

THE FOOD AND YOU SURVEY

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WAVE 5
.....

Technical report



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Acknowledgements

The Food & You Survey Technical Report Wave 5 2

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Authors: Elizabeth Fuller, Dhriti Mandalia, Urszula Bankiewicz and Alina Cabaret.

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

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

1 Background and purpose

1.1 Introduction

The UK's food system is complex. It is essential that food continues to remain safe, authentic, affordable and sustainable in a future affected by climate change, global population growth and innovations in the way food is produced, distributed and consumed, both nationally and globally.

The Food Standards Agency (FSA) is set up to protect the interests of the consumer through a range of activities, including regulation of food businesses and developing and targeting messages and initiatives for the public. The FSA's strategy for 2015 to 2020, [Food We Can Trust](#),¹ renews its commitment to put consumers first.

The Food and You Survey is the FSA's principal source of methodologically robust and representative evidence on consumers' reported food-related activities and attitudes. Understanding the UK population's reported behaviour, attitudes and knowledge in relation to food issues is key to measuring the FSA's progress towards its strategic objectives, providing evidence that supports the FSA's campaigns and other activities, and identifying topics for further research or action.

1.2 About the FSA

The FSA was formed in 2000 as an independent non-ministerial government department, governed by a Board whose members have extensive knowledge and experience in a wide range of sectors relevant to the FSA. The FSA was set up to protect public health from risks which may arise in connection with the consumption of food (including risks caused by the way in which it is produced or supplied), and otherwise to protect the interests of consumers in relation to food.

The FSA is responsible for food safety and hygiene in England, Wales and Northern Ireland, and is committed to ensuring the general public can have trust and confidence in the food

¹ <https://www.food.gov.uk/sites/default/files/media/document/Food-Standards-Agency-Strategy%20FINAL.pdf>

they buy and eat.² The FSA also enforces standards through its regulatory responsibilities. In 2010 the FSA launched the national [Food Hygiene Rating Scheme \(FHRS\)](#)³ in order to provide the public with information about the hygiene standards in food premises, helping them to make informed decisions when eating out.

The FSA also provides guidance to consumers on best practices for food safety and hygiene in order to minimise the risk of food poisoning. This includes advice on cleaning, cooking, cross-contamination and chilling (collectively known as the ‘4 Cs’). 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 safety of food eaten at home.

Since its inception in 2000, the FSA has commissioned surveys to collect quantitative data on the public’s reported behaviour, attitudes and knowledge relating to food and food safety. Between 2000 and 2007 the FSA ran the Consumer Attitudes Survey (CAS). In 2008 the FSA’s Social Science Research Committee (SSRC) recommended that a new survey – Food and You – be developed.

1.3 The Food and You survey

Background

Food and You is a biennial, cross-sectional survey of adults aged 16 years and over living in private households in England, Wales and Northern Ireland. Random probability sampling

² In 2010 responsibility for nutrition in England transferred from the FSA to the Department of Health, and subsequently, in 2013, to Public Health England (PHE). Responsibility for nutrition in Wales transferred to the Welsh Government in 2010. Responsibility for nutrition and healthy eating practices remains the responsibility of the FSA in Northern Ireland. Food safety and nutrition in Scotland is the responsibility of Food Standards Scotland (FSS), a non-ministerial government department of the Scottish Government, established by the Food Act 2015.

³ <https://www.food.gov.uk/safety-hygiene/food-hygiene-rating-scheme>

ensures that everyone in these countries has a known chance of being selected to take part, so the results are representative of the population.

The first three waves of the survey were carried out by TNS BMRB (in 2010, 2012 and 2014 respectively). The National Centre for Social Research (NatCen), in collaboration with the Northern Ireland Statistics and Research Agency (NISRA), have been contracted to carry out Waves 4, 5 and 6 of the survey.

Food and You has been an important means of measuring progress against the FSA's strategic objectives⁴ and topics have reflected the changing priorities and interests of the FSA, summarised below:

- Wave 1 (2010) assessed consumer attitudes and behaviour to food-related issues falling under the FSA's remit. Following Wave 1, the questionnaire was reviewed extensively in light of responsibility for nutrition in England and Wales being transferred from FSA to the Department of Health (England) and Welsh Government in 2010.
- Wave 2 (2012) focused on food safety and hygiene issues
- Wave 3 (2014) was designed to monitor changes since the previous two waves in attitudes and reported behaviour about food issues, to identify at-risk groups for food safety issues, and to explore public understanding of issues regarding the FSA's targets. For the first time at Wave 3, results from Food and You were published as an official statistic, reflecting the robust methodology of the survey and the development of a regular time series of data.
- Wave 4 (2016) included new questions to cover affordability of food, choice, security and sustainability.
- Wave 5 (2018) continued this focus and additionally included questions about public awareness of and trust in the FSA.

4 The FSA strategic plan up to 2015 is available at <https://webarchive.nationalarchives.gov.uk/20120403143220/http://food.gov.uk/multimedia/pdfs/strategy20102015.pdf>

Aims

Food and You provides data about the prevalence of different attitudes, reported behaviour and knowledge about ways in which food is purchased, stored, prepared and eaten. The aims of Wave 5 were to provide the FSA with data on food hygiene and food safety and other food-related issues in order to:

- explore public understanding and engagement with food safety;
- assess knowledge of messages and interventions aimed at raising awareness and changing behaviour;
- describe public attitudes to food production and the food system;
- monitor trends in reported behaviour, attitudes and knowledge (compared with data from the previous four waves or from other sources);
- identify 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); and
- provide indicators and evidence for tracking the FSA's strategic plans.

1.4 Food and You Wave 5 reports

This **Technical** report provides background and methodological information for Wave 5 of Food and You, data collection for which was conducted between 18 June and 31 December 2018.

Findings are presented in five reports, published by the FSA. The **Combined** report presents a descriptive overview of the findings for England Wales and Northern Ireland, based on the core sample (see Chapter 2 for a description of the sample design). Trends across the five survey waves are reported where available, and Wave 5 results are presented by key socio-

demographic factors such as gender, age group, household size, presence of children in household, income and working status.

Additional respondents were interviewed in Northern Ireland and Wales to provide sufficient cases to enable country-level analyses of the survey findings. The Combined report is therefore complemented by additional reports published separately which are based on the boosted sample:

- **Country comparison** report – focusing on differences between the three nations
- **Northern Ireland** report – focusing on the Northern Ireland results
- **Wales** report – focusing on the Wales results.

Each report is accompanied by detailed tables of results in Excel format.

More detail on the Wave 5 questionnaire development can be found in the **Development** report.

The complete data set will be available in the [UK Data Archive](http://data-archive.ac.uk).⁵

5 <http://data-archive.ac.uk>

2 Sample Design

2.1 Sample design

Food and You uses a random probability sample of adults aged 16 years and over, living in private households in England, Wales and Northern Ireland. Random probability sampling ensures that everyone in these countries has an equal chance of being selected to take part, so the results are representative of the population.

The overall sample for Wave 5 consisted of:

- A **core sample**, which was representative of the adult population of England, Wales and Northern Ireland.
- A **boost sample** of respondents in Northern Ireland and Wales, to enable more detailed analysis at country level.
- **Reserve samples** in England, Northern Ireland and Wales, selected to ensure that the target number of interviews was achieved in each country.
- An **additional boost sample** in Wales.⁶

Table 1 Target number of interviews (core, boost and reserve sample) Food and You (Wave 5)

	No. of addresses issued	Target sample
England	4,800	2,196
Wales	1,275	525
Northern Ireland	1,000	525
Total	7,075	3,246

⁶ Due to resource problems, the additional boost sample was not issued in Northern Ireland (NI).

2.2 Sampling frame and stratification

A multi-stage, random probability cross-sectional design was used. The sample was drawn from the Postcode Address File (PAF), a list of all the addresses in the UK.⁷

To improve cost effectiveness, addresses were clustered into Primary Sampling Units (PSUs), small geographical areas based on postcode sectors. These were stratified, that is they were sorted first by region (Government Office Region, with Wales and Northern Ireland each treated as separate regions). Within each region the PSUs were sorted by the percentage of heads of households in a non-manual occupation,⁸ the percentage of households with no car, and population density (persons per hectare). This was to ensure correct socio-economic representation when the PSUs were selected.

PSUs were selected using a random probability method, and then 25 addresses were randomly selected from each PSU.⁹

Table 2 Selected Primary Sample Units (PSU's), Food and You (Wave 5)

	England	Wales	Northern Ireland (NI)	Total
Core	183	10	5	198
Boost	-	29	35	64
Main stage total	183	39	40	262
<i>Reserve</i>	9	2	-	11
<i>Additional boost</i>	-	10	-	10
Mainstage + reserve	192	51	40	283

7 The sample was drawn from the 'small users' sub-file of the Postcode Address File (PAF), a list of all the addresses (delivery points) which receive fewer than 25 articles of mail a day.

8 This used the National Statistic Socio Economic Classification (NS-SEC), an occupationally based classification system that categorises people according to type of employment. For this purpose grouped into three categories: managerial, intermediate and routine/manual occupations.

9 Sectors with fewer than 500 addresses were grouped with a neighbouring sector and treated as a single PSU.

2.3 Selecting addresses and participants at home

A total of 7,075 addresses were selected from 283 Primary Sampling Units (PSUs): 192 PSUs in England, 51 in Wales and 40 in Northern Ireland.

At each address, the interviewer established the number of dwelling units¹⁰ and, in cases where there were two or more (e.g. different flats or bedsits), selected one dwelling unit at random using a Kish grid.¹¹ Within each selected dwelling unit the interviewer enumerated the number of households¹² and, in cases where there were two or more (e.g. house shares), selected one household at random, again using a Kish grid.

Within the selected household, one adult aged 16 years and over was selected to take part in the Food and You survey. In instances where there was more than one eligible adult within the household, the interviewer listed all members in alphabetical order of their first name and made a random selection using a Kish grid.

¹⁰ Dwelling units are addresses or parts of addresses that have a lockable front door, and to which only the inhabitants have access. Most addresses selected from the PAF contain a single dwelling unit. However, a small number of addresses contain multiple dwelling units (such as flats or bedsits).

¹¹ Using a Kish grid ensures that the unit (dwelling unit, household or household members) is selected without interviewer bias. The number of units is listed across the top of the grid, with a random number below to indicate which unit should be selected.

¹² Households were defined as groups of people who share cooking facilities and a living room, sitting room or dining room.

3 Fieldwork procedures & survey protocols

3.1 Fieldwork

Fieldwork for Food and You Wave 5 was carried out between 18 June and 31 December 2018. NatCen carried out fieldwork in England and Wales; NISRA conducted fieldwork in Northern Ireland.

Fieldwork in England and Wales was issued in four batches between June and October 2018. Between November and December 2018, an extra boost sample was issued for Wales to meet the target number of interviews.

Table 3 Fieldwork timings in England and Wales, Food and You (Wave 5)

Batch	Start date	End date
1	18th June 2018	05th August 2018
2	16th July 2018	26th August 2018
3	14th August 2018	25th September 2018
4	10th September 2018	21st October 2018
5 Wales additional boost	19th November 2018	31st December 2018

Fieldwork in Northern Ireland was issued in five batches between the beginning of July and end of November 2018.

Table 4 Fieldwork timings in Northern Ireland (NI), Food and You (Wave 5)

Batch	Start date	End date
1	2nd July 2018	4th August 2018
2	30th July 2018	1st September 2018
3	27th August 2018	29th September 2018
4	1st October 2018	3rd November 2018
5	29th October 2018	1st December 2018

An advance letter and leaflet describing the purpose of the survey and inviting households to participate was sent to all sampled addresses before the fieldwork start date. A few days later, interviewers visited the addresses to determine whether the address was private, residential and occupied. They then carried out the selection process.

Interviewers were required to make up to four attempts to contact 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 members. Also, recontact letters were sent to addresses where interviewers made multiple unsuccessful attempts to make contact to encourage household members to participate in the survey.

3.2 The questionnaire

Questionnaire development comprised:

- a **review of the questions** included in Wave 4 (to determine which should be retained, removed or amended and where new questions needed to be developed to meet new FSA strategic priorities, such as trust in food, the food system, and trust in FSA)
- two rounds of **cognitive testing** to inform development of all new and any significantly altered questions, and
- a **pilot study** which, alongside identification of practical issues, supported development and final adjustments to questionnaire content and length.

Detailed information about the design and administration of the cognitive testing and pilot study and the resulting findings is provided in the Development report (published separately).

The final Wave 5 questionnaire comprised ten distinct modules, relating to a range of different food-related behaviours, attitudes and perceptions.

Table 5 Questionnaire modules, Food and You (Wave 5)

Module	Types of questions
Household Information	Who lives in the household and their relationship to one another
Eating Patterns	Cooking responsibilities Dietary restrictions, including allergies and intolerances Types of food eaten Eating out and takeaways
Shopping	Where people shop for food How fresh meat and fish are packaged Attitudes to buying food
Food Insecurity	Access to food sufficient to sustain an active and healthy life
Food Safety	How people prepare, cook and store their food Experience of food poisoning
Food Issues	Knowledge and attitudes concerning chemicals in food
Healthy Eating (Northern Ireland only)	Types of food people eat Eatwell plate task The impact of food on health
Health	General health questions
Attitudes towards the FSA and the food chain	Awareness and trust in the FSA and other institutions Perceptions of the food chain
Demographics	Accommodation Employment of household reference person (HRP) Income of household members Education Ethnicity Religion Internet access Recontact questions

Questions asking about the Household Reference Person (HRP)¹³ were used to determine the socio-economic classification of the household.¹⁴

¹³ The HRP is the person in whose name the property is owned or rented; if this is joint, then the one with the highest income. Where there were two relevant adults with equal income, the eldest person was selected as HRP.

¹⁴ Questions were asked to ascertain whether the HRP was in paid work. If the HRP had ever worked, there were further questions about their current or most recent job in order to classify HRPs into the National Statistics Socio-economic Classification (NS-SEC) groupings.

3.3 Parent/guardian consent

If the randomly-selected respondent was aged 16 or 17 and lived with a parent or guardian, verbal consent was obtained from the parent or guardian before the interviewer approached the young person. Once the parent or guardian consent had been obtained, the survey was introduced to the selected young person in the usual way. If a resident parent or guardian could not be contacted, or refused consent, the interview with the young person was not attempted (and the case was deemed 'unproductive'). If the selected respondent was aged 16 or 17 but not living with a parent or guardian, then consent from a parent or guardian was not required.

3.4 Interviewer briefings

All interviewers working on Food and You received a face-to-face briefing before undertaking interviews and were monitored during their assignment. Interviewers were also issued with comprehensive written instructions covering survey procedures.

The briefing sessions were designed to provide the interviewers with background to the survey and its aims, and to inform them of the procedural details of the data collection. The areas covered were:

- an introduction to the Food and You survey
- an overview of the history, role and responsibilities of the FSA
- the aims, objectives and past uses of the Food and You data
- an overview of interviewer tasks and the survey documents
- instructions for the participant selection procedure
- discussion of methods for engaging potential participants, and
- a practice CAPI interview.

