

The 2014

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Survey
Technical Report

The 2014



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1. Introduction

This report includes a full description of the methods used in Wave 3 of the Food and You survey. Copies of key survey documents (such as the questionnaire, advance letter and leaflet) are included in the Appendix.

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

1.1 Role of the Food Standards Agency (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. In 2010 there were changes in responsibility for nutrition policy.¹

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 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. 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.

1.2 Background to the survey

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 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 on the findings and methodological details are

¹ On 1 October 2010, responsibility for nutrition policy (healthy eating, including labelling) was transferred to the Department of Health in England and to the Welsh Assembly Government in Wales. Nutrition policy in Scotland and Northern Ireland remains the responsibility of the FSA.

available on the FSA website². Specific examples of use of the findings include results from Wave 1 being used to determine the theme of the 2012 FSA Food Safety week³ 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 practices⁴ and the relationships between nutrition and food safety⁵. 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. After the changes in responsibility for nutrition policy (see previous page) Waves 2 and 3 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.

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.

1.3 Other relevant surveys

Other government surveys also collect information on food and diet – specifically the National Diet and Nutrition Survey (NDNS)⁶ and the Health Survey for England (HSE)⁷.

² 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

³ <http://www.food.gov.uk/news-updates/campaigns/germwatch/>

⁴ <http://www.food.gov.uk/science/research/ssres/fs409012>

⁵ <http://www.food.gov.uk/science/research/ssres/crosscutss/fs307014>

⁶ Further information on the NDNS can be found at:

<http://www.food.gov.uk/science/dietarysurveys/ndnsdocuments/>

⁷ Further information on the HSE can be found at: <http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles-related-surveys/health-survey-for-england>

2. Sample design

2.1 Introduction

Food and You has a multi-stage random probability design, incorporating the following stages:

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

Probability methods were applied at each stage, so that each adult had an equal probability of selection, as described below.

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

In order to optimise consistency and comparability, the sampling methodology adopted at Wave 3 was the same as that used at Waves 1 and 2. A fresh set of Primary Sampling Units (PSUs) was selected for Wave 3, as was done at Wave 2.

The Wave 3 survey comprised 3,453 interviews with adults across the UK, carried out face-to-face in respondents' homes. The samples in Wales, 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 final results were weighted to ensure that the countries where the sample was boosted were not over-represented. The sample profile is shown in the table below.

Table 1 Weighted and unweighted sample profile

	Unweighted (n)	Unweighted (%)	Weighted (%)
Total	3,453	100	100
England	1,951	56.5	83.8
Wales	503	14.6	4.9
Scotland	475	13.8	8.5
Northern Ireland	524	15.2	2.8

2.2 Stratification

The primary stratification employed was by region (formerly Government Office Regions). This divided England into nine categories. Scotland, Wales and Northern Ireland were each treated as a separate region.

The samples were allocated to each region 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)⁸, to help ensure correct socio-economic representation when the PSUs were selected.

2.3 Sample frame

The small user⁹ 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 these values were divided by the planned cluster size to calculate the number of PSUs required in every stratum. Twenty-five addresses were sampled in each PSU.

The number of addresses included in each PSU per stratum was listed. Address counts per PSU were then cumulated and the total was divided by the number of sampling points required to give the sampling interval needed for the selection of PSUs. 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 total number of addresses.

An initial sample was drawn of 167 PSUs in England, 40 in Wales, 40 in Scotland and 40 in Northern Ireland. A reserve sample of 20 additional points in England and 10 each in Wales, Scotland and Northern Ireland was also selected¹⁰. Of these, six were subsequently issued to interviewers in Scotland. The six points were selected randomly from the 10 reserve points. The final number of PSUs was therefore 167 in England, 40 in Wales, 46 in Scotland and 40 in Northern Ireland (293 in total).

⁸ Source: Census 2011 data best fitted to PSU (postcode sector).

⁹ The small user PAF excludes large user postcodes which are postcodes assigned to one single address (non-residential addresses such as for a large businesses that would not be eligible for the survey).

¹⁰ The reserve PSUs were a precaution, in case responses rates were lower than expected and the required sample size might not be achieved. In the event, monitored response rates were running a little lower than hoped in Scotland so some reserve PSUs were issued.

2.6 Selection of addresses

The specific addresses 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.

Interviewers were issued with a total of 7,325 addresses (4,175 in England, 1,000 in Wales, 1,150 in Scotland and 1,000 in Northern Ireland).

2.7 Selection of dwelling units

Interviewers completed an Electronic Contact Sheet (ECS) for each sampled address.

A proportion of addresses contained more than one dwelling (for example, different flats or bedsits). In those cases the dwelling to be interviewed was selected by the ECS, using a Kish grid random selection procedure¹¹.

2.8 Selection of households

A very small proportion of dwelling units contained more than one household. In those cases the household to be interviewed was selected by a random procedure using a Kish grid built into the ECS.

2.9 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 built into the ECS.

2.10 Interview dates

Interviews were carried out between 24th March and 24th August 2014.

¹¹ The Kish grid random selection procedure is programmed into the ECS. For addresses where there is more than one dwelling unit, the interviewers list the dwelling units in order (according to the flat/room numbering or using a systematic method for those that are not labelled). Based on the number of dwelling units the Kish grid random selection procedure built into the ECS tells interviewers which dwelling unit to conduct the survey at.

3. The questionnaire

3.1 Questionnaire development

An extensive development phase was undertaken before finalising the questionnaire and survey procedures. This was to ensure that Wave 3 of the survey captured relevant information for the FSA and that the highest possible quality data was produced.

Prior to commissioning Wave 3, a review of the Wave 2 questionnaire was undertaken by the FSA research team (consisting of members of the Social Science Research Unit, and with advice from FSA colleagues and the Food and You Working Group). This review looked at each question used at Wave 2 and considered its appropriateness for inclusion at Wave 3. The review stage also identified new areas of interest which were to be considered for inclusion in the survey, including: the Office for National Statistics (ONS) harmonised wellbeing questions; further details on food allergies; and revised questions on the Food Hygiene Rating Scheme (FHRS). Most of these questions had already been used on existing Agency surveys or other government surveys and so pilot testing was not imperative. However, the FSA agreed with TNS BMRB that there was value in carrying out a small scale cognitive test on any new questions.

Following the commissioning of Wave 3, questions based on further discussions with the FSA were developed by TNS BMRB for cognitive testing, as well as a newly designed advance letter and leaflet. The new draft survey questions, along with the letter and leaflet were cognitively tested with 30 respondents in two locations, to ascertain whether they worked as intended. The cognitive testing assessed whether respondents were able to answer the new questions accurately and also highlighted any ambiguous question wording, which was subsequently amended.

A revised questionnaire was produced based on the cognitive testing findings, interviewer feedback, and discussions between the TNS BMRB and FSA project teams. The final questionnaire was reviewed by the FSA and the Advisory Group.

A separate report has been produced which covers the questionnaire testing in detail¹².

3.2 Questionnaire content

The topics included in the Wave 3 questionnaire were as follows:

- Information about household members
- Eating habits (including eating out)
- Shopping habits
- Food safety attitudes and behaviour
- Self-reported health
- Healthy eating (Scotland and Northern Ireland only)
- Demographics

¹² <http://www.food.gov.uk/science/research/ssres/foodandyou>

The questionnaire changes between Wave 2 and Wave 3 were as follows:

- New pre-coded responses added to Q7.1:
 - 'On a diet trying to gain weight'
 - 'Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)'
- Existing pre-coded response at Q7.1 'Avoid certain food for medical reasons' amended to 'Avoid certain food for medical reasons other than a food allergy'
- New question added – Q2.3b 'Have you seen a doctor or GP about your food allergy?'
- New question added – Q2.3c 'And has your food allergy been clinically diagnosed? By 'clinically diagnosed' I mean confirmed by a test performed at a specialised allergy clinic.'
- New question added – Q2.19 'And does anyone in your household, other than you, have a food allergy?'
- Statement deleted from Q2.16: 'I don't really think about what I eat.'
- Statement added to Q2.16: 'I'm not generally interested in food and cooking.'
- Examples deleted from pre-coded answer 5 at Q2.33: 'e.g. McDonalds, KFC, kebab shops'
- Q2.34 amended from a numeric question to a banded numeric question with the following categories:
 - 1-2 times
 - 3-5 times
 - 6+ times
 - None
 - Don't know (CODE NOT SHOWN)
- New question added – Q2.10b 'And which of these is the most important to you?'
- Wales FHRS sticker image added to Q12.1 and Q12.2
- Example at pre-coded answer 2 at Q3.3 and Q3.4 amended from 'e.g. Tesco Metro' to 'e.g. Metro / Local'.
- New question added – Q3.5a 'Which, if any, of the following types of raw meat do you / does your household usually buy?'
- New question added – Q3.5b 'And do you / does your household usually buy fresh or frozen raw meat or both fresh and frozen?'
- New question added – Q3.5c 'And which, if any, of the following kinds of raw meat do you / does your household usually buy?'

- New question added – Q3.5d ‘And do you / does your household usually buy pre-packaged raw meat, loose or freshly cut raw meat or both?’
- New question added – Q3.5e ‘And which, if any, of the following brands of raw meat do you / does your household usually buy?’
- New question added – Q3.5f ‘And where do you / does your household usually buy raw meat?’
- Existing question Q4.1 amended to ask ‘...I would like you to tell me whether you do **or don’t do** the following things.....’ rather than ‘...I would like you to tell me whether you do the following things.....’
- Statements deleted from Q4.1:
 - ‘Wear an apron when cooking’
 - ‘Follow a recipe when making something new’
- Statements added to Q4.1:
 - ‘Wash raw chicken’
 - ‘Eat duck if the meat is pink or has pink or red juices’
 - ‘Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices’
- Existing statement at Q4.1 amended from ‘Wash raw meat or poultry’ to ‘Wash raw meat or poultry *other than* chicken’
- Question deleted Q4.1a:
 - How often do you....
 - a. Change the dishcloths or sponges that you use for washing up?
 - b. Change the dishcloths or sponges that you use for cleaning your kitchen?
 - c. Change tea towels?
 - d. Clean your sink and draining board thoroughly?
 - e. Wipe down the surfaces in your kitchen?
 - f. Use tea towels to dry washing up?
- Q6.4 ‘How easy do you find it to read the labelling on food products (e.g. ingredients, nutrition or storage information) in terms of the size of the print (using glasses or contact lenses if you wear them)?’ moved forward in the questionnaire to appear immediately after Q4.21 ‘Do you check use by dates when you are buying food?’
- Statements from H2.2 added to Q4.27 and H2.2 deleted:
 - ‘I enjoy reading articles about food in newspapers or magazines’
 - ‘The price of food means I don’t often buy the food I would like to’

- 'I enjoy making new things to eat'
- New question added: Q4.26b 'Have you had food poisoning in the last year?'
- New question added: Q4.27b 'Was it medically diagnosed as food poisoning, by that I mean were samples tested that showed you definitely had food poisoning?'
- New question added: Q4.27c 'Do you remember what type of food poisoning you had? IF YES: What type was it?'
- New question added: Q4.29 'In which of the following ways did you learn to cook?'
- New question added: Q4.29b 'And which was the main way you learn to cook?'
- New question added: Q4.30 'In which of the following ways have you learnt about food safety?'
- New question added: Q4.29b 'And which was the main way you learn about food safety?'
- New pre-coded response added to Q11.8b and Q11.8c:
 - 'Social media'
- New question added: Q4.31b 'And which is the main source of information you use to find out about how to prepare and cook food safely at home?'
- Food production section deleted:
 - Q8.3 'Which of the following have you heard of in relation to food production?'
 - Q8.4 'How much do you agree or disagree with the following statement? I feel knowledgeable about the use of <TECHNOLOGY MENTIONED AT Q8.3> in food production.'
 - Q8.5 'How much do agree or disagree with the following statement? <TECHNOLOGY MENTIONED AT Q8.3> in food production makes me feel uneasy.'
 - Q11.3 'Please tell me the extent to which you are concerned or unconcerned by each of the following issues?'
 - Q11.4 'You have indicated that you are concerned about <ISSUES MENTIONED AT Q11.3>. In response, have you done any of the following over the past year?'
- Office for National Statistics (ONS) harmonised questions on well-being added:
 - Q6.4a 'On a scale of 0-10, where 0 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays?'
 - Q6.4b 'On a scale of 0-10, where 0 is not at all worthwhile and 10 is completely worthwhile, overall, to what extent do you feel the things you do in your life are worthwhile?'
 - Q6.4c 'On a scale of 0-10, where 0 is not at all happy and 10 is completely happy, overall, how happy did you feel yesterday?'

- Q6.4d 'On a scale of 0-10, where 0 is not at all anxious and 10 is completely anxious, overall, how anxious did you feel yesterday?'
- Statement added to H2.16:
 - 'Small dietary changes, such as eating less fat, can lead to benefits for my future health'
- Statement deleted from H2.16:
 - 'Even if you don't have a really healthy diet, it's worth making small changes such as eating less fat'
- Pre-coded answer added to H2.21:
 - 'To increase / gain weight'
- Examples deleted from pre-coded answer 4 at H2.40: 'e.g. McDonalds, kebab shops'
- Q7.2 question wording amended from 'In which of these ways do you occupy this accommodation?' to 'Do you (or your household) own or rent this accommodation?'
- Q7.2 pre-coded response 3 changed from 'Pay part rent and part mortgage (shared ownership)' to 'Part own and part rent (shared ownership)'
- Q7.2 clarification text in brackets added to the end of pre-coded response 4 'Rent it (includes all those who are on housing Benefit or Local Housing Allowance)'
- Q7.2 small change to text in pre-coded response 5 from '...excluding squatting' to '...but excluding squatters'
- Q7.4 pre-coded response 1 changed from 'the local authority / council / Scottish Homes' to 'the local authority / local council / ALMO / Housing Executive (N Ireland)
NOTE TO INTERVIEWER: Tenants in Scotland may continue to refer to Scottish Homes as their landlord – they should also be coded in this group'
- Q7.4 pre-coded response 2 changed from 'a housing association, charitable trust or Local Housing Company' to 'a housing association, RSL, charitable trust or Local Housing Company'
- Q7.4 pre-coded response 5 changed from 'relative / friend (before you lived here) of a household member' to 'relative / acquaintance of any current household member from before this tenancy started'
- Q7.18 pre-coded response F changed from 'Employment and Support Allowance' to 'Employment Support Allowance (ESA)'
- New pre-codes added to Q7.18:
 - Universal Credit
 - Personal Independence Payment
- Filter for Q7.24 'What is your Religion, even if you are not currently practising?' changed, so that this question is only asked in England.

- New question Q8.24b ‘What is your Religion, even if you are not currently practising?’ added for respondents in Wales, with a slightly different list of pre-coded answers compared with Q7.24, Q8.24c and Q8.24d
- New question Q8.24c ‘What is your Religion, even if you are not currently practising?’ added for respondents in Scotland, with a slightly different list of pre-coded answers compared with Q7.24, Q8.24b and Q8.24d
- New question Q8.24d ‘What is your Religion, even if you are not currently practising?’ added for respondents in Northern Ireland, with a slightly different list of pre-coded answers compared with Q7.24, Q8.24b and Q8.24c. Unlike Q7.24, Q8.24b and Q8.24c, this question asks for a spontaneous response.
- ONS harmonised question on Internet access added: Q8.25b ‘The following question is about your household access to the Internet. By access I mean whether anyone in your household could use the Internet, at home, if they wanted to, even if just to send an e-mail. Does anyone in your household have access to the Internet from home?’
- New question added: Q8.26b ‘And do you use the Internet for work or for personal use or both?’
- New question added: Q8.27 ‘In which of these ways do you access the Internet for personal use?’
- New question added: Q8.27b ‘And which is the main way you access the Internet for personal use?’
- New question added: Q8.27c ‘And which of these connections do you use to access the Internet for personal use?’
- New question added: Q8.27d ‘And which is the main connection you use to access the Internet for personal use?’

A copy of the questionnaire is included in the Appendix.

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. 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 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.

3.3 Interview length

In England and Wales, interviews lasted 48 minutes per respondent on average. In Scotland and Northern Ireland an additional 10 minutes of questions on healthy eating were asked, making the average total length 58 minutes.

4. Fieldwork

4.1 Carrying out the fieldwork

Interviews were conducted using Computer Assisted Personal Interviewing (CAPI) by interviewers from TNS. Interviews in Northern Ireland were conducted by Millward Brown Ulster, a sister company to TNS BMRB.

4.2 Briefing of interviewers

All interviewers watched a video briefing. The video briefing lasted approximately 30 minutes and covered the following areas:

- The background to the project
- Overview of the fieldwork process
 - Interview length and number of interviews required
 - Random probability sampling and how to maximise the response rate
 - The advance letter and leaflet
 - How to use the Electronic Contact Sheet (ECS)
- The doorstep procedure
 - How to introduce the survey
 - Who is eligible to take part in the survey
 - Obtaining consent for 16 and 17 year olds
- Administering the questionnaire
 - The use of show cards
 - Definitions of words
- The questionnaire
 - The structure
 - Questions on which there were specific instructions

Interviewers were also provided with a set of written instructions, which can be found in the Appendix.

4.3 Advance letter and leaflet

All sampled addresses were sent a letter and leaflet in advance of the interviewer's first visit. The letter gave a brief introduction to the survey and emphasised the importance of taking part. The letter also indicated that all information would be kept confidential. The leaflet provided more information about the survey and why it was being conducted.

In order to maximise the response rate, the letter was sent on FSA headed paper and was addressed from the research project manager at the FSA¹³. The leaflet included information to address common queries.

¹³ There was a risk that sending a letter using FSA letterhead could increase desirability bias, with respondents possibly more likely to provide socially desirable answers to the food safety questions than if the letter had been sent using TNS BMRB letterhead. However, the benefit of the positive impact on the response rate was deemed to be greater than the risk of social desirability bias.

Interviewers were responsible for sending out the letters and leaflets for their own assignments. The letters and leaflets were posted to sampled households by first class post a few days before the interviewer visited the household for the first time.

Interviewers were provided with a copy of the letter and leaflet to use on the doorstep as a prompt, if required.

For addresses in Wales, the advance letter and leaflet were both provided in English and Welsh. A slightly different version of the leaflet was produced for Northern Ireland to explain that the interviewing would be conducted by Millward Brown Ulster. Copies of the advance letters and leaflets can be found in the Appendix.

4.4 Incentive

A £10 high street gift card incentive was offered to each respondent on completion of their interview. This was mentioned in the advance letter as a thank you for completing the interview. Towards the end of fieldwork (from 12th July onwards) a £25 high street gift card was offered in an attempt to maximise response rates¹⁴. The number of respondents who received the increased incentive in each country was 330 in England, 91 in Wales, 150 in Northern Ireland and 115 in Scotland.

4.5 Contacting procedures

Interviewers were required to make at least six attempts to contact the residents at each sampled address. These calls were made on different days of the week, and at different times of day. At least three calls were made on a weekday evening (after 6pm) or at a weekend to maximise the probability of contact with the household residents.

Each time interviewers called at an address they recorded the outcome in their ECS.

4.6 Parent/guardian permission

If the selected respondent was aged 16 or 17 and lived with a parent/guardian, consent was obtained from the parent/guardian before the interviewer approached the young person. Once the parent/guardian permission had been obtained, the survey was introduced to the selected young person in the usual way. If the parent/guardian could not be contacted, or refused permission, the interview with the young person was not attempted.

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

¹⁴ Any possible bias introduced as a result of this change was deemed to be less than the non-response bias would have been if none of the remaining respondents participated in the survey.

4.7 Interviewing in Wales

In order to ensure that the requirements of the Welsh Language Act and the Agency's Welsh Language Scheme were met, a Welsh language version of the advance letter and leaflet 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 also 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. Around 230 calls to the helpline were received during the fieldwork period. The majority of calls were made either to opt-out of the survey or to arrange an appointment to take part in the survey.

An email address was set up at the FSA, allowing respondents to get in touch with the survey team with any queries. Around 20 people contacted the FSA (either by email or by other means e.g. through the helpdesk). The nature of the enquiries included queries about the activation of the gift card incentives, requests to opt-out of the survey and requests to verify the identity of interviewers.

