

The 2014

F   **D**

and YOU 

Survey
UK Bulletin

The 2014

F  **D** and **YOU** 

Survey

UK Bulletin 1

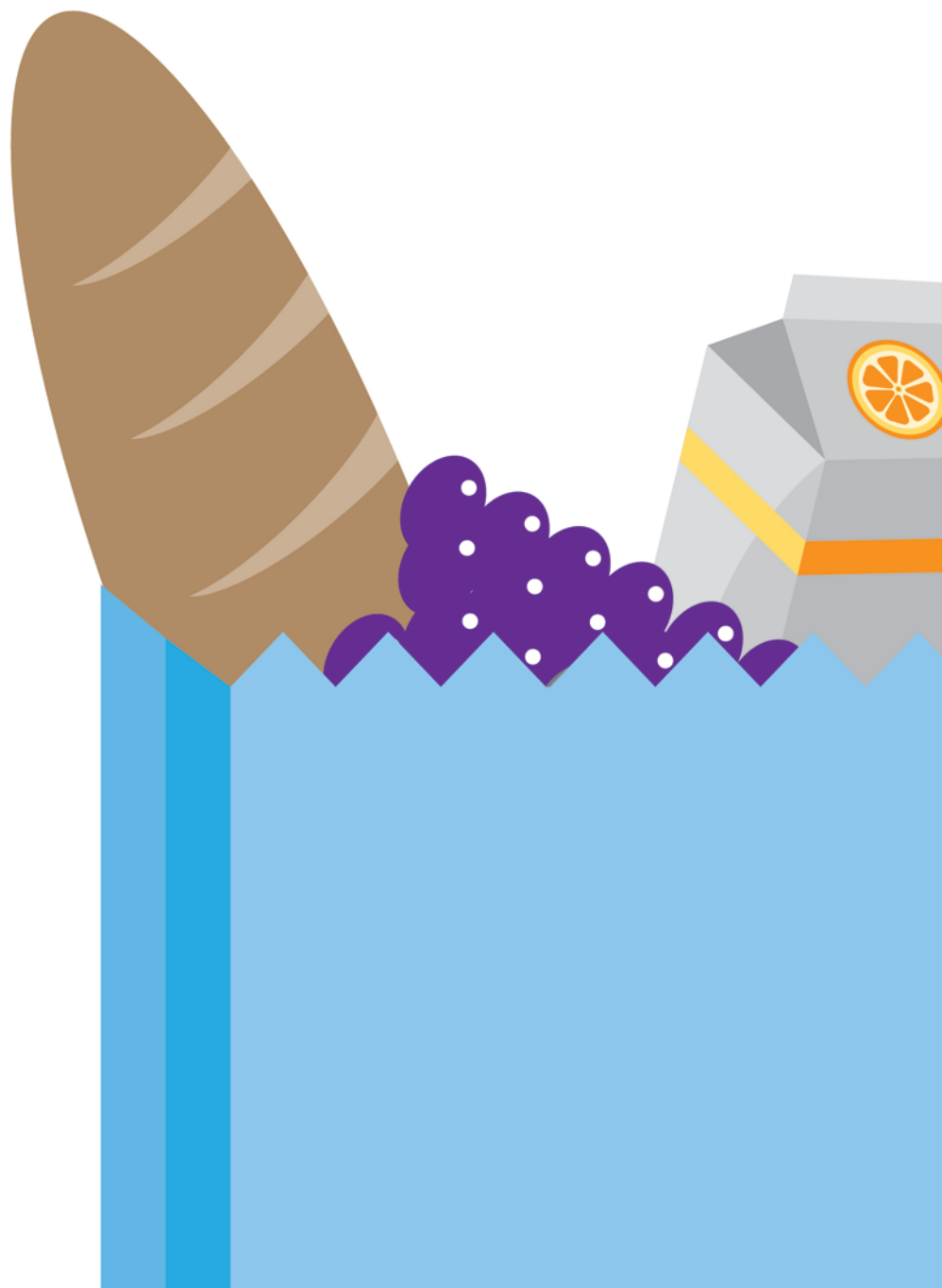
Eating, cooking and shopping

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Official Statistics

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

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

Foreword

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

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

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

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

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

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

Background and objectives

Role of the FSA

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

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

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

The Food and You survey

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

Waves 1 and 2 of the Food and You survey were conducted by the same consortium in 2010 and 2012 respectively. Reports of the findings and methodological details are available on the FSA

website¹. Specific examples of use of the findings include results from Wave 1 being used to determine the theme of the 2012 FSA Food Safety Week² and findings from Wave 2 informing FSA public campaigns on food safety. Secondary analysis of the Waves 1 and 2 data has explored domestic food safety practices³ and the relationships between nutrition and food safety⁴. Wave 3 was carried out in 2014 by TNS BMRB.

Prior to 2010, the FSA was responsible for food safety and nutrition policy across the UK. Accordingly, Wave 1 of the Food and You survey contained questions covering both healthy eating and food safety, and the findings were reported together. During Wave 1, responsibility for nutrition policy (healthy eating) was transferred in England and Wales to the Department of Health (DH) and the Welsh Government respectively. Nutrition policy in Scotland and Northern Ireland remains the responsibility of the Agency. Waves 2 and 3, therefore, focussed solely on food safety issues for respondents in England and Wales but included an additional question module on healthy eating for respondents in Scotland and Northern Ireland. This bulletin covers the UK wide food safety questions only; separate bulletins published for Scotland and Northern Ireland will include findings from the healthy eating module of questions⁵.

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

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

About this bulletin

Self-reported behaviours

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

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

¹ The Wave 1 report can be found at: http://www.foodbase.org.uk/admintools/reportdocuments/641-1-1079_Food_and_You_Report_Main_Report_FINAL.pdf and the Wave 2 report can be found at: http://www.foodbase.org.uk/admintools/reportdocuments/805-1-1460_Wave_2_Main_Report.pdf

² <http://www.food.gov.uk/news-updates/campaigns/germwatch/>

³ <http://www.food.gov.uk/science/research/ssres/fs409012>

⁴ <http://www.food.gov.uk/science/research/ssres/crosscutss/fs307014>

⁵ Separate reports will be published for each of England, Wales, Scotland, and Northern Ireland. The reports for England and Wales will report the data relating to food safety for the individual country.

Questionnaire changes between waves

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

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

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

The Food and You Technical Report (published separately) provides a summary of questionnaire changes between Wave 2 and Wave 3.

Reporting conventions

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

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

Topics covered

The Food and You survey collected data on a wide range of topics. As a result it is not feasible for this series of bulletins to present detailed analysis of all of the questions. In particular, only selected socio-demographic variables have been analysed to uncover statistically significant differences. These variables were identified by the FSA as of key interest, providing the most useful information about sub-group variation at this initial stage of data analysis. The identified variables were: age, gender, country of residence, household size, presence of children in household, income, socio-economic classification, and working status. Analysis of ethnicity has not been included in this report due to the small base numbers for 'non-white' respondents. Secondary data analysis will be conducted to explore these, and other variables, in more detail in due course. Full data are available in the UK Data Archive⁶ and at data.gov.uk⁷ for further analysis. Variation by age and gender has been considered across the three waves, while only Wave 3 data was examined for variation by the other demographic variables.