3.5 Advance Documents

Information describing the purpose of the survey and inviting households to take part was posted to all sampled addresses. This was expected to arrive a couple of days before the start of each of the four fieldwork periods.

Advance letter

An **advance letter**, printed on paper headed with the logos of the FSA and NatCen (or NISRA in Northern Ireland), gave notice that an interviewer would call at the address and provided some background information about the survey. This emphasised the social relevance and value of the study in order to encourage participation and maximise response rates. The letter also included answers to some 'frequently asked questions'. Participants were provided with a freephone telephone helpline and email address which they could contact for any queries about the survey or if they wished to opt out.

Advance leaflet

The letter was accompanied by an **advance leaflet** which provided an engaging insight into the important work of the FSA, as well as the social value of the survey. The leaflet provided more detail about the types of questions that would be asked and how the findings from the survey would be used by the FSA to support its work.

Both documents included contact details (post, telephone and email) for NatCen (and NISRA in Northern Ireland) and the FSA, in case the recipient had any concerns or further questions. The documents also contained links to the FSA and participant websites should the participant wish to find out more about the FSA and its work and/or additional background information about the survey.

General Data Protection Regulation (GDPR) Flyer

New in Wave 5, a **GDPR flyer** provided more comprehensive information about data protection and informed the participant about what will happen to the information they provide. Whilst the advance letter already included some of this information, the flyer was designed to be more comprehensive and ensure new [requirements](#)¹⁵ [under GDPR](#) were being met.

3.6 Tokens of appreciation

As a token of appreciation, the letter also included a voucher, redeemable for cash at any branch of the Post Office.

In Wave 4, advance letters included unconditional £10 Post Office vouchers for all households. For Wave 5, an experiment was conducted in England and Wales¹⁶ to explore whether the response rate could be improved by varying the value of the voucher (£5, £10 or £15) while keeping the overall costs the same.

The likelihood of households to respond to the survey was calculated using a combination of achieved response rates in the area in previous waves as well as other indicators, such as levels of deprivation in the area. The value of the voucher assigned to an address was adjusted based on the predicted likelihood of the address to respond. Areas were categorised as having a 'low', 'average' or 'high' likelihood. In areas where the predicted response was low, a higher value voucher (£15) was assigned. Where the predicted response was high, a lower value voucher was offered (£5). In areas where response was categorised as average, the standard £10 voucher was offered. Additionally, a randomly selected control group all received a £10 voucher.

¹⁵ <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>

¹⁶ The Northern Ireland (NI) sample, issued reserve sample and the Wales extra boost sample were offered the £10 unconditional incentive only and were therefore not part of the experiment.

Table 6 below shows fieldwork outcomes by group. The response rates were similar, indicating that the effect of varying the value of the token of appreciation in this way did not have an effect on response rates.

Table 6 First issue fieldwork outcomes by voucher type, Food and You (Wave 5), England and Wales

	Variable value (£5/£10/£15)	Control group (all £10)
Issued addresses (n)	4175	1375
Ineligible ¹⁷ (n)	447	130
Eligible (n)	3728	1245
Productive addresses (n)		
Fully complete interview (n)	1800	600
Partially complete interview (n)	3	1
Non-contacts (n)	310	108
Unknown eligibility (n)	74	5
Refusals (n)	1357	455
Other non-response (n)	184	76
Response rate¹⁸ (%)	48.3	48.2

In addition, interviewers were issued with two additional £25 vouchers. These were used by interviewers at their own discretion to encourage participation from those aged 16 to 49. People in this age group are underrepresented in Food and You, as with other general population surveys, so the use of additional tokens of appreciation was intended to improve the quality of the sample. 262 of these vouchers were used, but it was not possible to assess their impact on overall response.

¹⁷ Ineligible addresses are those addresses which are identified as non-residential addresses or addresses that are not occupied as a main residence.

¹⁸ Response rate is based on eligible addresses for which there is a final outcome.

3.7 Interviewer field documents

Interviewers were provided with copies of the advance letter and leaflet. In addition, they were provided with:

- a comprehensive set of project instructions.
- a pre-labelled Address Record Form (ARF) for each address in their assignment to record details of the address, selections, contact attempts and the outcome of the visit (e.g. whether or not the selected individual was willing to take part).
- a doorstep laminate displaying infographics relating to food issues for use as a visual aid to encourage interest in the content and value of the findings of the survey.
- a set of show cards for use during the interview. Interviewers were prompted to show respondents the relevant show card which displayed the possible answers to particular questions, and the relevant code for the interviewers to input. For a number of questions, alternative versions of showcards with response options in the reverse order were produced, to be shown to a random 50% of respondents. This was done to minimise potential bias from response option ordering.
- a set of cards for the Eatwell Guide task consisting of a blank version of the Eatwell Guide and corresponding cards representing different food groups (Northern Ireland only).
- thank you letters providing information on sources of advice regarding food hygiene, safety practices and insecurity, as well as organisation contacts at NatCen (and NISRA in Northern Ireland) and the FSA.

3.8 Resources for respondents

Participant website

A [website dedicated to providing information](#) for potential participants about Food and You was hosted on the NatCen website. This contained information about who NatCen are, the purpose and aims of the study, how they have been chosen and reasons to take part.

Food and You helpline

A freephone survey helpline was set up and hosted by NatCen; the advance letter included the freephone number, which participants could call if they had any queries about the study. The helpline was answered during office hours with an answer phone operating out of hours. Advance documents also contained FSA contact details, in case participants had any queries for the FSA.

Email address

Respondents were provided with a dedicated email address foodandyou@natcen.ac.uk to which they could direct questions and other comments. These were responded to promptly in the same way as calls to the helpline.

3.9 Welsh language requirements

In order to comply with the Welsh Language Act 1993, as well as the FSA's own Welsh language policy, Welsh language versions of the advance letter and leaflet were sent to addresses in Wales, alongside the English language versions. Welsh language options were produced for the NatCen participant website, as well as for the NatCen telephone helpline,

ensuring respondents would have their calls returned by a Welsh language speaker. Welsh-speaking interviewers were available to carry out interviews in Welsh on request, and all respondents in Wales were issued with a Welsh language version of the post-interview thank you letter, alongside the English-language version.

3.10 Response rates

Table 7 shows response rates achieved overall and in the individual countries. For Wave 5 overall, the response rate was 47.5% in England, 47.9% in Wales, 52.0% in Northern Ireland and 48.2% in all countries combined.

The overall response was 4 percentage points lower than in Wave 4 when it was 52.6%. The fall in response was lowest in England (from 50.4% in Wave 4), higher in Northern Ireland (from 57.8%) and highest in Wales (from 58.4%).

Table 7 Response rates by country, Food and You (Wave 5)

Batch	England	Wales	Northern Ireland ¹⁹	Overall
Issued addresses (n)	4800	1275	994	7069
Ineligible ²⁰ (n)	457	158	108	723
Productive addresses (n)				
Fully complete interview ²¹ (n)	2063	535	461	3059
Non-contacts (n)	397	92	103	592
Unknown eligibility (n)	59	27	21	107
Refusals (n)	1581	410	268	2259
Other non-response (n)	240	52	27	319
Response rate²² (%)	47.5	47.9	52.0	48.2

¹⁹ Six addresses could not be issued to interviewers in Northern Ireland (NI) for resource reasons.

²⁰ Ineligible addresses are those addresses which are identified as non-residential addresses or addresses that are not occupied as a main residence.

²¹ The ten partially productive individuals started but did not complete the interview. These cases did not count towards the response rate and were not included in the analysis dataset.

²² Response rate is based on eligible addresses for which there is a final outcome.

4 Data preparation

All aspects of coding and data preparation were carried out by specialist staff at NatCen. Personal information was handled securely and in accordance with the Data Protection Act (1998).

4.1 Coding and editing

Checks were built into CAPI programme to allow issues (e.g. unlikely or incorrect answers) to be resolved during the interview where possible.

Collected data were then checked during an office edit and coding stage. Data were submitted to a comprehensive edit which checked valid ranges and routing and all interviewer notes opened during the interview were scrutinised.

Experienced coders examined a number of open-ended questions on a question-by-question basis in order to maximise coding consistency. 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'.

Participants were asked about the industry in which the HRP was employed and their occupation. If the HRP 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. The occupations of HRPs were coded to sub-major groups using the [Standard Occupational Classification \(SOC 2010\) and Standard Industrial Classification of Economic Activities \(SIC\)](https://www.ons.gov.uk/methodology/classificationsandstandards/standardoccupationalclassificationsoc/soc2010).²³

²³ <https://www.ons.gov.uk/methodology/classificationsandstandards/standardoccupationalclassificationsoc/soc2010>

4.2 Weighting

Core survey weighting

The Wave 5 core survey comprised of 2,241 interviews with adults aged 16 and over across England, Wales and Northern Ireland (one adult per household). The issued samples in Wales and Northern Ireland were boosted by increasing the sample to around 500 in each country, to enable more detailed analysis at country level. However, this weighting note only refers to the core sample. The weighting procedure for Food and You Wave 5 followed procedures applied in the first four waves of the study and included the calculation of selection (design) weights which were applied to correct for the lower selection probabilities of adults in multi-adult households/dwellings, as well as for the selection of one dwelling if more were found at the address selected.

In order to ensure the results from each country were representative for that country's population, the achieved interviews were calibrated separately for each country to known population distributions of:

- England: working status by gender, age by gender, and region
- Wales and Northern Ireland: working status by gender, and age group

This accounts for differential non-response on these variables. The three weights resulting from calibration within each country were combined to create *cweight* – to be used for the analysis within country.

The Wave 5 population totals for age, gender and region were obtained from the ONS 2017 Mid-Year Population Estimates. The working status data was gathered from the latest available Labour Force Survey (LFS) data, released in November 2018. Employment data for individuals aged 16 years and over was split in to four categories as follows:

- Female in employment
- Female not in employment
- Male in employment
- Male not in employment.

Finally, the countries were scaled to their correct proportion and combined to calculate a weight for analysis of the whole dataset (*ukweight*).

Design Effect

The design effect²⁴ caused by the complex sample design and the weighting of the sample was also calculated. The overall design effect for the whole dataset is 1.39. The actual sample size divided by the design effect equals the effective sample size: 1,608 cases. This has been taken into account when evaluating the statistical significance of differences described in the survey reports.

Profile of the achieved core sample

Table 8 compares the profile of the unweighted and weighted core Wave 5 sample with the population.

²⁴ The design effect takes into account the actual complexity of the sample design. This is the ratio of the actual variance, under the sampling method used, to the variance computed under the assumption of simple random sampling.

Table 8 Profile of the unweighted and weighted Wave 5 Core Sample

	Population		Wave 5 Food and You unweighted core sample		Wave 5 Food and You weighted core sample	
	n	%	n	%	n	%
Employment status by gender						
Men in employment	15,935,794	32.5	517	23.1	725	32.4
Men not in employment	8,068,050	16.5	403	18.0	370	16.5
Women in employment	14,039,997	28.6	648	28.9	643	28.7
Women not in employment	10,983,673	22.4	673	30.0	503	22.5
Age (years)						
16-24	6,620,324	13.5	149	6.6	300	13.4
25-34	8,226,944	16.8	309	13.8	375	16.7
35-49	11,867,344	24.2	543	24.2	543	24.2
50-64	11,336,147	23.1	572	25.5	519	23.2
65+	10,976,755	22.4	668	29.8	503	22.4
Government Office Region						
North East	2,173,467	4.4	120	5.4	99	4.4
North West	5,876,523	12.0	251	11.2	268	12.0
Yorkshire and Humber	4,412,241	9.0	227	10.1	202	9.0
East Midlands	3,888,026	7.9	213	9.5	178	7.9
West Midlands	4,712,392	9.6	240	10.7	216	9.6
South West	4,581,794	9.3	204	9.1	210	9.4
East of England	4,981,535	10.2	220	9.8	228	10.2
London	7,012,189	14.3	254	11.3	320	14.3
South East	7,343,292	15.0	337	15.0	336	15.0
Wales	2,565,905	5.2	123	5.5	117	5.2
Northern Ireland	1,480,150	3.0	52	2.3	68	3.0

Northern Ireland core and boost weighting

The Wave 5 core and boost sample for Northern Ireland (NI) comprised of 467 interviews with adults aged 16 and over (one adult per household). The issued sample in Northern Ireland was boosted by increasing the sample to around 500, to enable more detailed analysis.

The weighting procedure for Northern Ireland (core and boost samples) followed procedures applied in the first four waves of the study and included calculation of selection (design) weights

and calibration. For Northern Ireland, selection weights were calculated at the core weighting stage as the Northern Ireland core and boost PSUs were issued at the same time. The achieved interviews were then calibrated to known Northern Ireland population distributions of working status by gender, and age group. This accounts for differential non-response on these variables.

Design Effect

The design effect for the Northern Ireland core and boost dataset is 1.45. The actual sample size divided by the design effect equals the effective sample size, which for Northern Ireland core and boost is 321 cases.

Profile of the achieved sample

Table 9 below shows the profile of the unweighted and weighted Northern Ireland combined sample for a range of variables used in weighting. These are compared to the population totals.

Table 9 Profile of the unweighted and weighted Wave 5 core and boost sample, Northern Ireland (NI)

	Population		Wave 5 Food and You unweighted core and boost Sample		Wave 5 Food and You weighted core and boost sample	
	n	%	n	%	n	%
Employment status by gender						
Men in employment	440,017	29.7	104	22.3	139	29.7
Men not in employment	279,957	18.9	107	22.9	88	18.9
Women in employment	399,741	27.0	122	26.1	126	27.0
Women not in employment	360,435	24.4	134	28.7	114	24.4
Age (years)						
16-24	210,012	14.2	28	6.0	66	14.2
25-34	248,349	16.8	58	12.4	78	16.8
35-49	368,401	24.9	100	21.4	116	24.9
50-64	350,413	23.7	130	27.8	111	23.7
65+	302,975	20.5	151	32.3	96	20.5

Wales core, boost and reserve sample weighting

The Wave 5 core, boost and reserve samples for Wales comprised 536 interviews. The issued sample in Wales was boosted in the same way as in Northern Ireland, to enable more detailed analysis. Because response rates were lower than anticipated, an extra (reserve) sample for Wales was issued in addition.

For Wales, new selection weights were calculated at this stage to account for the reserve sample. The achieved interviews were then calibrated to known Wales population distributions of working status by gender, and age group. This accounts for differential non-response on these variables.

Design Effect

The design effect for Wales core and boost dataset is 1.63. The actual sample size divided by the design effect equals the effective sample size, which for Wales core and boost is 328 cases.

Profile of the achieved sample

Table 10 below shows the profile of the unweighted and weighted Wales core, boost and extra survey samples for a range of variables used in weighting. These are compared to the population totals.