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 at the end of June in an attempt to convert these cases to completed interviews.

4.10 Response rate

The overall obtained response rate was 52% of eligible households in the sample across the UK. Response rates varied by country:

- England – 51%
- Wales – 58%
- Scotland – 47%
- Northern Ireland – 57%

The response rate was lower than the overall Wave 2 response rate of 54% (53% for England and Wales, 52% for Scotland and 56% for Northern Ireland).

Tables 3 to 7 show the full breakdown of responses obtained; Table 2 shows a condensed version of the full breakdowns in Tables 3 to 7 for ease of comparison across the countries. At an overall UK level, eight per cent of eligible households were not contacted, 33% refused to take part and seven per cent could not be interviewed for other reasons. Northern Ireland had the highest level of non-contact but the lowest level of refusals.

Table 2 Summary of survey responses – UK total and each country

	England	Wales	Scotland	Northern Ireland	UK
In scope addresses (= 100%)	3838	870	1019	925	6652
	%	%	%	%	%
Total no contact	9	5	7	11	8
Total refusal	34	33	35	26	33
Total other unproductive	6	4	11	7	7
Total interview completed	51	58	47	57	52

Table 3 Breakdown of survey responses – UK total

	UK total	
	n	% of in scope
Addresses sampled	7,325	
Ineligible addresses		
Not yet built/under construction/derelict/demolished	25	
Vacant/empty housing unit	374	
Non-residential address	74	
Communal establishment/institution	22	
Not main residence	113	
Other ineligible	11	
Inaccessible	14	
Unable to locate address	40	
Total ineligible	673	
In scope addresses	6,652	100%
No contact		
Unknown if address is residential due to non-contact	218	
Contact made but not with responsible adult	17	
No contact with anyone at the address	193	
No contact with selected respondent	135	
Needed parental permission but no contact with parent	1	
Total no contact	564	8%
Refusal		
Unknown if address is residential due to refusal	76	
Parental permission refused	4	
Office refusal (by letter, phone or email)	54	
Info about dwellings or occupants refused	1041	
Refusal by selected person	861	
Proxy refusal	149	
Total refusal	2,185	33%
Other unproductive		
Unknown if address is residential (other)	30	
Contact with selected respondent but no appointment	70	
Broken appointment	86	
Person ill at home during survey period	30	
Selected person away or in hospital	51	
Physically or mentally unable	50	
Inadequate English	32	
Lost interview	37	
Partial interview	1	
Other unproductive	63	
Total other unproductive	450	7%
Interview completed	3,453	52%

Table 4 Breakdown of survey responses – England

	England	
	n	% of in scope
Addresses sampled	4,175	
Ineligible addresses		
Not yet built/under construction/derelict/demolished	16	
Vacant/empty housing unit	191	
Non-residential address	41	
Communal establishment/institution	10	
Not main residence	39	
Other ineligible	6	
Inaccessible	9	
Unable to locate address	25	
Total ineligible	337	
In scope addresses	3,838	100%
No contact		
Unknown if address is residential due to non-contact	158	
Contact made but not with responsible adult	6	
No contact with anyone at the address	104	
No contact with selected respondent	73	
Needed parental permission but no contact with parent	1	
Total no contact	342	9%
Refusal		
Unknown if address is residential due to refusal	52	
Parental permission refused	4	
Office refusal (by letter, phone or email)	39	
Info about dwellings or occupants refused	602	
Refusal by selected person	510	
Proxy refusal	101	
Total refusal	1,308	34%
Other unproductive		
Unknown if address is residential (other)	11	
Contact with selected respondent but no appointment	45	
Broken appointment	48	
Person ill at home during survey period	12	
Selected person away or in hospital	32	
Physically or mentally unable	29	
Inadequate English	18	
Lost interview	23	
Partial interview	1	
Other unproductive	18	
Total other unproductive	237	6%
Interview completed	1,951	51%

Table 5 Breakdown of survey responses – Wales

	Wales	
	n	% of in scope
Addresses sampled	1,000	
Ineligible addresses		
Not yet built/under construction/derelict/demolished	5	
Vacant/empty housing unit	70	
Non-residential address	9	
Communal establishment/institution	3	
Not main residence	37	
Other ineligible	4	
Inaccessible	1	
Unable to locate address	1	
Total ineligible	130	
In scope addresses	870	100%
No contact		
Unknown if address is residential due to non-contact	27	
Contact made but not with responsible adult	3	
No contact with anyone at the address	8	
No contact with selected respondent	7	
Needed parental permission but no contact with parent	0	
Total no contact	45	5%
Refusal		
Unknown if address is residential due to refusal	7	
Parental permission refused	0	
Office refusal (by letter, phone or email)	8	
Info about dwellings or occupants refused	120	
Refusal by selected person	127	
Proxy refusal	22	
Total refusal	284	33%
Other unproductive		
Unknown if address is residential (other)	1	
Contact with selected respondent but no appointment	10	
Broken appointment	6	
Person ill at home during survey period	2	
Selected person away or in hospital	1	
Physically or mentally unable	8	
Inadequate English	4	
Lost interview	2	
Partial interview	0	
Other unproductive	4	
Total other unproductive	38	4%
Interview completed	503	58%

Table 6 Breakdown of survey responses – Scotland

	Scotland	
	n	% of in scope
Addresses sampled	1,150	
Ineligible addresses		
Not yet built/under construction/derelect/demolished	3	
Vacant/empty housing unit	65	
Non-residential address	19	
Communal establishment/institution	5	
Not main residence	27	
Other ineligible	1	
Inaccessible	2	
Unable to locate address	9	
Total ineligible	131	
In scope addresses	1,019	100%
No contact		
Unknown if address is residential due to non-contact	19	
Contact made but not with responsible adult	4	
No contact with anyone at the address	37	
No contact with selected respondent	13	
Needed parental permission but no contact with parent	0	
Total no contact	73	7%
Refusal		
Unknown if address is residential due to refusal	9	
Parental permission refused	0	
Office refusal (by letter, phone or email)	6	
Info about dwellings or occupants refused	163	
Refusal by selected person	163	
Proxy refusal	16	
Total refusal	357	35%
Other unproductive		
Unknown if address is residential (other)	16	
Contact with selected respondent but no appointment	9	
Broken appointment	21	
Person ill at home during survey period	7	
Selected person away or in hospital	11	
Physically or mentally unable	13	
Inadequate English	5	
Lost interview	7	
Partial interview	0	
Other unproductive	25	
Total other unproductive	114	11%
Interview completed	475	47%

Table 7 Breakdown of survey responses – Northern Ireland

	Northern Ireland	
	n	% of in scope
Addresses sampled	1,000	
Ineligible addresses		
Not yet built/under construction/derelict/demolished	1	
Vacant/empty housing unit	48	
Non-residential address	5	
Communal establishment/institution	4	
Not main residence	10	
Other ineligible	0	
Inaccessible	2	
Unable to locate address	5	
Total ineligible	75	
In scope addresses	925	100%
No contact		
Unknown if address is residential due to non-contact	14	
Contact made but not with responsible adult	4	
No contact with anyone at the address	44	
No contact with selected respondent	42	
Needed parental permission but no contact with parent	0	
Total no contact	104	11%
Refusal		
Unknown if address is residential due to refusal	8	
Parental permission refused	0	
Office refusal (by letter, phone or email)	1	
Info about dwellings or occupants refused	156	
Refusal by selected person	61	
Proxy refusal	10	
Total refusal	236	26%
Other unproductive		
Unknown if address is residential (other)	2	
Contact with selected respondent but no appointment	6	
Broken appointment	11	
Person ill at home during survey period	9	
Selected person away or in hospital	7	
Physically or mentally unable	0	
Inadequate English	5	
Lost interview	5	
Partial interview	0	
Other unproductive	16	
Total other unproductive	61	7%
Interview completed	524	57%

5. Data preparation and outputs

5.1 Introduction

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

As the main interviews were conducted via Computer Assisted Personal Interviewing (CAPI), data entry was not necessary. 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 1998.

5.2 Coding of 'other' answers

Where questions allowed interviewers to enter an 'other' answer, the 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 coded as 'other'.

Code frames are included in the Appendix.

5.3 Coding of occupation

Respondents were asked about the industry in which they were employed and their occupation. If a respondent was not currently in employment the question 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)¹⁵, occupation details for the HRP were also collected.

The occupations of respondents and HRPs were coded to sub-major groups using the Standard Occupational Classification (SOC 2010).

Occupation coding was carried out using the automated coding program CASCOT¹⁶, developed by the Institute for Employment Research at the University of Warwick.

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 Statistics¹⁷.

¹⁵ The Household Reference Person is the sole householder or, if there is more than one, as the householder with the highest personal income from all sources. If two or more householders have the same income, the eldest is the Household Reference Person.

¹⁶ For more information on CASCOT see <http://www2.warwick.ac.uk/fac/soc/ier/publications/software/cascot/>

¹⁷ <http://www.statistics.gov.uk/default.asp>

5.4 Data files

The dataset has been produced in SPSS format and will be archived at the UK Data Archive¹⁸ and available at data.gov.uk¹⁹.

5.5 Weighting

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

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

Design weights were applied to correct for the lower selection probabilities of adults in multi-adult (and household/dwelling) households. For example, if there were four adults in a given household the resulting sample design weight for the single interviewed adult was proportional to $1/(1/4)$, i.e. proportional to four. In a one adult household, the weight was proportional to $1/1$, i.e. proportional to one. In other words the influence of the former respondent was increased fourfold relative to the influence of the latter respondent to compensate for the fact the former respondent was four times less likely to be included in the sample.

For the UK weight, the design weight corrected the over-representation of Wales, Scotland and Northern Ireland relative to England (resulting from the boosted samples in those countries).

The achieved sample profile was compared in each country with Annual Population Survey (APS) data²⁰ for working status by gender and age group. In England English region was also compared.

Rim weighting was then applied to the data for Wales, Northern Ireland and Scotland with targets for working status by gender, and age group; the rim weighting on the England data had targets for working status by gender, age by gender, and region.

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

5.6 Design effect

The design effect caused by weighting and clustering the sample was calculated. The design effect is the ratio of the actual variance, under the sampling method used, to the variance computed under the assumption of simple random sampling.

In conducting significance tests it is assumed that the achieved sample is a simple random sample from the survey population. The design effect takes into account the actual complexity of the sample design.

As design effects vary question by question, design effects were calculated for questions Q2_3, Q2_37, Q3_1, Q4_11, Q4_9, Q4_21, Q4_25 and Q4_29. These questions were selected to represent the different sections of the questionnaire.

¹⁸ <http://www.data-archive.ac.uk/>

¹⁹ <http://data.gov.uk/>

²⁰ 2013 mid-year APS data

A combined design effect was then calculated by averaging the individual design effects. The combined design effect can be used for all questions in the survey.

The overall design effect for the UK data was 2.22²¹.

The actual sample size divided by the design effect equals the effective sample size. The effective sample size - rather than the actual sample size - was used for tests of significance.

5.7 Profile of the achieved sample

Tables 8-12 show the profile of the unweighted and weighted survey samples by country and in total compared with the APS, for a range of variables.

²¹ Design effects show how sample structure affects the precision of estimates using the precision of a simple random sample as the baseline. A design effect of 2.22 for a certain estimate means that the standard error around that estimate is 2.22 times higher than the standard error of a simple random sample. Design effects inflate the standard errors of estimates and expand the confidence intervals around them in order to allow for the effect of clusters in the sample. Such losses in precision due to cluster effects are traded for increases in sample efficiency and analytical power.

Table 8 APS targets, unweighted and weighted samples – England

England	APS data	Food and You unweighted sample		Food and You sample, weighted	
	%	n	%	n	%
England	100.0	1,951	100.0	2,896	100.0
Working status by gender					
Men in full time work	26.8	419	21.5	774	26.8
Men not in full time work	22.1	442	22.8	639	22.1
Women in work	26.4	541	27.8	764	26.4
Women not in work	24.7	548	28.2	718	24.8
Age by gender					
Men aged 16-24	7.3	63	3.2	212	7.3
Men aged 25-34	8.4	177	6.0	244	8.4
Men aged 35-49	12.6	225	11.5	364	12.6
Men aged 50-64	10.9	213	10.9	316	10.9
Men aged 65+	9.6	244	12.5	278	9.6
Women aged 16-24	7.0	84	4.3	203	7.0
Women aged 25-34	8.5	157	8.0	245	8.5
Women aged 35-49	12.8	283	14.5	371	12.8
Women aged 50-64	11.2	275	14.1	325	11.2
Women aged 65+	11.7	290	14.9	339	11.7
Region					
North East	4.9	123	6.3	143	4.9
North West	13.3	292	15.0	384	13.3
Yorkshire & Humberside	9.9	207	10.6	288	10
East Midlands	8.6	194	9.9	248	8.6
West Midlands	10.5	214	11.0	303	10.5
East of England	11.0	214	11.0	320	11.0
London	15.3	196	10.0	444	15.3
South East	16.3	313	16.0	472	16.3
South West	10.2	198	10.1	294	10.2

Table 9 APS targets, unweighted and weighted samples – Wales

Wales	APS data	Food and You unweighted sample		Food and You sample, weighted	
	%	n	%	n	%
Wales	100.0	503	100.0	168	100.0
Working status by gender					
Men in full time work	23.8	89	17.7	40	24.0
Men not in full time work	24.9	113	22.5	41	24.6
Women in work	25.5	129	25.6	43	25.8
Women not in work	25.8	172	34.2	43	25.6
Age group					
16-24	14.9	39	7.8	25	14.9
25-34	14.6	77	15.3	24	14.6
35-49	23.4	98	19.5	39	23.3
50-64	23.3	142	28.2	39	23.3
65+	23.8	147	29.2	40	23.9

Table 10 APS targets, unweighted and weighted samples – Scotland

Scotland	APS data	Food and You unweighted sample		Food and You sample, weighted	
	%	n	%	n	%
Scotland	100.0	475	100.0	293	100.0
Working status by gender					
Men in full time work	25.2	94	19.8	74	25.2
Men not in full time work	22.9	111	23.4	67	22.8
Women in work	26.9	127	26.7	79	27.0
Women not in work	25.0	143	30.1	73	25.0
Age group					
16-24	14.2	43	9.1	42	14.2
25-34	15.7	59	12.4	46	15.7
35-49	24.7	117	24.6	73	24.8
50-64	23.9	127	26.7	70	23.9
65+	21.5	129	27.2	63	21.5

Table 11 APS targets, unweighted and weighted samples – Northern Ireland

Northern Ireland	APS data		Food and You unweighted sample		Food and You sample, weighted	
	%	n	%	n	%	
Northern Ireland	100.0	524	100.0	96	100.0	
Working status by gender						
Men in full time work	25.7	92	17.5	25	26.2	
Men not in full time work	22.9	127	24.2	22	22.6	
Women in work	26.0	130	24.8	25	26.1	
Women not in work	25.4	175	33.4	24	25.2	
Age group						
16-24	15.2	49	9.4	15	15.3	
25-34	17.2	71	13.5	16	17.1	
35-49	26.0	132	25.2	25	25.9	
50-64	22.3	130	24.8	21	22.3	
65+	19.3	142	27.1	19	19.5	

Table 12 APS targets, unweighted and weighted samples – UK

UK	APS data	Food and You unweighted sample		Food and You sample, weighted	
	%	n	%	n	%
UK	100.0	3,453	100.0	3,453	100.0
Working status by gender					
Men in full time work	26.5	694	20.1	913	26.4
Men not in full time work	22.3	793	23.0	768	22.3
Women in work	26.4	927	26.8	912	26.4
Women not in work	24.8	1038	30.1	858	24.9
Age					
16-24	14.4	278	8.1	496	14.4
25-34	16.7	481	13.9	576	16.7
35-49	25.2	855	24.8	871	25.2
50-64	22.3	887	25.7	772	22.4
65+	21.4	952	27.6	738	21.4
Gender					
Men	48.7	1,488	43.1	1,683	48.7
Women	51.3	1,965	56.9	1,770	51.3
Region					
England	83.8	1,951	56.5	2,896	83.8
Wales	4.9	503	14.6	168	4.9
Scotland	8.5	475	13.8	293	8.5
Northern Ireland	2.8	524	15.2	96	2.8

6. Appendix – survey documents

6.1 The final questionnaire

INTRODUCTORY TEXT:

Good morning/afternoon/evening. My name is working for TNS (Millward Brown Ulster IN NORTHERN IRELAND) on behalf of TNS BMRB, an independent research company.

We are carrying out a major national study for the Food Standards Agency, looking at how people buy, prepare and store food and attitudes to eating in and out of the home.

HOUSEHOLD INFORMATION

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

Before we begin, I just want to remind you that everything you tell me today will be treated in the strictest confidence.

First I'd like to ask you a few questions about your accommodation and who lives here with you.

1.1

1.0 (Amended)

How many people live in this household INCLUDING YOURSELF?

INTERVIEWER: ENTER NUMBER OF PEOPLE IN THE HOUSEHOLD. INCLUDE PEOPLE WHO USUALLY LIVE IN THIS HOUSEHOLD WHO ARE AWAY FOR UNDER 6 MONTHS.

NUMERIC 1-29

IF Q1.0>1

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.

ASK ALL

1.2

1.1 (Old)

Name

FIRST NAME ONLY

OPEN BOX

1.3a

1.2a (Amended)

Date of Birth

What is <TEXTFILL: your/their> date of birth?

FOR MONTH NOT GIVEN....ENTER 6 FOR MONTH

FOR DAY NOT GIVEN....ENTER 15 FOR DAY

ENTER THE DATE USING THE FORMAT: DD/MM/YYYY

OPEN BOX

Ref CODE NOT SHOWN

IF YEAR OF BIRTH NOT GIVEN

1.3b

1.2b (Amended)

What was <TEXTFILL: your/their> age last birthday?

NUMERIC 0-120

Ref CODE NOT SHOWN

IF REFUSE TO GIVE AGE AT 1.2B

1.3c

1.2c (Amended)

Are you/ Is <TEXTFILL: name>...?

READ OUT BANDS

1. Under 3
2. 3-5
3. 6-10
4. 11-15
5. 16-17
6. 18-19
7. 20-24
8. 25-34
9. 35-44
10. 45-54
11. 55-64
12. 65+

Refused CODE NOT SHOWN

NOTE: ANSWERS AT 1.2C TO BE KEPT SEPARATE FROM 1.2A AND 1.2B

1.4

1.3 (Amended)

Gender

CODE FIRST THAT APPLIES

1. Male
2. Female

1.5

1.6 (Amended)

What is the relationship of <TEXTFILL: name> to you?

READ OUT, SINGLE CODE

REPEAT FOR EACH MEMBER OF THE HOUSEHOLD OTHER THAN RESPONDENT

1. Spouse
2. Cohabiting partner
3. Son/daughter (incl. adopted)
4. Step-son/daughter
5. Foster child
6. Son-in-law/daughter-in-law
7. Parent/guardian
8. Step-parent
9. Foster parent
10. Parent-in-law
11. Brother/sister (incl. adopted)
12. Step-brother/sister
13. Foster brother/sister
14. Brother/sister-in-law
15. Grand-child
16. Grand-parent
17. Other relative
18. Other non-relative
19. Civil partner

Refused CODE NOT SHOWN

REPEAT Q1.2-1.3 FOR EACH HOUSEHOLD MEMBER AND Q1.6 FOR EACH HOUSEHOLD MEMBER OTHER THAN RESPONDENT

ASK ALL

1.6

1.4a (Amended)

Living arrangements

Are you...

ASK OR RECORD

CODE FIRST THAT APPLIES

INTERVIEWER: THE AIM IS TO OBTAIN THE LEGAL MARITAL STATUS,
IRRESPECTIVE OF ANY DE FACTO ARRANGEMENT

1. single, that is never married and never registered a same-sex civil partnership
2. married and living with husband/wife
3. in a registered same-sex civil partnership and living with your partner
4. separated, but still legally married
5. divorced
6. widowed?
7. [spontaneous only] separated, but still legally in a same-sex civil partnership
8. [spontaneous only] formerly a same sex civil partner, the civil partnership now legally dissolved
9. [spontaneous only] a surviving civil partner: his/her partner having since died

Refused CODE NOT SHOWN

IF (1.0>1) AND (1.4A=1,4,5,6,7,8,9)

1.7

1.4b (New)

May I just check, are you living with someone in this household as a couple?