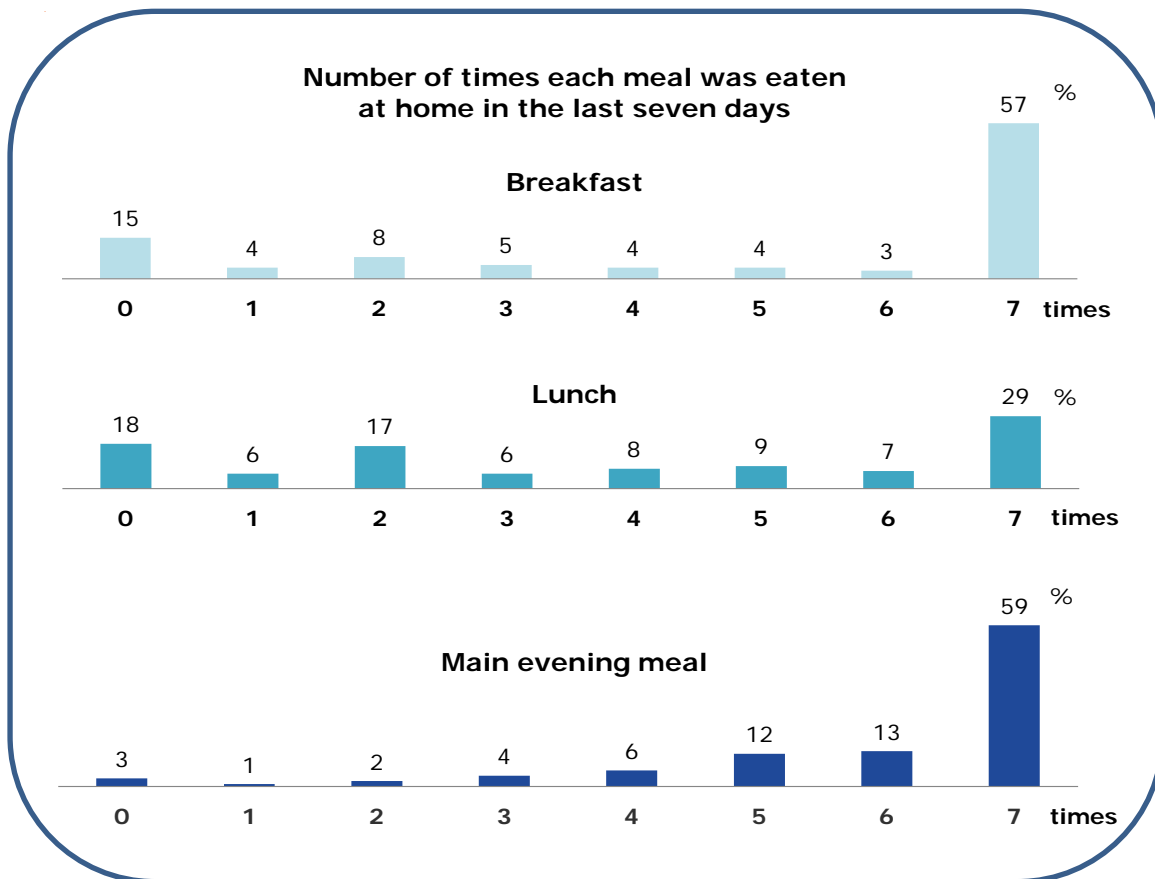
⁶ <http://www.data-archive.ac.uk/>

⁷ <http://data.gov.uk/>

1. Eating and cooking at home

1.1 Frequency of eating at home

Figure 1.1 Frequency of eating at home (Wave 3)



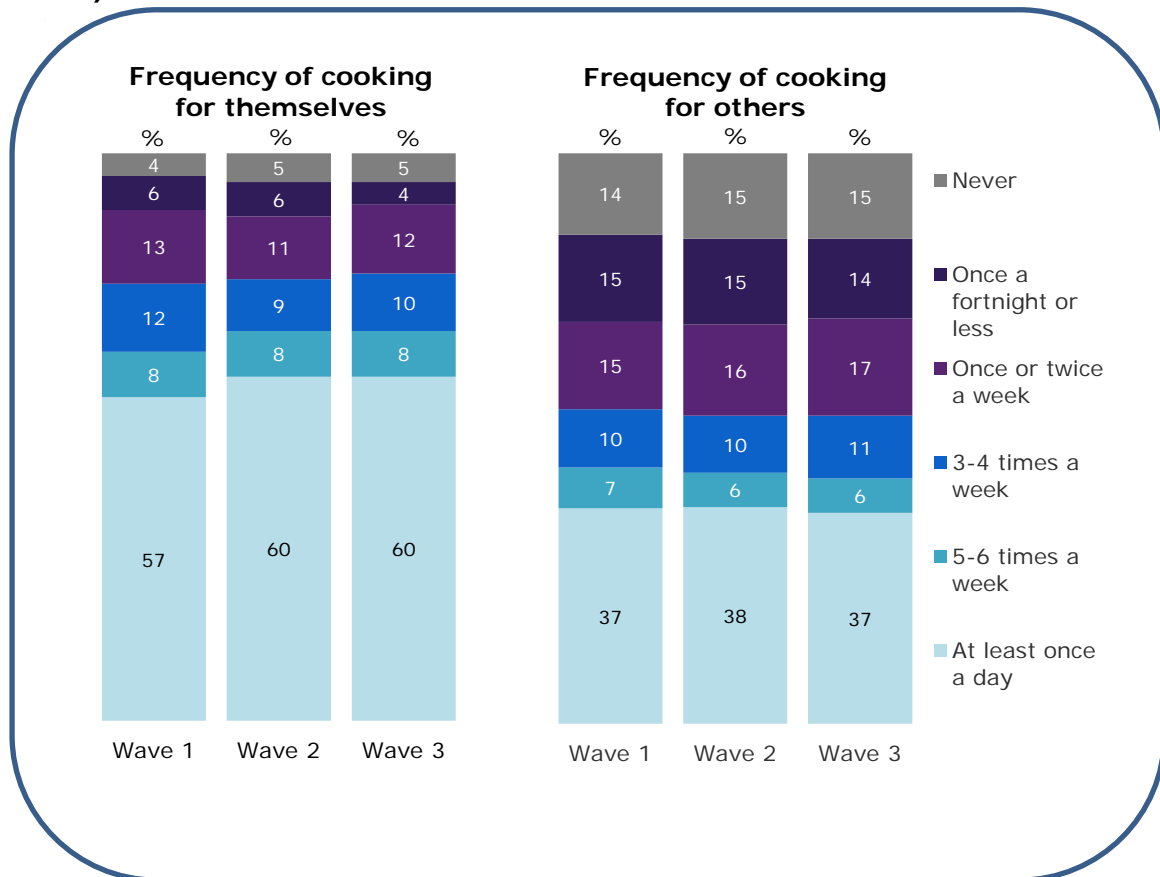
Source: Q2_4a / b / c In the last 7 days, that is since ..., on how many days out of that seven did you eat BREAKFAST / LUNCH / MAIN EVENING MEAL at home? (Questions not asked at Wave 1)

Base: All respondents – Wave 3 (3,453)

- The majority of respondents (around six in ten) reported eating all breakfast and main evening meals at home in the last seven days. The frequency of eating each meal at home was similar to that reported at Wave 2.
- There was greater variability in the proportion of respondents reporting eating lunch at home, with 29% reporting having eaten it at home on seven days in the past week and 41% reporting having eaten it at home twice or less.
- Respondents were most likely to report eating their main evening meal at home in the past week (a mean average of 5.9 times), followed by breakfast (4.9 times) and lunch (3.8 times).

1.2 Cooking patterns

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



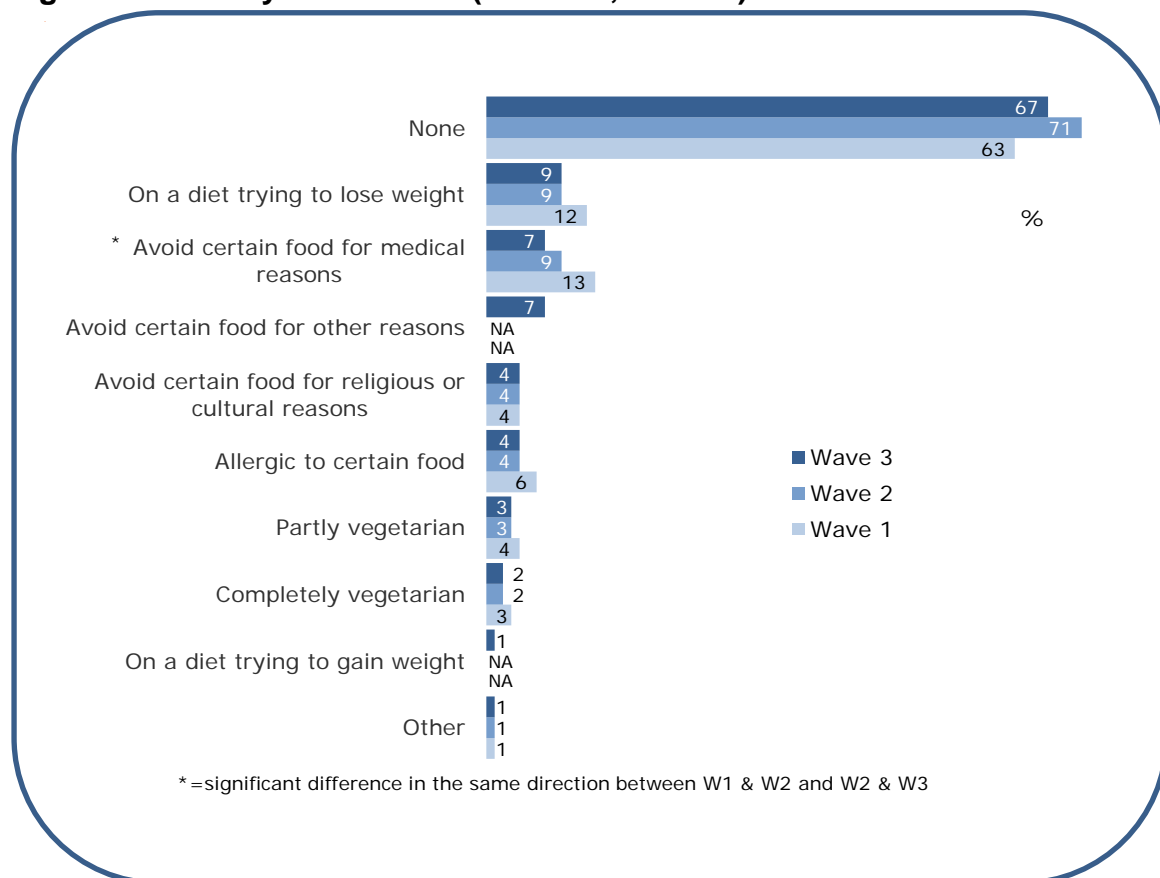
Source: Q2_3 How often do you cook or prepare food for yourself? / Q2_4 How often do you cook or prepare food for others?