Table 10 Profile of the unweighted and weighted Wave 5 core, boost and reserve sample, Wales

	Population		Wave 5 Food and You unweighted core, boost and reserve sample		Wave 5 Food and You weighted core, boost and reserve sample	
	n	%	n	%	n	%
Employment status by gender						
Men in employment	799,183	31.1	86			
Men not in employment		16.0	164	30.6		
Women in employment	454,514	17.7	105	19.6	96	17.9
Women not in employment	706,892	27.5	146	27.2	149	27.8
Age (years)						
16-24	353,047	13.8	24	4.5	70	13.0
25-34	389,571	15.2	68	12.7	82	15.3
35-49	563,434	22.0	115	21.5	119	22.1
50-64	616,584	24.0	132	24.6	130	24.2
65+	643,269	25.1	197	36.8	136	25.3

Data files

After completion of the coding and editing process, quality control checks and data cleaning were undertaken by the Data Manager at NatCen to ensure the structural integrity and content of the data were intact and as expected. The Data Manager also produced derived variables required for reporting. These were independently checked before being added to the master files. The dataset was produced using IBM SPSS and is available in full via the UK Data Archive and www.data.gov.uk.

Appendix

Survey documents

English versions

The final questionnaire

Advance letter – England and Wales

Advance letter – Northern Ireland

Survey leaflet – England and Wales

Survey leaflet – Northern Ireland

Advance leaflet Interviewer doorstep laminate

GDPR flyer – England and Wales version

GDPR flyer – Northern Ireland

Thank you leaflet – England and Wales

Thank you leaflet – Northern Ireland

Eatwell Guide

Welsh language versions

Advance letter

Advance leaflet

GDPR flyer

Thank you leaflet

FACE TO FACE: CAPI QUESTIONNAIRE

Name of survey	Food and You Wave 5
Questionnaire Version Number	MAINSTAGE FINAL V1
Authors	Sarah Morris (NatCen); Alice Rayner (FSA)

Methodology	Face-to-face
If face-to-face	Home
Questionnaire	CAPI
Duration	40 minutes (England and Wales) & 55 minutes (Northern Ireland)
Sample Description	Random probability

PART 1 HOUSEHOLD INFORMATION
--

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

Intro1

Thank you for agreeing to take part in Food and You. Before we begin, I just want to remind you that everything you tell me today will be treated in confidence. No personal details will be passed on to anyone else unless you give your explicit permission.

Info1

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

RespName

Can I just check, what is your first name?

OPEN BOX

RespSex

PLEASE CODE SEX OF RESPONDENT

Male

Female

Q1_2a1

Date of Birth

What is your 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

IF YEAR OF BIRTH NOT GIVEN

Q1_2b1

What was your age last birthday?

IF REFUSE TO GIVE AGE AT Q1_2B

Q1_2c1

SHOW CARD A1

Looking at this card, which age band do you belong to?

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**

Q1_0

Thinking now of everyone living in this household, including children, including yourself, how many people live here regularly as members of this household?

CHECK INTERVIEWER MANUAL FOR DEFINITION OF HOUSEHOLD IF NECESSARY. NOTE THAT THIS MAY BE DIFFERENT TO THE DWELLING UNIT YOU ENUMERATED FOR THE SELECTION. IF YOU DISCOVER THAT YOU WERE GIVEN THE WRONG INFORMATION FOR THE RESPONDENT SELECTION ON THE ARF

DO NOT REDO THE ARF SELECTION PRODECURE
DO ENTER THE CORRECT INFORMATION HERE

DO USE <CTRL + M> TO MAKE A NOTE OF WHAT HAPPENED.

NUMERIC 1-29

IF Q1_0>1

Q1_1

I would like to ask you a few details about the other (TEXTFILL: people/person) in this household. What is the name of the <TEXTFILL: First/second/third etc.) person?

Please note that the names of other people in your household will not be stored with any of the answers that you give, they will only be used for this interview to help us ask some questions relating to your household.

INTERVIEWER: HH MEMBERS CAN BE ENTERED IN ANY ORDER
FIRST NAME ONLY

OPEN BOX

Q1_2a

Date of Birth

What is 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

Refusal **CODE NOT SHOWN**

IF YEAR OF BIRTH NOT GIVEN

Q1_2b

What was their age last birthday?

NUMERIC 0-120

Refusal **CODE NOT SHOWN**

IF REFUSE TO GIVE AGE AT Q1_2B

Q1_2c

SHOW CARD A1

Looking at this card, which age band does NAME belong to?

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+

Refusal **CODE NOT SHOWN**

NOTE: ANSWERS AT Q1_2C TO BE KEPT SEPARATE FROM Q1_2A AND Q1_2B

NEED TO INSERT NEW DUMMY QUESTION WHICH TAKES THE AGE OF EACH PERSON FROM Q1_2A, Q1_2B OR Q1_2C – THIS SHOULD BE USED FOR VERIFICATION & ROUTING

Q1_3

Gender

CODE FIRST THAT APPLIES

1. Male
2. Female

Q1_6

SHOW CARD A2

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

SINGLE CODE

REPEAT FOR EACH MEMBER OF THE HOUSEHOLD OTHER THAN RESPONDENT

1. Spouse
2. Civil Partner
3. Cohabiting partner
4. Son/daughter (incl. adopted)
5. Step-son/daughter
6. Foster child
7. Son-in-law/daughter-in-law
8. Parent/guardian
9. Step-parent
10. Foster parent
11. Parent-in-law
12. Brother/sister (incl. adopted)
13. Step-brother/sister
14. Foster brother/sister

- 15. Brother/sister-in-law
- 16. Grandchild
- 17. Grandparent
- 18. Other relative
- 19. Other non-relative
- Refusal **CODE NOT SHOWN**

REPEAT Q1_1 TO Q1_6 FOR EACH HOUSEHOLD MEMBER OTHER THAN RESPONDENT

ASK ALL

Q1_4a

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 in a same-sex civil partnership
- 2. married
- 3. separated, but legally married
- 4. divorced
- 5. widowed
- 6. In a registered same sex civil partnership
- 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

Refusal **CODE NOT SHOWN**

IF (Q1_0>1) AND (Q1_4A=NOT MARRIED OR CIVIL PARTNERED)

Q1_4b

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

FOR ALL MEMBERS OF HOUSEHOLD AGED 16 OR OVER (USE THE DUMMY QUESTION WHICH COMBINES Q1_2A, Q1_2B AND Q1_2C FOR THIS)

Q1_5

WORKING STATUS

SHOW CARD A3

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

CODE ONE ONLY

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**)
- Refusal **CODE NOT SHOWN**

PART 2 EATING PATTERNS

EatHalnt

I'd now like to ask you some questions about your eating patterns.

CkRes**SHOW CARD B1**

Over a typical week, which of these best describes the level of responsibility you have for preparing and cooking food in your household?

SINGLE CODE

INTERVIEWER NOTE: THIS IS ONLY ABOUT PREPARING AND COOKING FOOD, WE WILL BE ASKING ABOUT SHOPPING FOR FOOD SEPARATELY LATER ON.

1. Responsible for all or most of the preparing/cooking of food
2. Responsible for about half of the preparing/cooking of food
3. Responsible for less than half of the preparing/cooking of food
4. Not responsible for any of the preparing/cooking of food
5. Each person is responsible for preparing/cooking their own food

IF CkRes = 1, 2, 3, 4 AND IF HH SIZE > 1

CkOth

And over a typical week, are any other household members responsible for any of the preparing and cooking of food in your household?

INSERT OTHER HOUSEHOLD MEMBERS, SELECT ALL THAT APPLY
No one else (SINGLE CODE ONLY)

FOR EACH INDIVIDUAL NAMED AT CkOth

CkResO**SHOW CARD B2**

Over a typical week, which of these best describes <<INSERT NAMES>>'s level of responsibility for preparing and cooking food in your household?

SINGLE CODE

1. Responsible for all or most of the preparing/cooking of food.
2. Responsible for about half of the preparing/cooking of food.
3. Responsible for less than half of the preparing/cooking of food.
4. Not responsible for any of the preparing/cooking of food

[SOFT CHECK: IF (CookRes=1 AND CkResO=1 or 2) OR IF (CookRes=2 AND CkResO=1) OR IF (1 SELECTED MORE THAN ONCE AT CkResO) OR IF (2 SELECTED MORE THAN TWICE AT CkResO) THEN

The level of responsibility stated does not add up, please verify with the respondent and amend if necessary.

ASK ALL**CkResEls**

And can I check, on a typical week, does anyone who doesn't live with you have any responsibility for any of the preparing and cooking of food for <you/your household>?

SPONTANEOUS, DO NOT READ OUT, CODE ALL THAT APPLY.

PROMPT: This could be a friend, relative, carer or catering service. Please only include them if they prepare food or cook food for <you/your household> on a regular basis.

INTERVIEWER: DO NOT ACCEPT SOMEONE ALREADY NAMED IN LIST OF HOUSEHOLD MEMBERS.

INTERVIEWER: ONLY INCLUDE CATERING SERVICE IF FOOD ARRIVES READY TO EAT, AND IS NOT COOKED BY SOMEONE IN THE HOUSEHOLD

1. Friend/non co-habiting partner
2. Relative
3. Carer
4. Catering service (e.g. meals on wheels)
5. Other **SPECIFY**
6. No one **SINGLE CODE**

SOFT CHECK: IF (CkRes = 4) AND (CkOth = 'No one else') AND (CkResEls = 6) THEN

You indicated that neither you nor anyone else inside or outside of the household is responsible for any of the preparing or cooking of food, can I just check this is correct?

CkFreq

SHOW CARD B3

How often do you cook or prepare food for yourself, or others?

SINGLE CODE

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

Q2_7W5

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

SHOW CARD B4

MULTICODE

- Completely vegetarian
- Partly vegetarian
- Vegan
- Avoid certain food for other reasons, excluding allergies
- None (**SINGLE CODE ONLY**)

AdReac

Do you ever suffer from an adverse reaction after consuming certain foods?

SINGLE CODE

1. Yes
2. No

AvoidFd

Do you avoid any particular foods because of the adverse reaction they might cause?

SINGLE CODE

1. Yes
2. No

IF AdReac = 1 AND/OR AvoidFd = 1**FdReac**

Do you experience an adverse reaction to any of the following foods?

SHOW CARD B5**MULTICODE**

INTERVIEWER: ONLY CODE 1-17 IF RESPONDENT EXPERIENCES AN ADVERSE REACTION TO THE GENERAL FOOD TYPE. IF ONLY A SINGLE ITEM WITHIN A FOOD GROUP (e.g. almonds, or bread) THEN CODE OTHER.

PROMPT: And do you ever experience an adverse reaction to any other type of food not listed here?

IF MULTIPLE ITEMS UNDER 'OTHER', CODE AS SEPARATE ITEMS.

1. Peanuts
2. Other nuts
e.g. almonds, hazelnuts, walnuts, cashew nuts, pecans
3. Cow's milk and products made with cow's milk
e.g. butter, cheese, cream, yoghurt
4. Cereals containing gluten
e.g. wheat, rye, barley, oats
5. Eggs
6. Fish
7. Crustaceans
e.g. crabs, lobster, prawns, scampi
8. Molluscs
e.g. mussels, snails, squid, whelks, clams, oysters
9. Soya
10. Celery/celeriac
11. Mustard
12. Lupin

13. Sesame
14. Sulphur dioxide/sulphites
15. Other cereals e.g. buckwheat, rice, corn (please specify)
16. Fruit (please specify)
17. Vegetables (please specify)
18. Other (please specify)

IF (FdReac = OTHER) THEN

FdReacO

Ask and separately record other food types the respondent experiences an adverse reaction to.

WHEN ALL FOOD TYPES/ITEMS HAVE BEEN ENTERED PRESS PgDn

10 x open text box

IF (FdReac = OTHER CEREALS) THEN

FdReacCO

Ask and separately record other cereal types the respondent experiences an adverse reaction to.

WHEN ALL CEREAL TYPES/ITEMS HAVE BEEN ENTERED PRESS PgDn

3 x open text box

IF (FdReac = FRUIT) THEN

FdReacFO

Ask and separately record other fruit types the respondent experiences an adverse reaction to.

WHEN ALL FRUIT TYPES/ITEMS HAVE BEEN ENTERED PRESS PgDn

3 x open text box

IF (FdReac = VEGETABLES) THEN

FdReacVO

Ask and separately record other vegetable types the respondent experiences an adverse reaction to.

WHEN ALL VEGETABLE TYPES/ITEMS HAVE BEEN ENTERED PRESS PgDn

3 x open text box

FOR EACH ITEM IDENTIFIED AT FdReac AND FdReacO AND FdReacCO and FdReacFO and FdReacVO

ReactTyp

SHOW CARD B6

How would you best describe your problem with <INSERT ITEM>?

SINGLE CODE

INTERVIEWER NOTES:

- 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. Food allergy
2. Food intolerance
3. Coeliac disease
4. Non-coeliac gluten sensitivity
5. Gluten intolerance
6. Lactose intolerance
7. Cow's milk intolerance
8. Food protein-induced enterocolitis syndrome (FPIES)
9. Other **SPECIFY**

FOR EACH ITEM IDENTIFIED AT FdReac AND FdReacO AND FdReacCO and FdReacFO and FdReacVO

Diagnose

SHOW CARD B7

How did you find out about your condition relating to <**INSERT ITEM FROM FdReac**>?

MULTI CODE

1. I have been diagnosed by an NHS or private medical practitioner (e.g. GP, dietician, allergy specialist in a hospital or clinic)
2. I have been diagnosed by an alternative or complementary therapist (e.g. homeopath, reflexologist, online or walk-in allergy testing service)
3. I have noticed that this food causes me problems, but I have not been formally diagnosed with a specific condition.
4. Other **SPECIFY**

FOR EACH ITEM IDENTIFIED AT FdReac AND FdReacO and FdReacCO and FdReacFo and FdReacVO

ReacAge

How old were you when you first started experiencing an adverse reaction to this food?

PROMPT: If you are uncertain as to the exact age please provide your best estimate.

INSERT NUMERICAL VALUE

IF Q1_0>1

Q2_19

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

- Yes
- No
- Don't know

Q2_14

SHOW CARD B8

AT THE MOMENT, HOW OFTEN DO YOU EAT <TEXTFILL: IF RAW MILK OR RAW EGGS ADD 'OR DRINK'> <insert food>?

SINGLE CODE

RANDOMISE GROUPS

FOODS

ASK IF Q2_7W5 <NOT> Completely vegetarian OR Q2_7W5 <NOT> Vegan GROUP 1

Cuts or portions of beef, lamb or pork, for example joints, steak, chops
Burgers
Sausages
Chicken or turkey
Duck or goose
Pre-cooked meats
Cured or dried meats

ASK IF Q2_7W5 <NOT> Vegan GROUP 2

Milk and dairy foods like cheese and yoghurt (INTERVIEWER NOTE: THIS INCLUDES DRINKING MILK, MILK IN TEA ETC.)

Raw milk – by raw milk I mean milk that has not been pasteurised.

INTERVIEWER NOTE: Pasteurisation is a process that kills bacteria by heating milk to a specific temperature for a set period of time. Most milk bought from a supermarket is pasteurised.

Cooked eggs

Cooked eggs? Please also think about food containing cooked eggs.