ASK OR RECORD

ONLY RESPONDENTS WHO ARE LIVING WITH THEIR PARTNER IN THIS HOUSEHOLD SHOULD BE CODED AS LIVING TOGETHER AS A COUPLE. YOU MAY CODE NO WITHOUT ASKING THE QUESTION ONLY IF ALL MEMBERS OF THE HOUSEHOLD ARE TOO CLOSELY RELATED FOR ANY TO BE LIVING TOGETHER IN A DE FACTO MARITAL RELATIONSHIP.

1. Yes
2. No
3. SPONTANEOUS ONLY - same sex couple (but not in a formal registered civil partnership)

FOR ALL MEMBERS OF HOUSEHOLD AGED 16 OR OVER (USE THE DUMMY QUESTION WHICH COMBINES 1.2A, 1.2B AND 1.2C FOR THIS)

1.8

1.5 (Old)

Working status

Please look at the screen and tell me which best describes <TEXTFILL: your/name's> main current activity?

CODE ONE ONLY

SHOW SCREEN

1. Self employed full-time (30+ hours per week)
 2. Self employed part-time (less than 30 hours per week)
 3. In paid full-time employment (30+ hours per week)
 4. In paid part-time employment (less than 30 hours per week)
 5. Unemployed
 6. Retired from paid work altogether
 7. On maternity leave
 8. Looking after family or home
 9. Full-time student/ at school
 10. Long term sick or disabled
 11. Unable to work because of short-term illness or injury
 12. On a government training scheme
 13. Doing something else (PLEASE GIVE DETAILS)
- Ref CODE NOT SHOWN

EATING HABITS

2.1

2.3 (Old)

How often do you cook or prepare food for yourself?

SHOW SCREEN, SINGLE CODE

1. At least once a day
2. 5-6 times a week
3. 3-4 times a week
4. Once or twice a week
5. Once a fortnight
6. Once a month
7. Less than once a month
8. Never
9. It varies too much to say

2.2

2.4 (Old)

How often do you cook or prepare food for others?

SHOW SCREEN, SINGLE CODE

1. At least once a day
2. 5-6 times a week
3. 3-4 times a week
4. Once or twice a week
5. Once a fortnight
6. Once a month
7. Less than once a month
8. Never
9. It varies too much to say

2.3

7.1 (Old)

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

RANDOMISE ORDER, BUT ALWAYS KEEP VEGETARIAN STATEMENTS TOGETHER AND ALWAYS KEEP AVOIDANCE STATEMENTS TOGETHER.

SHOW SCREEN, CODE ALL THAT APPLY
MULTICODE

INTERVIEWER NOTES:

- AVOIDING FOOD FOR MEDICAL REASONS INCLUDES CONDITIONS SUCH AS DIABETES.
- A FOOD ALLERGY IS A FAST AND POTENTIALLY SERIOUS RESPONSE TO FOOD BY YOUR IMMUNE SYSTEM, TRIGGERING SYMPTOMS SUCH AS A RASH, WHEEZING AND ITCHING.

1. Completely vegetarian
2. Partly vegetarian
3. Vegan
4. Allergic to certain food
5. On a diet trying to lose weight
6. On a diet trying to gain weight
7. Avoid certain food for religious or cultural reasons
8. Avoid certain food for medical reasons other than a food allergy
9. Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)
10. Other (SPECIFY)
11. None

IF 2.3 = 4 'Allergic to certain food'

2.3b

Have you seen a doctor or GP about your food allergy?

IF HAS MORE THAN ONE FOOD ALLERGY AND HAS SEEN A DOCTOR/GP ABOUT AT LEAST ONE CODE 'YES'.

Yes

No

Don't know

IF 2.3b = 1 'Yes'

2.3c

And has your food allergy been clinically diagnosed? By 'clinically diagnosed' I mean confirmed by test performed at a specialised allergy clinic.

IF HAS MORE THAN ONE FOOD ALLERGY AND AT LEAST ONE HAS BEEN CLINICALLY DIAGNOSED CODE 'YES', EVEN IF OTHER FOOD ALLERGIES HAVE NOT BEEN CLINICALLY DIAGNOSED.

Yes

No

Don't know

IF Q1.0>1

2.19

And does anyone in your household, other than you, have a food allergy?

Yes

No

Don't know

2.4a

Q2.7a (Amended)

In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat BREAKFAST AT HOME?

NUMERIC 0-7

SPONTANEOUS: Never eat breakfast

Don't know CODE NOT SHOWN

IF Q2.7A=1-7

2.5a

Q2.8a (Amended)

Thinking about all the times you were eating your breakfast in the last 7 days AT HOME, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: **“Which other people did you mainly eat with?”**

(MULTICODE)

SHOW SCREEN, CODE ALL THAT APPLY

- 1 Ate alone (SINGLE CODE ONLY)
- 2 Partner
- 3 Child(ren)
- 4 Parent(s)/guardian(s)
- 5 Brother(s)/sister(s)
- 6 Other family members
- 7 Friends
- 8 Someone else (specify)
- 9 Don't know CODE NOT SHOWN

2.4b

Q2.7b (Amended)

In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat LUNCH AT HOME?

NUMERIC 0-7

SPONTANEOUS: Never eat lunch

Don't know CODE NOT SHOWN

IF Q2.7b=1-7

2.5b

Q2.8c (Amended)

Thinking about all the times you were eating your lunch in the last 7 days AT HOME, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: **“Which other people did you mainly eat with?”**

(MULTICODE)

SHOW SCREEN, CODE ALL THAT APPLY

- 1 Ate alone (SINGLE CODE ONLY)
- 2 Partner
- 3 Child(ren)
- 4 Parent(s)/guardian(s)
- 5 Brother(s)/sister(s)
- 6 Other family members
- 7 Friends
- 8 Someone else (specify)
- 9 Don't know CODE NOT SHOWN

2.4c

Q2.7c (Amended)

In the last 7 days, that is since last (INSERT NAME OF DAY 7 DAYS AGO), on how many days out of that seven did you eat your MAIN EVENING MEAL AT HOME?

NUMERIC 0-7

SPONTANEOUS: Never eat a main evening meal

Don't know CODE NOT SHOWN

IF Q2.7C=1-7

2.5c

Q2.8e (Amended)

Thinking about all the times you were eating your main evening meal in the last 7 days AT HOME, did you mainly eat alone or with other people?

INTERVIEWER – IF WITH OTHER PEOPLE: **“Which other people did you mainly eat with?”**

(MULTICODE)

SHOW SCREEN, CODE ALL THAT APPLY

1 Ate alone (SINGLE CODE ONLY)

2 Partner

3 Child(ren)

4 Parent(s)/guardian(s)

5 Brother(s)/sister(s)

6 Other family members

7 Friends

8 Someone else (specify)

9 Don't know CODE NOT SHOWN

2.6

2.14 (Amended)

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

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

DK CODE NOT SHOWN

FOODS – RANDOMISE LIST – FIX ORDER OF TWO FISH ITEMS AND ORDER OF VEGETABLE ITEMS

Beef, lamb or pork

Poultry

Pre-cooked meats, like ham or meat pâté

Milk and dairy foods like cheese and yoghurt

Eggs

Fish, excluding shellfish

Shellfish (includes crab, prawns and lobster)

Raw fruit

Raw vegetables, including salad

Cooked vegetables

Pre-packed sandwiches

FOR “POULTRY” STATEMENT SHOW FOLLOWING INTERVIEWER INSTRUCTION:
INTERVIEWER PROMPT IF NECESSARY: BY POULTRY WE MEAN BIRDS SUCH AS CHICKEN OR TURKEY THAT ARE RAISED FOR THEIR EGGS OR MEAT

2.7

2.16 (Amended)

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

READ OUT

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Don't know CODE NOT SHOWN

NA CODE NOT SHOWN

RANDOMISE LIST

Good health is just a matter of good luck

I'm not generally interested in food and cooking

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

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

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

I enjoy cooking and preparing food

I don't have time to spend preparing and cooking food

When preparing food for myself I could be more careful about hygiene

2.8

2.33 (Old)

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 A TO CONFIRM DEFINITION

1 EATEN IN A RESTAURANT

2 EATEN IN A PUB

3 EATEN IN A CAFÉ OR COFFEE SHOP

4 Bought food or drink from a café, coffee shop or sandwich bar to take away

5 EATEN FAST FOOD

6 Eaten food from a work canteen

7 Eaten food from a cinema, bowling alley, theme park or other leisure facility

8 EATEN TAKEAWAY FOOD (E.G. INDIAN/CHINESE/PIZZA/FISH AND CHIPS)

9 NONE OF THESE

10 ALL OF THE ABOVE

IF NONE GO TO Q2.35, OTHERS CONTINUE

2.9

2.34 (Old)

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

1-2 times

3-5 times

6+ times

None

Don't know CODE NOT SHOWN

SHOW INFORMATION SCREEN TO ALL INTERVIEWERS

REFER TO SAME SHOW CARD A "THE CATEGORIES INCLUDED FOR EATING OUT" (FROM Q2.33) FOR THE NEXT TWO QUESTIONS (Q2.35 & Q2.37)

2.10

2.35 (Old)

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 A
SHOW SCREEN

I never eat out at all

IF CODES 1 – 8 OR 10 GIVEN AT 2.33 DO NOT SHOW "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

ASK IF 2.10 NOT = 'None of these' AND MORE THAN ONE SOURCE MENTIONED AT
2.10

2.10b

And which of these is the most important to you?

ONLY SHOW CODES MENTIONED AT 2.10

SHOW SCREEN, SINGLE CODE

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.

Something else SHOW TEXT ENTERED AT Q2.10

All equally important - DO NOT SHOW THIS CODE – SPONTANEOUS ONLY

Don't know – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY

IF SELECTED I NEVER EAT OUT AT ALL AT Q2.35 SKIP TO 12.1, OTHERS CONTINUE

2.11

2.37 (Old)

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 A

Very aware
Fairly aware
Neither aware nor unaware
Fairly unaware
Very unaware
(Don't know) CODE NOT SHOWN

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

2.12

2.38 (Old)

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

2.13

2.39 (New)

When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

READ OUT, SINGLE CODE

A lot more safe when I eat out
A bit more safe when I eat out
About the same
A bit less safe when I eat out
A lot less safe when I eat out
Spontaneous: It varies too much to say
DK CODE NOT SHOWN
NA CODE NOT SHOWN

ASK ALL

2.14

12.1 (New)

Have you ever seen any of these before?

SHOW SCREEN

RANDOMISE ORDER OF IMAGES

LIST

Scotland FHIS image

England FHRS image

Wales FHRS image

Scores on the doors image

SCALE

Yes

No

FOR EACH LOGO ASK IF 12.1=YES

ASK 12.2 IMMEDIATELY AFTER RESPONDENTS ANSWER "YES" AT 12.1 (I.E. BEFORE CONTINUING WITH OTHER 12.1 QUESTIONS)

2.15

12.2 (New)

Where have you seen this image?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY MULTICODE

LIST

Scotland FHIS image

England FHRS image

Wales FHRS image

Scores on the doors image

SCALE

Food establishment window or door (e.g. restaurant/cafe)

Website

Internet (no specific detail)

Newspaper/magazine

Other (specify)

DK CODE NOT SHOWN

ASK ALL

2.16

12.3 (New)

I have just shown you some images that are examples of food hygiene rating schemes. In the last 12 months, have you used a food hygiene rating scheme, like the ones you have just seen, to check an establishment's hygiene standards before deciding to visit?

INTERVIEWER PROMPT IF NECESSARY: BY FOOD ESTABLISHMENT, WE MEAN RESTAURANTS, CAFES, TAKEAWAYS, HOTELS AND FOOD SHOPS

Yes

No

ASK IF 12.3 = YES

2.17

12.4 (New)

Where did you check the rating?

READ OUT, CODE ALL THAT APPLY
MULTICODE.

INTERVIEWER PROMPT IF NECESSARY: BY FOOD ESTABLISHMENT, WE MEAN RESTAURANTS, CAFES, TAKEAWAYS, HOTELS AND FOOD SHOPS

Food establishment window or door (e.g. restaurant/cafe)

On the Internet

Somewhere else (specify)

DK CODE NOT SHOWN

ASK IF 12.3 = YES

2.18

12.5 (New)

How helpful do you find food hygiene rating schemes when deciding where to eat out?

READ OUT. SINGLE CODE.

Very helpful

Fairly helpful

Neither helpful nor unhelpful

Fairly unhelpful

Very unhelpful

DK CODE NOT SHOWN

SHOPPING

And now some questions on shopping...

3.1 (Old)

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

3.3 (Amended)

Where <TEXTFILL DEPENDING ON NUMBER IN HH: do you/does your household> shop for food? Please include all shopping, including your main shopping, top-up shopping in between your main shopping trips, meat and fish, fruit and vegetables, and any other food shopping.

MULTICODE

SHOW SCREEN, CODE ALL THAT APPLY

- 1 Large supermarket
- 2 Mini supermarket e.g. Metro/Local
- 3 Local/corner shop (including newsagents)
- 4 Garage forecourt
- 5 Independent greengrocer
- 6 Independent butcher
- 7 Independent baker
- 8 Independent fishmonger
- 9 Market (including stalls or farmer's markets)
- 10 Farm
- 11 Home delivery – from a supermarket
- 12 Home delivery (including vegetable boxes) – not from a supermarket
- 13 Other shop

IF MORE THAN ONE CHOSEN AT Q3.3

3.3

3.4 (Amended)

Which of these is used for your 'main' shopping trip?

INTERVIEWER IF NECESSARY: 'MAIN' SHOPPING TRIP IS THE TRIP WHEN THEY BUY THE LARGEST AMOUNT OR SPEND THE MOST MONEY ON FOOD

READ OUT, SINGLE CODE

ONLY CODES CHOSEN AT Q3.3 SHOWN

- 1 Large supermarket
- 2 Mini supermarket e.g. Metro/Local
- 3 Local/corner shop (including newsagents)
- 4 Garage forecourt
- 5 Independent greengrocer
- 6 Independent butcher
- 7 Independent baker
- 8 Independent fishmonger
- 9 Market (including stalls or farmer's markets)
- 10 Farm
- 11 Home delivery – from a supermarket
- 12 Home delivery (including vegetable boxes) – not from a supermarket
- 13 Other shop
- 14 Use more than one of these for main shop (SPONTANEOUS ONLY)
- 15 Don't do a main shop (SPONTANEOUS ONLY)

ASK ALL

3.4

3.7 (Old)

How often do you <TEXTFILL IF MORE THAN 1 IN HH: (or someone else)> do a main shop for your household food shopping?

INTERVIEWER: IF RESPONDENT SAYS 'DON'T DO A MAIN SHOP', CODE AS 'NEVER'

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

3.5a

Which, *if any*, of the following types of raw meat <TEXTFILL IF 1 IN HH: do you/TEXTFILL IF MORE THAN 1 IN HH: does your household> usually buy?

RANDOMISE ORDER

SHOW SCREEN, CODE ALL THAT APPLY

MULTICODE

- 1 Minced or diced
- 2 Meat portion (e.g. steak, chops or chicken breast)
- 3 Processed (e.g. sausages or bacon)
- 4 Joints (e.g. of beef, lamb, pork, etc.)
- 5 Whole chicken or other poultry
- 6 Other type of raw meat (specify)
- 7 Do not buy raw meat

ASK IF 3.5a NOT = 7 'Do not buy raw meat'

3.5b

And <TEXTFILL IF 1 IN HH: do you/TEXTFILL IF MORE THAN 1 IN HH: does your household> usually buy fresh or frozen raw meat or both fresh and frozen?

CODE ALL THAT APPLY

MULTICODE

- 1 Fresh
- 2 Frozen
- 3 Don't know

ASK IF 3.5a NOT = 7 'Do not buy raw meat'

3.5c

And which, *if any*, of the following kinds of raw meat <TEXTFILL IF 1 IN HH: do you/TEXTFILL IF MORE THAN 1 IN HH: does your household> usually buy?

RANDOMISE ORDER

SHOW SCREEN, CODE ALL THAT APPLY

MULTICODE

- 1 Free range
- 2 Organic
- 3 Standard (i.e. not free range and not organic)
- 4 Don't know CODE NOT SHOWN

ASK IF 3.5a NOT = 7 'Do not buy raw meat'

3.5d

And <TEXTFILL IF 1 IN HH: do you/TEXTFILL IF MORE THAN 1 IN HH: does your household> usually buy pre-packaged raw meat, loose or freshly cut raw meat or both?

CODE ALL THAT APPLY

MULTICODE

- 1 Pre-packaged
- 2 Loose or freshly cut
- 3 Don't know CODE NOT SHOWN

ASK IF 3.5a NOT = 7 'Do not buy raw meat'

3.5e

And which, *if any*, of the following brands of raw meat <TEXTFILL IF 1 IN HH: do you/TEXTFILL IF MORE THAN 1 IN HH: does your household> usually buy?

SHOW SCREEN, CODE ALL THAT APPLY

MULTICODE

- 1 Supermarket value brand (e.g. Everyday Value)
- 2 Supermarket regular own brand
- 3 Supermarket premium brand (e.g. Finest)
- 4 Supermarket in-store butchers
- 5 Other brand
- 6 Non-branded (e.g. from a butcher's / market)
- 7 Other (specify)
- 8 Don't know – THIS CODE WILL NOT BE SHOWN

ASK IF 3.5a NOT = 7 'Do not buy raw meat'

3.5f

And where <TEXTFILL IF 1 IN HH: do you/TEXTFILL IF MORE THAN 1 IN HH: does your household> usually buy raw meat?

RANDOMISE ORDER BUT KEEP SUPERMARKET AND HOME DELIVERY CODES TOGETHER

SHOW SCREEN, CODE ALL THAT APPLY

MULTICODE

- 1 Large supermarket
- 2 Mini supermarket (e.g. Metro/Local)
- 3 Local/corner shop (including newsagents)
- 4 Garage forecourt
- 5 Independent butcher
- 6 Market (including stalls or farmer's markets)
- 7 Farm
- 8 Home delivery – from a supermarket
- 9 Home delivery – not from a supermarket
- 10 Other shop (specify)
- 11 Don't know – THIS CODE WILL NOT BE SHOWN

3.6

3.12 (Old)

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

3.7

3.13 (Amended)

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

SHOW SHOWCARD B, CODE ALL THAT APPLY

- A Eaten at home more
- B Cooked at home more
- C Eaten fewer takeaways
- D Eaten out less
- E Made packed lunches more
- F Bought items that were on special offer more
- G Prepared food that could be kept as leftovers more
- H Kept leftovers for longer before eating
- I Eaten food past its use-by-date more
- J None of these

FOOD SAFETY

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

4.1 (Amended)

Thinking about when you are storing, preparing and cooking food, I would like you to tell me whether you do or don't do the following things at all when you are in the kitchen and if so how frequently:

RANDOMISE STATEMENTS

DO NOT SHOW HEADINGS OF SECTIONS TO RESPONDENTS

SINGLE CODE

SHOW SCREEN

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

Chilling

- Store open tins in the fridge

Cross contamination

- Use different chopping boards for different foods

FOR CHOPPING BOARD STATEMENT SHOW FOLLOWING INTERVIEWER INSTRUCTION:

IF RESPONDENT ONLY USES ONE CHOPPING BOARD, LET THEM KNOW THAT THIS INCLUDES WASHING THE CHOPPING BOARD WHEN SWITCHING BETWEEN TYPES OF FOOD

- Wash raw meat or poultry *other than* chicken
- Wash raw chicken
- Wash raw fish or seafood
- Wash fruit which is going to be eaten raw
- Wash vegetables (including salad) which are going to be eaten raw
- Wash fruit which is going to be cooked
- Wash vegetables which are going to be cooked

FOR RAW CHICKEN STATEMENT SHOW FOLLOWING INTERVIEWER INSTRUCTION: THIS REFERS TO CHICKEN SPECIFICALLY, RATHER THAN POULTRY IN GENERAL

FOR FRUIT STATEMENTS SHOW FOLLOWING INTERVIEWER INSTRUCTION: IF RESPONDENT ONLY BUYS PRE-PREPARED (WASHED) FRUIT, OR ONLY EATS PEELED FRUIT CODE AS "NA"

FOR VEG STATEMENTS SHOW FOLLOWING INTERVIEWER INSTRUCTION: IF RESPONDENT ONLY BUYS PRE-PREPARED (WASHED) VEGETABLES, OR ONLY EATS PEELED VEGETABLES CODE AS "NA"

Cleaning

- Wash hands before starting to prepare or cook food
- 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
- Eat duck if the meat is pink or has pink or red juices
- Eat burgers or sausages if the meat is pink or has pink or red juices
- Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices

4.3a

4.1b (Amended)

Which of the following methods do you use to defrost frozen meat or fish?