Base: All respondents – Wave 1 (3,163); Wave 2 (3,231); Wave 3 (3,453)

- Reported frequency of cooking food at home was similar to that at Waves 1 and 2, with 60% of respondents at Wave 3 reporting that they cooked or prepared food for themselves, and 37% reporting that they prepared food for others, at least once a day.

1.3 Eating restrictions

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



Source: Q7_1 Which, if any, of the following applies to you? Please state all that apply.

Note: respondents were able to give multiple answers at Q7_1

Base: All respondents – Wave 1 (3,163); Wave 2 (3,231); Wave 3 (3,453)

- The majority of respondents (67%) said that they did not have any specific dietary restrictions. This was lower than at Wave 2 (71%) but remained higher than at Wave 1 (63%).
- At Wave 3, nine per cent of respondents reported that they were on a diet trying to lose weight, unchanged from Wave 2, and lower than the proportion at Wave 1 (12%).
- Seven per cent reported avoiding certain foods for medical reasons – lower than at both Wave 1 (13%) and Wave 2 (nine per cent). At Wave 3, seven per cent reported avoiding foods for other reasons, such as foods that do not agree with them.

- These findings should be treated with caution, as there were a number of changes to the pre-coded response list at Wave 3⁸.
- Of the four per cent of respondents who reported a food allergy, 66% said they had seen a doctor about it and 40% said that their allergy was clinically diagnosed. This amounts to two per cent of respondents overall who reported having a clinically diagnosed food allergy. In total 11% of respondents reported living in a household in which someone has a food allergy (not necessarily clinically diagnosed).

⁸ Two new pre-coded responses were added: 'On a diet trying to gain weight' and 'Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)', and the words 'other than a food allergy' were added to the end of the existing pre-coded response: 'avoid certain food for medical reasons'. This may have influenced the apparent reduction in respondents reporting 'avoiding certain foods' compared with Wave 2, rather than a genuine change in reported behaviour.

1.4 Variation in eating and cooking at home among different groups in the population⁹

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

- Reported frequency of eating at home varied by **gender**: women were more likely than men to report eating breakfast (61% of women, 54% of men) and lunch (34% of women, 24% of men) at home daily. A similar pattern was observed at Wave 2, although women were less likely at Wave 3 to report eating breakfast at home every day (61% compared with 66% at Wave 2).
- Women were also more likely than men to report preparing food for themselves (74% of women, 45% of men) and others (55% of women, 19% of men) at least once a day. These findings are similar to those seen at Waves 1 and 2.
- As at Waves 1 and 2, women were more likely than men to report being on a diet to lose weight (13% of women, five per cent of men). The proportion of women reporting trying to lose weight was smaller at Wave 3 than Wave 1 (17%).
- Differences by **age** were also observed. Respondents aged 16-24 were less likely than older respondents to report eating each meal at home on a daily basis. The difference was greatest for breakfast, with 45% of 16-24 year olds reporting eating breakfast at home each day compared with 79% of those aged 60 and over. The difference was smaller for those reporting eating lunch at home each day (19% of those aged 16-24, 48% of those aged 60 and over) and for the main evening meal (50% of those aged 16-24, 70% of those aged 60 and over). These differences were similar to those observed at Wave 2.
- Respondents aged 16-24 were less likely than older respondents to report cooking for themselves every day (45% compared with 62% of those aged 25 and over). Those aged 16-24 (19%) and 75 and over (25%) were less likely than respondents aged 25-74 (42%) to report cooking for others on a daily basis – a similar pattern of findings to that at Waves 1 and 2.
- Age differences were observed for some dietary restrictions. At Wave 3, respondents at each end of the age range were less likely than those in the middle of the range to report being on a diet to lose weight (six per cent of those aged 16-24, and three per cent of those aged 75 and over compared with 15% of 45-54 year olds). A similar pattern was seen at Wave 2, but at Wave 1, 13 - 14% of respondents in all age groups from 16-64 years reported being on a diet to lose weight. The difference compared with Wave 1 in the proportion who reported being on a diet to lose weight was greatest among those aged 16-24, with 14% of respondents in this age band reporting this at Wave 1 compared with six per cent at Wave 3.

⁹ The following variables were analysed to identify statistically significant differences: age, gender, country of residence, household size, presence of children in household, income, socio-economic classification, and working status.

- At all waves, respondents aged 55 and over were more likely than younger respondents to report avoiding certain foods for medical reasons. At Wave 3, 11% of those aged 55 and over reported medical restrictions to their diet, compared with seven per cent of 45-54 year olds and four per cent of those aged under 45. The difference between Waves 1, 2 and 3 in medical restrictions across the waves was greatest for those aged 55 and over (23% at Wave 1, compared with 16% at Wave 2)¹⁰.

Other variations at Wave 3

- Respondents in **Northern Ireland** were more likely than those in other countries to report eating breakfast or lunch at home every day, and cooking or preparing food for themselves and others on a daily basis, particularly compared with respondents in England. For example, 69% of respondents in Northern Ireland reported that they cooked or prepared food for themselves every day, compared with 59% in England.
- Considering variation by **household size**, those in one and two person households were more likely to report eating at home daily (breakfast 61% and lunch 33%) than those in larger households (breakfast 54% and lunch 25%). Respondents in one and two person households were also more likely than those in larger households to report cooking or preparing food for themselves daily (65% compared with 55%).
- Respondents from households with children aged under 16, particularly those with **children aged under six**, were more likely than those from households without children to report that they cooked or prepared food daily and ate their main evening meal at home. Specifically, 61% of those in households with children aged under six said that they cooked or prepared food for others every day, compared with 52% of those with children aged under 16 and 31% of respondents with no children in the household.
- Patterns were also observed by **household income**¹¹. Those from households with the lowest income of less than £10,400 per year were more likely to report eating at home every day, particularly the main evening meal (71%) compared with those in the highest annual household income bracket of £52,000 and over (46%). Those in households with incomes below £10,400 per year were also more likely than those with household incomes of £52,000 and over to report cooking or preparing food for themselves daily (69% compared with 53%).
- Differences were observed by **socio-economic group**. Respondents in managerial and professional households were less likely than respondents in intermediate and routine / manual households to report eating lunch at home every day (22% compared with 31% and 35% respectively). They were also less likely to report eating their evening meal at home every day than those in

¹⁰ The change in this response code from 'Avoid certain food for medical reasons' at Wave 2 to 'Avoid certain food for medical reasons other than a food allergy' at Wave 3 may have also influenced this apparent change within age group from Wave 2.

¹¹ For the purposes of analysis, respondents were grouped into four categories in terms of household income: Up to £10,399, £10,400-£25,999, £26,000-£51,999 and £52,000 and over. The proportion of respondents in each category respectively was 12%, 29%, 32% and 26%.

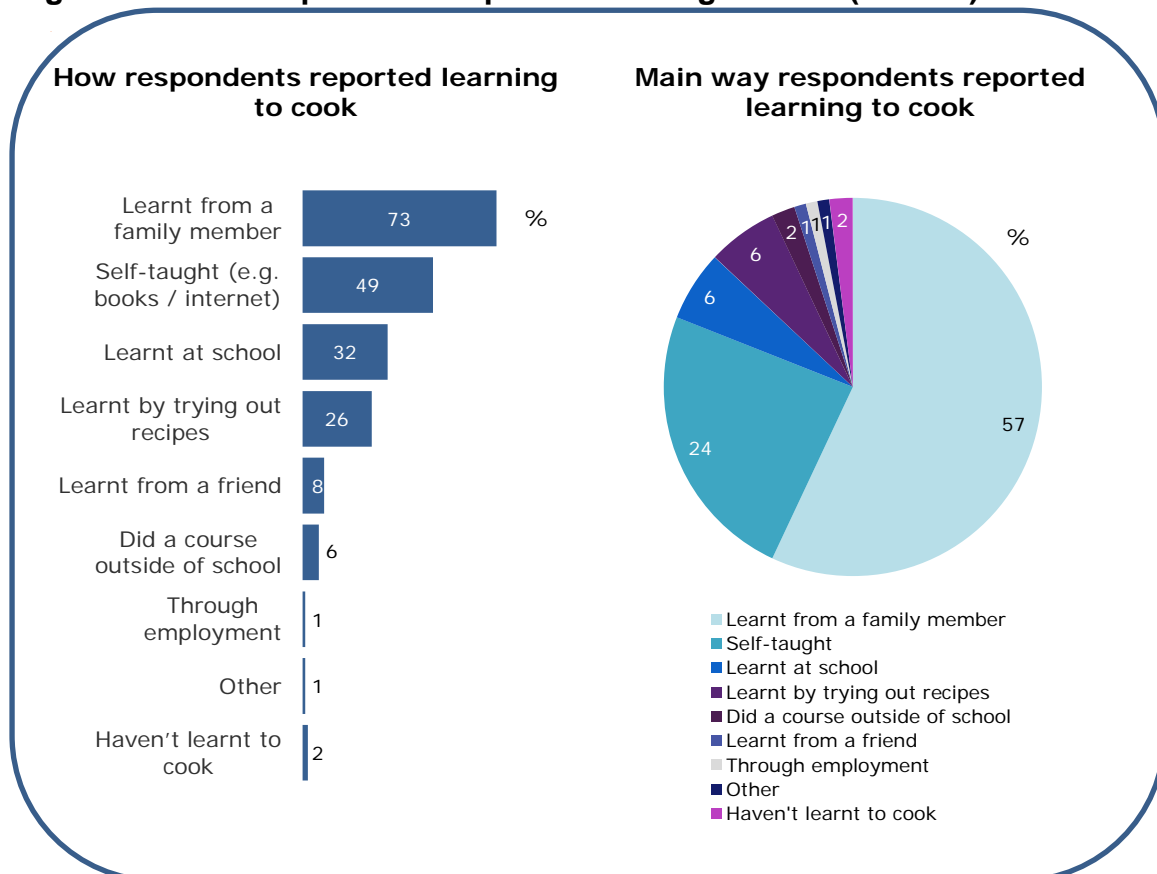
intermediate or routine / manual households (55% compared with 62% and 63% respectively).