Raw or uncooked eggs, including in things like homemade mayonnaise or homemade royal icing

ASK IF Q2_7 <NOT> Completely vegetarian OR Q2_7 <NOT> Vegan GROUP 3

Cooked or smoked fish, excluding shellfish

INTERVIEWER: IF ASKED INCLUDE TINNED FISH E.G. TUNA

Cooked shellfish, for example crab, prawns, lobster, mussels

Raw oysters

GROUP 4

Raw fruit

Raw vegetables, including salad

Cooked vegetables

Frozen fruits, for example berries

GROUP 5

Pre-packed sandwiches

Ready meals

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**

EatOut

I'm now going to move on to talk about eating out. Have you done any of the following things in the last month)?

SHOW CARD B9

CODE ALL THAT APPLY

- 1 Eaten in a restaurant
- 2 Eaten takeaway food from a restaurant or takeaway outlet
- 3 Eaten in a fast food restaurant
- 4 Got food to take away from a fast food restaurant
- 5 Eaten in a pub/ bar/ nightclub
- 6 Eaten in a café or coffee shop
- 7 Bought food or drink from a café, coffee shop or sandwich bar to take away
- 8 Eaten food from a canteen (e.g. at work, school, university, or hospital)
- 9 Eaten in a hotel, B&B or guesthouse
- 10 Eaten food from a mobile food van or stall
- 11 None of these **(SINGLE CODE ONLY)**

EatOutBrk_W5

SHOW CARD B10

At the moment, how often would you say you eat out at or get food to take away for breakfast from a restaurant or other food outlet? **SINGLE CODE**

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

EatOutLun_W5

SHOW CARD B10

At the moment, how often would you say you eat out at or get food to take away for lunch from a restaurant or other food outlet? **SINGLE CODE**

INTERVIEWER NOTE: if asked please include sandwiches and meal deals you buy from the supermarket or other food outlet, such as car garage.

- At least once a day

5-6 times a week
3-4 times a week
Once or twice a week
Once a fortnight
Once a month
Less than once a month
Never
It varies too much to say (spontaneous only)

EatOutDin_W5

SHOW CARD B10

At the moment, how often would you say you eat out at or get food to take away for dinner from a restaurant or other food outlet? **SINGLE CODE**

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

IF (EatOutBrk_W5 = NOT 'Never' OR EatOutLun_W5 = NOT 'Never' OR EatOutDin_W5 = NOT 'Never') THEN

EatOutInf_W5

SHOW CARD B11b

In the last 12 months, when deciding where to eat out or get food to takeaway, have you got any information from any of the following sources?

RANDOMISE ORDER OF RESPONSE OPTIONS KEEPING OTHER AT THE END

Own experience of the place
Appearance of the place
Word of mouth
Recommendations from friends/family
Customer reviews on websites or mobile apps e.g. TripAdvisor, Yelp, Google reviews etc.
Print or online editions of newspaper/magazine features or reviews
Online website guides e.g. Time Out, Square Meal
Television programmes
Books e.g. restaurant guides
Leaflets/flyers
Media advertising e.g. television, radio, magazines, newspapers
Social media
Other **SPECIFY**

IF (EatOutOft = NOT 'Never') THEN

Q2_35_W5

Generally, when you're deciding where to eat out, which of the following are important to you?

SHOW CARD B12A/ B12B

CODE ALL THAT APPLY

RANDOMISE ORDER OF RESPONSE OPTIONS KEEPING 'NONE OF THESE' AND 'SOMETHING ELSE' AT THE END

- Price
- Recommendations or invitation from someone you know/good reviews
- Good service
- A good hygiene rating/score
- Calorie information of the food is provided
- Allergy information of the food is provided
- Healthier foods/choices
- Food for different diets such as Vegetarian, Halal, Kosher etc.
- None of these
- Something else **SPECIFY**

ONLY SHOW CODES MENTIONED AT Q2_35

- Price
- Recommendations or invitation from someone you know/good reviews
- Calorie information of the food is provided
- Allergy information of the food is provided
- Healthier 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_35**
- All equally important – (SPONTANEOUS ONLY)
- Don't know – (SPONTANEOUS ONLY)

ASK ALL

Q2_37

SHOW CARD B13

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?

SINGLE CODE

- Do not eat out or buy food to take home
- Very aware
- Fairly aware
- Neither aware nor unaware
- Fairly unaware
- Very unaware
- (Don't know) **CODE NOT SHOWN**

**IF FAIRLY/VERY UNAWARE/DK, OR 'DO NOT EAT OUT OR BUY FOOD TO TAKE HOME',
SKIP TO Q12_1, OTHERS CONTINUE**

Q2_38

SHOW CARD B14a/ B14b

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

CODE ALL THAT APPLY

PROBE: Anywhere else?

Word of mouth

Reputation

Appearance of staff

General appearance of premises

Hygiene rating/score

Customer reviews on websites/mobile apps

Other **SPECIFY**

Don't know **CODE NOT SHOWN**

ASK ALL

Q12_1

Have you ever seen any of these before?

SHOW CARD B15

LIST

England FHRS image (**FOR ENGLAND/NI RESPONDENTS**)

Wales FHRS image (**FOR WALES RESPONDENTS**)

SCALE

Yes

No

PART 3 SHOPPING

infoPart3

And now some questions on shopping...

Q3_1**SHOW CARD C1**

THINKING ABOUT FOOD AND GROCERY SHOPPING, OVER A TYPICAL WEEK, WHICH OF THESE BEST DESCRIBES THE LEVEL OF RESPONSIBILITY YOU HAVE FOR THE SHOPPING (TEXTFILL IF HH>1: IN YOUR HOUSEHOLD)?

SINGLE CODE

- 1 Responsible for all or most of the food/grocery shopping
- 2 Responsible for about half of the food/grocery shopping
- 3 Responsible for less than half of the food/grocery shopping
- 4 Not responsible for any of the food/grocery shopping
- 5 Each person is responsible for their own food/grocery shopping

IF Q3_1 = 1, 2, 3, 4 AND IF HH SIZE > 1

ShpOth

And over a typical week, are any other household members responsible for any of the food or grocery shopping in your household?

INSERT ALL HOUSEHOLD MEMBERS, SELECT ALL THAT APPLY

No one else (**SINGLE CODE ONLY**)

FOR EACH INDIVIDUAL NAMED AT ShpOth

ShpResO**SHOW CARD C2**

Over a typical week, which of these best describes <<INSERT NAMES>>'s level of responsibility for food/grocery shopping in your household?

SINGLE CODE

- 1. Responsible for all or most of the food/grocery shopping.
- 2. Responsible for about half of the food/grocery shopping.
- 3. Responsible for less than half of the food/grocery shopping.
- 4. Not responsible for any of the food/grocery shopping.

[SOFT CHECK: IF (Q3_1=1 AND CShpResO=1 or 2) OR IF (Q3_1=2 AND ShpResO=1) OR IF (1 SELECTED MORE THAN ONCE AT ShpResO) OR IF (2 SELECTED MORE THAN TWICE AT ShpResO) THEN

ASK ALL**ShpResEls**

And can I check, in a typical week, does anyone who doesn't live with you have any responsibility for any of the food or grocery shopping for <you/your household>?

SPONTANEOUS, DO NOT READ OUT, CODE ALL THAT APPLY

PROMPT: This might be a friend, relative or carer. Please only include them if they do food or grocery shopping for <you/your household> on a regular basis.

INTERVIEWER NOTE: DO NOT ACCEPT ANYONE NAMED ON LIST OF HOUSEHOLD MEMBERS.

1. Friend/non co-habiting partner
2. Relative
3. Carer
3. Other (please **SPECIFY**)
4. No one (**SINGLE CODE ONLY**)

SOFT CHECK: IF 'Not responsible for any' SELECTED AT Q3_1, 'No one else' SELECTED at ShpResO and 'No one' SELECTED AT ShpResEIs:

You indicated that neither you nor anyone else inside or outside of the household is responsible for any of the food/grocery shopping, can I just check this is correct?

Q3_3

SHOW CARD C3

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

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 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, Hello Fresh, Amazon Fresh) – not from a supermarket
- 13 Other shop

PackSep

SHOW CARD C4

When you/your household buys raw meat, fish or shellfish, how often would you pack these separately from other general food items at the check-out? – Think of both fresh and frozen meat, fish or shellfish bought at a supermarket or butchers and fishmongers.

CODE ONE

1. I never do this
2. I rarely do this
3. I sometimes do this
4. I often do this
5. I always do this
6. I do not buy raw meat, fish, or shellfish
- Don't know **CODE NOT SHOWN**

ASK FOR RESPONDENTS IN ENGLAND AND WALES ONLY:

ProvFood

SHOW CARD C5

I am now going to read you a number of statements that people have made about buying food, and I would like you to tell me the extent to which you agree or disagree with each statement:

When buying food, I check to see where it was produced.

Where possible, I prefer to buy food produced in Britain.

I have greater trust in the quality of food produced in Britain, compared to food imported from overseas.

Food produced in Britain tastes better than food imported from overseas.

It is important to support British farmers and food producers.

Food produced in Britain tends to be more expensive than food imported from overseas.

I would be prepared to pay more for food and drink that is produced in Britain.

SCALE

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Definitely disagree

ASK FOR RESPONDENTS IN NORTHERN IRELAND ONLY:

ProvFoodNI

SHOW CARD C5

I am now going to read you a number of statements that people have made about buying food, and I would like you to tell me the extent to which you agree or disagree with each statement:

When buying food, I check to see where it was produced.

Where possible, I prefer to buy food produced in the UK and Ireland.

I have greater trust in the quality of food produced in the UK and Ireland, compared to food imported from overseas.

Food produced in the UK and Ireland tastes better than food imported from overseas.

It is important to support farmers and food producers in the UK and Ireland.

Food produced in the UK and Ireland tends to be more expensive than food imported from overseas.

I would be prepared to pay more for food that is produced in the UK and Ireland.

SCALE

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Definitely disagree

PART 4: FOOD INSECURITY

FdSecIntro

Now I'm going to read you several statements that people have made about their food situation. For these statements, please indicate, using the show card, whether the statement was often true, sometimes true, or never true for (TEXTFILL if HH=1: you/ HH>1: your household) in the last 12 months—that is, since last (name of current month).

Worried

SHOW CARD D1

The first statement is "(TEXTFILL: I/We) worried whether (TEXTFILL: my/our) food would run out before (I/we) got money to buy more." Was that often true, sometimes true, or never true for (you/your household) in the last 12 months?

1. Often true
 2. Sometimes true
 3. Never true
- Don't know/Refusal **CODES NOT SHOWN**

FdLast

SHOW CARD D1

"The food that (I/we) bought just didn't last, and (I/we) didn't have money to get more." Was that often, sometimes, or never true for (you/your household) in the last 12 months?

1. Often true
 2. Sometimes true
 3. Never true
- Don't know/Refusal **CODES NOT SHOWN**

HealthyFd

SHOW CARD D1

"(I/we) couldn't afford to eat balanced meals." Was that often, sometimes, or never true for (you/your household) in the last 12 months?

1. Often true
 2. Sometimes true
 3. Never true
- Don't know/Refusal **CODES NOT SHOWN**

IF (Worried OR FdLast OR HealthyFd = 'Often true' OR 'Sometimes true') THEN

SkipMeal

SHOW CARD D2

In the last 12 months, since last (name of current month), did (you/you or other adults in your household) ever cut the size of your meals or skip meals because there wasn't enough money for food?

1. Yes
 2. No
- Don't know/Refusal **CODES NOT SHOWN**

IF (SkipMeal = Yes) THEN

SkipOf

SHOW CARD D3

How often did this happen—Almost every month, some months but not every month, or in only 1 or 2 months?

1. Almost every month
 2. Some months but not every month
 3. Only 1 or 2 months
- Don't know/Refusal **CODES NOT SHOWN**

IF (Worried OR FdLast OR HealthyFd = 'Often true' OR 'Sometimes true') THEN

EatLess

SHOW CARD D2

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

1. Yes
 2. No
- Don't know/Refusal **CODES NOT SHOWN**

IF (Worried OR FdLast OR HealthyFd = 'Often true' OR 'Sometimes true') THEN

Hungry

SHOW CARD D2

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

1. Yes
 2. No
- Don't know/Refusal **CODE NOT SHOWN**

IF (Worried OR FdLast OR HealthyFd = 'Often true' OR 'Sometimes true') THEN

WtLoss

SHOW CARD D2

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

1. Yes
 2. No
- Don't know/Refusal **CODES NOT SHOWN**

IF (SkipMeal OR EatLess OR Hungry OR WghtLoss = YES) THEN

NotEat

SHOW CARD D2

In the last 12 months, did (you/you or other adults in your household) ever not eat for a whole day because there wasn't enough money for food?

1. Yes
 2. No
- Don't know/Refusal **CODES NOT SHOWN**

If (NotEat = Yes) THEN

NotEatOf

SHOW CARD D3

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

1. Almost every month
2. Some months but not every month
3. Only 1 or 2 months

Don't know/Refusal **CODES NOT SHOWN**

Q3_13

SHOW CARD D4

Have you made any of these changes in the last 12 months for financial reasons?

CODE ALL THAT APPLY

1. Eaten at home more
2. Cooked at home more
3. Eaten fewer takeaways
4. Eaten out less
5. Made packed lunches more
6. Bought items that were on special offer more
7. Changed the places you buy food for cheaper alternatives
8. Changed the food you buy to cheaper alternatives
9. Prepared food that could be kept as leftovers more
10. Kept leftovers for longer before eating
11. Eaten food past its use-by-date more
12. None of these

PART 5: FOOD SAFETY

Infopart4

I'm now going to ask you some questions about when you store, prepare and cook food.

Q4_1

SHOW CARD E1

I would like you to tell me whether you do or don't do any of the following things, and if so how frequently:

INTERVIEWER: If respondent says they never have responsibility for doing this, e.g. they never use raw chicken, then code as 'Not applicable' and NOT 'Never'.

RANDOMISE STATEMENTS WITHIN SUBGROUPS
SINGLE CODE

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

Cross contamination

- Use different chopping boards for different foods
- Store open tins in the fridge

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

INTERVIEWER NOTE: IF RESPONDENT ONLY BUYS PRE-PREPARED (WASHED) FRUIT AND VEGETABLES OR ONLY EATS PEELED VEGETABLES CODE AS 'NA'.

- Wash raw meat or poultry *other than* chicken
- Wash raw chicken
- Wash raw fish or seafood
- Wash fruit and vegetables, excluding packaged salad that are going to be eaten raw
- Wash fruit and vegetables which are going to be cooked
- Store open tins in the fridge
-

SanSpray

I would like you to tell me whether you do or don't do any of the following things, and if so how frequently:

Use any antibacterial surface sanitising spray or wipes to clean kitchen work surfaces

1. Never
2. Sometimes
3. Most of the time
4. Always, Not applicable
5. Don't Know **CODE NOT SHOWN**

IF (SanSpray = Sometimes, most of the time, always) THEN
SprayWipe

SHOWCARD E2

And when you use surface sanitising spray, which of the things listed on this card do you usually do?