MULTICODE

SHOW SCREEN, CODE ALL THAT APPLY

Placing the meat or fish in water

Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

Leaving the meat or fish in the fridge

Defrosting the meat or fish in the microwave

Other (specify)

Do not defrost meat or fish EXCLUSIVE

DK CODE NOT SHOWN

IF 4.1B=MORE THAN 1 RESPONSE

4.3b

4.1c (Amended)

And which method do you usually use to defrost frozen meat or fish?

ONLY SHOW ANSWERS GIVEN AT 4.1B

SINGLE CODE.

SHOW SCREEN

Placing the meat or fish in water

Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)

Leaving the meat or fish in the fridge

Defrosting the meat or fish in the microwave

SHOW TEXT FROM OTHER SPECIFY

DK CODE NOT SHOWN

4.4

4.3 (Old)

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?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY
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)

4.5

4.8a (New)

Do you have the use of a kitchen, that is, a separate room in which you cook?

INTERVIEWER: NOTE THAT A "KITCHEN DINER" SHOULD BE COUNTED AS A KITCHEN

SINGLE CODE

- Yes
- No

ASK ALL

4.6

4.8c (New)

Which of the following appliances do you have in your household?

SHOW SCREEN, CODE ALL THAT APPLY, RANDOMISE ORDER OF CODES

INTERVIEWER: IF NECESSARY EXPLAIN THAT A "HOB" IS "THE FLAT TOP PART OF A COOKING STOVE, OR A SEPARATE FLAT SURFACE, CONTAINING HOTPLATES OR BURNERS"

- Combined fridge and freezer
- Separate fridge
- Separate freezer
- Dishwasher
- Oven
- Grill
- Hob
- Microwave
- Kettle

None of these

DK CODE NOT SHOWN

IF "COMBINED FRIDGE AND FREEZER" OR "SEPARATE FRIDGE" IS NOT SELECTED
AT 4.8C SKIP TO 4.18

4.7

4.9 (Old)

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 CODE NOT SHOWN

IF NO, I DON'T NEED TO AS IT HAS AN ALARM, OR DON'T KNOW SKIP TO 4.12,
OTHERS ASK Q4.10

4.8

4.10 (Old)

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

4.9

4.11 (Old)

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

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY
MULTICODE

Check the setting / gauge of fridge

Check the temperature display/ thermometer built into the fridge

Put a thermometer in the fridge and check

Look inside/check for ice/condensation

Feel food inside to see if it is cold

Other (SPECIFY)

4.10

4.12 (Old)

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

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT
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 CODE NOT SHOWN

4.11

4.13 (Old)

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

IF 4.13="CERTAIN TYPES OF FOOD ARE ALWAYS KEPT IN CERTAIN PARTS OF THE FRIDGE"

4.12

4.13a (New)

Why do you always keep certain types of food in certain parts of the fridge?

MULTICODE,

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

- Lack of space
- Convenience
- Force of habit
- Food safety / to stop cross contamination / hygiene
- Makes food easier to find
- Other (specify)
- DK CODE NOT SHOWN

4.13

4.14 (Old)

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

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY
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" OR "DON'T STORE RAW MEAT IN THE FRIDGE" SKIP TO Q4.18

4.14

4.15 (Old)

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

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY
MULTICODE

- Away from cooked foods
- Covered with film \ foil
- In a covered container
- In its packaging
- On a plate
- Other (SPECIFY)

ASK ALL

4.15

4.18 (New)

For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?

RANDOMISE ORDER

- Raw meat like beef, lamb, pork or poultry
- Milk and yoghurt
- Cheese
- Eggs
- Fish, excluding shellfish

MULTICODE

SPONTANEOUS - DO NOT SHOW SCREEN OR READ OUT

CODE ALL THAT APPLY

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

How it looks (e.g. mould)

The colour of it

How it smells

How it tastes

What it feels like / the texture

Whether it has been stored correctly

If it doesn't float in water **ONLY SHOW THIS CODE FOR "EGGS" STATEMENT**

Best before date

Use by date

Sell by or display until date

Date unspecified

Other SPECIFY

N/A CODE NOT SHOWN

4.16

4.19 (Old)

Which of these indicates whether food is safe to eat?

SHOW SCREEN, CODE ALL THAT APPLY

MULTICODE

Use by date

Best before date

Sell by date

Display until date

None of these

Don't know CODE NOT SHOWN

(It depends) CODE NOT SHOWN

4.17

4.19b (New)

Which of these is the best indicator of whether food is safe to eat?

SINGLE CODE – ROTATE ANSWER LIST

Use by date

Best before date

Sell by date

Display until date

Don't know CODE NOT SHOWN

4.18

4.21 (Old)

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)

4.18b (old 6.4)

How easy do you find it to read the labelling on food products (e.g. ingredients, nutrition or storage information) in terms of the size of the print (using glasses or contact lenses if you wear them)?

READ OUT

Very easy to read

Quite easy to read

Neither easy nor difficult to read

Quite difficult to read

Very difficult to read

Refused CODE NOT SHOWN

4.19

4.22 (Old)

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)

4.20

4.23a (New)

If you open <TEXTFILL: food item> and keep it stored in the fridge, what is the maximum number of days you would keep it in the fridge for before deciding you would definitely not < TEXTFILL: eat; TEXTFILL IF MILK: drink> it?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

- Up to one day
- Up to two days
- Up to three days
- Up to four days
- Up to five days
- More than five days
- Follow the storage information on the product
- Look at the use-by date
- DK CODE NOT SHOWN
- Not applicable – don't eat or use this food item

ROTATE LIST

- a packet of sliced cooked or cured meat e.g. ham
- a packet of meat, fish or seafood pâté
- a packet of fresh dip e.g. sour cream and chive or hummus
- a packet of smoked fish e.g. smoked mackerel or smoked salmon
- a packet of soft or cream cheese

4.21

4.24 (Old)

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)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

SINGLE CODE

- 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 Q11.6, OTHERS CONTINUE

4.22

4.25 (Old)

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

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT
SINGLE CODE

- Not at all
- Once
- Twice
- Three times
- More than three times
- DK CODE NOT SHOWN

IF NOT AT ALL SKIP TO 11.6, OTHERS CONTINUE

4.23

4.26 (Old)

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

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY
MULTI CODE

- 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

4.24

11.6 (New)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

What is the maximum time after the <<USE BY/BEST BEFORE END>>date that you would <<INSERT>> ?

NOTE FOR INTERVIEWERS – IF RESPONDENT STATES THAT THEY USE THINGS WHICH ARE PAST THEIR USE BY DATES BECAUSE THEY ARE FROZEN PLEASE PROMPT WITH “IMAGINE THEY WERE FRESH”

SCALE

Never

Less than 1 day

Between 1 and 2 days

Between 3 and 4 days

Between 5 and 6 days

Between 1 and 2 weeks

More than 2 weeks

Don't know CODE NOT SHOWN

Don't eat CODE NOT SHOWN

ROTATE LIST

use raw meat (i.e. cook then eat) **(USE BY)**

eat cooked meat **(USE BY)**

eat dairy foods like cheese and yoghurt **(USE BY)**

eat eggs **(BEST BEFORE END)**

eat bread **(BEST BEFORE END)**

4.25

4.27 (Old)

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

I enjoy reading articles about food in newspapers or magazines

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

I enjoy making new things to eat

4.26

4.28 (Old)

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)

ASK IF 4.26="YES MORE THAN ONCE", "YES ONCE" OR "I THINK SO"

4.26b

Have you had food poisoning in the last year?

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)

ASK IF 4.26B="YES MORE THAN ONCE", "YES ONCE" OR "I THINK SO"

4.27

4.28a (New)

<TEXTFILL IF "MORE THAN ONCE" OR "I THINK SO": **Thinking about the most recent occasion you had food poisoning, > did you see a doctor or go to hospital because of it?** SINGLE CODE, SHOW SCREEN

Yes

No

DK (CODE NOT SHOWN)

ASK IF 4.27="YES"

4.27b

Was it medically diagnosed as food poisoning, by that I mean were samples tested that showed you definitely had food poisoning? SINGLE CODE, SHOW SCREEN

Yes

No

DK (CODE NOT SHOWN)

IF 4.27b = 'Yes'

4.27c

Do you remember what type of food poisoning you had? IF YES: What type was it?

RANDOMISE & SINGLE CODE, SHOW SCREEN

1 Campylobacter

2 Salmonella

3 E coli

4 Listeria

5 Viral food poisoning - (SRVSS e.g. shigella)

6 Other (specify)

7 No – can't remember (CODE NOT SHOWN)

8 Don't know (CODE NOT SHOWN)

ASK IF 4.28="YES MORE THAN ONCE", "YES ONCE" OR "I THINK SO"

4.28

4.28b (New)

In response to when you had food poisoning <TEXTFILL IF "MORE THAN ONCE" OR "I THINK SO": most recently> have you done any of the following?

SHOW SCREEN, CODE ALL THAT APPLY

RANDOMISE (FIX "OTHER" AND "TOOK NO ACTION" AT THE BOTTOM)

Tried to get more information about the issue

Read food labels more carefully

Changed the way you cook food

Changed the way you prepare food

Stopped eating certain foods

Stopped eating at certain food establishments (e.g. restaurants/cafes)

Other (specify)

Took no action (SINGLE CODE ONLY)

4.29

In which of the following ways did you learn to cook?

RANDOMISE ORDER

SHOW SCREEN, CODE ALL THAT APPLY

- 1 Learnt from a family member (e.g. parent / grandparent / sibling)
- 2 Learnt from a friend
- 3 Learnt at school
- 4 Did a course outside of school
- 5 Learnt by trying out recipes
- 6 Self-taught (e.g. reading information in books / internet)
- 7 Other (specify)
- 8 Haven't learnt to cook – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY

ASK IF 4.29 NOT = 8 'Haven't learnt to cook' AND MORE THAN ONE WAY MENTIONED

4.29b

And which was the main way you learnt to cook?

ONLY SHOW CODES MENTIONED AT 4.28C 4.29

SHOW SCREEN, SINGLE CODE

- 1 Learnt from a family member (e.g. parent / grandparent / sibling)
- 2 Learnt from a friend
- 3 Learnt at school
- 4 Did a course outside of school
- 5 Learnt by trying out recipes
- 6 Self-taught (e.g. reading information in books / internet)
- 7 Other (specify)
- 8 No main way – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY
- 9 Don't know – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY

4.30

In which of the following ways, have you learnt about food safety?

RANDOMISE ORDER

SHOW SCREEN, CODE ALL THAT APPLY

- 1 Learnt from a family member (e.g. parent / grandparent / sibling)
- 2 Learnt from a friend
- 3 Learnt at school
- 4 Did a course outside of school
- 5 Self-taught (e.g. reading information in books / internet)
- 6 Other (specify)
- 7 Haven't learnt about food safety – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY

ASK IF 4.30 NOT = 7 'Haven't learnt about food safety' AND MORE THAN ONE WAY MENTIONED

4.30b

And which was the main way you learnt about food safety?

ONLY SHOW CODES MENTIONED AT 4.30

SHOW SCREEN, SINGLE CODE

- 1 Learnt from a family member (e.g. parent / grandparent / sibling)
- 2 Learnt from a friend
- 3 Learnt at school
- 4 Did a course outside of school
- 5 Self-taught (e.g. reading information in books / internet)
- 6 Other (specify)
- 7 No main way – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY
- 8 Don't know – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY

4.31

11.8b (New)

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

PROBE: What about any other sources?

INTERVIEWER NOTE: THIS QUESTION MAY SEEM SIMILAR TO THE PREVIOUS QUESTION BUT IT IS SUBTLY DIFFERENT – THE PREVIOUS QUESTION ASKED ABOUT WHERE PEOPLE HAD LEARNT ABOUT FOOD SAFETY IN GENERAL, WHEREAS THIS QUESTION ASKS ABOUT HOW PEOPLE GET INFORMATION ABOUT HOW TO PREPARE AND COOK FOOD SAFELY AT HOME

MULTICODE & RANDOMISE

SHOW SCREEN, CODE ALL THAT APPLY

- Family and friends
- School / college / a course
- Work
- Retailers (e.g. supermarkets)
- Newspapers
- News websites
- Food TV shows / cooking programmes
- Food magazines
- Food websites
- TV / radio campaigns
- Books
- Internet search engine
- Social media
- Product packaging
- Doctor / GP
- Other (specify)
- I don't look for information on food safety

ASK IF 4.31 NOT = 'I don't look for information on food safety' AND MORE THAN ONE SOURCE MENTIONED AT 4.31

4.31b

And which is the main source of information you use to find out about how to prepare and cook food safely at home?

SHOW SCREEN, SINGLE CODE

Family and friends
School / college / a course
Work
Retailers (e.g. supermarkets)
Newspapers
News websites
Food TV shows / cooking programmes
Food magazines
Food websites
TV / radio campaigns
Books
Internet search engine
Social media
Product packaging
Doctor / GP
Other (specify)
No main source – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY
Don't know – CODE NOT SHOWN

4.32

11.8c (New)

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?

PROBE: "WHERE ELSE?" SHOW SCREEN

CODE ALL THAT APPLY & RANDOMISE

Family and friends
School / college / a course
Work
Retailers (e.g. supermarkets)
Newspapers
News websites
Food TV shows / cooking programmes
Food magazines
Food websites
TV / radio campaigns
Books
Internet search engine
Social media
Product packaging
Doctor /GP
Other (specify)
Don't know

4.33

9.2 (New)

Please tell me the extent to which you are concerned or unconcerned by each of the following issues...

SINGLE CODE, SHOW SCREEN

STATEMENTS 3-6 RANDOMISED, BUT FIRST TWO STATEMENTS RE: OVERALL SAFETY FIXED TO BE ASKED FIRST

SCALE

- Very concerned
- Fairly concerned
- Neither concerned nor unconcerned
- Fairly unconcerned
- Very unconcerned
- (DK) CODE NOT SHOWN

The overall safety of food produced in the UK

The overall safety of food imported from outside the UK

The safety of fruit and vegetables produced in the UK

The safety of fruit and vegetables imported from outside the UK

The safety of meat produced in the UK

The safety of meat imported from outside the UK

[NO PART 5 'FOOD PRODUCTION' AT WAVE 3]

HEALTH

Now I am going to ask you some questions about yourself.

ASK ALL

6.1 (Old)

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

SINGLE CODE, SHOW SCREEN

- Very good
- Good
- Fair
- Bad
- Very bad
- Refused CODE NOT SHOWN

6.2 (Amended)

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

1. Yes
2. No

Refusal CODE NOT SHOWN

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

6.3 (Amended)

Does your condition or illness reduce your ability to carry-out day-to-day activities?

RUNNING PROMPT

1. Yes, a lot
2. Yes, a little
3. Not at all

ASK ALL

Next, I would like to ask you some questions about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions I'd like you to give an answer on a scale of nought to ten, where nought is 'not at all' and 10 is 'completely'.

6.4a

On a scale of 0-10, where 0 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays?

PLEASE SELECT ONE ANSWER.

(SCALE: 0 (Not at all satisfied) to 10 (completely satisfied))

6.4b

On a scale of 0-10, where 0 is not at all worthwhile and 10 is completely worthwhile, overall, to what extent do you feel the things you do in your life are worthwhile?

PLEASE SELECT ONE ANSWER.

(SCALE: 0 (not at all worthwhile) to 10 (completely worthwhile))

6.4c

On a scale of 0-10, where 0 is not at all happy and 10 is completely happy, overall, how happy did you feel yesterday?

PLEASE SELECT ONE ANSWER.

(SCALE: 0 (not at all happy) to 10 (completely happy))

6.4d

On a scale of 0-10, where 0 is not at all anxious and 10 is completely anxious, overall, how anxious did you feel yesterday?

PLEASE SELECT ONE ANSWER.

(SCALE: 0 (not at all anxious) to 10 (completely anxious))

PART 7 HEALTHY EATING

THIS SECTION OF QUESTIONS ONLY TO BE ASKED TO RESPONDENTS IN SCOTLAND AND NORTHERN IRELAND

I am now going to ask you some questions about healthy eating.

7.1

H2.1 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

[QUESTION 7.2 DELETED]

ASK ALL

7.3

H2.10 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 CODE NOT SHOWN

FOOD ITEM (RANDOMISE LIST)

Frozen vegetables

Jam

Pure Fruit juice

Jacket potatoes

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

7.4

H2.11 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 CODE NOT SHOWN

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

7.5

H2.12 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 CODE NOT SHOWN

7.6

H2.13 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 CODE NOT SHOWN

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

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

7.7

H2.9 How many portions of fruit and vegetables do you think that health experts recommend people should eat every day?

WRITE IN

Don't know CODE NOT SHOWN

7.8

H2.14 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

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

Fruit and vegetables

7.9

H2.16 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 get confused over what's supposed to be healthy and what isn't

If you are not overweight you can eat whatever you like

Small dietary changes, such as eating less fat, can lead to benefits for my future health

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

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

7.10

H2.17 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.

READ OUT CODES THEN PRESS CONTINUE (NO NEED TO SELECT ANY CODES TO MOVE ON)

SHOW EATWELL PLATE VISUAL – SHOWCARD C

READ OUT

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.

INTERVIEWER: PLEASE SHUFFLE CARDS BETWEEN INTERVIEWS TO RANDOMISE ORDER

INTERVIEWER: HAND OVER SHUFFLE CARDS

READ OUT

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

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

Bread, rice, potatoes, pasta, starchy foods

Fruit and vegetables

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

Food and drinks high in fat and/or sugar

Milk and dairy foods

Section A

Section B

Section C

Section D

Section E

Don't know CODE NOT SHOWN

7.11

H2.18 Thinking about adults, how important do you think the following are for a healthy lifestyle?

SHOW FOOD

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

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

7.12

H2.19 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 D

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

IF ANY CHANGES MADE AT H2.19, OTHERS GO TO H2.22

7.13

H2.21 Why have you made THIS/THESE CHANGE/S to the food you eat in the last 6 months?

PROBE: Anything else?

CODE ALL THAT APPLY

MULTICODE

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

- To increase / gain weight
- To lose weight / maintain / stop gaining weight
- To be more healthy / have a healthier lifestyle
- For health reasons
- Improve diet/start eating healthily
- Keep fit/exercise
- Reduce salt intake
- Reduce cholesterol
- Due to age/getting older
- Publicity / awareness (from experts / media)
- Other (SPECIFY)
- DK

ASK ALL

7.14

H2.22 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?

PROBE: Anything else?

CODE ALL THAT APPLY

MULTICODE

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

No difficulties / already eat healthily EXCLUSIVE

Money / cost of healthy food

Time constraints

Time to prepare / cook food

Healthy foods are too expensive

Work commitments / hours

Already eat healthily

Giving up/cutting out sugar

Don't like healthy food

Giving up/cutting out chocolate

Other (SPECIFY)

DK CODE NOT SHOWN

7.15

H2.24 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

H2.25 AND H2.26 –ASK QUESTIONS IN ORDER OF RESPONDENT’S OWN GENDER – I.E. MEN ASKED H2.26 FIRST, THEN ASKED H2.25; WOMEN ASKED H2.25 FIRST, THEN H2.26.

