
	<ul style="list-style-type: none"> 1. Bad timing (e.g. sick children), otherwise engaged (e.g. visit) <input type="checkbox"/> 2. Not interested <input type="checkbox"/> 3. Don't know enough / anything about the subject, too difficult for me <input type="checkbox"/> 4. Waste of time <input type="checkbox"/> 5. Waste of money <input type="checkbox"/> 6. Interferes with my privacy / I give no personal information <input type="checkbox"/> 7. Never do surveys <input type="checkbox"/> 8. Co-operated too often <input type="checkbox"/> 9. Do not trust surveys <input type="checkbox"/> 10. Previous bad experience <input type="checkbox"/> 11. Don't like subject <input type="checkbox"/> 12. Survey not relevant – too old <input type="checkbox"/> 13. Survey not relevant – don't do any activities <input type="checkbox"/> 14. Refuses because partner / family / HH gives no approval to co-operate <input type="checkbox"/> 15. Office Refusal (not informed by the office) <input type="checkbox"/> 16. Other <input type="checkbox"/> <p style="text-align: center;">(WRITE REASON IN SECTION I)</p>				
R2	<p>How old do you think the respondent is?</p> <ul style="list-style-type: none"> 1. Under 20 <input type="checkbox"/> 2. 20 – 39 <input type="checkbox"/> 3. 40 - 59 <input type="checkbox"/> 4. 60 or over <input type="checkbox"/> 5. Don't know, never saw respondent , no selected respondent <input type="checkbox"/> 				

PLEASE WRITE FULL DETAILS OF REFUSALS IN SECTION I

J. Additional Calls Record

Note all contacts and attempts to contact household & respondent in person or by 'phone, even if no reply

CALL NO.	DAY	DATE (DD/MM)	TIME (24 HRS)	CALLS RECORD (AT LEAST 5 CALLS, IF NECESSARY)
8		/		
9		/		
10		/		
11		/		
12		/		
13		/		
14		/		
15		/		
16		/		
17		/		
18		/		
19		/		

K. Re-issue Interviewer Information

Issue	Name of Interviewer	Interviewer No.	Total Visits	Date of final visit
1 st Re-issue				
2 nd Re-issue				
3 rd Re-issue				

Advance letter – England

Reference: 11797020/serial



The Resident(s)
<Address Line 1>
<Address Line 2>
<Address Line 3>
<Address Line 4>
<Address Line 5>



March 2010

Dear Sir/Madam,

Food and You Survey

The Food Standards Agency is carrying out a major new survey of people's views, attitudes and behaviour towards food issues, including eating habits and food safety.

The Food Standards Agency has commissioned TNS-BMRB, an independent research agency, to carry out the survey which is being conducted across England, Wales, Scotland and Northern Ireland.

An interviewer from Kantar Operations, working on behalf of TNS-BMRB, will visit your address in the next few weeks. They will show you an identification card and answer any questions you may have about the survey.

Your address has been selected at random from the Royal Mail's list of addresses. To ensure that the survey represents all parts of the population it is important to us that your household takes part. We would like to interview one member of your household (aged 16 or over). If more than one person lives in your household, the interviewer will select one person at random. We would like to offer a £10 high street shopping voucher as a thank you to the person who completes the interview.

We will take great care of the information you give and your details will be kept securely. Everything you tell the interviewer will be treated in the strictest confidence and will be used for research purposes only.

I hope you will be able to help us with this important study and will enjoy taking part. If you would like to know more about the survey, answers to some common questions are given overleaf, or you can ring TNS-BMRB on 0800 051 0884 (between 9.30 am and 5pm Monday to Friday).

Yours faithfully,

A handwritten signature in purple ink that reads "Louise Hall".

Louise Hall
Senior Associate Director
TNS-BMRB
6 More London Place
London SE1 2QY
Tel: 0800 051 0884

A handwritten signature in black ink that reads "Alison Patterson".

Alison Patterson
Social Science Research Officer
Food Standards Agency
125 Kingsway
London WC2B 6NH
E-mail: foodandyou@foodstandards.gsi.gov.uk

FREQUENTLY ASKED QUESTIONS

Why is this survey being carried out?

The Food and You survey explores people's views, attitudes and behaviour towards food issues, including eating habits and food safety. Over 3,000 people across England, Wales, Scotland and Northern Ireland will be interviewed for the survey.