1. I spray it and don't wipe it off
2. I spray it and immediately wipe it off
3. I spray it, leave it for a few minutes, and then wipe it off
4. I spray it, wipe it off, and repeat
5. I first clean the surface with soapy water, before using spray.

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 if the meat is pink or has pink or red juices
- Eat 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

Q4_1b

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

SHOW CARD E3

CODE ALL THAT APPLY

MULTICODE

1. Placing the meat or fish in water
 2. Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)
 3. Leaving the meat or fish in the fridge
 4. Defrosting the meat or fish in the microwave oven
 5. Other (**SPECIFY**)
 6. Do not defrost meat or fish **EXCLUSIVE**
- DK **CODE NOT SHOWN**

IF Q4_1B=MORE THAN 1 RESPONSE

Q4_1c

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

...Read out...

**ONLY SHOW ANSWERS GIVEN AT 4.1B
SINGLE CODE.**

1. Placing the meat or fish in water
2. Leaving the meat or fish at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)
3. Leaving the meat or fish in the fridge
4. Defrosting the meat or fish in the microwave oven
5. **SHOW TEXT FROM OTHER SPECIFY**
DK **CODE NOT SHOWN**

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?

SPONTANEOUS – DO NOT READ OUT, CODE ALL THAT APPLY

MULTICODE

1. To stop remains of it getting onto the next food
2. It can be dangerous if you don't
3. To stop the flavour/ taste transferring to other foods
4. To get rid of the mess
5. As it looks dirty
6. To wash away germs/bacteria
7. To prevent cross contamination
8. To prevent food poisoning
9. It's a habit
10. It's just what people do / are told to do
11. Don't know why
12. Other (**SPECIFY**)

Q4_8a

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

1. Yes
2. No

ASK ALL

Q4_8c

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

SHOW CARD E4

CODE ALL THAT APPLY

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"

MULTICODE

RANDOMISE ORDER OF CODES

1. Fridge with built in freezer compartment

2. Combined fridge and freezer, these have separate doors but are part of the same unit
3. Separate fridge
4. Separate freezer
5. Dishwasher
6. Oven
7. Grill, including as part of a combined oven
8. Hob, including as part of a combined oven
9. Microwave oven, including as part of a conventional oven
10. Kettle
11. Toaster

12. None of these

DK **CODE NOT SHOWN**

IF “COMBINED FRIDGE AND FREEZER” OR “SEPARATE FRIDGE” IS NOT SELECTED AT Q4_8C SKIP TO Q4_18

Q4_9

Do you ever check your fridge temperature?

INTERVIEWER: If respondent says the temperature is displayed on the front of their fridge, probe to see if they check the temperature on that front panel and code appropriately.

SINGLE CODE

1. Yes
2. No
3. Someone else in the household does
4. 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 Q4_12, OTHERS ASK Q4_10

Q4_10

SHOW CARD E5

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

SINGLE CODE

1. At least daily
2. 2-3 times a week
3. Once a week
4. Less than once a week but more than once a month
5. Once a month
6. Four times a year
7. Once or twice a year
8. Never/Less often
9. I don't need to – it has an alarm if it is too hot or cold
10. Can't remember

Q4_11

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

SPONTANEOUS – DO NOT READ OUT, CODE ALL THAT APPLY

MULTICODE

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

Q4_12

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

SPONTANEOUS – DO NOT READ OUT

SINGLE CODE

INTERVIEWER: IF SINGLE TEMPERATURE STATED, CODE WITHIN THE APPROPRIATE RANGE.

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

Q4_14

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

SPONTANEOUS – DO NOT READ OUT, CODE ALL THAT APPLY

MULTICODE

1. Anywhere
2. On the bottom shelf of the fridge
3. At the top of the fridge
4. Away from cooked foods
5. In a separate compartment e.g. a meat drawer or salad tray
6. In the middle of the fridge
7. Wherever there is space
8. Other (**SPECIFY**)
9. Don't buy or store meat or poultry at all (SINGLE CODE ONLY)
10. Don't store raw meat/poultry in the fridge (SINGLE CODE ONLY)

IF "DO NOT BUY OR STORE MEAT AT ALL" OR "DON'T STORE RAW MEAT IN THE FRIDGE" SKIP TO Q4_18

Q4_15

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

SPONTANEOUS – DO NOT READ OUT, CODE ALL THAT APPLY

INTERVIEWER: if necessary prompt with one or two examples

MULTICODE

1. Away from cooked foods
2. Covered with film \ foil
3. In a covered container
4. In its packaging
5. On a plate
6. Other (**SPECIFY**)

ASK ALL

Q4_18

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

SPONTANEOUS - DO NOT READ OUT, CODE ALL THAT APPLY

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

INTERVIEWER: code as not applicable if participant doesn't eat/prepare that particular food

MULTICODE

1. How it looks (e.g. mould)
2. The colour of it
3. How it smells
4. How it tastes
5. What it feels like / the texture
6. Whether it has been stored correctly
7. If it doesn't float in water **ONLY SHOW THIS CODE FOR "EGGS" STATEMENT**
8. Best before date
9. Use by date
10. Sell by or display until date
11. Date unspecified
12. Other **SPECIFY**
13. Not applicable

Q4_19

SHOW CARD E6

Which of these indicates whether food is safe to eat?

CODE ALL THAT APPLY

MULTICODE

1. Use by date
2. Best before date
3. Sell by date
4. Display until date
5. None of these

- 6. Don't know (spontaneous only)
- 7. It depends (spontaneous only)

Q4_19b

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

...READ OUT...

SINGLE CODE – ROTATE ANSWER LIST

- 1. Use by date
- 2. Best before date
- 3. Sell by date
- 4. Display until date

Don't know **CODE NOT SHOWN**

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)?

...READ OUT...

SINGLE CODE

- 1. Very easy to read
- 2. Quite easy to read
- 3. Neither easy nor difficult to read
- 4. Quite difficult to read
- 5. Very difficult to read

Refusal **CODE NOT SHOWN**

Q4_22

SHOW CARD E7

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

SINGLE CODE

- 1. Yes, always
- 2. Yes, depending on the food type
- 3. Sometimes
- 4. Never
- 5. Do not cook or prepare food (SPONTANEOUS ONLY)

Don't know **CODE NOT SHOWN**

Q4

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

Q4_24

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

SPONTANEOUS – DO NOT READ OUT

SINGLE CODE

1. The same day
 2. Monday
 3. Tuesday
 4. Wednesday
 5. Thursday
 6. Friday
 7. Saturday
 8. The following Sunday
 9. More than a week
 10. Never have leftovers – always finish or throw away immediately
- Don't know **CODE NOT SHOWN**

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

Q4_25

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

SPONTANEOUS – DO NOT READ OUT

SINGLE CODE

1. Not at all
 2. Once
 3. Twice
 4. Three times
 5. More than three times
- Don't know **CODE NOT SHOWN**

IF NOT AT ALL SKIP TO MWPwr, OTHERS CONTINUE

Q4_26

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

SPONTANEOUS – DO NOT READ OUT, CODE ALL THAT APPLY

MULTICODE

1. Steam coming from it
 2. Taste it
 3. Stir it
 4. Check the middle is hot
 5. Check it's an even temperature throughout
 6. Put hand over it/touch it
 7. Use a thermometer/probe
 8. Use a timer to ensure it has been cooked for a certain amount of time
 9. It looks hot
 10. I don't check
 11. Other **SPECIFY**
- DK **CODE NOT SHOWN**

IntroQ4_27

SHOW CARD E8

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.

Q4_27

SINGLE CODE

SCALE

1. Definitely agree
 2. Tend to agree
 3. Neither agree nor disagree
 4. Tend to disagree
 5. Definitely disagree
- Don't know **CODE NOT SHOWN**

RANDOMISE

I always avoid throwing food away
I am unlikely to get food poisoning from food prepared in my own home
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
I like trying new things to eat
I enjoy preparing and cooking food
I'm not generally interested in food
I don't have time to spend preparing and cooking food
When preparing food I could be more careful about hygiene
There is too much plastic used in food packaging

Q4_28

SHOW CARD E9

HAVE YOU PERSONALLY EVER HAD FOOD POISONING?

SINGLE CODE

1. Yes more than once
 2. Yes once
 3. I think so but I'm not sure it was food poisoning
 4. No
- Don't know **CODE NOT SHOWN**

ASK IF Q4_28 = "YES MORE THAN ONCE", "YES ONCE" OR "I THINK SO"

Q4_26b

SHOW CARD E9

Have you had food poisoning in the last year?

SINGLE CODE

1. Yes more than once
2. Yes once
3. I think so but I'm not sure it was food poisoning
4. No

DK (**CODE NOT SHOWN**)

ASK IF Q4_26B= "YES MORE THAN ONCE", "YES ONCE" OR "I THINK SO"

Q4_28a

<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

1. Yes

2. No

Don't know **CODE NOT SHOWN**

ASK IF Q4_28A= "YES"

Q4_27b

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

SINGLE CODE

1. Yes

2. No

Don't know **CODE NOT SHOWN**

ASK IF Q4_27B = "YES"

Q4_27c

SHOW CARD E10

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

SINGLE CODE

1 Campylobacter

2 Salmonella

3 E coli

4 Listeria

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

6 Other (**SPECIFY**)

No – can't remember **CODE NOT SHOWN**

Don't know **CODE NOT SHOWN**

ASK IF Q4_28= "YES MORE THAN ONCE", "YES ONCE" OR "I THINK SO"

Q4_28b

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 CARD E11

CODE ALL THAT APPLY

MULTICODE

1. Tried to get more information about the issue

2. Read food labels more carefully

3. Changed the way you cook food

4. Changed the way you prepare food

5. Stopped eating certain foods

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

7. Other (**SPECIFY**)

8. Took no action **SINGLE CODE ONLY**

Q11_8b

SHOW CARD E12a/ E12b

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

CODE ALL THAT APPLY

PROBE: What about any other sources?

MULTICODE

REVERSE ORDER OF RESPONSE CODES KEEPING 'OTHER' AND 'I DON'T LOOK FOR INFORMATION ON FOOD SAFETY' AT THE END.

1. Family and friends
2. School / college / a course
3. Work
4. Retailers (e.g. supermarkets)
5. Newspapers
6. News websites
7. Food TV shows / cooking programmes
8. Food magazines
9. Food websites
10. TV / radio campaigns
11. Books
12. Internet search engine
13. Social media
14. Product packaging
15. Doctor / GP
16. Other (**SPECIFY**)
17. I don't look for information on food safety (**EXCLUSIVE**)

PART 6: FOOD ISSUES

FdPrdIntro

I'd now like to ask you some questions about chemicals.

ChemKnw

SHOW CARD F1 Chemicals can be present in food for a number of reasons. To what extent would you say you feel informed about each of the following issues?

1. Chemicals deliberately added to food by producers for example as colouring, sweeteners preservatives
2. Chemical residues from the food production process for example pesticides, veterinary medicines
3. Chemicals that can occur naturally in food for example fungal toxins, heavy metals
4. Chemicals that can be formed during the cooking process for example through cooking at high temperatures, smoking of food.

SCALE

1. Very well informed
 2. Well informed
 3. Not well informed
 4. Not at all informed
- Don't know **CODE NOT SHOWN**

ChemOpin

SHOW CARD F2

The following are a number of statements that people have made in relation to chemicals and food. To what extent do you agree or disagree with each of the following statements?

1. The benefits of using chemicals in food production outweigh the risks.
2. I would like more information about what I can personally do to limit the presence of chemicals in food.
3. I am concerned about possible long-term health effects of chemicals in food.
4. I believe the presence of chemicals in food is well regulated.

SCALE

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Definitely disagree
6. Don't know

PART 7 HEALTHY EATING

THIS SECTION OF THE QUESTIONNAIRE IS ONLY TO BE ASKED OF RESPONDENTS IN NORTHERN IRELAND

HEIntro

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

H2_1

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

SHOW CARD G1

SINGLE CODE

1. Very healthy
2. Fairly healthy
3. Neither healthy nor unhealthy
4. Fairly unhealthy
5. Very unhealthy

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

ASK ALL

InfoH2_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...

H2_10

Do you think... (**INSERT ITEM**) ... can be counted towards the daily fruit and vegetable intake?

RESPONSES FOR EACH FOOD

1. Yes
2. No

Don't know **CODE NOT SHOWN**

FOOD ITEM (RANDOMISE LIST)

Frozen vegetables

Jam

Pure fruit juice (**INTERVIEWER NOTE** fruit juice without added sugar, includes juice from concentrate, but not dilutable juice drinks such as fruit squash)

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

H2_11

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

INTERVIEWER 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.

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

Don't know **CODE NOT SHOWN**

CheckH2_11

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

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)

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

Yes

No

Don't know **CODE NOT SHOWN**

H2_13

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

INTERVIEWER 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

Don't know **CODE NOT SHOWN**

RANGE 0-15

soft check if more than 15

CHECKH2_13

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

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**

H2_14

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

SHOW CARD G2

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
Don't know **CODE NOT SHOWN**

FOODS – RANDOMISE LIST – FIX ORDER OF TWO FISH ITEMS

Biscuits, pastries and cakes
Sweets and chocolate
Savoury snacks (e.g. crisps)
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

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

Fruit and vegetables
Potatoes, bread, rice, pasta and other starchy carbohydrates
Oil and spreads
Dairy and alternatives
Beans, pulses, fish, eggs, meat and other proteins

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

InfoH2_17_2

SHOW CARD G3

This card shows a blank circle, divided into 5 sections, representing a guide to the proportions that different food groups should make towards the whole of a recommended balanced diet. Some foods are not recommended as part of a balanced diet, and should be eaten less often and in small amounts. There is a separate section for these foods, outside of the circle.

INTERVIEWER: PLEASE SHUFFLE CARDS BETWEEN INTERVIEWS TO RANDOMISE ORDER

INTERVIEWER: HAND OVER SHUFFLE CARDS

These cards show the different food groups.

Thinking of all the food a person would eat in a day, please place each card a section, to show how much of this food group you think there should be in a recommended balanced diet. Please also place the foods that you think are not part of a recommended balanced diet, in the section outside of the circle labelled 'eat less often and in small amounts'.

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

H2_17a - H2_17f

INTERVIEWER – RECORD FOOD TYPE PLACED IN [SECTION A – SECTION F]

Fruit and vegetables

Potatoes, bread, rice, pasta and other starchy carbohydrates

Oil and spreads

Dairy and alternatives

Beans, pulses, fish, eggs, meat and other proteins

Foods high in fat, salt and sugars

Don't know **CODE NOT SHOWN**

H2_18

SHOW CARD G4

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

SHOW FOOD

Is this...

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

Drinking plenty of water

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

H2_19

SHOW CARD G5a/ G5b

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?

CODE ALL THAT APPLY

1. Eating more bread, rice, potatoes, pasta and other starchy foods
2. Eating less bread, rice, potatoes, pasta and other starchy foods
3. Eating more fruit and vegetables
4. Eating more fish, including oily fish

5. Eating less food high in saturated fat
6. Eating less food high in fat in general
7. Eating less food high in sugar
8. Eating less meat
9. Eating less salt, for example eating less salty food, not adding salt during cooking or to a meal before eating
10. Eating fewer calories
11. Eating more calories
12. Eating larger portions
13. Eating smaller portions
14. None of these
15. Other

IF ANY CHANGES MADE AT H2_19, OTHERS GO TO H2_22

H2_21

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

SPONTANEOUS – DO NOT READ OUT, CODE ALL THAT APPLY

PROBE: Anything else?