- Differences by **working status** were observed. For example, retired respondents were more likely than those in employment to report eating breakfast (82% compared with 49%), lunch (54% compared with 16%) and their main evening meal (72% compared with 53%) at home every day. Retired respondents were also more likely to report cooking or preparing food for themselves daily (70%) than those in employment (56%).

2. Learning to cook

2.1 How respondents reported learning to cook

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



Source: Q4_29 In which of the following ways did you learn to cook? / Q4_29b And which was the main way you learnt to cook?

Note: respondents were able to give multiple answers at Q4_29

Base: All respondents - Wave 3 (3,453)

- Respondents were most likely to report having learnt to cook from a family member (73%) and this was the main way the majority reported learning to cook (57%). Around a third (32%) said they had learnt at school although fewer (6%) said this was their main way of learning.
- Around half of respondents (49%) reported being self-taught and 24% said this was the main way they had learnt to cook. Similarly, 26% said they had learnt from trying out recipes, although few (6%) said this was the main way they had learnt.

2.2 Variation in the ways in which respondents reported learning to cook by different groups in the population¹²

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

- The ways respondents reported learning to cook varied by **gender**. Women were more likely than men to report learning to cook from a family member (82% compared with 64% of men) or at school (42% compared with 21% of men). A family member was more likely to be the main source of learning for women (65%) than men (48%), with men (29%) more likely than women (19%) to report their main way of learning as being self-taught.
- The youngest respondents **aged 16-24** were more likely than older respondents to report having learnt to cook from a family member (80% compared with 72% aged 25 and over) or at school (47% compared with 29% aged 25 and over). While a family member was the main source of learning reported by the majority in all age groups, respondents aged 16-24 were more likely to say their main way of learning to cook was through school (12% compared with five per cent aged 25 and over) and less likely to report being mainly self-taught (16% compared with 25% of those aged 25 and over).

Other variations at Wave 3

- There were few differences observed by **country of residence** in the way respondents reported learning to cook, although respondents in England and Wales were more likely to report being at least partly self-taught (both 50%) than those in Scotland (39%) and Northern Ireland (42%).
- Differences were observed by **household size**. Respondents in one or two person households were less likely to report having learnt some or all of their cooking skills from a family member (70%) than those in households with three people or more (76%).
- Respondents in **households with children aged under 16** were more likely to report having learnt some or all of their cooking skills from a family member (77%), compared with those with no children in the household (71%). There was, however, no significant difference between the two groups in the proportion reporting this as the main way they learnt to cook.
- Differences were observed by **household income**. Respondents in households with an annual income of £52,000 or more were more likely to report being self-taught to some extent (54%) compared with those in households with an income less than £10,400 (42%).

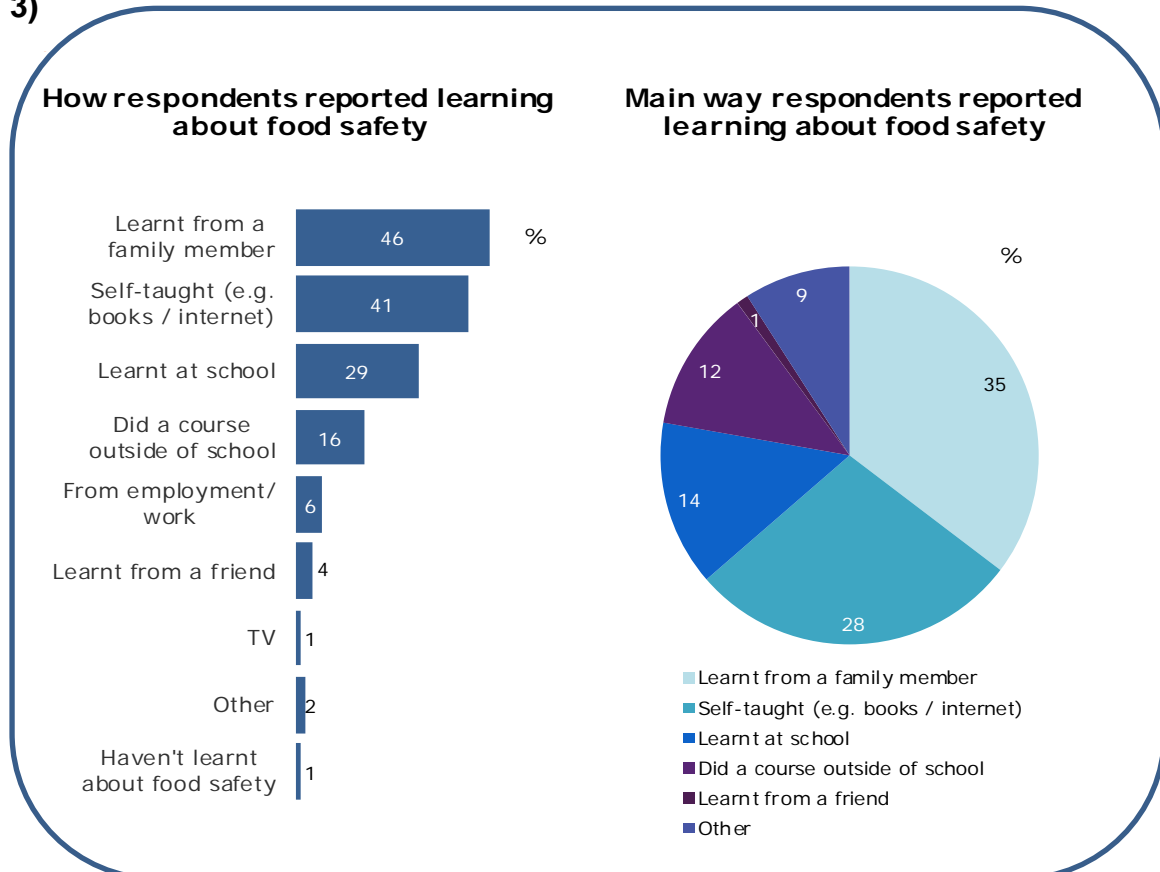
¹² The following variables were analysed to identify statistically significant differences: age, gender, country of residence, household size, presence of children in household, income, socio-economic classification, and working status.

- Similar findings were observed by **socio-economic classification**. Respondents in managerial / professional households were more likely to report being self-taught to some extent (56%) compared with those in routine / manual households (41%) although there was no significant difference in the proportions in each group saying this was the main way they had learnt to cook.
- Differences were observed by **working status**. Respondents in employment were more likely than those who were unemployed to report learning to cook from a family member (73% compared with 56%). They were also more likely than retired respondents to report being to some extent self-taught (52% compared with 44%) and more likely than those who were unemployed to report learning at least some of their skills by trying out recipes (30% compared with 21%).