7.16

H2.25 Health experts make recommendations about the number of calories the average person should eat. Can you tell me what you think is the recommended number of calories average women should eat a day?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

WRITE IN (0 – 9995)

Don’t know CODE NOT SHOWN

7.17

H2.26 Health experts make recommendations about the number of calories the average person should eat. Can you tell me what you think is the recommended number of calories average men should eat a day?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

WRITE IN (0 – 9995)

Don’t know CODE NOT SHOWN

QUESTION H2.27 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

7.18

H2.27 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 an average **CHANGE TEXT **DEPENDING ON GENDER OF RESP.** man/women should eat per day?**

SINGLE CODE, SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

WRITE IN (UPPER RANGE 995)

Don’t know CODE NOT SHOWN

7.19

H2.28 It is recommended that the average man/woman 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

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT

WRITE IN (UPPER RANGE 95 FOR MEN AND 70 FOR WOMEN)

Don’t know CODE NOT SHOWN

7.20

H2.29 What effects do you think eating too much saturated fat can have on your health? PROBE: Which others?

MULTI CHOICE (EXCL NONE AND DK)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

- 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
- Makes you thirsty
- Makes you fat\overweight\obese
- Lose weight
- Bad for hair and/or skin
- Other effect (SPECIFY)
- Don't know CODE NOT SHOWN
- None

7.21

H2.30 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.

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, SINGLE CODE
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 CODE NOT SHOWN

IF SOMETHING ELSE AT H2.30 ASK H2.31, OTHERS GO TO H2.32

7.22

H2.31 How much salt do you think this is?

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT
SINGLE CODE

- 1 teaspoon
- 2 teaspoons
- 1 tablespoon
- Other answer SPECIFY
- Don't know CODE NOT SHOWN

ASK ALL

7.23

H2.32 What effects do you think eating too much salt can have on your health?

MULTI CHOICE (EXCL. NONE AND DK)

SPONTANEOUS – DO NOT SHOW SCREEN OR READ OUT, CODE ALL THAT APPLY

- 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
- Makes you thirsty or dehydrated
- Makes you fat\overweight\obese
- Lose weight
- Bad for hair and/or skin
- Other effect (SPECIFY)
- Don't know CODE NOT SHOWN
- None

7.24

H2.39 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

7.25

H2.40 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

RANDOMISE ORDER, FIX "NONE" AT THE BOTTOM

Restaurants

Pubs

Cafes, Coffee shops and sandwich shops

Fast food restaurants

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

DEMOGRAPHICS

8.1

7.2 (Amended) Do you (or your household) own or rent this accommodation?

SHOW SCREEN

1. Own it outright

2. Buying it with the help of a mortgage or loan

3. Part own and part rent (shared ownership)

4. Rent it (includes all those who are on Housing Benefit or Local Housing Allowance)

5. Live here rent-free (including rent-free in relative's/friend's property but excluding squatters)

6. Squatting

Ref CODE NOT SHOWN

IF RENT OR RENT-FREE AT 7.2 ASK 7.3, OTHERS GO TO 7.5

8.2

7.3 (Amended)

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

INTERVIEWER INSTRUCTIONS:

IF THE ACCOMMODATION GOES WITH THE JOB OF SOMEBODY WHO IS TEMPORARILY NOT A MEMBER OF THE HOUSEHOLD, CODE YES.

IF THE ACCOMMODATION USED TO GO WITH THE JOB OF SOMEONE IN THE HOUSEHOLD, BUT THIS IS NO LONGER THE CASE, CODE NO.

Yes

No

Ref CODE NOT SHOWN

IF RENT OR RENT-FREE AT 7.2

8.3

7.4 (Amended)

Who is your landlord?

SHOW SCREEN

CODE FIRST THAT APPLIES

ORGANISATIONS:

1. The Local Authority / Council / ALMO / Housing Executive (N Ireland)
- NOTE TO INTERVIEWER: TENANTS IN SCOTLAND MAY CONTINUE TO REFER TO SCOTTISH HOMES AS THEIR LANDLORD – THEY SHOULD ALSO BE CODED IN THIS GROUP
2. A Housing Association, RSL, charitable trust or local housing company
 3. Employer (organisation) of a household member
 4. Another organisation

INDIVIDUALS:

5. Relative/acquaintance of any current household member from before this tenancy started
6. Employer (individual) of a household member
7. Another individual private landlord?

Ref CODE NOT SHOWN

EDIT: SOFT CHECK IF 7.2=5 AND 7.4=1

– You said that the accommodation is rent-free and that the landlord is the council. council accommodation is not normally rent free.

IF MORE THAN ONE PERSON IN HOUSEHOLD WITH AGE \geq 16, OTHERS GO TO 7.7

8.4

7.5 (Old)

In whose name is the accommodation owned or rented?

SHOW LIST OF NAMES OF PEOPLE IN HOUSEHOLD OVER 16 FROM QUESTION 1.1

Ref CODE NOT SHOWN

IF THERE ARE JOINT HOUSEHOLDERS, OTHERS GO TO 7.7

8.5

7.6 (Old)

You have told me that (NAMES) 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

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

8.6

7.7 (Old)

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 CODE NOT SHOWN

IF GOING TO SCHOOL OR COLLEGE FULL-TIME

8.7

7.8 (Old)

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 CODE NOT SHOWN

IF NOT IN EMPLOYMENT

(ANY OF THE FOLLOWING ANSWERS AT 7.7:

“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” OR

“REF”

OR “NO” OR “REF” AT 7.8)

8.8

7.9 (Old)

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

Yes

No

Ref CODE NOT SHOWN

IF YES, GO TO 7.9B, IF “NO OR “REF” GO TO Q7.18

ASK 7.9B IF GIVEN THE FOLLOWING ANSWERS

“ON A GOVERNMENT SCHEME FOR EMPLOYMENT TRAINING” AT 7.7

“YES” AT 7.8

“YES” AT 7.9

8.9

7.9b (New)

ARE/WERE you working as an employee or ARE/WERE you self employed?
SINGLECODE

Employee

Self-employed

ALL IN EMPLOYMENT/EVER WORKED
("IN PAID EMPLOYMENT (OR TEMPORARILY AWAY)" OR "SELF-EMPLOYED (OR TEMPORARILY AWAY)" OR "ON A GOVERNMENT SCHEME FOR EMPLOYMENT TRAINING" AT 7.7 OR "YES AT 7.8 OR "YES"AT 7.9)

8.10

7.10 (Old)

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

(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.

8.11

7.11 (Old)

What IS/WAS YOUR/HRP'S (main) job ?

(OPEN)

8.12

7.12 (Old)

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

(OPEN)

CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

IF EMPLOYEE ("EMPLOYEE" AT 7.9B OR "IN PAID EMPLOYMENT (OR TEMPORARILY AWAY)" AT 7.7), GO TO 7.13, IF SELF EMPLOYED GO TO 7.15

8.13

7.13 (Old)

In your job, DO/DID YOU/ DOES/DID 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 CODE NOT SHOWN

8.14

7.14 (Old)

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

ARE/WERE THERE ...(RUNNING PROMPT)...

1-24

25 – 499

or 500 or more employees?

Ref CODE NOT SHOWN

GO TO 8.17

IF SELF EMPLOYED (“SELF-EMPLOYED” AT 7.9B OR “SELF-EMPLOYED (OR TEMPORARILY AWAY)” AT 7.7)

8.15

7.15 (Old)

ARE/WERE YOU/IS/WAS HRP working on YOUR/THEIR own or DO/DID YOU/THEY have employees?

ASK OR RECORD

On own/with partner(s) but no employees

With employees

Ref CODE NOT SHOWN

IF WITH EMPLOYEES, GO TO 7.16, OTHERS GO TO 7.17

8.16

7.16 (Old)

How many people DO/DID YOU/DOES/DID HRP employ at the place where YOU/THEY WORK/WORKED?

ARE/WERE THERE ...(RUNNING PROMPT)...

1-24

25 to 499, or

500 or more employees

Ref CODE NOT SHOWN

ALL IN EMPLOYMENT/EVER WORKED

8.17

7.17 (Old)

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

READ OUT

full time

or part-time?

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

Ref **CODE NOT SHOWN**

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

8.18

7.18 (Old)

This card shows various possible sources of income. Can you please tell me which kinds of income you (AND YOUR HUSBAND/WIFE/PARTNER) receive?

SHOW SHOWCARD E

- A Earnings from employment or self-employment
- B State retirement pension
- C Pension from former employer
- D Personal pensions
- E Child Benefit
- F Employment Support Allowance (ESA)
- 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 Universal Credit
- T Personal Independence Payment
- U Interest from savings and investments (e.g. stocks and shares)
- V Other kinds of regular allowance from outside your household (e.g. maintenance, student's loans, rent)
- W No source of income EXCLUSIVE
Ref CODE NOT SHOWN

(LOGIC CHECKS ADDED ON BENEFITS SELECTED)

8.19

7.19 (Old)

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.

RESPONSE LIST ON SCREEN SHOULD ONLY SHOW THE LETTERS IN ALPHABETICAL ORDER

SHOW SHOWCARD F

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 CODE NOT SHOWN

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

8.20

7.20 (Old)

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

Yes

No

Ref CODE NOT SHOWN

IF OTHERS IN HOUSEHOLD WITH SOURCE OF INCOME (if 7.20 is Yes)

8.21

7.21 (Old)

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.

RESPONSE LIST ON SCREEN SHOULD ONLY SHOW THE LETTERS IN ALPHABETICAL ORDER

SHOW SHOWCARD F

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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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
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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 CODE NOT SHOWN

ASK ALL

8.22

7.22 (Old)

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 G

1 Higher degree or postgraduate qualifications

2 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

3 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

4 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

5 Trade apprenticeships

6 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

7 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

8 Other qualifications (including overseas) (SPECIFY)

9 None of these

Ref CODE NOT SHOWN

8.23Eng

7.23Eng (Amended)

What is your ethnic group?

Choose one option that best describes your ethnic group or background

SHOW SCREEN

White

1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background, please describe SPECIFY

Mixed / Multiple ethnic groups

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed / Multiple ethnic background, please describe SPECIFY

Asian / Asian British

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background, please describe SPECIFY

Black / African / Caribbean / Black British

14. African
15. Caribbean
16. Any other Black / African / Caribbean background, please describe SPECIFY

Other ethnic group

17. Arab
18. Any other ethnic group, please describe SPECIFY

Ref CODE NOT SHOWN

8.23Wal

7.23Wal (Amended)

What is your ethnic group?

Choose one option that best describes your ethnic group or background

SHOW SCREEN

White

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

Mixed / Multiple ethnic groups

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed / Multiple ethnic background, please describe

Asian / Asian British

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background, please describe

Black / African / Caribbean / Black British

14. African
15. Caribbean
16. Any other Black / African / Caribbean background, please describe

Other ethnic group

17. Arab
18. Any other ethnic group, please describe

Ref CODE NOT SHOWN

8.23Scot

7.23Scot (Amended)

What is your ethnic group?

Choose one option that best describes your ethnic group or background

SHOW SCREEN

White

1. Scottish
2. Other British
3. Irish
4. Gypsy/Traveller
5. Polish
6. Any other White ethnic group, please describe

Mixed or Multiple ethnic groups

7. Any Mixed or Multiple ethnic groups, please describe

Asian, Asian Scottish or Asian British

8. Pakistani, Pakistani Scottish or Pakistani British
9. Indian, Indian Scottish or Indian British
10. Bangladeshi, Bangladeshi Scottish or Bangladeshi British
11. Chinese, Chinese Scottish or Chinese British
12. Any other Asian, please describe

African

13. African, African Scottish or African British
14. Any other African, please describe

Caribbean or Black

15. Caribbean, Caribbean Scottish or Caribbean British
16. Black, Black Scottish or Black British
17. Any other Caribbean or Black, please describe

Other ethnic group

18. Arab, Arab Scottish or Arab British
19. Any other ethnic group, please describe

Ref CODE NOT SHOWN

8.23Nlr

7.23Nlr (Amended)

What is your ethnic group?

Choose one option that best describes your ethnic group or background

SHOW SCREEN

White

1. White
2. Irish Traveller

Mixed / Multiple ethnic groups

3. White and Black Caribbean
4. White and Black African
5. White and Asian
6. Any other Mixed / Multiple ethnic background, please describe

Asian / Asian British

7. Indian
8. Pakistani
9. Bangladeshi
10. Chinese
11. Any other Asian background, please describe

Black / African / Caribbean / Black British

12. African
13. Caribbean
14. Any other Black / African / Caribbean background, please describe

Other ethnic group

15. Arab
16. Any other ethnic group, please describe

Ref CODE NOT SHOWN

ASK IF ENGLAND SAMPLE

8.24

7.24 (Amended)

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

SHOW SCREEN, CODE ONE ONLY

- No religion
- Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
- Buddhist
- Hindu
- Jewish
- Muslim
- Sikh
- Any other religion, please describe OPEN BOX
- Would rather not say

ASK IF WALES SAMPLE

8.24b

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

SHOW SCREEN, CODE ONE ONLY

- No religion
- Christian (all denominations)
- Buddhist
- Hindu
- Jewish
- Muslim
- Sikh
- Any other religion, please describe OPEN BOX
- Would rather not say

ASK IF SCOTLAND SAMPLE

8.24c

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

SHOW SCREEN, CODE ONE ONLY

- No religion
- Church of Scotland
- Roman Catholic
- Other Christian
- Buddhist
- Hindu
- Jewish
- Muslim
- Sikh
- Any other religion, please describe OPEN BOX
- Would rather not say

ASK IF NORTHERN IRELAND SAMPLE

8.24d

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

CODE ONE ONLY

SPONTANEOUS - DO NOT SHOW SCREEN OR READ OUT

INTERVIEWER NOTE: IF RESPONDENT UNABLE TO SAY SPONTANEOUSLY,
PROMPT AS NECESSARY

No religion
Catholic
Presbyterian
Church of Ireland
Methodist
Baptist
Free Presbyterian
Brethren
Protestant – Other, including not specified
Christian – Other, including not specified
Buddhist
Hindu
Jewish
Muslim
Sikh
Any other religion, please describe OPEN BOX
Would rather not say

8.25

7.25 (Old)

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
Ref CODE NOT SHOWN

8.25b

The following question is about your household access to the Internet.

By access I mean whether anyone in your household could use the Internet, at home, if they wanted to, even if just to send an e-mail.

Does your household have access to the Internet from home?

INTERVIEWER NOTE:

'RESPONDENT UNABLE TO ANSWER' SHOULD BE CHOSEN AT THE INTERVIEWER'S DISCRETION ONLY IF IT IS OBVIOUS THAT THE RESPONDENT DOES NOT KNOW WHAT THE INTERNET IS – CODE AS 3.

IF RESPONDENT KNOWS WHAT THE INTERNET IS BUT DOESN'T KNOW WHETHER THE HOUSEHOLD HAS ACCESS, CODE AS 4.

1. Yes
2. No
3. No - Respondent unable to answer
4. Don't know if the household has access

8.26

7.27 (Amended)

I would like to ask about your own use of the Internet. May I just check, have you ever used the Internet at home or anywhere else?

1. Yes
 2. No
- Ref CODE NOT SHOWN

IF CODE 1 AT 7.27

8.26b

And do you use the Internet for work or for personal use or both?

SHOW SCREEN AND CODE ALL THAT APPLY

MULTI CODE

1. Work
 2. Personal use
- Ref CODE NOT SHOWN

IF CODE 1 AT 7.27

8.27 8.26c

7.28 (New)

When did you last use the Internet <TEXTFILL IF CODE 1 AND CODE 2 AT 8.26B: for work or personal use? Was it ...

INDIVIDUAL PROMPT

CODE FIRST THAT APPLIES

Today?

Yesterday?

The day before yesterday?

In the last week?

Over a week ago, up to a month?

Over a month, up to 3 months?

Over 3 months, up to 6 months?

Over 6 months, up to a year?

Over a year ago?

Ref CODE NOT SHOWN

IF CODE 2 AT 8.26B

8.27

In which of these ways do you access the Internet for personal use?

RANDOMISE BUT ALWAYS KEEP CODE 7 AT THE BOTTOM OF THE LIST

SHOW SCREEN AND CODE ALL THAT APPLY

MULTI CODE

1. Through a desktop computer
2. Through laptop or netbook
3. Through a tablet (e.g. an iPad)
4. Through a mobile phone
5. Through a games console
6. Through an Internet enabled TV
7. Through any other electronic device with internet access (e.g. iPod touch, eBook reader, palmtop)

Ref CODE NOT SHOWN

IF 8.27 NOT = REF AND MORE THAN ONE WAY MENTIONED

8.27b

And which is the main way you access the Internet for personal use?

ONLY SHOW CODES MENTIONED AT 8.27

SHOW SCREEN

SINGLE CODE

1. Through a desktop computer
 2. Through laptop or netbook
 3. Through a tablet (e.g. an iPad)
 4. Through a mobile phone
 5. Through a games console
 6. Through an Internet enabled TV
 7. Through any other electronic device with internet access (e.g. iPod touch, eBook reader, palmtop)
 8. No main way – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY
- Don't know CODE NOT SHOWN

IF CODE 2 AT 8.26B

8.27c

And which of these connections do you use to access the Internet for personal use?

SHOW SCREEN AND CODE ALL THAT APPLY

MULTI CODE

1. Fibre Optic Broadband
 2. Other Broadband (DSL)
 3. Broadband – not sure which type
 4. 3G/4G – through a USB key or dongle
 5. 3G/4G – through a SIM card
 6. 3G/4G – not sure which type
 7. Dial up
- Don't know CODE NOT SHOWN

IF 8.27C NOT = DON'T KNOW AND MORE THAN ONE TYPE OF CONNECTION MENTIONED

8.27d

And which is the main connection you use to access the Internet for personal use?

ONLY SHOW CODES MENTIONED AT 8.26E

SHOW SCREEN

SINGLE CODE

1. Fibre Optic Broadband
 2. Other Broadband (DSL)
 3. Broadband – not sure which type
 4. 3G/4G – through a USB key or dongle
 5. 3G/4G – through a SIM card
 6. 3G/4G – not sure which type
 7. Dial up
 8. No main connection – DO NOT SHOW THIS CODE – SPONTANEOUS ONLY
- Don't know **CODE NOT SHOWN**

8.28

7.30 (Amended)

This study is being funded by the Food Standards Agency (FSA), a central government department. Would you be willing for the FSA, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Yes

No

IF "YES" AT 7.30

8.29

7.31 (Amended)

In order to carry out this future research, your contact details may be linked to the answers you have given in this survey. Would you be willing for this information to be passed onto the FSA or an organisation acting on their behalf?

INTERVIEWER ADD IF NECESSARY: We would only pass your contact details and interview information onto the FSA or another research company doing legitimate research on behalf of the Agency, your interview data would never be passed to anyone else or used for commercial purposes.

Yes

No

QUALITY

Record following details:

Name

Address

Landline telephone number

Mobile telephone number

6.2 Interviewer instructions

Background

TNS BMRB has been commissioned by the Food Standards Agency (FSA) to carry out a study among adults aged 16+ across the United Kingdom. The survey asks questions about how people deal with food at home and out of home as well as about their attitudes towards different aspects of food and hygiene. In addition, the FSA in Scotland and Northern Ireland have commissioned an extra set of questions to be asked about healthy eating.

If you are working in England or Wales, the survey should take around 45 minutes and will focus solely on food safety and hygiene.

If you are working in Scotland or Northern Ireland, the survey should take around 60 minutes due to the addition of 15 minutes of healthy eating questions.

TNS BMRB carried out the first and second waves of the survey in 2010 and 2012. The questionnaire for this third wave of the survey is very similar to the questionnaire used at the second wave, apart from a small number of new questions and pre-codes.

Before the launch of this wave of the survey, there has been a development stage. In February 2014, cognitive interviews were carried out with respondents in Bromley and Birmingham to test the understanding and interpretation of a number of proposed new questions on eating habits, shopping and food safety. Feedback was also gathered on the survey introduction, a revised version of the advance letter and a survey information leaflet. The feedback provided from these interviews was used to refine the new questions, as well as the letter and leaflet.