MULTICODE

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

To cut down on saturated fat

To cut down on sugar

Due to age/getting older

Publicity / awareness (from experts / media)

Other (**SPECIFY**)

DK **CODE NOT SHOWN**

ASK ALL

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?

SPONTANEOUS – DO NOT READ OUT, CODE ALL THAT APPLY

PROBE: Anything else?

MULTICODE

No difficulties **EXCLUSIVE**

Already eat healthily

Money / cost of healthy food

Time constraints

Time to prepare / cook food

Healthy foods are too expensive

Work commitments / hours

Lack of choice of healthier options when eating out
Giving up/cutting out sugar
Not enough information on labels
Don't know enough about which foods are healthier
Don't like healthy food
Giving up/cutting out chocolate
Other (**SPECIFY**)
DK **CODE NOT SHOWN**

H2_24

SHOW CARD G6

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

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

**H2_25N AND H2_26N –ASK QUESTIONS IN ORDER OF RESPONDENT'S OWN GENDER –
I.E. MEN ASKED H2_26 FIRST, THEN ASKED H2_25N; WOMEN ASKED H2_25N FIRST,
THEN H2_26N.**

H2_25N

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?

INTERVIEWER: IF ASKED, NUMBER OF CALORIES IS REFERRING TO KILO CALORIES (KCAL)

SPONTANEOUS – DO NOT READ OUT

WRITE IN (0 – 9995)

Don't know **CODE NOT SHOWN**

H2_26N

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 READ OUT

WRITE IN (0 – 9995)

Don't know **CODE NOT SHOWN**

QUESTION H2_27N 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

H2_27N

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?

SPONTANEOUS – DO NOT READ OUT

WRITE IN (UPPER RANGE 995)

Don't know **CODE NOT SHOWN**

H2_28N

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 READ OUT

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

Don't know **CODE NOT SHOWN**

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 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

H2_39

SHOW CARD H7

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?

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**

H2_40

SHOW CARD G8

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

CODE ALL THAT APPLY

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

MULTICODE

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

Street food stalls or pop out

None of these

PART 8: HEALTH

Q6Info

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

ASK ALL

Q6_1

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

SHOW CARD I1

SINGLE CODE

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

Refused code not shown

ASK ALL

Q6_2_W5

This question asks you about any health conditions, illnesses or impairments you may have.

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

INTERVIEWER: USE THE FOLLOWING GUIDANCE IF YOU ARE ASKED FOR CLARIFICATION. AS A GUIDE, INCLUDE:

- CONDITIONS WHICH FLARE UP INTERMITTENTLY, BUT THE EXACERBATION HAS A SHORTER DURATION THAN 12 MONTHS.
- PROBLEMS WHICH MAY NOT BE PERCEIVED AS SERIOUS OR ARE WELL-CONTROLLED AND MANAGED BY TREATMENT AND LIFESTYLE ADJUSTMENTS AND DO NOT PERCEPTIBLY AFFECT DAY-TO-DAY ACTIVITIES, BUT ARE NEVERTHELESS LONG-LASTING.

1. Yes;
2. No.

Don't know **CODE NOT SHOWN**

Refusal **CODE NOT SHOWN**

ASK IF Q6_2_W5 = Yes

IIIAff

Do any of these conditions or illnesses affect you in any of the following areas?

SHOW CARD I2

CODE ALL THAT APPLY.

1. Vision (for example blindness or partial sight)
2. Hearing (for example deafness or partial hearing)
3. Mobility (for example walking short distances or climbing stairs)

4. Dexterity (for example lifting and carrying objects, using a keyboard)
5. Learning or understanding or concentrating
6. Memory
7. Mental health
8. Stamina or breathing or fatigue
9. Socially or behaviourally (for example associated with autism, attention deficit disorder or Asperger's syndrome)
95. Other (please **SPECIFY**)
96. None of the above (SPONTANEOUS ONLY)
- Don't know **CODE NOT SHOWN**
- Refusal **CODE NOT SHOWN**

Eye

SHOW CARD I1

At the present time, how would you rate your eyesight using both eyes (with glasses or contact lenses, if you wear them)?

1. Very good
2. Good
3. Fair
4. Bad
5. Very bad
6. Completely blind (SPONTANEOUS ONLY)

ASK ALL

Q6_4Intro

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'.

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?

PLEASE SELECT ONE ANSWER.

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

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?

PLEASE SELECT ONE ANSWER.

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

PLEASE SELECT ONE ANSWER.

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

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?

PLEASE SELECT ONE ANSWER.

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

PART 9: TRUST

A1_Info

We are interested in finding out your views on food and food supply. First I will ask you some general question means: whether individuals think the FSA is generally about trust in people and organisations, then I will move on to ask you about your views on food and food supply in more detail.

A1_ SHOW CARD H1

And now a general question about trust. On a scale from zero to ten, where zero is not at all and 10 is completely, in general how much do you trust most people?

IF ASKED: by most people we mean anyone in this country.

- 0. 0 (not at all)
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10 (completely trust)
- 11. Don't know
- Refusal **CODE NOT SHOWN**

A2_ SHOW CARD H1

On a scale from zero to ten, where zero is not at all and ten is completely, in general how much do you trust most people you know personally?

- 0. 0 (not at all)
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10 (completely trust)
- 11. Don't know

Refusal **CODE NOT SHOWN**

ASK IF COUNTRY OF INTERVIEW = England OR Wales

A3

SHOW CARD H1

The next questions are about whether or not you trust various institutions in the UK. If you had very little or no contact with these institutions, please give an answer based on your general impression of these institutions. Using this card, please tell me on a score of 0-10 how much, if at all, you personally trust each of these institutions I read out. 0 means you do not trust an institution at all, and 10 means you have complete trust.

The British Parliament?

- 0. 0 (not at all)
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10 (completely trust)
- 11. Don't know [PROG: exclusive code]

Refusal **CODE NOT SHOWN**

ASK IF COUNTRY OF INTERVIEW = England or Wales

A4_ENG/WALES

SHOW CARD H1

Using this card, please tell me on a score of 0-10 how much, if at all, you personally trust each of the institutions I read out. 0 means you do not trust an institution at all, and 10 means you completely trust.

The Police?

- 0. 0 (not at all)
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10 (completely trust)

11. Don't know [PROG: exclusive code]

Refusal **CODE NOT SHOWN**

ASK IF COUNTRY OF INTERVIEW = Northern Ireland

A4_NI

SHOW CARD H1

Using this card, please tell me on a score of 0-10 how much, if at all, you personally trust each of the institutions I read out. 0 means you do not trust an institution at all, and 10 means you completely trust. If you have had very little or no contact with this institution, please give an answer based on your impression of this institution.

The Police?

0. 0 (not at all)

1. 1

2. 2

3. 3

4. 4

5. 5

6. 6

7. 7

8. 8

9. 9

10. 10 (completely trust)

11. Don't know [PROG: exclusive code]

Refusal **CODE NOT SHOWN**

ASK IF COUNTRY OF INTERVIEW = England or Wales

HeardOrg

SHOW CARD H2

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

MULTICODE

1. Department of Health, now also known as Department of Health and Social Care (DHSC)
2. Public Health England (PHE)
3. Food Standards Agency (FSA)
4. National Institute for Health and Care Excellence (NICE)
5. Department for Environment, Food and Rural Affairs (DEFRA)
6. OFCOM, Office of Communications
7. Health and Safety Executive (HSE)
8. None of these (exclusive code)

Don't know **CODE NOT SHOWN**

ASK IF COUNTRY OF INTERVIEW = NORTHERN IRELAND

HeardOrgNI
SHOW CARD H2

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

SELECT ALL THAT APPLY

1. Department of Health, now also known as Department of Health and Social Care (DHSC)
2. Department of Health, Social Services and Public Safety (DHSSPS)
3. Public Health Agency (PHA)
4. Food Standards Agency (FSA)
5. Safefood
6. National Institute for Health and Care Excellence (NICE)
7. Department for Environment, Food and Rural Affairs (DEFRA)
8. Department of Agriculture, Environment and Rural Affairs (DAERA)
9. OFCOM, Office of Communications
10. Health and Safety Executive (HSE)
11. None of these (exclusive code)

Don't know/refusal **CODE NOT SHOWN**

ASK ALL
HeardSFA

Had you of the Food Standards Agency before you were contacted to take part in this interview?

1. No, I hadn't heard of the Food Standards Agency at all
2. Yes, I had heard of the Food Standards Agency but didn't know much about them and/or their responsibilities
3. Yes, I had heard of the Food Standards Agency and know about their responsibilities

Don't know/refusal **CODE NOT SHOWN**

ASK ALL
DescFSA

The Food Standards Agency or the FSA for short, is the independent Government department that is responsible for protecting the public from risks relating to food.

C1_
SHOW CARD H3

The following questions are about the responsibilities of the Food Standards Agency and your views on how they might respond to food related issues. Please answer the questions on a scale from 0 to 10 where 0 means very unlikely and 10 means very likely.

If you wanted to report a food related issue to the FSA, how likely or unlikely do you think it would be that the problem would be looked into?

0. 0
1. 1

- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10
- 11. Don't know
- Refusal **CODE NOT SHOWN**

C2_
SHOW CARD H3

If there was a food poisoning outbreak, how likely or unlikely do you think it would be that the FSA would take action to protect the public?

- 0. 0
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10
- 11. Don't know
- Refusal **CODE NOT SHOWN**

C3_
SHOW CARD H3

If new evidence about food safety came to light, how likely or unlikely do you think it would be that the FSA would inform the public?

- 0. 0
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10

11. Don't know

Refusal **CODE NOT SHOWN**

C4_

SHOW CARD H3

If new evidence about food safety came to light, how likely or unlikely do you think it would be that the FSA would respond as soon as possible?

0. 0

1. 1

2. 2

3. 3

4. 4

5. 5

6. 6

7. 7

8. 8

9. 9

10. 10

11. Don't know

Refusal **CODE NOT SHOWN**

C5_

SHOW CARD H3

If new evidence about food safety came to light, how likely do you think it would be that the FSA would tell the truth about it to the public?

0. 0

1. 1

2. 2

3. 3

4. 4

5. 5

6. 6

7. 7

8. 8

9. 9

10. 10

11. Don't know

Refusal **CODE NOT SHOWN**

C6_

SHOW CARD H3

In general, how likely or unlikely do you think it is that the FSA is impartial? By this we mean that the FSA acts independently of external sources?

INTERVIEWER NOTE: IF ASKED WHAT IMPARTIAL MEANS: by impartial we mean neutral and unprejudiced. IF ASKED WHAT THE QUESTION MEANS: whether individuals think the FSA is generally influenced by outside bodies e.g. government, food industry etc.

SCALE (0) Not very likely to very likely (10) (11) Don't know

Refusal **CODE NOT SHOWN**

**C7_
SHOW CARD H3**

In general, how likely or unlikely do you think it would be that the FSA puts the public first?

0. 0

1. 1

2. 2

3. 3

4. 4

5. 5

6. 6

7. 7

8. 8

9. 9

10. 10

11. Don't know

Refusal **CODE NOT SHOWN**

Suppintro

Interviewer: I'm now going to ask you some questions about some issues related to food and food supply

**D1_
SHOW CARD H4**

If you were buying food and groceries in {'Britain' / 'the UK and Ireland'} how sure or unsure would you be...

...that you know where the food has come from?

1. Very sure

2. Quite sure

3. Neither sure nor unsure

4. Quite unsure

5. Very unsure

6. Don't know

Refusal **CODE NOT SHOWN**

**D2_
SHOW CARD H4**

If you were buying food and groceries in {'Britain' / 'the UK and Ireland'} how sure or unsure would you be...

...that the food that comes from {'Britain' / 'the UK and Ireland'} has been prepared to the highest quality standards?

1. Very sure
 2. Quite sure
 3. Neither sure nor unsure
 4. Quite unsure
 5. Very unsure
 6. Don't know
- Refusal **CODE NOT SHOWN**

**D3_
SHOW CARD H4**

If you were buying food and groceries in {'Britain' / 'the UK and Ireland'} how sure or unsure would you be...

...that the food comes from abroad has been prepared to the highest quality standards?

1. Very sure
 2. Quite sure
 3. Neither sure nor unsure
 4. Quite unsure
 5. Very unsure
 6. Don't know
- Refusal **CODE NOT SHOWN**

**D4_
SHOW CARDS H4**

If you were buying food and groceries in {'Britain' / 'the UK and Ireland'} how sure or unsure would you be...

...that all the guidelines have been properly followed at all stages in bringing food from the farm to your house?

1. Very sure
2. Quite sure
3. Neither sure nor unsure
4. Quite unsure
5. Very unsure

6. Don't know

Refusal **CODE NOT SHOWN**

**D5_
SHOW CARDS H4**

If you were buying food and groceries in {'Britain' / 'the UK and Ireland'} how sure or unsure would you be...

...that foods bought for your household are safe to eat?

1. Very sure
2. Quite sure
3. Neither sure nor unsure
4. Quite unsure
5. Very unsure
6. Don't know

Refusal **CODE NOT SHOWN**

ASK ALL

Label

SHOW CARD H5

In general, when buying or eating food, how often do you feel confident that it is what it says it is on the label or the menu?

SINGLE CODE

1. Always
2. Most of the time
3. Some of the time
4. Rarely
5. Never

Don't know **CODE NOT SHOWN**

ASK IF Label = 'Most of the time' OR 'Some of the time' OR 'Rarely' OR 'Never'

FdAuthCon

You indicated that you are not always confident that food is what it says it is on the label or the menu. What specific issues were you thinking of, if any?

INTERVIEWER NOTE: if nothing specific type 'NOTHING'

PROMPT: What else?

OPEN BOX

ASK IF Label = 'Most of the time' OR 'Some of the time' OR 'Rarely' OR 'Never'

FdAuthAct

SHOW CARD H6

Over the past year, have you ever done any of the following because you were not confident that food was what it said it was on the label or the menu?

1. Tried to get more information about the issue
2. Read about the issue when you saw it but did not seek out information
3. Read food labels more carefully
4. Changed the way you cook food
5. Changed the way you prepare food
6. Stopped shopping for food at certain places
7. Stopped eating certain foods
8. Other (**SPECIFY**)
9. Took no action (**SINGLE CODE ONLY**)

PART 10 DEMOGRAPHICS

DemogIntro

Finally I'd like to ask you some general questions about (TEXTFILL if HHSize=1 yourself/ HHSize>1 your household)...

Q7_2**SHOW CARD J1**

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

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

Refusal **CODE NOT SHOWN**

IF RENT OR RENT-FREE AT Q7_2 ASK Q7_3, OTHERS GO TO 7_5

Q7_3

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.