The Food Standards Agency (FSA) was set up to protect the public's health and consumer interests in food. The FSA bases its decisions and advice on the best evidence available and the new survey will be a key source of high quality information on people's views, attitudes and behaviours towards food issues. It will also allow us to see if, and how, these change over time.

What is the survey about?

The survey covers a range of issues on eating habits and food safety. We're interested in your views on food issues and what you do in relation to food.

Who is carrying out the survey?

The survey is being carried out by TNS-BMRB, an independent research company. We carry out research for a range of organisations including government departments and local authorities. Interviewers from Kantar Operations will carry out the interviews on behalf of TNS-BMRB.

How long will it take?

The length of your interview will depend on the answers you give, but on average it should take about 60 minutes to complete. As a token of our appreciation we would like to offer you a £10 high street shopping voucher for your time.

Why has this address been chosen?

Your address has been randomly selected from the Royal Mail's publically available list of residential addresses in the UK. It is important to have a random selection so that the results of the survey reflect the experiences and views of the whole population.

What will happen to the answers I give?

They will be used, in the form of figures and reports, by those who make decisions on policies relating to food and food safety. Your answers will be completely confidential, and when the results of the study are published it will not be possible to tell which person gave which answer.

Will my name be passed on to anyone else?

Your name and address details will be stored securely. If you give your agreement at the end of the interview, you may be invited to take part in future research projects for the FSA, which may be carried out by TNS-BMRB or by another independent research organisation. If you do not want to be contacted again in future you will be able to say so. Your name and address will not be passed to any non-research organisation.

Is taking part in the survey compulsory?

No. In all our surveys we rely on voluntary co-operation. The success of the survey depends on the goodwill and co-operation of those asked to take part. The more people who do take part, the more useful the results will be. You are free to withdraw from the survey at any time.

If I have any other questions?

We hope this answers any questions you may have, and that it shows the importance of the survey. If you have any other questions about the survey, please do not hesitate to ring or e-mail one of the contacts listed overleaf.

Advance letter – Welsh language

Cyfeirnod: 11797020/serial

Y preswlydd/preswylwyr



Mawrth 2010

Annwyl Syr/Madam,

Arolwg Bwyd a Chi

Mae'r Asiantaeth Safonau Bwyd yn cynnal arolwg mawr newydd o safbwyntiau, agweddau ac ymddygiad pobl tuag at faterion bwyd, gan gynnwys arferion bwyta a diogelwch bwyd.

Mae'r Asiantaeth Safonau Bwyd wedi comisiynu TNS-BMRB, sef asiantaeth ymchwil annibynnol, i gynnal yr arolwg a gynhelir ledled Lloegr, Cymru, yr Alban a Gogledd Iwerddon.

Bydd cyfwelydd o Kantar Operations, sy'n gweithio ar ran TNS-BMRB, yn ymweld â'ch cyfeiriad yn yr wythnosau nesaf. Byddant yn dangos cerdyn adnabod i chi ac yn ateb unrhyw gwestiynau a allai fod gennych ar yr arolwg.

Dewiswyd eich cyfeiriad ar hap o restr cyfeiriadau'r Post Brenhinol. Er mwyn sicrhau bod yr arolwg yn cynrychioli pob rhan o'r boblogaeth, mae'n bwysig i ni fod eich cartref yn cymryd rhan. Hoffwn gyfwrdd ag un aelod o'ch cartref (16 oed neu'n hŷn). Os oes mwy nag un person yn byw yn eich cartref, bydd y cyfwelydd yn dewis un person ar hap. Hoffwn gynnig taleb siopa'r stryd fawr gwerth £10 i ddiolch i'r person sy'n gwneud y cyfweliad.

Byddwn yn cymryd gofal mawr o'r wybodaeth a rowch a bydd eich manylion yn cael eu cadw'n ddiogel. Bydd popeth a ddywedwch wrth y cyfwelydd yn cael ei drin yn gwbl gyfrinachol a bydd yn cael ei ddefnyddio at ddibenion ymchwil yn unig.

Rwy'n gobeithio y gallwch ein helpu ni gyda'r astudiaeth bwysig hon ac y byddwch yn mwynhau cymryd rhan. Os hoffech wybod mwy am yr arolwg, rhoddir atebion i rai cwestiynau cyffredin dros y dudalen, neu gallwch ffonio TNS-BMRB ar 0800 051 0884 (rhwng 9.30am a 5pm Dydd Llun i ddydd Gwener).