Overview of assignment

The aim of the survey is to achieve a total of 3,595 interviews across the UK. Within this, we are aiming to achieve 2,095 interviews in England, 500 interviews in Wales, 500 interviews in Scotland and 500 interviews in Northern Ireland.

The survey uses a random probability sampling method. This is the same method used on most major government surveys (e.g. British Crime Survey, Taking Part). Each interviewer has been provided with a list of randomly pre-selected addresses, taken from the Post Office Address File (PAF).

As with all surveys of this nature, we want to maximise the response rate. We are aiming for a minimum of 55%, regardless of which country you are interviewing in. We are offering respondents an incentive to take part – they receive a £10 high street gift card on completion of the interview.

Please refer to your offer of work e-mails for fieldwork dates. The assignment size varies with the expected interview length, although all assignments will be issued with 25 addresses.

- In England (CAPI name: **FOOD14E**) the interview length will be 45 minutes and the assignment should take 5.75 days.
- In Wales (CAPI name: **FOOD14W**) the interview length will also be 45 minutes and again the assignment should take 5.75 days.
- In Scotland (CAPI name: **FOOD14S**) the interview length will be 60 minutes and the assignment should take 6.5 days.
- In Northern Ireland (CAPI name: **FOOD14NI**) the interview length will be 60 minutes and again, the assignment should take 6.5 days.

The proportion of deadwood addresses will vary for each assignment, depending on the area and the country you are working in. The overall deadwood rate for the survey is projected to be 8-10%.

The aim for each assignment will be to achieve interviews at these addresses by randomly selecting **one adult aged 16 or over** from within the household to take part in the survey.

As with all surveys of adults aged 16 or over, if you want to conduct an interview with a **respondent aged 16 or 17** who is living with their parents, parental consent will have to be obtained. **Verbal consent** is necessary in these instances and the Electronic Contact Sheet (ECS) will prompt you to code whether consent has been given.

Addresses (and dwelling units/households/individuals, once selected) **cannot be replaced**.

A typical assignment could be composed as follows:

- Total number of addresses = 25
- Deadwood addresses = 2
- Effective addresses = 23
- Response rate = 55%
- Number of interviews (23 x 55%) = 13

You will need to make a **minimum of six calls** to an address before coding a final non-contact outcome code. Calls counted towards these six must be on different days and at different times of the day. At least **three** must be made on a weekday evening (after 6pm) or at the weekend. There is no maximum limit on the number of times you can call at an address – you are free to keep working as long as you think there is a chance of contact.

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

You must fully work and code a final outcome at every address.

What you should have

All interviewers should have the following in their work pack:

- 1 x master advance letter (laminated)
- 25 x advance letters (with pre-printed addresses)
- 25 x survey information leaflets
- 3 x survey information leaflet copies
- 25 x pre-paid envelopes to send advance letters & survey information leaflets in
- 1 x interviewer instructions
- 1 x CD (includes video briefing and multimedia)
- 1 x showcard set A-G (no showcard C or D for England/Wales)
- 1 x paper copy of questionnaire
- 1 x area map
- 10 x appointment cards
- 10 x calling cards
- 1 x police form
- 25 x social research leaflets
- 15 x £10 high street gift cards
- 15 x survey gift enclosed envelopes
- 1 x pay chart
- 1 x A4 return envelope

Those working in Wales should have in addition:

- 25 x advance letters in the Welsh language (with pre-printed addresses)
- 1 x Welsh master advance letter
- 25 x survey information leaflets in the Welsh language
- 1 x Welsh master survey information leaflet

Those working in Scotland or Northern Ireland should have in addition:

- 2 x set of 5 small food group labels (shufflecards) for use with the Eatwell Plate (Showcard C)

Each of the selected households will be sent an advance letter and survey information leaflet. **You will need to send the advance letters and survey information leaflets out yourself**, and should aim to send them out a couple of days before you start making calls. We are also providing you with spare copies of the letter for use on the doorstep if needed.

If anything is missing from your work pack or you need any replacement documents, please contact the Manchester office (or MB Ulster if you are working in Northern Ireland) as soon as possible.

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 TNS Operations/MB Ulster. These materials include (where applicable):

- Interviewer instructions - contain sensitive information
- Prompt materials - contain sensitive 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) and all CDs must be destroyed, either by breaking them in half or scratching them.

Getting your questionnaire

This survey is a Dimensions V6 survey and your questionnaire will be available on Friday 21st March 2014.

- If you are working in **England**, the name of the questionnaire is **FOOD14E**.
- If you are working in **Wales**, the name of the questionnaire is **FOOD14W**.
- If you are working in **Scotland**, the name of the questionnaire is **FOOD14S**.
- If you are working in **Northern Ireland**, the name of the questionnaire is **FOOD14NI**.

Please ensure you pick up the correct survey for the country which you are working in. If you have problems getting the questionnaire, wait 10 minutes and try again a few times more. Please refer to the CAPI manual for further instructions. If problems persist, please call the CAPI Helpline.

Before you start

You should read these instructions carefully and watch the accompanying video briefing. You must do at least **2 practice interviews** with the main questionnaire before starting your assignment.

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 addressed from 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.

In addition, before heading out you should ensure that your computer batteries are fully charged. If you have a spare battery, you should charge it and take it along as well.

Doorstep procedure

a) Who to interview

For this study, we are interested in interviewing people aged 16 or over. There is no upper age limit.

If you randomly select a young adult aged 16 or 17 to interview who lives with their parents, you need to ensure that the parents give their verbal consent and that you code this in the ECS to confirm that consent has been given.

For people with limited English you may use one of the other people in the household to translate as long as they are aged over 11. In Wales we are offering respondents the option of doing an interview in Welsh. If a respondent wishes to do a Welsh interview, select interim code 68 in the ECS, take down their details and pass these on to head office who will arrange for a Welsh speaking interviewer to call back.

b) Introducing the survey

The interviewers that took part in the pilot stage of this survey reported that the general doorstep reaction to the survey was fairly positive, with no-one put off by the topic of the survey.

When talking to respondents about the Food Standards Agency please always use the full name and do not refer to “the FSA”, as feedback from the pilot was that some respondents thought of the Financial Services Authority and others did not recognise the acronym.

Based on the feedback received, the suggested introduction for the main survey is:

INTRODUCTION

Good morning/afternoon/evening. My name is working for TNS on behalf of TNS BMRB, an independent research company.

We are carrying out a major national study for the Food Standards Agency, looking at how people buy, prepare and store food at home.

Would you be happy to participate?”

If you are working in Northern Ireland, you should refer to Millward Brown Ulster.

As with most surveys you don't need to stick to this verbatim but you should use it as a basis for your introduction. It may also be useful to reassure respondents everything that they say will be treated in the strictest confidence.

The interview should take around 45 minutes (60 minutes in Scotland and Northern Ireland). Some interviews will be longer or shorter, depending on how the respondent answers the questions. If potential respondents ask about the interview length please use these estimates.

c) Respondents that work in the catering industry

If you happen to interview a respondent who works in the catering industry please ensure that the respondent answers the questions in relation to what they do at home rather than at work. It may be necessary to remind respondents of this throughout the questionnaire.

d) The Electronic Contact Sheet (ECS)

This survey will use an **electronic contact sheet**. Below is a summary of the main stages you need to go through to complete this.

Confirm address eligibility

You will need to establish whether the address is traceable, residential, and occupied as a main residence. The ECS will then prompt you to make contact with a responsible adult and introduce the survey.

Record number of dwelling units

In most cases there will only be one dwelling unit at an address. If there is more than one dwelling unit (e.g. a house split into flats) the ECS will guide you through the process of selecting one.

In these cases you should list all of the dwelling units in a convenient order in the ECS (e.g. in flat/room number order, from bottom to top of building, left to right or front to back). You should include occupied AND unoccupied dwelling units. Having listed the dwellings in the Electronic Contact Sheet, you will be informed which one to attempt to conduct the interview at by the ECS.

If an unoccupied dwelling unit is selected, just code the appropriate outcome code and move onto your next address. You will not be able to change the dwelling unit once it has been selected.

Record number of households

In most cases there will only be one household. If there is more than one household (e.g. a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room or sitting room or dining area) the ECS will guide you through the process of selecting one.

In these cases you should list all of the households in the ECS (i.e. by allocating a unique identifier to all households, e.g. a number or letter, and listing them in the ECS in any order). Having listed the households in the Electronic Contact Sheet, you will be informed which one to attempt to conduct the interview at by the ECS.

Record number of eligible adults

A person must be aged 16+ to be eligible for the survey. If there is only one person living at an address, they are the person you should attempt to interview – no person selection will be needed.

In households where there is more than one person aged 16+, you will be asked to enter the names of all of the *eligible* household members into the ECS. You should *include* people who normally live at the address who are away for less than six months and boarders/lodgers living as part of the household. You should *exclude* people aged 16 or over who live elsewhere to study or work but who come home for holidays, spouses who are separated and no longer resident and people who are away continuously for six months or more.

As with the dwelling unit and household selection, having listed the adults in the Electronic Contact Sheet you will then be informed by the ECS which of the adults you should interview. You are not allowed to change the person once they have been selected. If they are ill or incapable of interview this must be coded as an unproductive outcome. The only exception to this is if an error has been made, for example, when entering the eligible household members or if the selection was carried out at the wrong address.

Gain parental permission (16/17 year old respondents only)

If the selected respondent is aged 18 or over, no parental permission is required. If the selected respondent is aged 16 or 17 and living with a parent or guardian you need to obtain parental permission before approaching the respondent for interview.

If a parent or guardian is unavailable at the time of your call, you will need to visit again at a later time/date to obtain permission before proceeding with an interview. The ECS will prompt you to collect a contact telephone number for the respondent in this case.

If you are able to obtain parental permission you need to enter the name of the person giving permission and record their relationship to the respondent into the ECS.

Calls record and final outcomes

The ECS will record all contacts or attempts to contact the address and record this information in the call records history.

The call records will help you make sure that you 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 when prompted.

For each call the ECS will instruct you to code an interim or final outcome. The codes are as follows:

Interim codes

- No contact at address (no selection done yet) (110)
- Contact made at address but need to call back (no selection done yet) (111)
- No contact at address (respondent selection done) (112)
- Contact at address but not with selected respondent (113)
- Contact with selected respondent – call back (114)
- No contact with parent of underage respondent (115)
- Contact with parent of underage respondent - call back (116)
- Appointment made with selected respondent to conduct interview (62)
- Welsh language need identified (68)

Final outcomes

- Not yet built / under construction (1)
- Derelict / demolished (2)
- Vacant / empty housing unit (3)
- Non-residential address (4)
- Communal establishment / institution (5)
- Not main residence (6)
- Inaccessible - Office Approval only (20)
- Unable to locate address (21)
- Unknown whether address is residential due to refusal of information (24)
- Unknown whether address is residential due to non-contact (25)
- Unknown whether address is residential due to other reasons (26)
- No contact with anyone at address (40)
- Contact made, not with a responsible resident (41)
- No contact with selected respondent (42)
- Parental permission required – no contact with parent/guardian (43)
- Refused all information (51)
- Refusal by selected person (52)
- Refusal by proxy (53)
- Parental permission required – permission refused (54)
- Contact but no specific appointment (60)
- Broken appointment (no recontact) (63)
- Ill at home during survey period (64)
- Away / in hospital throughout field period (65)
- Physical or learning disability/difficulty (66)
- Language difficulties (67)

If you want to keep a serial in your Ereps grid after you have made the minimum of 6 calls because you think there's a good chance of making contact, just select the relevant interim code.

The final interim code is code 62. This is to let us know that you have arranged an appointment to conduct the interview.

The ECS will automatically code whether an interview is partial or complete (i.e. codes 75 and 70 respectively).

Refusals

Where you have coded either a 'soft' or 'hard refusal' from the respondent, someone on their behalf or just from the household (i.e. respondent not selected), you will be asked to record the reason for the refusal. You cannot enter "Don't know" so you must try and give reasons why a refusal was given by the respondent.

The ECS will also prompt you to code how old you think the respondent is.

This information 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.

Notes section and reissue information

As with all surveys of this nature, if you do not manage to get an interview, please enter when prompted as much information as possible about why e.g. expanding on reasons for refusal, 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.

As for original issues, the ECS will record all contacts or attempts to contact a re-issued address and record this information in the call records history.

Field administration

a) Conducting the interview

Before beginning the interview, you should try to ensure that you are in a quiet place and have the chance to sit down with your laptop.

For the whole interview, you will have to read the question aloud. An on-screen instruction at each question will indicate whether the respondent should look at a show card or not. The use of show cards is fairly limited in this survey – most of the prompts refer to showing the screen or not.

Please note that there are a number of questions which we would like you to ask spontaneously. When asking these questions please do not read out the answer codes and make sure that respondents cannot see the screen of the CAPI machine.

Please only show the screen when prompted to.

b) 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. Only select the “don't know” or “refused” codes if the respondent is adamant that they cannot give another answer.

c) Topics

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.

- In all cases you should read the question exactly as it appears on the questionnaire taking care not to add or miss out any words.
- Where answer codes appear in brackets these should NOT be offered to respondents but should be used ONLY in cases where respondents spontaneously offer that answer.
- Unless directed otherwise, you should not seek to ‘probe’ to obtain an answer if the respondent says ‘Don't know’ or refuses to answer. This answer should simply be recorded.

d) Terms which are hard to understand

There are a few terms used in the survey that respondents may have difficulty understanding. Please use the following definitions:

DEFINITIONS of terms	
Dairy	Food produced from milk e.g. cheese or yoghurt
Poultry	Birds such as chicken or turkey that are raised for their eggs or meat
Shellfish	e.g. clams, crab, crayfish, lobster, oysters, prawns, mussels

There are a couple of questions where we ask respondents to think about fish which does not include shellfish; you may need to provide the definition of shellfish to respondents at these questions to make sure that they answer the question correctly.

e) Further information

There may be interest from some respondents in knowing the ‘right’ answers to questions or interest in further food safety information. We have provided notes on “recommended practice” (Appendix A) to help you answer any queries. However, **please only give this information to respondents once the interview has ended**, as we do not want their responses during the interview to be influenced by this. Also, **please only give the information if asked** - we don't want to appear as if we are lecturing people. If respondents ask you for further information you can give them the following contact details for the Food Standards Agency **at the end of the interview**:

Website: www.food.gov.uk

Helpline: 020 7276 8829

Email: helpline@foodstandards.gsi.gov.uk

f) The questionnaire

The questionnaire covers six core sections for all interviews in the UK, with an extra healthy eating section for interviews in Scotland and Northern Ireland:

- Household information
- Eating habits
- Shopping
- Food safety
- Health
- Healthy eating (Scotland and Northern Ireland only)
- Demographics

Please note that the question numbers in the questionnaire are not always in order, as some of the questions have been moved from their position in the first and second waves of the survey.

Section 1 – Household information

The very first section includes questions about the household composition using a household grid, collecting the name, date of birth, gender, their relationship to the respondent and their working status. These questions affect some of the routing in the demographics section at the end of the interview.

Please note that if someone refuses or does not know the date of birth or exact age, you can click continue and other questions will appear allowing the respondent to give the age in a banded group. If the respondent still cannot or does not want to provide an answer, do not ask them or let them provide an estimate, instead code this as “don’t know” or “refused”.

Section 2 – Eating habits

This section is about the respondent’s eating habits in and out of the home and takes about 10 minutes on average to complete. The topics covered are:

- Opinions towards food and cooking in general
- Food allergies
- Eating habits
- Eating out
- The Food Hygiene Rating Scheme (FHRS) / Food Hygiene Information Scheme (FHIS)

More detail on all of these topics is provided below.

Q2.3 on page 7 aims to determine whether people's eating habits/diets are restricted (for instance by allergies, ethical or religious views or whether they are on a particular diet). Some later questions focus on specific types of food (for instance, there are some questions specifically about meat) so it may be useful to remember what respondents answered here so you can administer these questions sensitively. We would still like you to ask all of these questions to respondents as far as possible, as although their diet is restricted they may prepare food for others in their household.

Q2.3b/Q2.3c/Q2.19: These questions collect further details about any food allergies in the household. The following definition of food allergy is provided in the script in case the respondent is unsure what is meant by this term:

A food allergy is a fast and potentially serious response to food by your immune system, triggering symptoms such as a rash, wheezing and itching.

Q2.7a-2.8e on pages 9 and 10: These questions ask respondents to think back over the last 7 days. If they are having difficulty answering, ask them to think back to each day in turn.

Q2.33 on page 12: When asking question 2.33 give respondents the show card with the definition of "eating out" (show card A). To ensure that respondents understand what we mean by "eating out" read out the definition at the same time as you give the respondent the show card to read. Make sure that respondents have understood the definition before continuing. Please note that schemes like "meals on wheels" should not be counted as eating out.

Q2.34/Q2.35/Q2.37 on pages 13 to 15: Let respondents hold onto the show card whilst you ask questions 2.34, 2.35 and 2.37 as they may need to refer back to the definition on the card. If respondents have difficulty answering any of these questions then go back through the definition of eating out with them again.

Please note that at these questions this show card is not being used to present a list of possible answers to the respondent, instead it is just there to allow respondents to re-read the definition of 'eating out'.

Show card A

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**
- **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)**

Q2.37/Q2.38: Make sure respondents are thinking about places where they buy food to take home to eat (e.g. supermarkets and corner shops) as well as places where they might eat out.

Q2.39: If necessary remind respondents once again what we mean by “eating out”, it may be helpful to give them show card A to look at once again.

Q12.1-Q12.5 on pages 16 and 17: The Food Standards Agency, in partnership with local authorities, is introducing the national Food Hygiene Rating Scheme in England, Wales and Northern Ireland, and the Food Hygiene Information Scheme in Scotland. These schemes are now in place in Wales, Northern Ireland and most local authority areas in England, with roll out continuing across Scotland this year. The schemes rate the hygiene standards of food establishments, such as restaurants, pubs and takeaways and make this information accessible to consumers via stickers/certificates displayed at the establishment and on a ratings website. There have also been a number of similar local schemes (e.g. Scores on the Doors) in operation prior to the national scheme, and some are still operating in some areas.

At **Q12.1** respondents are shown example images of the stickers and certificates from these schemes which food establishments may have on display, they are asked whether they have seen these images before. We are just looking for spontaneous recognition here so do not prompt what these images represent.

You will notice that the image we show for the Wales Food Hygiene Rating Scheme is very similar to the England image, but the Wales image is in dual language i.e. English and Welsh.

The Scotland, England and Wales images are only used in their respective countries, but it is possible that respondents may have seen one or more of them when travelling outside of their country of residence.

When asking **Q12.2** do not show respondents the list of codes, if the answer the respondent gives you does not fit into any of the existing codes then write the answer in as an “other”.

Q12.3 on page 17 explains to respondents that the images they were shown at **Q12.1** are from examples of food hygiene rating schemes. There is text in the script which is used to explain these schemes to respondents. Please stick to the text in the script and do not explain the scheme in your own words.

Please note that we are asking **Q12.3** to all respondents, even those that have not recognised any of the images at **Q12.1**. This is because the images shown at **Q12.1** are only from three schemes and there are also a number of other schemes which respondents may have used.

Section 3 – Food shopping

This section starts on page 18 and focuses on how people do their food shopping. It should take on average about four minutes for respondents to answer these questions. The topics cover whether the respondent is responsible for the food shopping in the household, where people shop and if they use internet shopping at all, and how often they do grocery shopping. Some new questions have been added for this wave on purchasing raw meat. There are also questions about the prices of products and whether people have changed their shopping behaviour for financial reasons.

Q3.5a on page 20 asks what type of raw meat is usually purchased by the household and is asked of ALL respondents, regardless of whether they have already told us they are vegetarian or vegan. This is because the respondent may purchase raw meat for others in their household, or others in the household may purchase raw meat even if the respondent does not do so themselves.

Please administer these questions sensitively if the respondent is vegetarian or vegan. Only code 'do not buy raw meat' if no-one in the household buys raw meat.