1. Yes
2. No

Refusal **CODE NOT SHOWN**

IF RENT OR RENT-FREE AT 7.2

Q7_4**SHOW CARD J2**

WHO IS YOUR LANDLORD?

CODE FIRST THAT APPLIES

1. THE LOCAL AUTHORITY / COUNCIL / ALMO / HOUSING EXECUTIVE (N IRELAND)
2. A HOUSING ASSOCIATION, RSL, CHARITABLE TRUST OR LOCAL HOUSING COMPANY
3. EMPLOYER (ORGANISATION) OF A HOUSEHOLD MEMBER
4. ANOTHER ORGANISATION
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?

Refusal **CODE NOT SHOWN**

EDIT: SOFT CHECK IF Q7_2=5 AND Q7_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 Q7_7

Q7_5

In whose name or names is the accommodation owned or rented?

SHOW LIST OF NAMES OF PEOPLE IN HOUSEHOLD OVER 16 FROM Q1_1

Refusal **CODE NOT SHOWN**

IF THERE ARE JOINT HOUSEHOLDERS, OTHERS GO TO Q7_7

Q7_6

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 \geq 16

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

COLLECT OCCUPATION DETAILS FOR HRP ONLY

Q7_7

SHOW CARD J3

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

CODE ONE ONLY

1. Going to school or college full-time (including on vacation)
2. In paid employment (or temporarily away)
3. Self-employed (or temporarily away)
4. On a government scheme for employment training
5. Doing unpaid work for a business that you own, or that a relative owns
6. Waiting to take up paid work already obtained
7. Looking for paid work or a government training scheme
8. Temporarily unable to work because of short-term illness or injury
9. Permanently unable to work because of long-term sickness or disability
10. Retired from paid work

- 11. Looking after home or family
 - 12. Doing something else **(PLEASE GIVE DETAILS)**
- Refusal **CODE NOT SHOWN**

IF Q7_7=GOING TO SCHOOL OR COLLEGE FULL-TIME

Q7_8

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

- 1. Yes
- 2.
- 3. No

Refusal **CODE NOT SHOWN**

IF NOT IN EMPLOYMENT

(ANY OF THE FOLLOWING ANSWERS AT Q7_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 Q7_8)

Q7_9

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

- 1. Yes
- 2. No

Refusal **CODE NOT SHOWN**

IF YES, GO TO Q7_9B, IF “NO OR “REF” GO TO Q7_18

ASK Q7_9B IF GIVEN THE FOLLOWING ANSWERS

“ON A GOVERNMENT SCHEME FOR EMPLOYMENT TRAINING” AT Q7_7

“YES” AT Q7_8

“YES” AT Q7_9

Q7_9b

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

SINGLECODE

- 1. Employee
- 2. 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 Q7_7 OR "YES AT Q7_8 OR "YES"AT Q7_9)

Q7_10

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

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.

(OPEN)

Q7_11

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

(OPEN)

Q7_12

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

CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB

(OPEN)

IF EMPLOYEE ("EMPLOYEE" AT Q7_9B OR "IN PAID EMPLOYMENT (OR TEMPORARILY AWAY)" AT Q7_7), GO TO Q7_13, IF SELF EMPLOYED GO TO Q7_15

Q7_13

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)

1. Yes

2. No

Refusal **CODE NOT SHOWN**

Q7_14

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

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

1. 1-24

2. 25 – 499

3. or 500 or more employees?

Refusal **CODE NOT SHOWN**

IF SELF EMPLOYED (“SELF-EMPLOYED” AT Q7_9B OR “SELF-EMPLOYED (OR TEMPORARILY AWAY)” AT Q7_7)

Q7_15

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

ASK OR RECORD

1. On own/with partner(s) but no employees
2. With employees

Refusal **CODE NOT SHOWN**

IF WITH EMPLOYEES, GO TO Q7_16, OTHERS GO TO Q7_17

Q7_16

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

ARE/WERE THERE (RUNNING PROMPT)...

1-24

25 to 499, or

500 or more employees

Refusal **CODE NOT SHOWN**

ALL IN EMPLOYMENT/EVER WORKED

Q7_17

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

...READ OUT...

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

1. full time
2. or part-time?

Refusal **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

Q7_18_W5

SHOW CARD J4

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

1. Earnings from employment or self-employment
2. State retirement pension
3. Pension from former employer
4. Personal pensions
5. Universal Credit
6. Jobseeker's Allowance

7. Employment and Support Allowance (ESA)
8. Income Support
9. Pension Credit
10. Working Tax Credit (excluding any childcare tax credit)
11. Child Tax Credit (including any childcare tax credit)
12. Housing benefit
13. Carer's Allowance
14. Personal Independence Payment (including the car allowance known as Motability)
15. Disability Living Allowance (including the car allowance known as Motability)
16. Incapacity Benefit
17. Attendance Allowance
18. Other state benefits
19. Interest from savings and investments (e.g. stocks and shares)
20. Other kinds of regular allowance from outside your household (e.g. maintenance, student's loans, rent)
21. No source of income **EXCLUSIVE**
22. Refusal **CODE NOT SHOWN**

(logic checks added on benefits selected)

Q7_19

SHOW CARD J5

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

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
Refusal	CODE NOT SHOWN		

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

Q7_20

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

1. Yes
2. No

Refusal **CODE NOT SHOWN**

IF OTHERS IN HOUSEHOLD WITH SOURCE OF INCOME (IF 7.20 IS YES)

Q7_21

SHOW CARD J5

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

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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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**

ASK ALL

Q7_22a_W5

Do you have any educational qualifications for which you received a certificate?

1. Yes
2. No

ASK IF Q7_22a_W5 = No

Q2_22b_W5

Do you have any professional, vocational or other work related qualifications for which you received a certificate?

1. Yes
2. No

IF Q7_22a_W5=YES OR Q7_22b_W5=YES

Q2_22C_W5

Was your highest qualification...

1. At degree level or above,
2. Or another kind of qualification?

ASK IF ENGLAND SAMPLE

Q7_23Eng

SHOW CARD J6

What is your ethnic group?

Choose one option that best describes your ethnic group or background

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**

Refusal **CODE NOT SHOWN**

ASK IF COUNTRY INTERVIEW = WALES

Q7_23Wal

SHOW CARD J7

What is your ethnic group?

Choose one option that best describes your ethnic group or background

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**

ASK IF COUNTRY INTERVIEW = NORTHERN IRELAND

Q7_23Nlr

SHOW CARD J8

What is your ethnic group?

Choose one option that best describes your ethnic group or background

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

Refusal **CODE NOT SHOWN**

ASK IF ENGLAND SAMPLE

Q7_24

SHOW CARD J9

What is your Religion,?

CODE ONE ONLY

- 1.No religion
- 2.Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
- 3.Buddhist
- 4.Hindu
- 5.Jewish
- 6.Muslim
- 7.Sikh
- 8.Any other religion, please describe **OPEN BOX**
9. Would rather not say

ASK IF COUNTRY INTERVIEW = WALES

Q7_24b

SHOW CARD J10

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

CODE ONE ONLY

- 1.No religion
- 2.Christian (all denominations)
- 3.Buddhist
- 4.Hindu
- 5.Jewish
- 6.Muslim
- 7.Sikh
- 8.Any other religion, please describe **OPEN BOX**
- 9.Would rather not say

ASK IF NORTHERN IRELAND SAMPLE

Q7_24d

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

CODE ONE ONLY

SPONTANEOUS - DO NOT READ OUT

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

1. No religion
2. Catholic
3. Presbyterian
4. Church of Ireland
5. Methodist
6. Baptist
7. Free Presbyterian
8. Brethren
9. Protestant – Other, including not specified
- 10.Christian – Other, including not specified
- 11.Buddhist
- 12.Hindu
- 13.Jewish
- 14.Muslim
- 15.Sikh
- 16.Any other religion, please describe **OPEN BOX**
- 17.Would rather not say

Q7_25

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

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE) PLEASE REMEMBER TO INCLUDE NOT JUST CARS BUT ALSO LIGHT VANS, MOTORBIKES, SCOOTERS AND MOPEDS.

1. Yes
 2. No
- Refusal **CODE NOT SHOWN**

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 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

ASK ALL

Q8_26b

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

SINGLE CODE

1. Work
2. Personal use
3. Both
4. Neither

Refusal **CODE NOT SHOWN**

IF CODE 2 OR 3 AT 8.26B

Q8_27_W5

How does your household access the Internet from home ?

SHOW CARD J11

CODE ALL THAT APPLY

MULTI CODE

1. Home computer/laptop
2. Digital television
3. Mobile phone
4. Games console
5. Other **SPECIFY**

Refusal **CODE NOT SHOWN**

Q7_30

This is the end of the main questionnaire. 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.

1. Yes
2. No

IF “YES” AT Q7_30

Q7_31

In order to carry out this future research, 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.

1. Yes
2. No

QUALITY

Record following details

Name
Address
Landline telephone number
Mobile telephone number
Email

ASK ALL

ComeBacN

From time to time Natcen do follow-up studies and may wish to contact you again. You can always decide at the time whether or not you want to take part.

Would this be alright?

1. Yes
2. No

PhoneBcR

A few interviews on any survey are checked by my office to make sure that people are satisfied with the way the interview was carried out.

Would this be OK?

1. Yes
2. No
3. Don't know
4. (Refused)

AskPhonM

Do you have a mobile number we could contact you on?

1. Yes
2. No
3. Don't know
4. (Refused)

PhoneOth

And is there another phone number we could contact you on?

1. Yes
2. No
3. Don't know
4. (Refused)

ConPhone

INTERVIEWER: The telephone number(s) are:

- 1:
- 2:

IS THIS CORRECT? PLEASE READ BACK TO THE RESPONDENT

GO BACK AND CHANGE IF NOT CORRECT

1. Correct
2. **NOT** correct

FutmailN

We may also use e-mail to contact people. Do you have an email address we can contact you on?

1. Yes
2. No
3. Don't know
4. (Refused)

EmailAd1

What is your email address?

EmailCh

PLEASE RE-ENTER THEIR EMAIL ADDRESS

HideDet

INTERVIEWER: Press 1 and <enter> to hide the phone number and email address

FullName

Please remember to collect the full name of the participant and record this on your ARF as this is needed in the admin block.

Transint

Interviewer: Was this interview being translated for the participant, for example by another member in the household?

1. Yes
2. No

ASK ALL**DisincOff**

INTERVIEWER: Did you offer this respondent an additional £25 gift card?

INTERVIEWER NOTE: This refers to the discretionary incentive targeted at those aged 16-49. Remember, we can only issue a maximum of 2 discretionary incentives per point.

1. Yes
2. No

ASK ALL if DisincOff = yes**DisincAcc**

INTERVIEWER: Did the respondent accept the additional £25 gift card?

INTERVIEWER NOTE: this refers to the discretionary incentive targeted at those aged 16-49. Remember, we can only issue a maximum of discretionary incentives per point.

1. Yes
2. No

ASK IF COUNTRY INTERVIEW = ENGLAND OR WALES**If DisincAcc = YES****Giftint**

INTERVIEWER:

Letter

Have you given the thank you leaflet to the respondent?

- 1 Yes
- 2 No

Food and You

Dear Sir or Madam,

The food we eat, and where it comes from, is important to us all. We would like to invite your household to take part in Food and You, a major study in England, Wales and Northern Ireland about how we shop for, cook and eat food.

Food and You is funded by the Food Standards Agency (FSA), the independent government department responsible for making sure that the food we eat is safe, and that it is what it says it is. This research provides a vital source of information to support the important work of the FSA. We rely on your goodwill and cooperation to make the study a success.

What's next?

Your interviewer from the National Centre for Social Research (NatCen) will call at your address in the next week or so. They will explain more about the study, randomly select one person from your household aged 16 or over to take part and arrange a convenient time to do the interview. Your interviewer will show you a photo ID card, so you know who they are.

Complete confidentiality

We take great care to protect the confidentiality of the information people give us and we take careful steps to ensure that the information is secure at all times.

Any questions?

For more information, please see the back of this letter. You can also visit www.natcen.ac.uk/foodandyou email at foodandyou@natcen.ac.uk or call on **Freephone 0800 652 9296**. We will be happy to answer any questions.

Yours faithfully,



Alice Rayner

Senior Research Officer, Food Standards Agency
foodandyou@food.gov.uk



Beverley Bates

Food & You Research Director, NatCen Social Research
foodandyou@natcen.ac.uk



EXAMPLE VOUCHER

Frequently asked questions

What is the interview about?

We would like to ask you a range of questions about shopping for, cooking and eating food. We are interested in what you do when eating at home, and when you eat out. We would also like to hear where you get your information about food from, whether you or anyone in your household have any food allergies, and whether you ever struggle to buy the food you would like to eat?

Taking part is voluntary and you do not have to answer any questions you do not want to, just ask your interviewer to move on to the next one. Most people find it an interesting and enjoyable experience.

Why has my address been selected?

Your household has been selected at random 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.

What is the Food Standards Agency?

The Food Standards Agency (FSA) is the independent government department in England, Wales and Northern Ireland that is responsible for making sure that the public can trust that the food they buy and eat is safe and honest. The FSA works to ensure that food is safe and what it says it is, that we have access to an affordable healthy diet, and can make informed choices about what we eat. For more information about the FSA and its work please visit www.food.gov.uk.

Who is carrying out the study?

NatCen Social Research (NatCen) is carrying out the study on behalf of the FSA. NatCen is an impartial research agency, independent of all government departments and political parties. For more information about NatCen visit www.natcen.ac.uk.

What will happen to any information I give?

We will handle your data in accordance with Data Protection legislation. The results collected will be used for research and statistical purposes only. Your answers will be put together with the answers collected from the thousands of other people who take part and the survey findings will be published in a report. Your personal details will be removed so that the findings we publish will not identify you.

A copy of the dataset, excluding any personal details, will be archived at the UK Data Archive and made available for registered users to analyse. The FSA will also publish a reduced version, excluding any personal details, of the data on their website.

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For more information relating to data protection please read the flyer enclosed in this envelope.

Where can I find out more?

For more information, visit www.natcen.ac.uk/foodandyou, email us at foodandyou@natcen.ac.uk or call us on Freephone **0800 652 9296**. We will be happy to answer any questions you may have.



EXAMPLE VOUCHER

Food and You

Dear Sir or Madam,

The food we eat, and where it comes from, is important to us all. We would like to invite your household to take part in Food and You, a major national study about how we shop for, cook and eat food.

Food and You is funded by the Food Standards Agency (FSA), the independent government department responsible for making sure that the food we eat is safe, and that it is what it says it is. This research provides a vital source of information to support the important work of the FSA. We rely on your goodwill and cooperation to make the study a success.

What's next?

Your interviewer from the Northern Ireland Statistics and Research Agency (NISRA) will call at your address in the next week or so. They will explain more about the study, randomly select one person from your household aged 16 or over to take part and arrange a convenient time to do the interview. Your interviewer will show you a photo ID card, so you know who they are.

Complete confidentiality

We take great care to protect the confidentiality of the information people give us and we take careful steps to ensure that the information is secure at all times.

Any questions?