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

3.1 Reported sources of information on food safety

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



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

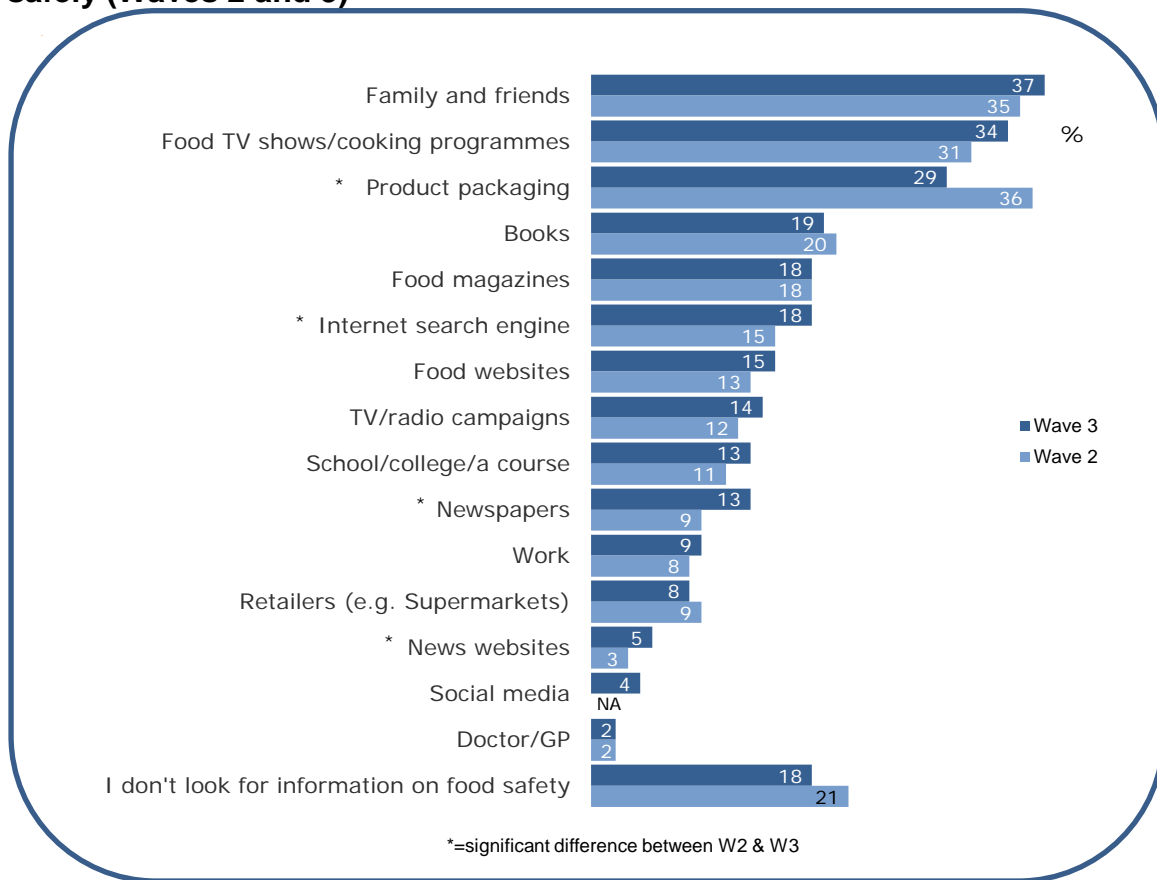
Note: respondents were able to give multiple answers at Q4_30

Base: All respondents - Wave 3 (3,453)

- Respondents were asked how they had learnt about food safety (Figure 3.1) before being asked about their current and likely future sources of information on how to prepare and cook food safely at home (Figures 3.2 and 3.3).
- No single predominant source of learning about food safety was reported by a majority of respondents, although almost half (46%) said they had learnt from a family member, and 41% said they were self-taught to some extent. These two methods were also the main ways of learning about food safety, with 35% saying they mainly learnt from a family member and 28% reporting being mainly self-taught.
- Around three in ten respondents (29%) said they had learnt about food safety at school, and 14% said this was their main source of learning. While fewer said

they had learnt on a course (16%), for most of these respondents this was the main way they had learnt about food safety (12% of respondents).

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



Source: Q11_8b Looking at this screen, do you get information about how to prepare and cook food safely at home from any of these sources?

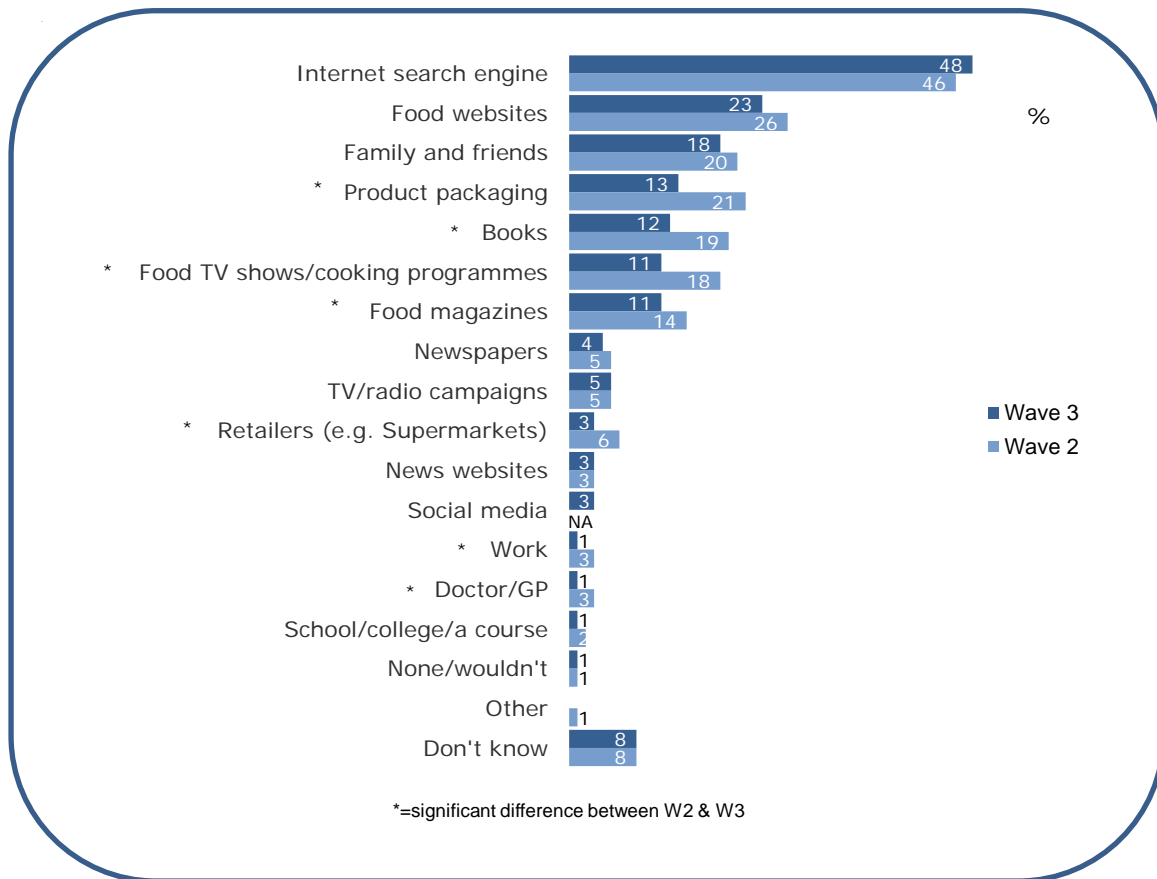
Note: respondents were able to give multiple answers

Base: All respondents - Wave 2 (3,231); Wave 3 (3,453)

- Thirty-seven per cent of respondents reported that they received information about how to prepare and cook food safely at home from family and friends and 34% said this information came from food TV shows or cooking programmes. These patterns of results are similar to those at Wave 2.
- Twenty nine per cent of respondents at Wave 3 reported getting information from product packaging, compared with 36% at Wave 2. This source changed from most reported at Wave 2 to third most reported at Wave 3.
- Just under two in ten respondents (18%) said they did not look for information on food safety, which is similar to the proportion at Wave 2. A similar proportion of respondents reported using each of books (19%), internet search engines (18%) and food magazines (18%).
- Respondents were more likely to report using a number of sources of information compared with Wave 2, including internet search engines (18% compared with 15%), newspapers (13% compared with nine per cent) and news websites (five per cent compared with three per cent). Four per cent of respondents reported using social media for information on food safety.

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

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



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

Note: respondents were able to give multiple answers

Base: All respondents - Wave 2 (3,231); Wave 3 (3,453)

- As at Wave 2, the top sources of information that respondents reported they would use in the future to get information about safely preparing and cooking food at home, should they decide to look for it, were different from the sources they reported using currently.
- The source most often chosen for future information was an internet search engine, selected by 48% of respondents compared with 18% who said they currently used this source. A similar pattern was observed at Wave 2, with a higher proportion of respondents reporting that they would use an internet search engine in the future compared with the proportion who reported currently using this source (46% compared with 15% respectively).
- Similarly, the proportion of respondents at Wave 3 who reported that they would use food websites in the future was higher (23%) than the proportion who said they currently used them (15%).
- The potential use of newspapers, at four per cent, was below reported current use (13%).

- There were differences between Wave 2 and Wave 3 in the potential use of a number of sources, including product packaging (13% at Wave 3 compared with 21% at Wave 2), books (12% compared with 19%), TV shows (11% compared with 18%), food magazines (11% compared with 14%) and retailers (three per cent compared with six per cent).