Yn gywir,

Louise Hall
Uwch Gyfarwyddwr Cysylltiol
TNS-BMRB
6 More London Place
Llundain SE1 2QY

Ffôn: 0800 051 0884

Alison Patterson
Swyddog Ymchwil Gwyddor Gymdeithasol
Yr Asiantaeth Safonau Bwyd
125 Kingsway
Llundain WC2B 6NH

E-bost: foodandyou@foodstandards.gsi.gov.uk

CWESTIYNAU CYFFREDIN

Pam mae'r arolwg hwn yn cael ei gynnal?

Mae'r arolwg Bwyd a Chi yn archwilio safbwyntiau, agweddau ac ymddygiad pobl tuag at faterion bwyd, gan gynnwys arferion bwyta a diogelwch bwyd. Bydd dros 3,000 o bobl ledled Lloegr, Cymru, yr Alban a Gogledd Iwerddon yn cael eu cyfweld ar gyfer yr arolwg.

Sefydlwyd yr Asiantaeth Safonau Bwyd (yr Asiantaeth) i ddiogelu iechyd y cyhoedd a diddordeb defnyddwyr mewn bwyd. Mae'r Asiantaeth yn seilio'i phenderfyniadau a'i chynghor ar y dystiolaeth orau sydd ar gael a bydd yr arolwg newydd yn ffynhonnell allweddol o wybodaeth ansawdd uchel am safbwyntiau, agweddau ac ymddygiad pobl tuag at faterion bwyd. Yn ogystal, bydd yn ein galluogi i weld a ydy'r rhain yn newid dros amser, a sut.

Beth mae'r arolwg yn ymwneud ag ef?

Mae'r arolwg yn ymdrin ag ystod o faterion ar arferion bwyta a diogelwch bwyd. Mae gennym ddiddordeb yn eich safbwyntiau ar faterion bwyd a'r hyn a wnewch mewn perthynas â bwyd.

Pwy sy'n cynnal yr astudiaeth?

Cynhelir yr arolwg gan TNS-BMRB, sef cwmni ymchwil annibynnol. Cynhaliwn ymchwil i ystod o sefydliadau gan gynnwys adrannau'r llywodraeth ac awdurdodau lleol. Bydd cyfwelydd o Kantar Operations, yn cynnal y cyfweiliadau ar ran TNS-BMRB.

Pa mor hir fydd yn cymryd?

Bydd hyd eich cyfweiliad yn dibynnu ar yr atebion a roddwch, ond ar gyfartaledd, dylai gymryd oddeutu 60 munud i'w gwblhau. Er mwyn dangos ein gwerthfawrogiad, hoffwn gynnig taleb siopa'r stryd fawr gwerth £10 i chi am eich amser.

Sut cafodd y cyfeiriad hwn ei ddewis?

Dewiswyd eich cyfeiriad ar hap o restr y Post Brenhinol o'r holl gyfeiriadau preswyl sydd ar gael i'r cyhoedd yn y DU. Mae'n bwysig cael dewis ar hap er mwyn i ganlyniadau'r arolwg adlewyrchu profiadau a safbwyntiau'r boblogaeth gyfan.

Beth fydd yn digwydd i'r atebion a roddaf?

Byddant yn cael eu defnyddio, ar ffurf ffigurau ac adroddiadau, gan y sawl sy'n gwneud penderfyniadau ar bolisiau'n ymwneud â bwyd a diogelwch bwyd. Bydd eich atebion yn gwbl gyfrinachol, a phan gyhoeddir canlyniadau'r astudiaeth, ni fydd modd dweud pa berson roddodd yr ateb.

A fydd fy enw'n cael ei drosglwyddo i unrhyw un arall?

Bydd manylion eich enw a'ch cyfeiriad yn cael eu storio'n ddiogel. Os rhoddwch eich cytundeb ar ddiwedd y cyfweiliad, gallech gael eich gwahodd i gymryd rhan mewn prosiectau ymchwil i'r Asiantaeth yn y dyfodol, a allai gael eu cynnal gan TNS-BMRB neu gan sefydliad ymchwil annibynnol arall. Os nad ydych am i unrhyw un gysylltu â chi eto yn y dyfodol, gallwch ddweud hynny. Ni fydd eich enw a'ch cyfeiriad yn cael eu trosglwyddo i sefydliad diymchwil.

Ydy cymryd rhan yn yr arolwg yn orfodol?