Section 4 – Food safety

This section starts on page 23 and looks at food safety. It is the longest module of the questionnaire and people should take about 20 minutes to complete it on average.

Q4.1: This list of statements is quite long, but is very straightforward and respondents should not have any problems answering it.

If when you are asking about washing fruit and vegetables respondents state that they only buy vegetable or fruit which does not need to be washed, code "Not Applicable" as the answer. Examples of fruit and vegetables which do not need to be washed include:

- Pre-packed / prepared salad, fruit, etc.
- Tinned fruit
- Fruit or vegetables which are only eaten peeled

Q4.1b/Q4.1c on page 25: Probe for multiple answers at 4.1b, ask respondents whether the way in which they defrost food changes if they are in a rush or if they forgot to take something out of the freezer. Q4.1c is single coded. Here we are interested in the method people *usually* use to defrost food.

Q4.4 on page 25: This is a question which is asked spontaneously. When respondents give their answers please take your time and try to code it in the most similar existing code. Please only enter answers as "others" if they are completely different from all of the precodes.

Q4.8c on page 26: If respondents do not understand what a "hob" is, use the following prompt: "A hob is the flat top part of a cooking stove, or a separate flat surface, containing hotplates or burners".

Q4.13-4.14 on page 28: These questions are about refrigerating meat and fish. These questions may seem slightly odd to vegetarians/vegans, however, they may still store meat and fish and prepare food for other people, or other people in the household may have these items in the fridge, so it is important to ask these questions as there may be the potential for cross contamination. For instance, it is possible that bacteria or germs from meat may come into contact with vegetables.

Q4.18 on page 29: Ask this question spontaneously – do not read out or show the list of codes. If respondents state "date" probe "which kind of date?", only code the answer as "date unspecified" if they are unable to tell you whether they mean the best before, use by or sell by date. If respondents say "expiry date" and are unable to clarify whether they mean the "use by", "best before" or "sell by" date, code the answer given as "Date unspecified".

It is **very important** that you do not explain what these different dates mean to respondents as the following questions asks respondents about these and we do not want to influence their responses.

Q4.23a-Q4.24 on pages 31 to 32: These questions should all be asked spontaneously – do not read out or show the list of codes. If respondents have difficulty answering these questions ask them to think back to the last time they were in these situations.

At **Q4.23**, if respondents say that they “smell” or “look” at the food please probe for an answer in a suitable format.

At **Q4.24**, if respondents state that they use things which are past their use by dates because they are frozen ask them to imagine if they were fresh.

At the end of this section there are a few questions about where respondents learnt to cook and learnt about food safety, as well as where they get their information on food safety and food hygiene.

Q4.30 on page 35 asks respondents to select from a list the ways in which they learnt about food safety and if they mention more than one way, **Q4.30b** asks which was the main way they learnt about it.

Q4.31 on page 36 then asks respondents to select from a list where they get information about how to prepare and cook food safely at home. This may seem similar to Q4.30 at first glance, but Q4.30 asks about the ways in which they learnt about food safety in general, whereas question Q4.31 asks about sources used to get information on preparing and cooking food safely at home, so they are subtly different.

At **Q4.32** respondents are asked where they would look for information on how to prepare and cook food safely at home in the future if they decided to look for more information.

Section 5 – Food production

This section has been removed for this wave.

Section 6 – Health

This is a short section which starts on page 42 and asks respondents about their general health and any disabilities that they may have. There are also some new ONS questions this wave regarding their wellbeing. These use a scale of nought to ten, where nought is ‘not at all’ and 10 is ‘completely’. If necessary, please reassure the respondent that their responses will be treated confidentially.

Section 7 – Healthy eating (ONLY APPLICABLE IF WORKING IN SCOTLAND OR NORTHERN IRELAND)

This section starts on page 44 and makes up approximately 15 minutes of the interview and covers a variety of topics, including:

- Opinions towards food and cooking generally
- Knowledge of healthy eating
- Eating habits

H2.10, H2.9, H2.17, H2.25-H2.32: These 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.

H2.12 on page 45: This question 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 **H2.13** where we ask about consumption of portions of fruit.

H2.17 on page 47: When asking this question you need to present respondents with the showcard which has the Eatwell plate on it. Respondents should also be given cards with different food groups written on them. Respondents need to place each card on a separate part of the plate to show how much of each food should be eaten in a day as part of a recommended balanced diet. Please take your time explaining this exercise and ensure that respondents understand what is being asked of them. Please make sure that you shuffle these cards between interviews to randomise their order.

H2.19: This question 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.

H2.28: This question asks what 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.

Section 8 – Demographics

This section should take around 9-10 minutes to go through and is made up of fairly standard demographic questions, most of which should not pose a problem, along with a few more detailed questions about internet usage. Instructions for specific questions are as follows:

Q7.10-7.12 on page 59: These questions ask about the job that the respondent (or the household reference person) does – please record as much detail as you can at these questions. This is so we can accurately code the industry and occupation, to enable us to derive social class back in the office.

Q7.18-7.21 on pages 61 to 63: These questions are about income (at the respondent and household level) so make sure you approach these in a sensitive way as some people do not like to be asked for this information.

Q8.25b on page 70: This question asks about whether the respondent has internet access from home. Please only code 3 “Respondent unable to answer” if it is apparent that the respondent does not know what the internet is. If the respondent knows what the internet is, but is unsure if the household has access, please code as 4.

Q7.30-7.31: There are two recontact questions at the end of the survey (on page 74). After you have asked these you will need to collect the name, address and telephone numbers of respondents for quality checking purposes.

Ending the interview

At the end of each interview please do not forget to:

- Thank the respondent for their time and help
- Remind them about the confidentiality of everything you have discussed
- Remember to give the £10 incentive to the respondent

g) Incentives

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

The CAPI script will prompt you to do this and will ask you to enter the last 6 digits from the number on the back of the card. Please make sure you enter this carefully as any mistake may result in the card not being activated. Please remind the respondent that they will need to wait a few days for the card to be activated before they can use it.

Please note: The video briefing stated that the respondent must complete and sign the incentive receipt book on receipt of their gift card. This is no longer necessary.

You have been issued with 15 incentive gift cards per sample point. If you realise you are going to complete more than 15 interviews, please request additional gift cards from the Manchester office (or MB Ulster if in Northern Ireland).

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

Respondent queries

If a respondent has any queries about the survey, or if they want any further information, please direct them to the telephone number and e-mail address on the advance letter.

If a respondent would like the 'right' answers to the food safety questions or expresses an interest in obtaining further food safety information, please use the information in Appendix A, or direct them to the Food Standards Agency using the contact details provided in section e) above. **Please only provide this information once the interview is complete and only if asked.**

Return of work

All CAPI questionnaires should be returned as usual via your modem, when you connect. 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.

As this survey is on Dimension V6, you MUST do a Dimensions Sync to send back your work. Please contact the helpline if you are experiencing any difficulties with this.

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

Fieldwork dates

Fieldwork starts on Monday 24th March 2014. Please check your work offer email for end dates.

Payment

Fees and expenses will be paid monthly, with an interim expenses run in between for the duration of the project.

Further queries

If you have any questions about the survey and are unsure about how to organise your assignment you should contact your area office in the normal way.

All the best with your assignment.

Thank you.

Appendix A

Food Standards Agency – Recommended Practice

Cooking

- Cooking food at the right temperature will ensure that any harmful bacteria are killed. Check that food is 'piping hot' all the way through before you eat it. This means that it is hot enough for steam to come out.
- Bacteria and viruses can be found all the way through meats such as chicken, turkey, duck, pork, burgers, and sausages. These meats should be cooked all the way through so that the juices run clear and there is no pink or red meat left inside.
- Whole cuts of beef or lamb (steaks, cutlets and joints) can be eaten when they are pink inside – or 'rare' – as long as they are cooked on the outside. This is because any bacteria are generally on the outside of the meat.
- Food should only be re-heated once after it is first cooked.

Cleaning

- It is important to wash hands thoroughly with soap and warm water before cooking, after touching the bin, going to the toilet, and after touching or handling raw food, particularly raw meat, poultry, fish or eggs.

Chilling

- Never put open cans in the fridge, as the metal may transfer to the can's contents – place the contents in a storage container or covered bowl instead.
- The fridge temperature should be kept below 5°C.
- A fridge thermometer can be used to check the fridge temperature. The numbers on the dial in the fridge are not usually an indication of the temperature. It is best to check the fridge's handbook to see how yours works. The temperature of the fridge should be checked at least once a month.
- Defrost meat and fish in a microwave if you intend to cook it straight away, or put it in the fridge to thaw so that it doesn't get too warm.

Cross Contamination

- Different chopping boards and knives should be used for raw and ready-to-eat foods, or the chopping board and knife should be washed thoroughly in hot soapy water between using for raw and ready-to-eat foods.
- Raw meat can contain harmful bacteria that can spread easily to anything it touches. There is no need to wash raw chicken, or other meats including poultry, as any germs on it will be killed if you cook it thoroughly. Washing chicken or other meats could splash germs on to the sink, worktop, dishes or anything else nearby.
- It is advisable to wash fruit and vegetables under cold running water before you eat them. This helps to remove visible dirt and germs that may be on the surface.

- Store raw meat or poultry in clean sealed containers on the bottom shelf of the fridge, so the meat can't touch or drip onto other food.

Use-by dates

- 'Use by' dates appear on foods that go off quite quickly and indicate whether food is safe to eat. It can be dangerous to eat foods past this date.
- 'Best before' dates are for foods with a longer life. They show how long the food will be at its best quality.
- Leftovers should not be kept for longer than two days.

6.3 Advance letter – English

The Resident(s)

Street name

Town

County

Postcode

Ref: 260121593/serial

The 2014 Food and You Survey

Safer food for the nation

Dear Sir/Madam,

I am writing to ask for your help with the **2014 Food and You Survey**. This is a major national study designed to explore how people buy, prepare and store food, and attitudes to eating in and out of the home.

The Food Standards Agency (FSA), which funds this survey, is responsible for ensuring that food is safe to eat. The survey will play a vital role in helping the FSA provide **safer food for the nation**, for example, to help consider what could be done to reduce the number of food poisoning cases each year.

As a thank you for completing the interview we will give those who participate a £10 high street shopping voucher.

TNS BMRB, an independent research company, has been commissioned to conduct the survey. An interviewer will visit your address in the next few weeks. The interviewer will carry an identification card, which includes their photograph and interviewer identification number.

To ensure that the survey represents all parts of the population it is important to us that your household takes part in the survey. We are only approaching 25 households in your local area and rely on people's voluntary co-operation. Everything you tell the interviewer will be treated in the **strictest confidence**.

For further information, or to arrange an interview, you can ring TNS BMRB on 0800 051 0889 (between 9.30 am and 5pm Monday to Friday). In addition we have included a leaflet which provides answers to some common questions.

I hope you are willing to take part. Thank you in advance for your help.



Laura Inman

Research Officer

Food Standards Agency

foodandyou@foodstandards.gsi.gov.uk

6.4 Advance letter – Welsh

Enw'r Preswylydd/Preswylwyr
Stryd
Tref
Sir/Gwlad
Cod
Post

Cyf: 260121593/serial

Arolwg Bwyd a Chi 2014

Bwyd mwy diogel i'r genedl

Annwyl Syr / Fadam

Rwy'n ysgrifennu i ofyn i chi ein helpu gydag **Arolwg Bwyd a Chi 2014**. Mae hon yn astudiaeth genedlaethol bwysig, a'i nod yw pwyso a mesur sut mae pobl yn prynu, yn paratoi ac yn storio bwyd, a'u hagwedd at fwyta yn y cartref a bwyta allan.

Mae'r Asiantaeth Safonau Bwyd, sy'n ariannu'r arolwg hwn, yn gyfrifol am sicrhau bod bwyd yn ddiogel i'w fwyta. Bydd yr arolwg yn chwarae rôl bwysig i helpu'r Asiantaeth Safonau Bwyd i ddarparu **bwyd mwy diogel i'r genedl**, er enghraifft, ein helpu i ystyried beth allwn ni ei wneud i leihau nifer yr achosion o wenwyn bwyd bob blwyddyn.

I ddiolch i chi am gwblhau'r cyfweiliad, byddwn yn rhoi taleb siopa gwerth £10 i chi i'w wario ar y stryd fawr.

Rydym wedi gofyn i gwmni ymchwil annibynnol, sef TNS BMRB, gynnal yr arolwg ar ein rhan. Bydd swyddog yn ymweld â'ch cartref i gyfweld â chi yn ystod yr wythnosau nesaf. Bydd yn dangos cerdyn adnabod i chi a fydd yn cynnwys llun a rhif adnabod.

I wneud yn siŵr bod yr arolwg yn cynrychioli'r boblogaeth gyfan, mae'n bwysig i ni bod eich aelwyd chi'n cymryd rhan yn yr arolwg hwn. Rydym yn cysylltu â dim ond 25 aelwyd yn eich ardal chi ac rydym yn dibynnu ar i bobl gymryd rhan o'u gwirfodd. Bydd popeth y byddwch yn ei ddweud yn ystod y cyfweiliad yn cael ei drin **yn hollol gyfrinachol**.

I gael mwy o wybodaeth, neu i drefnu cyfweiliad, ffoniwch TNS BMRB ar 0800 051 0889 (rhwng 9.30am a 5pm o ddydd Llun i ddydd Gwener). Rydym hefyd yn amgáu taflen sy'n ateb rhai cwestiynau cyffredin.

Rwy'n mawr obeithio y byddwch chi'n fodlon cymryd rhan. Hoffwn ddiolch yn fawr i chi ymlaen llaw.



Laura Inman
Swyddog
Ymchwil
Asiantaeth Safonau Bwyd
foodandyou@foodstandards.gsi.gov.uk

6.5 Advance leaflet – English (England, Wales & Scotland version)

The 2014

FOOD & YOU

Survey

Why have I been contacted?
Your household has been selected for the 2014 Food and You Survey. This important survey is being conducted by TNS BMRB on behalf of the Food Standards Agency (FSA).
This leaflet contains more information about the survey and why we are carrying it out. We hope that you will take part and find the survey interesting.

What is the Food and You Survey?
The FSA is responsible for food safety and food hygiene across the UK, as well as nutrition in Scotland and Northern Ireland. It provides advice and information to the public and Government on food safety from farm to fork. It also protects consumers through effective food enforcement and monitoring. The Food and You Survey began in 2010 and takes place every two years. It explores people's views, attitudes and behaviour in connection with food issues, including eating habits and food safety.
The results of the survey help the FSA target their work where they can make the biggest impact on reducing foodborne disease.
Everyone's views and experiences are valuable. **It is important to interview you even if you have little or no involvement in cooking and/or shopping for food in your household.** The results need to be representative of everyone in the UK. Around 3,500 adults will be interviewed for the 2014 survey.

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

Who will be interviewed?
The interviewer does not know anything in advance about you or your household, but he/she will need to randomly select one adult (aged 16 or over) from each address. Once selected, the interviewer is not allowed to interview another adult.

What happens next?
An interviewer will call at your home within the next couple of weeks. He/she will show you an identification card and will be able to answer any questions you have. If the selected person is unable to do the interview at the time, the interviewer will be happy to arrange a more convenient time.
At the end of the interview the interviewer will give the person who completes the interview a £10 high street voucher as a thank-you for their time.


What will happen to the answers I give?
They will be used, in the form of figures and reports, by those interested in food and food safety. An anonymised copy of the survey results will be available in the UK Data Archive.


Is the information I give confidential?
It is entirely confidential:

- Your name and address details will be stored securely by TNS BMRB and will be kept separate from your answers. They will not pass your details to anybody without your permission and will delete your contact details upon completion of the study unless you specifically agree otherwise.
- No individual will be identifiable from the results. Your answers will be combined with others who take part in the survey.

TNS BMRB Survey Information Line
Freephone 0800 051 0889

Email
foodandyou@foodstandards.gsi.gov.uk






Who is TNS BMRB?
TNS BMRB is an independent agency specialising in social research.

For more information about TNS BMRB and taking part in a TNS BMRB survey, visit:
www.tns-bmr.co.uk/for-participants

How can I check that the interviewer is genuine?
All interviewers work for TNS Operations on behalf of TNS BMRB and carry the Market Research Society Interviewer Identity card (as shown).



You can also contact TNS Operations directly to check that the interviewer is one of our interviewers working in your area.
If you would like to check the identity of an interviewer please call:
Interviewer ID check (office hours)
020 8433 4214

The 2014



FOOD & YOU


Survey

Food Standards Agency
125 Kingsway
London WC2B 6NH
www.food.gov.uk

Ref: 121593


TNS BMRB



6.6 Advance leaflet – English (Northern Ireland version)

The 2014
FOOD & YOU
Survey



Why have I been contacted?
Your household has been selected for the 2014 Food and You Survey. This important survey is being conducted by TNS BMRB on behalf of the Food Standards Agency (FSA).
This leaflet contains more information about the survey and why we are carrying it out. We hope that you will take part and find the survey interesting.

Why has my 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 strictly random selection, so that the results reflect the experiences and views of the whole population.

Who will be interviewed?
The interviewer does not know anything in advance about you or your household, but he/she will need to randomly select one adult (aged 16 or over) from each address. Once selected, the interviewer is not allowed to interview another adult.

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The FSA is responsible for food safety and food hygiene across the UK, as well as nutrition in Scotland and Northern Ireland. It provides advice and information to the public and Government on food safety from farm to fork. It also protects consumers through effective food enforcement and monitoring.
The Food and You Survey began in 2010 and takes place every two years. It explores people's views, attitudes and behaviour in connection with food issues, including eating habits and food safety.
The results of the survey help the FSA target their work where they can make the biggest impact on reducing foodborne disease.
Everyone's views and experiences are valuable. **It is important to interview you even if you have little or no involvement in cooking and/or shopping for food in your household.** The results need to be representative of everyone in the UK.
Around 3,500 adults will be interviewed for the 2014 survey.

TNS BMRB Survey Information Line
Freephone 0800 051 0889


Email
foodandyou@foodstandards.gsi.gov.uk



Who is TNS BMRB?
TNS BMRB is an independent agency specialising in social research.

For more information about TNS BMRB and taking part in a TNS BMRB survey, visit:
www.tns-bmr.co.uk/for-participants

How can I check that the interviewer is genuine?
All interviewers work for Millward Brown Ulster on behalf of TNS BMRB and carry the Market Research Society Interviewer Identity card (as shown).



Interviewer Identity card

You can also contact TNS Operations directly to check that the interviewer is one of our interviewers working in your area.
If you would like to check the identity of an interviewer please call:



Interviewer ID check (office hours)
020 8433 4214

The 2014
FOOD & YOU
Survey

Food Standards Agency
125 Kingsway
London WC2B 6NH
www.food.gov.uk

Ref: 121593

TNS BMRB



6.7 Advance leaflet – Welsh

The 2014
FOOD & YOU
Survey

Pam ydych chi wedi cysylltu â fi?
Rydym ni wedi dewis eich aelwyd chi ar gyfer Arolwg Bwyd a Chi 2014. Mae TNS BMRB yn cynnal yr arolwg pwysig hwn ar ran yr Asiantaeth Safonau Bwyd (ASB). Mae'r daflen hon yn cynnwys rhagor o wybodaeth am yr arolwg a'r rhesymau dros gynnal yr arolwg. Rydym ni'n gobeithio y byddwch chi'n cymryd rhan yn yr arolwg ac yn cael blas arno.