3.2 Variation in sources of information on preparing and cooking food safely by different groups in the population¹³

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

- Differences by **gender** in getting information about food safety were observed. Women were more likely than men to report learning about food safety at school (35% compared with 23% of men) and on a course (19% compared with 13% of men).
- Women were more likely than men to report using TV shows (37% compared with 30% of men) and food magazines (24% compared with 11%) for information about preparing and cooking food safely at home. There was no gender difference in the use of TV shows at Wave 2, but a similar pattern was observed for food magazines (23% of women reported using them compared with 14% of men). As at Wave 2, women were more likely than men to consider using food magazines as a source of information in the future (13% of women, eight per cent of men). In contrast to Wave 2, however, women (25%) were also more likely than men (20%) to consider using food websites.
- Variation by **age** was observed. Respondents aged 16-24 were more likely than older respondents to report learning about food safety from their family (55% compared with 45% of those aged 25 and over), or at school (60% compared with 31% of those aged 25-54 and 13% of those aged 55 and over) and less likely to report being self-taught (21% compared with 44% of those aged 25 and over). Respondents aged 25-64 were more likely to say they had been on a course (20%) than either younger (10%) or older respondents (10%).
- Respondents aged 16-24 were more likely to get information on how to prepare and cook food safely at home from family and friends (57% compared with 33% of those aged 25 and over) and were more likely to say they would look for this information from family and friends in the future (28% compared with 16%).
- Internet searches were more likely to be reported by those aged 16-54 (23%) as a current source of information compared with those aged 55 and over (eight per cent). At Wave 2, the reported use of internet searches was lower among those aged 45 and over compared with those aged 16-44. There was a similar pattern at Wave 3 of variation in the likely use of internet searches in the future, with 57% of those aged 16-54 saying they would use them for information on how to prepare and cook food safely at home, compared with only 10% of those aged 75 and over. As with current use of internet searches, at Wave 2, the reported likelihood of using internet searches in the future was lower among those aged 45 and over compared with those aged 16-44.
- Reported use of food TV programmes and TV and radio campaigns as a current source of information was greatest among those aged 35-64 (39% for TV programmes compared with 31% of those aged 16-34 and 26% of those aged 65

¹³ The following variables were analysed to identify statistically significant differences: age, gender, country of residence, household size, presence of children in household, income, socio-economic classification, and working status.

and over, 17% for campaigns compared with 10% of those aged 16-34 and 11% of those aged 65 and over).

- Reported current use of product packaging for food safety information was lower among those aged 75 and over (20%) than those aged under 75 (30%). Among those aged under 75, the proportion using packaging was lower than at Wave 2 (37%).
- Reported use of newspapers as a current source of information on how to prepare and cook food safely at home was greater among those aged 45 and over (18%) than among those aged under 45 (eight per cent), and those aged 45 and over were more likely than at Wave 2 (12%) to report using newspapers for this purpose. Likely future use of newspapers was, however, only higher among those aged 75 and over (10%) compared with those aged under 75 (three per cent). At Wave 2, likely future use of newspapers had been higher for respondents aged 45 and over (seven per cent) compared with those aged under 45 (three per cent).

Other variations at Wave 3

- Differences were observed by **country of residence**. Respondents in Northern Ireland were more likely than those in the other countries to report learning about food safety from family and friends (54% compared with 45%-46%). Respondents in Scotland were less likely than those in the other countries to report getting information about how to prepare and cook food safely at home from family and friends (25% compared with 35%-41% in other countries) and from product packaging (22% compared with 28%-30%). Respondents in England and Scotland were more likely than those in the other countries to say that they would use the internet in the future to find information about how to prepare and cook food safely in the home (49% and 45% respectively compared with 37% in Wales and 38% in Northern Ireland).
- Differences were observed by **household size**. Respondents in one or two person households were more likely than those in households of three people or more to report being mainly self-taught about food safety (33% compared with 22%). Respondents in single person households were less likely than those in two person households and larger households to report using family and friends as a source of information about how to prepare and cook food safely at home (29% compared with 33% and 42%). Respondents in single person households were less likely than those in larger households to say that they would use the internet in the future to find out about how to cook and prepare food safely in the home (35% compared with 50%).
- Differences were observed by the **presence of children** in the household. Respondents with children under the age of 16 in the household were less likely to report being mainly self-taught about food safety (23%) than those with no children in the household (30%). Respondents in households with children were more likely than those in households with no children to report getting information about how to prepare and cook food safely at home from family and friends (42% of those from households with children under the age of 16 and 44% of those from households with children under the age of six compared with 34% of those with no children in the household). Respondents in households with children,

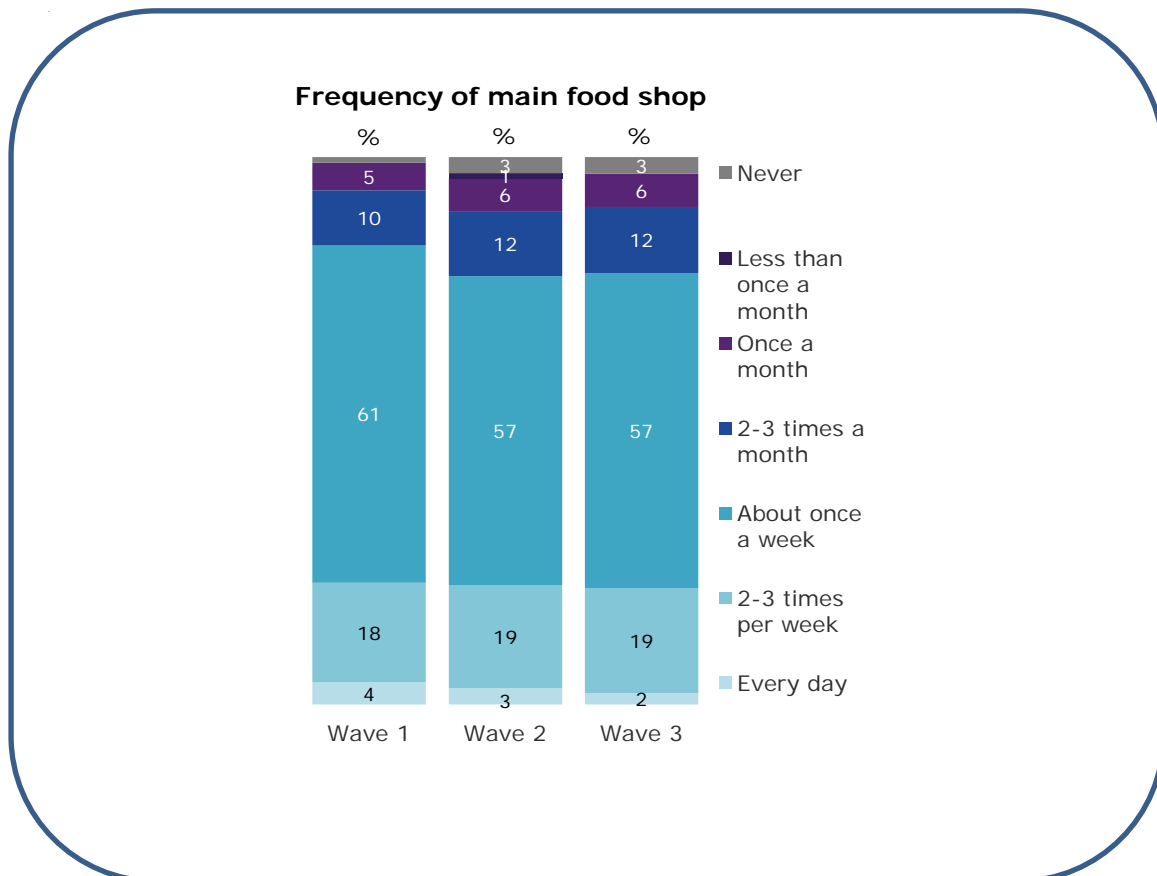
particularly children under the age of six, were also more likely than those from households with no children to say that they would use the internet in the future to find out about how to prepare and cook food safely at home (55% and 58% compared with 45%).

- Differences were observed in the reported current use of internet searches and other online sources by **working status, household income** and **socio-economic group**. For example, 23% of those currently in employment reported using internet searches, compared with six per cent of those who were retired and 11% of those who were unemployed. Similarly, those with higher household income and from managerial / professional households were more likely to report using internet searches. Those in managerial / professional households were also more likely than those in intermediate or routine / manual households to report using product packaging as a food safety information source (36% compared with 25%).

4. Shopping for food

4.1 Responsibility for, and frequency of, food shopping

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



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

Base: One third of total sample – Wave 1 (1,034); All respondents - Wave 2 (3,231); Wave 3 (3,453)

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

- Almost three in ten respondents (28%) said that their households relied solely on large supermarkets, while 67% said that they combined their main shop at a large supermarket with smaller shopping trips to local or independent stores or markets, compared with 71% at Wave 2. Five per cent reported using only local or independent stores, compared with three per cent at Wave 2.

4.2 Variation in shopping for food among different groups in the population¹⁴

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

- Responsibility for shopping varied by **gender**, with women being more likely than men to say they were responsible for all or most of their household's food and grocery shopping (68% compared with 32%), similar to findings at Waves 1 and 2.
- As at Waves 1 and 2, there were also variations by **age**, with younger respondents (aged 16-24) less likely than other age groups to say they were responsible for all or most of the food shopping in their household (20% compared with 55% of those aged over 24).
- Younger respondents were also less likely than older respondents to report that their household shopped frequently. Of those aged 16-24, 73% said their household shopped at least weekly, compared with 85% of those aged 75 and over. A similar pattern was observed at Waves 1 and 2.