Nac ydy. Dibynnwn ar gydweithredu gwirfoddol yn ein holl arolygon. Mae llwyddiant yr arolwg yn dibynnu ar ewyllys da a chydweithrediad y sawl y gofynnwyd iddynt gymryd rhan. Mwy a'i gyd o bobl sy'n cymryd rhan, y mwyaf defnyddiol fydd y canlyniadau. Mae gennych ryddid i dynnu'n ôl o'r arolwg unrhyw bryd.

Os bydd gennyf unrhyw gwestiynau eraill?

Gobeithio y bydd hwn yn ateb unrhyw gwestiynau a allai fod gennych, a'i fod yn dangos pwysigrwydd yr arolwg. Os oes gennych unrhyw gwestiynau eraill am yr arolwg, mae croeso i chi ffonio neu anfon e-bost at un o'r cysylltiadau sydd wedi'u rhestru dros y dudalen.

Advance letter – Northern Ireland

Reference: 11797020/serial



The Resident(s)
<Address Line 1>
<Address Line 2>
<Address Line 3>
<Address Line 4>
<Address Line 5>



March 2010

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Your address has been selected at random from the Royal Mail's list of addresses. To ensure that the survey represents all parts of the population it is important to us that your household takes part. We would like to interview one member of your household (aged 16 or over). If more than one person lives in your household, the interviewer will select one person at random. We would like to offer a £10 high street shopping voucher as a thank you to the person who completes the interview.

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Yours faithfully,

A handwritten signature in purple ink that reads "Louise Hall".

Louise Hall
Senior Associate Director
TNS-BMRB
6 More London Place
London SE1 2QY

Tel: 0800 051 0884

A handwritten signature in black ink that reads "Alison Patterson".

Alison Patterson
Social Science Research Officer
Food Standards Agency
125 Kingsway
London WC2B 6NH

E-mail: foodandyou@foodstandards.gsi.gov.uk

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If I have any other questions?

We hope this answers any questions you may have, and that it shows the importance of the survey. If you have any other questions about the survey, please do not hesitate to ring or e-mail one of the contacts listed overleaf.

Code frames for open coded questions

Code frame for Q2.21

2.21 Why have you made these changes to the food you eat in the last 6 months?

- 1 To lose weight/maintain/stop gaining weight
- 2 Be more healthy/ have healthier lifestyle/ change lifestyle
- 3 For health reasons (include doctors orders/ medical condition)
- 4 Start eating healthily/ improve diet/5 a day
- 5 Exercising/keep fit/ Going to the gym
- 6 Reduce/cut salt in diet
- 7 Reduce cholesterol
- 8 I am getting older/due to age
- 9 Publicity/awareness (from experts/media/tv/ read articles)
- 10 High blood pressure/ maintain blood pressure
- 11 Eat smaller portions/cut down on food intake
- 12 Been ill/in hospital/had an operation
- 13 To feel better / less lethargic / tired
- 14 To help prevent illnesses (include family history)
- 15 Loss of appetite/eating less
- 16 I like/eat fruit/ vegetables
- 17 Word of mouth (eg family/friends)
- 18 I am / was pregnant
- 19 None/no reason
- 20 Other answers
- 21 Don't know

Code frame for Q2.22

2.22 Some people may find it difficult to eat more healthily. Can you tell me please, what do you think would be the difficulties, if any, for you in trying to eat more healthily?

- 1 None/Nothing/No difficulties/problems/ don't have any reason
- 2 Money/cost/price (of food)
- 3 Time constraints (no detail)
- 4 Time to prepare/cook food
- 5 Healthy foods are too expensive/the price/cost of healthy/good foods
- 6 Work commitments/hours/ shift work
- 7 Already eat healthily/ enjoy a healthy diet
- 8 Giving up/cutting out/ eat less sweet/sugary foods/I have a sweet tooth
- 9 I don't like the taste/ I don't enjoy/like healthy foods
- 10 Giving up/cutting out chocolate/eat less chocolate/I like chocolate
- 11 I don't like (some/all) fruit and/or vegetables/ salads
- 12 (Busy) Lifestyle
- 13 I like/don't want to give up unhealthy food (include chips, crisps, pizza etc)
- 14 Willpower/lack of willpower
- 15 Convenience
- 16 Temptation (at work/ home/when you shop)
- 17 Laziness
- 18 Breaking (old) habits/ change of habit
- 19 Have to cater for/ consider family/partner
- 20 Giving up/cutting out/ eat less cakes/biscuits/ I like cakes/biscuits
- 21 Other answers
- 22 No answer
- 23 Don't know