Beth yw'r Arolwg Bwyd a Chi?
Mae'r ASB yn gyfrifol am ddiogelwch bwyd a hylendid bwyd ar draws y Deyrnas Unedig, ac mae hefyd yn gyfrifol am faeth yn yr Alban a Gogledd Iwerddon. Mae'n rhoi cyngor a gwybodaeth i'r cyhoedd ac i'r Llywodraeth am ddiogelwch bwyd o'r fferm i'r ffordd. Mae hefyd yn diogelu defnyddwyr drwy wneud yn siŵr bod pawb yn cadw at y rheolau bwyd. Fe gynhaliwyd yr Arolwg Bwyd a Chi cyntaf yn 2010 ac mae'n digwydd bob dwy flynedd. Mae'n pwysu a mesur safbwyntiau, agweddau ac ymddygiad pobl o ran materion bwyd, gan gynnwys eu harferion bwyta a diogelwch bwyd. Mae canlyniadau'r arolwg yn helpu'r ASB i dargedu'i gwaith er mwyn mynd ati'n effeithiol i leihau clefydau sy'n cael eu cludo gan fwyd. Mae safbwyntiau a phrofiadau pawb yn werthfawr. **Mae'n bwysig eich cyfweld chi, hyd yn oed os nad ydych chi'n ymwneud llawer, neu o gwbl, â'r gwaith o goginio bwyd a/neu siopa am fwyd ar gyfer eich aelwyd chi.** Mae angen i'r canlyniadau gynrychioli pawb sy'n byw yn y Deyrnas Unedig. Byddwn ni'n cyfweld tua 3,500 o oedolion ar gyfer arolwg 2014.

Pam ydych chi wedi dewis fy nghyfeiriad i?
Rydym ni wedi dewis eich cyfeiriad chi ar hap o restr gyhoeddus y Post Brenhinol o gyfeiriadau preswyl y Deyrnas Unedig. Mae'n bwysig dewis cyfeiriadau ar hap er mwyn i'r canlyniadau adlewyrchu profiadau a safbwyntiau'r boblogaeth gyfan.

Pwy fydd yn cael ei gyfweld?
Ni fydd y cyfwelydd yn gwybod unrhyw beth amdanoch chi na'ch aelwyd ymlaen llaw, ond bydd yn dewis un oedolyn (16 oed a throsodd) ar hap ym mhob cyfeiriad. Ar ôl dewis oedolyn, ni fydd y cyfwelydd yn cael cyfweld oedolyn arall.

Beth fydd yn digwydd nesaf?
Bydd cyfwelydd yn galw yn eich cartref dros yr wythnosau nesaf. Bydd yn dangos cerdyn adnabod i chi a bydd yn gallu ateb eich cwestiynau chi. Os nad yw'r oedolyn a ddeviswyd yn gallu cael ei gyfweld bryd hynny, bydd y cyfwelydd yn fodlon trefnu amser sy'n fwy cyfleus. Ar ddiwedd y cyfweliad, bydd y cyfwelydd yn rhoi taleb £10 i'r oedolyn sydd wedi cwblhau'r arolwg i'w wario ar y stryd fawr, a hynny er mwyn diolch iddo am roi o'i amser.

Beth fydd yn digwydd i'r atebion?
Byddant yn cael eu defnyddio, ar ffurf ffigurau ac adroddiadau, gan bobl â diddordeb mewn bwyd a diogelwch bwyd. Bydd copi di-enw o ganlyniadau'r arolwg ar gael yn Archif Ddata'r DU.

Ydy'r wybodaeth yn cael ei chadw'n gyfrinachol?
Mae'n hollol gyfrinachol:

- Bydd TNS BMRB yn cadw'ch enw a'ch cyfeiriad yn ddiogel a bydd yn cadw'r manylion hyn a'ch atebion ar wahân. Ni fydd y cwmni yn rhoi'ch manylion i unrhyw un oni bai i chi roi caniatâd iddo wneud hynny, a bydd yn dileu eich manylion cyswllt ar ôl cyflawni'r astudiaeth, oni bai i chi gytuno fel arall.
- Ni fydd hi'n bosib adnabod unrhyw unigolyn o'r canlyniadau. Bydd eich atebion yn cael eu cyfuno ag atebion pobl eraill sy'n cymryd rhan yn yr arolwg.

Llinell Wybodaeth TNS BMRB
Rhadffôn 0800 051 0889

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

Arolwg Bwyd a Chi 2014

The 2014
FOOD & YOU
Survey

Pwy yw TNS BMRB?
Asiantaeth annibynnol sy'n arbenigo ym maes ymchwil cymdeithasol yw TNS BMRB.

I gael rhagor o wybodaeth am TNS BMRB a chymryd rhan yn un o'i arolygon, ewch i:
www.tns-bmr.co.uk/for-participants

Sut alla i gadarnhau pwy yw'r cyfwelydd?
Mae'r holl gyfwelwyr yn gweithio i TNS Operations ar ran TNS BMRB ac mae gan bob un ohonyn nhw gerdyn adnabod Cyfwelydd y Gymdeithas Ymchwil Marchnad (fel y gwelwch yn y llun).

Cerdyn Adnabod Cyfwelydd

Gallwch hefyd gysylltu â TNS Operations yn uniongyrchol i gadarnhau mai un o'n cyfwelwyr sy'n gweithio yn eich ardal chi sydd wedi galw i'ch gweld chi.

I gadarnhau pwy yw'r cyfwelydd, ffoniwch:
Cadarnhau Manylion Cyfwelwyr (oriau swyddfa)
020 8433 4214

Food Standards Agency
125 Kingsway
London WC2B 6NH
www.food.gov.uk
Cyf: 121593

TNS BMRB

Asiantaeth Safonau Bwyd
food.gov.uk
Food Standards Agency

6.8 Code frames

Q1_5 Please look at the screen and tell me which best describes your/<name's> main current activity?

Pre codes:

- 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
- Refused

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

Pre codes:

- Completely vegetarian
- Partly vegetarian
- Vegan
- Allergic to certain food
- On a diet trying to lose weight
- On a diet trying to gain weight
- Avoid certain food for religious or cultural reasons
- Avoid certain food for medical reasons other than a food allergy
- Avoid certain food for other reasons (e.g. foods that don't seem to agree with me)
- Other
- None

New codes raised:

- Trying to eat healthily/have healthy lifestyle

Q2_8a / Q2_8c / Q2_8c Thinking about all the times you were eating your breakfast/lunch/your main evening meal in the last 7 days AT HOME, did you mainly eat alone or with other people?

Pre codes:

- Ate alone
- Partner
- Child(ren)
- Parent(s)/guardian(s)
- Brother(s)/sister(s)
- Other family members
- Friends
- Someone else
- Don't know

Q2_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?

Pre codes:

- 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

New codes raised:

- Suitable for children
- Good/ quality food (include homemade)
- Choice/menu
- Location/convenience

Q2_10b And which of these is the most important to you?

Pre codes:

- 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
- All equally important
- Don't know

New codes raised:

- Suitable for children
- Good/ quality food (include homemade)
- Choice/menu
- Location/convenience

Q2_38 How do you know about the hygiene standards of the places you eat out at or buy food from?

Pre codes:

- Word of mouth
- Reputation
- Appearance of staff
- General appearance of premises
- Hygiene sticker
- Hygiene certificate
- Websites
- Other
- Don't know

New codes raised:

- Looking at the cleanliness of the washrooms/ toilets
- Kitchen/Prep areas clean
- Personal knowledge

Q12_2 Where have you seen this image? (FHRS / FHIS / SOTD)

Pre codes:

- Food establishment window or door (e.g. restaurant/cafe)
- Website
- Internet (no specific detail)
- Newspaper/magazine
- Other
- Don't know

New codes raised:

TV
Place of work/school

Q12_4 Where did you check the rating?

Pre codes:

Food establishment window or door (e.g. restaurant/cafe)
On the Internet
Somewhere else
Don't know

3_5a Which, *if any*, of the following types of raw meat do you / does your household usually buy?

Pre codes:

Minced or diced
Meat portion (e.g. steak, chops or chicken breast)
Processed (e.g. sausages or bacon)
Joints (e.g. of beef, lamb, pork, etc.)
Whole chicken or other poultry
Other type of raw meat (specify)
Do not buy raw meat

3_5e And which, *if any*, of the following brands of raw meat do you / does your household usually buy?

Pre codes:

Supermarket value brand (e.g. Everyday Value)
Supermarket regular own brand
Supermarket premium brand (e.g. Finest)
Supermarket in-store butchers
Other brand
Non-branded (e.g. from a butcher's / market)
Other (specify)
Don't know

3_5f And where do you / does your household usually buy raw meat?

Pre codes:

Large supermarket
Mini supermarket (e.g. Metro/Local)
Local/corner shop (including newsagents)
Garage forecourt
Independent butcher

Market (including stalls or farmer's markets)
Farm
Home delivery – from a supermarket
Home delivery – not from a supermarket
Other shop (specify)
Don't know

Q4_1b Which of the following methods do you use to defrost frozen meat or fish?

Pre codes:

Placing the meat or fish in water
Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)
Leaving the meat or fish in the fridge
Defrosting the meat or fish in the microwave
Do not defrost meat or fish
Don't know
Other

Q4_1c

And which method do you usually use to defrost frozen meat or fish?

Pre codes:

Placing the meat or fish in water
Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)
Leaving the meat or fish in the fridge
Defrosting the meat or fish in the microwave
Don't know
Other

Q4_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?

Pre codes:

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

New codes raised:

Not applicable

To stop/prevent contamination/cross contamination

Q4_11 Still thinking about fridge temperatures, can you tell me how you normally check the temperature?

Pre codes:

Check the setting / gauge of fridge

Check the temperature display/ thermometer built into the fridge

Put a thermometer in the fridge and check

Look inside/check for ice/condensation

Feel food inside to see if it is cold

Don't know

Other

New codes raised:

Family/friend checks it for me

I do not check it

Q4_12 What do you think the temperature inside your fridge should be?

Pre codes:

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

Don't know

New codes raised:

Go by setting on the fridge (any mention)

Between 0 and 10 degrees (any other mention)

Q4_13a Why do you always keep certain types of food in certain parts of the fridge?

Pre codes:

Lack of space

Convenience

Force of habit
Food safety / to stop cross contamination / hygiene
Makes food easier to find
Other
Don't know

New codes raised:

Different temperature zones
Design of fridge/ compartments made for different foods

Q4_14 Where in the fridge do you store raw meat and poultry?

Pre codes:

- 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
- Don't store raw meat\poultry in the fridge
- Don't buy or store meat or poultry at all
- Don't know

New codes raised:

- Kept in the freezer
- Kept seperate from other foods (any mentions)
- Kept in seperate/another fridge
- Put in a container in the fridge

Q4_15 How do you store raw meat and poultry in the fridge?

Pre codes:

- Away from cooked foods
- Covered with film \ foil
- In a covered container
- In its packaging
- On a plate
- Other
- Don't know

New codes raised:

- In plastic bags
- In the drawer/special compartment/allocated shelf of fridge
- On a covered plate/bowel/dish
- Keep in the freezer

Q4_18 For each of the following foods, please say how you can tell whether it is safe to eat or use in cooking?

Pre codes:

- How it looks (e.g. mould)
- The colour of it
- How it smells
- How it tastes
- What it feels like / the texture
- Whether it has been stored correctly
- If it doesn't float in water (used for Eggs only)
- Best before date
- Use by date
- Sell by or display until date
- Date unspecified
- Other
- Not applicable

New codes raised:

- Use on the day it's bought/buy fresh
- Expanding packaging/damaged packaging
- Crack them (used for Eggs only)
- Don't eat/buy
- Don't know

Q4_26 And how do you usually tell that food has been re-heated properly?

Pre codes:

- 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
- Other
- Don't know

New codes raised:

- Test with a knife/fork/spoon
- When it's bubbling
- When it is piping hot
- Experience/you just know

The smell of it
Check texture

4_27c Do you remember what type of food poisoning you had? IF YES: What type was it?

Pre codes:

Campylobacter
Salmonella
E coli
Listeria
Viral food poisoning - (SRVSS e.g. shigella)
Other (specify)
No – can't remember
Don't know

Q4_28b In response to when you had food poisoning have you done any of the following?

Pre codes:

Tried to get more information about the issue
Read food labels more carefully
Changed the way you cook food
Changed the way you prepare food
Stopped eating certain foods
Stopped eating at certain food establishments (e.g. restaurants/cafes)
Other
Took no action

4_29 In which of the following ways did you learn to cook?

Pre codes:

Learnt from a family member (e.g. parent / grandparent / sibling)
Learnt from a friend
Learnt at school
Did a course outside of school
Learnt by trying out recipes
Self-taught (e.g. reading information in books / internet)
Other (specify)
Haven't learnt to cook

New codes raised:

Through employment
TV

4_29b And which was the main way you learnt to cook?

Pre codes:

- Learnt from a family member (e.g. parent / grandparent / sibling)
- Learnt from a friend
- Learnt at school
- Did a course outside of school
- Learnt by trying out recipes
- Self-taught (e.g. reading information in books / internet)
- Other (specify)
- No main way
- Don't know

New codes raised:

- Through employment
- TV

4_30 In which of the following ways, have you learnt about food safety?

- Learnt from a family member (e.g. parent / grandparent / sibling)
- Learnt from a friend
- Learnt at school
- Did a course outside of school
- Self-taught (e.g. reading information in books / internet)
- Other (specify)
- Haven't learnt about food safety
- Don't know

New codes raised:

- From employment / work
- TV

4_30b And which was the main way you learnt about food safety?

Pre codes:

- Learnt from a family member (e.g. parent / grandparent / sibling)
- Learnt from a friend
- Learnt at school
- Did a course outside of school
- Self-taught (e.g. reading information in books / internet)
- Other (specify)
- No main way
- Don't know

New codes raised:

From employment / work
TV

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?

Pre codes:

Family and friends
School / college / a course
Work
Retailers (e.g. supermarkets)
Newspapers
News websites
Food TV shows / cooking programmes
Food magazines
Food websites
TV / radio campaigns
Books
Internet search engine
Social Media
Product packaging
Doctor / GP
Other
I don't look for information on food safety

New codes raised:

Common sense/personal experience
Library

Q4_31b And which is the main source of information you use to find out about how to prepare and cook food safely at home?

Pre codes:

Family and friends
School / college / a course
Work
Retailers (e.g. supermarkets)
Newspapers
News websites
Food TV shows / cooking programmes
Food magazines
Food websites
TV / radio campaigns
Books
Internet search engine
Social Media
Product packaging

Doctor / GP
Other (specify)
No main source
Don't know

New codes raised:

Common sense/personal experience
Library

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?

Pre codes:

Family and friends
School / college / a course
Work
Retailers (e.g. supermarkets)
Newspapers
News websites
Food TV shows / cooking programmes
Food magazines
Food websites
TV / radio campaigns
Books
Internet search engine
Social Media
Product packaging
Doctor / GP
Other
Don't know

New codes raised:

Library
None/wouldn't

Q7_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.

Pre codes:

1 Higher degree or postgraduate qualifications
2 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
3 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

4 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

5 Trade apprenticeships

6 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

7 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

8 Other qualifications (including overseas)

9 None of these

Refused

Q7_23Eng What is your ethnic group? (Question asked to respondents in England)

Pre codes:

English / Welsh / Scottish / Northern Irish / British
Irish

Gypsy or Irish Traveller

Any other White background

White and Black Caribbean

White and Black African

White and Asian

Any other Mixed / Multiple ethnic background

Indian

Pakistani

Bangladeshi

Chinese

Any other Asian background

African

Caribbean

Any other Black / African / Caribbean background

Arab

Any other ethnic group

Refused

Q7_23Wal What is your ethnic group? (Question asked to respondents in Wales)

Pre codes:

Welsh / English / Scottish / Northern Irish / British
Irish

Gypsy or Irish Traveller

Any other White background

White and Black Caribbean

White and Black African
White and Asian
Any other Mixed / Multiple ethnic background
Indian
Pakistani
Bangladeshi
Chinese
Any other Asian background
African
Caribbean
Any other Black / African / Caribbean background
Arab
Any other ethnic group
Refused

Q7_23NIr What is your ethnic group? (Question asked to respondents in Northern Ireland)

Pre codes:

White
Irish Traveller
White and Black Caribbean
White and Black African
White and Asian
Any other Mixed / Multiple ethnic background
Indian
Pakistani
Bangladeshi
Chinese
Any other Asian background
African
Caribbean
Any other Black / African / Caribbean background
Arab
Any other ethnic group
Refused

Q7_23Scot What is your ethnic group? (Question asked to respondents in Scotland)

Pre codes:

Scottish
Other British
Irish
Gypsy/Traveller
Polish
Any other White ethnic group
Any Mixed or Multiple ethnic groups
Pakistani, Pakistani Scottish or Pakistani British

Indian, Indian Scottish or Indian British
Bangladeshi, Bangladeshi Scottish or Bangladeshi British
Chinese, Chinese Scottish or Chinese British
Any other Asian
African, African Scottish or African British
Any other African, please describe
Caribbean, Caribbean Scottish or Caribbean British
Black, Black Scottish or Black British
Any other Caribbean or Black
Arab, Arab Scottish or Arab British
Any other ethnic group
Refused

Q7_24 What is your Religion, even if you are not currently practising? (Question asked to respondents in England)

Pre codes:

No religion
Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
Buddhist
Hindu
Jewish
Muslim
Sikh
Any other religion, please describe
Would rather not say

New codes raised:

Jehovah's Witness

Q8_24b What is your Religion, even if you are not currently practising? (Question asked to respondents in Wales)

Pre codes:

No religion
Christian (all denominations)
Buddhist
Hindu
Jewish
Muslim
Sikh
Any other religion, please describe
Would rather not say

New codes raised:

Jehovah's Witness

Q8_24c What is your Religion, even if you are not currently practising? (Question asked to respondents in Scotland)

Pre codes:

No religion
Church of Scotland
Roman Catholic
Other Christian
Buddhist
Hindu
Jewish
Muslim
Sikh
Any other religion, please describe
Would rather not say

New codes raised:

Jehovah's Witness

Q8_24d What is your Religion, even if you are not currently practising? (Question asked to respondents in Northern Ireland)

Pre codes:

No religion
Catholic
Presbyterian
Church of Ireland
Methodist
Baptist
Free Presbyterian
Brethren
Protestant – Other, including not specified
Christian – Other, including not specified
Buddhist
Hindu
Jewish
Muslim
Sikh
Any other religion, please describe
Would rather not say

New codes raised:

Jehovah's Witness

H2_21 Why have you made this/these change(s) to the food you eat in the last 6 months?

Pre codes:

To increase / gain weight
To lose weight / maintain / stop gaining weight
To be more healthy / have a healthier lifestyle
For health reasons
Improve diet/start eating healthily
Keep fit/exercise
Reduce salt intake
Reduce cholesterol
Due to age/getting older
Publicity / awareness (from experts / media)
Other
Don't know

New codes raised:

High blood pressure/maintain blood pressure
Been ill/in hospital/had an operation
To prevent illness (include family history)
Loss of appetite/eating less
To feel better/less lethargic/tired
Word of mouth (e.g. family/friends)
Eat smaller portions/cut down on food intake
I like/eat fruit/vegetables
I am/ was pregnant

H2_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?

Pre codes:

No difficulties / already eat healthily
Money / cost of healthy food
Time constraints
Time to prepare / cook food
Healthy foods are too expensive
Work commitments / hours
Already eat healthily
Giving up/cutting out sugar
Don't like healthy food
Giving up/cutting out chocolate

Other
Don't know

New codes raised:

Laziness
Convenience
Have to cater for/ consider family/partner
I don't like (some/all) fruit and/or vegetables/salads
I like/don't want to give up unhealthy food (include chips)
Giving up/cutting out/eat less cakes/biscuits/I like cakes/biscuits
Breaking (old) habits/change of habits
Temptation (at work/home/when you shop)
Willpower/lack of will power
(Busy) Lifestyle

H2_29 What effects do you think eating too much saturated fat can have on your health?

Pre codes:

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
Makes you thirsty
Makes you fat\overweight\obese
Lose weight
Bad for hair and/or skin
Other effect
None
Don't know

New codes raised:

Bad for the liver
Diabetes (all mentions)
Fatigue (include tiredness/lethargic)

H2_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.

Pre codes:

- 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
- Don't know

H2_31 How much salt do you think this is?

Pre codes:

- 1 teaspoon
- 2 teaspoons
- 1 tablespoon
- Other
- Don't know

H2_32 What effects do you think eating too much salt can have on your health?

Pre codes:

- 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
- Makes you thirsty or dehydrated
- Makes you fat\overweight\obese

Lose weight
Bad for hair and/or skin
Other effect
None
Don't know

New codes raised:

It affects the kidneys
Diabetes
Fluid retention