Other variations at Wave 3

- Respondents in **Wales** and **Scotland** were more likely to report using a large supermarket for their main shopping trip (each 92%) than those in England (87%) or Northern Ireland (84%). Respondents in Northern Ireland were more likely than those in other countries to shop mainly in a mini-supermarket (nine per cent compared with three to five per cent).
- Compared with respondents in larger households, those in **single person households** were more likely to use a mini-supermarket for their main shop (10% compared with four per cent of those in larger households) and less likely to use a large supermarket for their main shop (82% compared with 89% in larger households).
- Few differences were observed by the **presence of children**, although households with children under the age of 16 were less likely than those from households without children to use a mini-supermarket for their main shop (three per cent compared with six per cent).
- Respondents from households with a **higher income** were more likely than those from lower income households to mainly use home delivery from a supermarket (seven per cent of those with an annual household income of £52,000 or more compared with three per cent of those with an income below £52,000).
- Differences were also observed by **socio-economic group** and **working status**. Respondents in intermediate and routine / manual households were more likely than those in managerial and professional households to report having responsibility for all or most of the food shopping (53% compared with 46%).

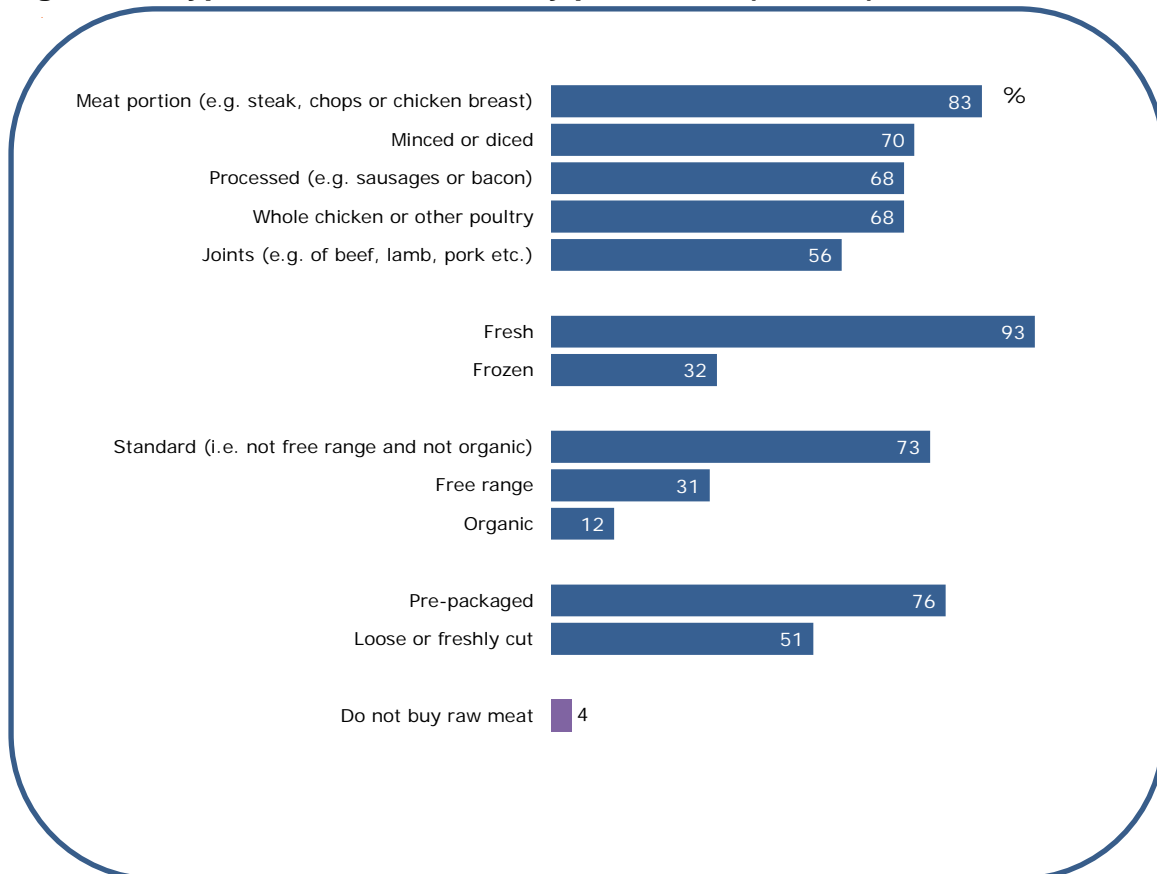
¹⁴ The following variables were analysed to identify statistically significant differences: age, gender, country of residence, household size, presence of children in household, income, socio-economic classification, and working status.

Respondents who were retired were more likely than those who were in employment to report having responsibility for all or most of the food shopping (59% compared with 47%) and doing a main food shop at least weekly (83% compared with 78%).

5. Purchase of raw meat

5.1 Types of raw meat purchased

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



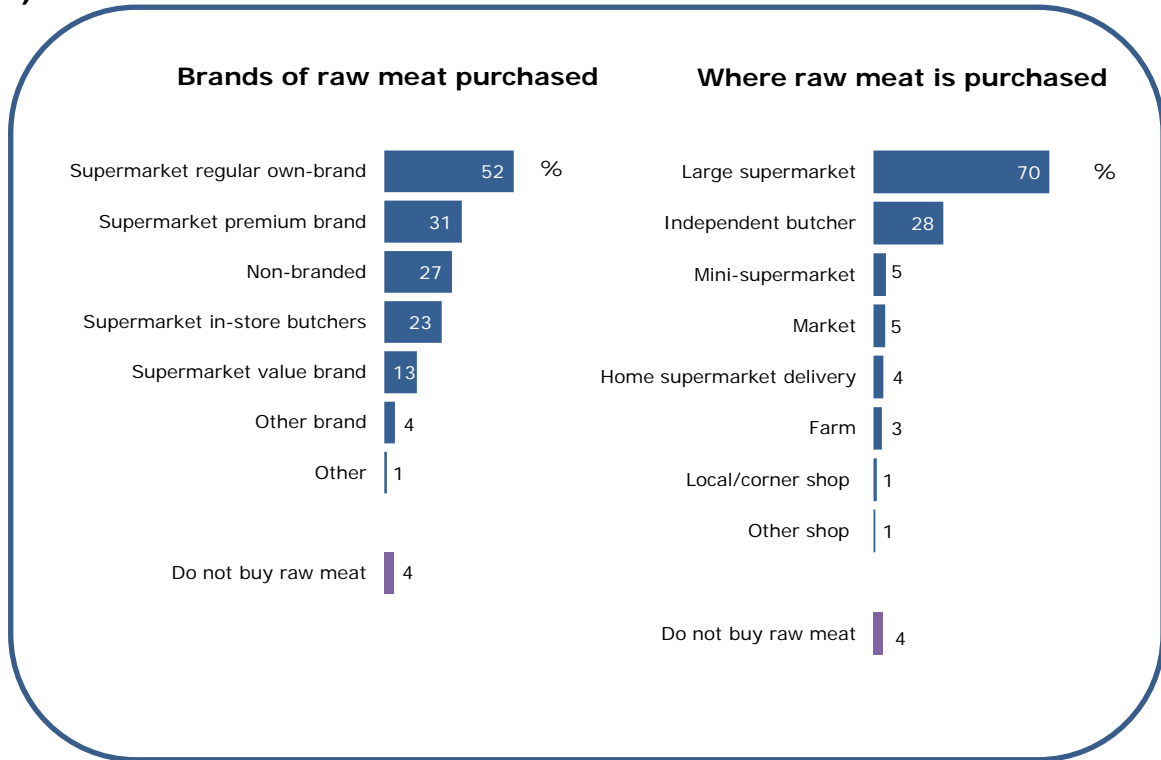
Source: Q3_5a Which, if any, of the following types of raw meat do you / does your household usually buy? / Q3_5b And do you / does your household usually buy fresh or frozen raw meat or both fresh and frozen? / Q3_5c And which, if any, of the following kinds of raw meat do you / does your household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

Base: All respondents - Wave 3 (3,453)

- Respondents reported usually buying a range of cuts of raw meat, with meat portions bought by the largest proportion (83%) and joints by the smallest (56%).
- The majority of respondents said that they usually bought fresh meat (93%), meat that was not specifically free range or organic (73%) and pre-packaged meat (76%).

5.2 Brands of raw meat purchased and where purchased

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



Source: Q3_5e And which, if any, of the following brands of raw meat do you / does your household usually buy? / Q3_5f And where do you / does your household usually buy raw meat?

Note: respondents were able to give multiple answers

Base: All respondents - Wave 3 (3,453)

- Respondents were most likely to report usually buying supermarket regular own-brand meat (52%). Around a quarter (27%) said that they usually bought unbranded raw meat, for example from an independent butcher or market.
- Seven in ten respondents said that they usually bought meat from a large supermarket (70%), and 28% reported usually buying meat from an independent butcher.

5.3 Variation in raw meat purchasing among different groups in the population¹⁵

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

- Differences in reported purchasing of raw meat by **age** were observed. Of those aged 75 and over six per cent reported that their household bought no raw meat, compared with two per cent of those aged under 35. Respondents aged 75 and over were less likely than younger respondents to say that their household usually bought minced or diced meat (59% compared with 71% of respondents aged 16-74) or whole chickens (57% compared with 69% of respondents aged 16-74). Respondents aged 16-24 were more likely than those aged 25 and over to report that their household usually bought frozen meat (45% compared with 30%). They were also more likely than older respondents to report that their household usually bought regular supermarket own-brand raw meat (58%, compared with 42% of those aged 75 and over) and pre-packaged raw meat (83%, compared with 61% of those aged 75 and over).
- There was little difference by **gender** although men (35%) were more likely than women (28%) to report that their household usually bought frozen meat.

Other variations at Wave 3

- Respondents in **Northern Ireland** were more likely to report that their household usually bought fresh meat from independent butchers (59%) compared with those in other countries (26% - 35%) but fewer reported that they usually bought free range meat (17% compared with 29%-33%). Respondents in Northern Ireland were less likely to say that they usually bought pre-packaged raw meat (63% compared with 75%-78% in each other country), frozen raw meat (24% compared with 39% in Wales) or regular supermarket branded raw meat (27% compared with 52%-55% in each other country).
- Differences by **household size** were observed. Respondents in single person households were more likely than those in larger households to report not buying raw meat at all (eight per cent compared with three per cent) and were less likely to report usually buying fresh raw meat (86% compared with 95%) and non-branded raw meats from a butcher (19% compared with 29%).
- Variation in raw meat purchasing was observed by **income**. Of those with a household income of below £10,400 per year, eight per cent said that their household bought no raw meat compared with four per cent of those with a household income of £10,400 and over, and 79% reported buying raw meat that was not specifically free range or organic, compared with 64% of those with an annual household income of £52,000 and over. Fourteen per cent of the lowest income group reported that their household usually bought supermarket premium brands of raw meat, compared with 47% of those with a household income of £52,000 and over.

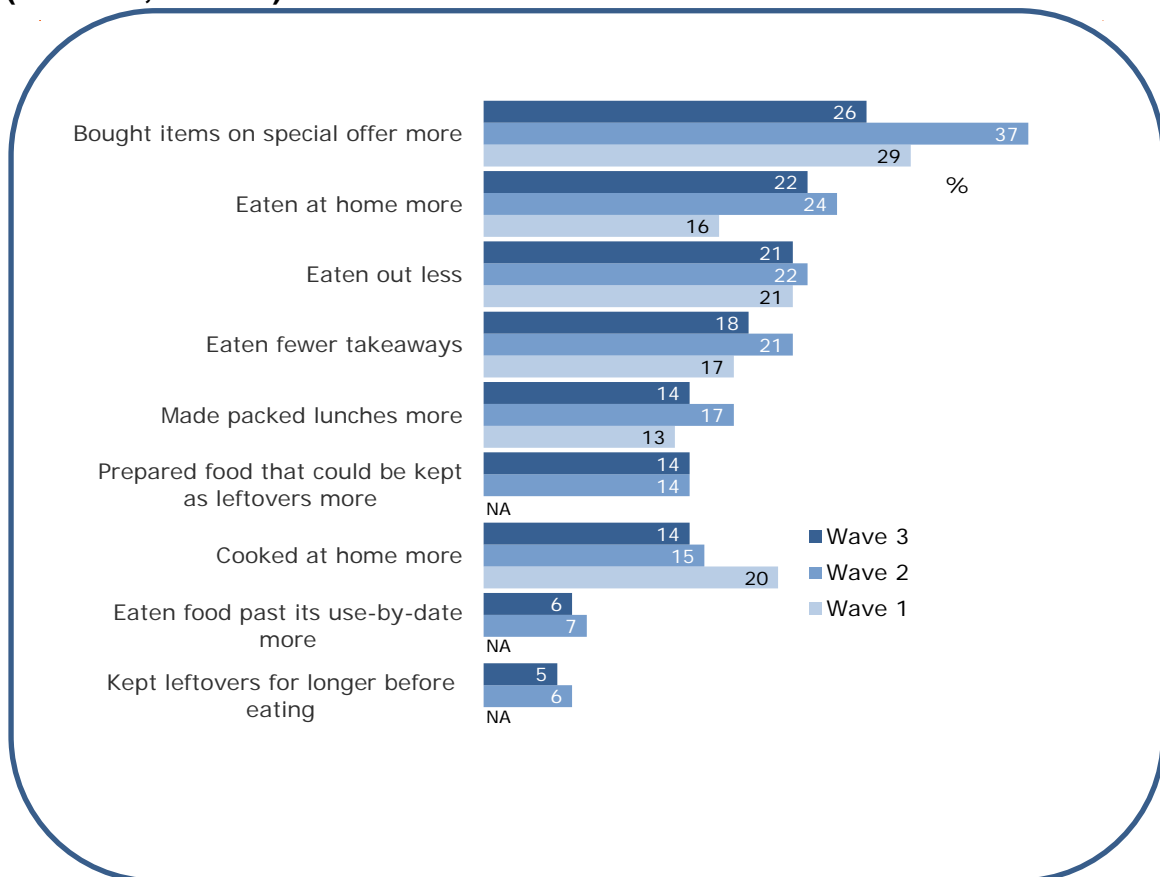
¹⁵ The following variables were analysed to identify statistically significant differences: age, gender, country of residence, household size, presence of children in household, income, socio-economic classification, and working status. There were no differences by presence of children in the household.

- Some differences by **socio-economic group** were observed. For example, those in professional and managerial households were more likely than those in intermediate or routine / manual households to report usually buying free range meat (38% compared with 33% and 24%), and to report buying premium branded meat (39% compared with 29% and 22%).
- Differences by **working status** were observed. For example, unemployed respondents were less likely than those currently in employment and those who were retired to report usually buying fresh meat (88% compared with 94% and 93%) and less likely to report usually buying free range meat (20% compared with 34% and 32%). Other differences by working status reflected those by age, with respondents who were retired less likely than those in employment or unemployed to report buying pre-packaged meat (67% compared with 79% and 75%).

6. Changes in buying and eating arrangements for financial reasons

6.1 Reported changes in buying and eating arrangements for financial reasons

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



Source: Q3_13 Have you made any of these changes in the last 6 months for financial reasons?

Note: respondents were able to give multiple answers

Base: One third of total sample – Wave 1 (1,034); All respondents - Wave 2 (3,231); All respondents – Wave 3 (3,453)

- Overall, 52% of respondents at Wave 3 reported making at least one change in their buying or eating arrangements in the last six months for financial reasons, compared with 60% at Wave 2 (there is no comparable figure for Wave 1 due to questionnaire changes).
- Reports of a number of actions differed between Waves 1 and 2, but these differences were not found between Wave 1 and Wave 3. At Wave 3, 26% of respondents reported that they had bought items on special offer more, similar to the proportion at Wave 1, compared with 37% at Wave 2. The proportions of respondents reporting having eaten fewer takeaways (18%) or made more packed lunches (14%) were also similar to the proportions at Wave 1.

- Respondents at Wave 3 were, however, more likely to report eating at home more (22%) compared with Wave 1 (16%) and this was similar to the proportion at Wave 2.

6.2 Variation in changes in buying and eating arrangements for financial reasons among different groups in the population¹⁶

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

- **Women** were more likely than men to report making at least one change to their eating arrangements in the last six months for financial reasons (55% of women, 48% of men), while there had been no difference between men and women at Wave 2. In particular, women were more likely to report buying more items on special offer (29% of women, 23% of men), report preparing food that could be kept as leftovers more (17% of women, 12% of men), and report making more packed lunches (16% of women, 11% of men).
- Similar to Wave 2, the likelihood of reporting making some change was higher for younger respondents compared with older respondents. Around two thirds (64%) of those aged 16-44 reported making a change compared with 57% of those aged 55-64, 41% of those aged 55-64 and 27% of those aged 65 and over. This pattern was repeated across all of the main changes reported.

Other variations at Wave 3

- Respondents in **Scotland** (46%) were less likely than those in England (53%) and Northern Ireland (54%) to report making any change to eating arrangements in the last six months for financial reasons.
- Differences by **household size** were observed: 46% of respondents in one and two person households reported making at least one change compared with 61% of those in larger households.
- Respondents in households with **children aged under 16** were more likely to report having made a change to their buying and eating arrangements (66%) than those in households with no children (46%).
- There was no variation by **household income** in the likelihood of reporting making at least one change to eating arrangements in the last six months for financial reasons. However, eight per cent of those with an annual household income of less than £26,000 said that they kept leftovers longer, compared with four per cent of those from higher income households. In contrast, respondents with a household income of £10,400 or more were more likely to report making more packed lunches (15%) than respondents with a lower household income (six per cent).
- There was little difference by **socio-economic group**, although 19% of those in managerial and professional households reported eating at home more, compared with 23% of those in intermediate and routine / manual households.
- Variation in making changes for financial reasons by **working status** was observed. Of those who were in employment, 57% reported making at least one

¹⁶ The following variables were analysed to identify statistically significant differences: age, gender, country of residence, household size, presence of children in household, income, socio-economic classification and working status.

change, compared with 74% of those who were unemployed and 28% of those who had retired.