For more information, please see the back of this letter. You can also visit www.natcen.ac.uk/foodandyou email at foodandyou@natcen.ac.uk or call on **Freephone 0800 652 9296**. We will be happy to answer any questions.

Yours faithfully,



Alice Rayner
Senior Research Officer, Food Standards Agency
foodandyou@food.gov.uk



Oonagh Tierney
Survey Manager, NISRA
foodandyou@natcen.ac.uk



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Why has my address been selected?

Your household has been selected at random from the Postcode Address File, which is the 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.

What is the Food Standards Agency?

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Who is carrying out the study?

NatCen Social Research (NatCen) is carrying out the study on behalf of the FSA. NatCen is an impartial research agency, independent of all government departments and political parties. For more information about NatCen visit www.natcen.ac.uk. Interviews in Northern Ireland are being carried out by the Central Survey Unit (CSU), of the Northern Ireland Statistics and Research Agency (NISRA), the leading social survey research organisation in Northern Ireland. For more information about NISRA visit www.nisra.gov.uk.

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The Central Survey Unit, Northern Ireland Statistics and Research Agency, 2nd Floor, Colby House, Stranmillis Court, Stranmillis Road, Belfast, BT9 5RR



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Food you can trust

Food and You



NatCen
Social Research that works for society

What is Food and You?

Your household has been invited to take part in Food and You, a major study carried out every two years with thousands of households across England, Wales and Northern Ireland. We would like to hear about the food you eat, how you buy and cook it, whether you eat out, and where you get your information about food from. We're also interested in your experiences. For example, have you ever had food poisoning, do you have any food allergies or intolerances, do you ever struggle to buy the food you would like to eat?

The results of this research are an important source of information for the Food Standards Agency (FSA). They help the FSA to improve food safety, prioritise its work, and provide people with the best information to help them make choices around food. The FSA needs a representative picture of the whole population, and it is important to interview you, even if you have little or no involvement or interest in cooking or shopping for food.

Do you like to cook, eat takeaway or eat out?

Have you ever had food poisoning?

What is important to you when deciding where to eat out?

What types of food do you eat?

Help the Food Standards Agency

The Food Standards Agency (FSA) is the independent Government department that is responsible for protecting the public from risks relating to food. The FSA is at the heart of ensuring the food we eat is safe and honest.



Promoting food safety

The FSA provides advice on food safety that reaches millions of people every year, helping consumers make informed decisions about what they eat, and how they cook it.



Hygiene inspections

The FSA runs the Food Hygiene Rating Scheme in partnership with local authorities, providing consumers with information about the hygiene standards of the places where they eat out and shop for food.



Working with retailers

The FSA works closely with retailers and producers, promoting good practices that help minimise the risks from illness from the food that we buy.



Combatting food crime

The FSA's Food Crime Unit investigates criminality affecting the UK's food system, such as the intentional and dishonest adulteration of products, as part of the Agency's work to ensure that we can be confident about where our food comes from, and that it is what it says it is.



Where can I find out more?

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Food and You



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Food and You

Food and You helps the Food Standards Agency (FSA) ensure that food we buy and eat is safe and honest. This study is the main source of information about how, where and what people in the UK are eating.

These are some of the things we'd like to ask about.

Shopping around

Do you do the shopping in your household? Where do you buy your food? Do you buy everything at the supermarket or do you visit other shops as well?



**In or
out?**

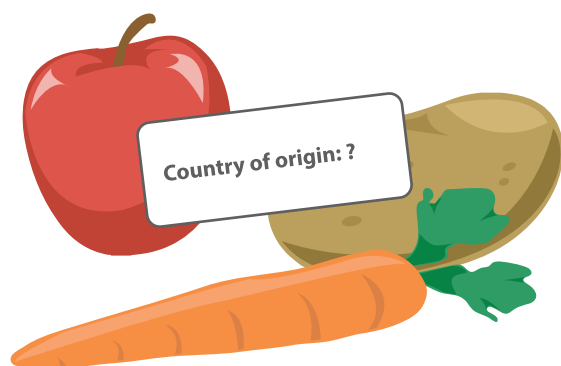
Do you like to dine out at restaurants or do you prefer to stay at home to eat?

When you eat in, do you prefer to cook your own food or order a takeaway?

How do you learn about food and cooking? Are you an avid viewer of TV programmes like the Great British Bake Off and Masterchef? Do you read cookery books?

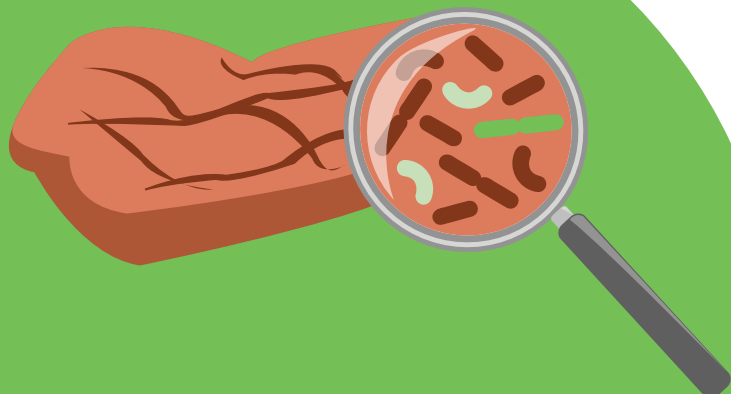


**Ready,
steady,
cook!**



Views on where your food comes from

What is important to you when shopping for food? How do you decide which meat, fruit and vegetables to buy when shopping?



Food safety

Have you ever had food poisoning? Do you think you are more likely to get food poisoning at home or when you eat out? Are you concerned about hygiene in restaurants?

Data protection information



What will happen to any information I give?

We will handle your data in accordance with Data Protection legislation. The results collected will be used for research and statistical purposes only. Your answers will be put together with the answers collected from the thousands of other people who take part and the survey findings will be published in a report. Your personal details will be removed so that the findings we publish will not identify you.

A copy of the dataset, excluding any personal details, will be archived at the UK Data Archive and made available for registered users to analyse. The Food Standards Agency (FSA) will also publish a reduced version, excluding any personal details, of the data on their website.



Who has access to my data?

The data controller is the FSA and the data processor is NatCen Social Research. The lawful basis for processing is public task. Your personal details will only be known to the team processing the results at NatCen Social Research unless you explicitly give consent for your personal details to be passed on to the FSA so that they, or an organisation acting on their behalf, could ask you further questions about the study or invite you to take part in future research.

If you indicate that you are willing for your contact details to be provided to the FSA they will be held for two years. These details will not be linked to your responses to the survey.



Where is my data stored?

All personal data will be stored securely, in line with NatCen's certification to ISO27001 and Cyber Essentials Plus. It will be retained for no more than two years after your interview, for quality assurance purposes. We will never pass on your personal details to anyone else. You have the right to request access to your data, to amend it if it is incorrect, or that your data is deleted. You can do so by contacting **foodandyou@natcen.ac.uk** or call us on Freephone **0800 652 9296**.

All the personal data the FSA processes is located on servers within the European Union. Their cloud based services have been procured through the government framework agreements and these services have been assessed against the national cyber security centre cloud security principles. No third parties have access to your personal data unless the law allows them to do so.



Who should I contact if I have questions?

For information about how to contact the Food Standards Agency's Data Protection Officer, and to read the FSA's data protection policy, visit **www.food.gov.uk**.

If you wish to lodge a complaint you can do so by contacting the Food Standards Agency on **informationmanagement@food.gov.uk**. If they are not able to resolve your complaint, you can contact the Information Commissioner's Office (ICO), visit **www.ico.org.uk**.



NatCen
Social Research that works for society



Food and You Data Protection Information

Who has access to my data?

The data controller for this study is the food Standards Agency (FSA). NatCen Social Research and Northern Ireland Statistics and Research Agency (NISRA) are data processors. The lawful basis for conducting this study and processing data is identified by the data controller as “necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller”.

Your personal details will only be known to the team processing the results at NatCen Social Research and NISRA unless you explicitly give consent for your personal details to be passed on to the Food Standards Agency (FSA) so that they, or an organisation acting on their behalf, could ask you further questions about the study or invite you to take part in future research.

What will happen to any information I give?

We will handle your data in accordance with Data Protection legislation. The personal information we collect about you is used in order to undertake our survey. Your answers will be put together with the answers collected from the thousands of other people who take part in this study.

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Do I have to take part?

Providing personal details and taking part in the study is not a statutory or contractual requirement, and participation is therefore completely voluntary. There will be no consequences for you as a participant if you choose not to provide personal data.

How long will you keep my data?

The Food and You study has been running every two years since 2010. The study helps the FSA to improve food safety, prioritise its work, and provides people with the best information to help them make choices around food. Please note that should you withdraw from the study, any information we have already obtained will be kept as it may already form part of the data in publications. Your rights will always be safeguarded, and we will not identify you. If you indicate that you are willing for your contact details to be provided to the FSA they will be held for two years. These details will not be linked to your responses to the survey.

Where is my data stored?

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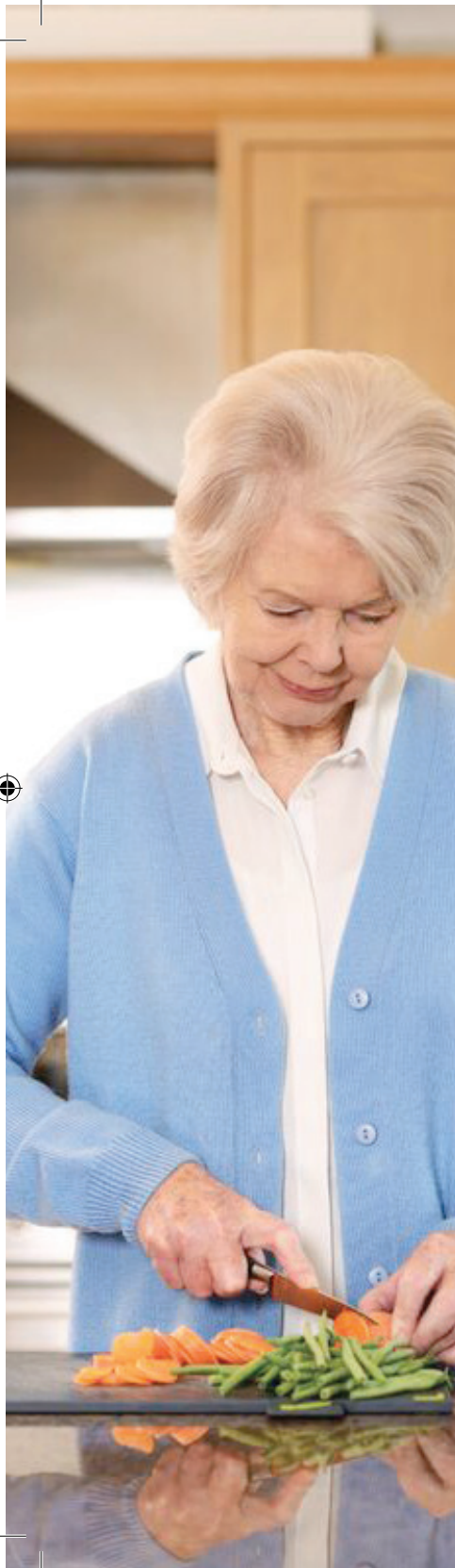
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You were interviewed today by:

Interviewer name:

Interviewer number:

Contact FSA

For general enquiries,
please contact the FSA helpline on
020 7276 8829, email
helpline@food.gov.uk,
or write to **Food Standards Agency**,
Clive House, 70 Petty France,
London, SW1H 9EX

Contact NatCen

If you have any questions about
NatCen please contact our office
on **0800 652 9296** or email us at
FoodandYou@natcen.ac.uk



**Thank you for taking
part in Food and You**

Thank you very much for taking
the time to complete an interview
and helping us to understand
more about people's attitudes,
behaviours, and knowledge about
food-related issues.

NatCen
Social Research that works for society

Want to know more or discuss any of the topics covered in the study?

To find out more about the Food Standards Agency (FSA) and their work, including further information about some of the things we have discussed during the interview today, please visit their website at: www.food.gov.uk.

To find out more about food poisoning, the causes, treatment and prevention, including the FSA's food safety advice for consumers, please visit the NHS Choices website at: www.nhs.uk/Conditions/Food-poisoning.

For issues relating to affordability of food, the FSA recommends that you contact your local authority for further information and advice about local welfare assistance schemes, as well as any other sources of support that may be available in your local area. Information about local welfare assistance schemes in Wales and Northern Ireland is available from the Welsh Government and the Northern Ireland Executive respectively.



To find out more about Food and You, see results from previous years, and look out for future publications please visit: www.food.gov.uk/foodandyou.



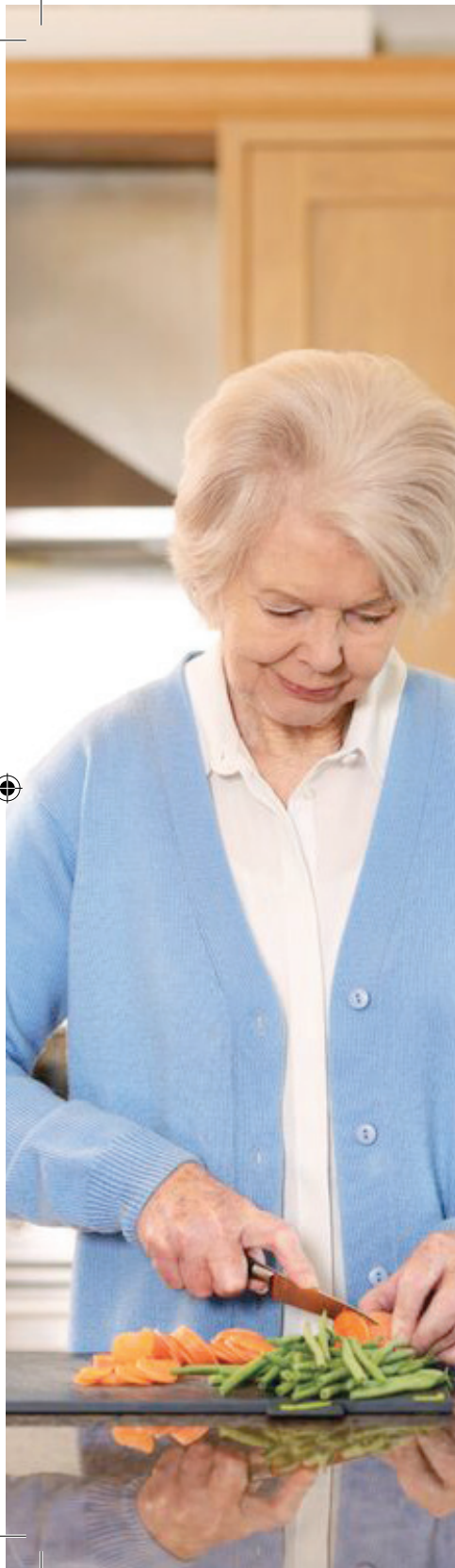
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**Thank you for taking
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Thank you very much for taking
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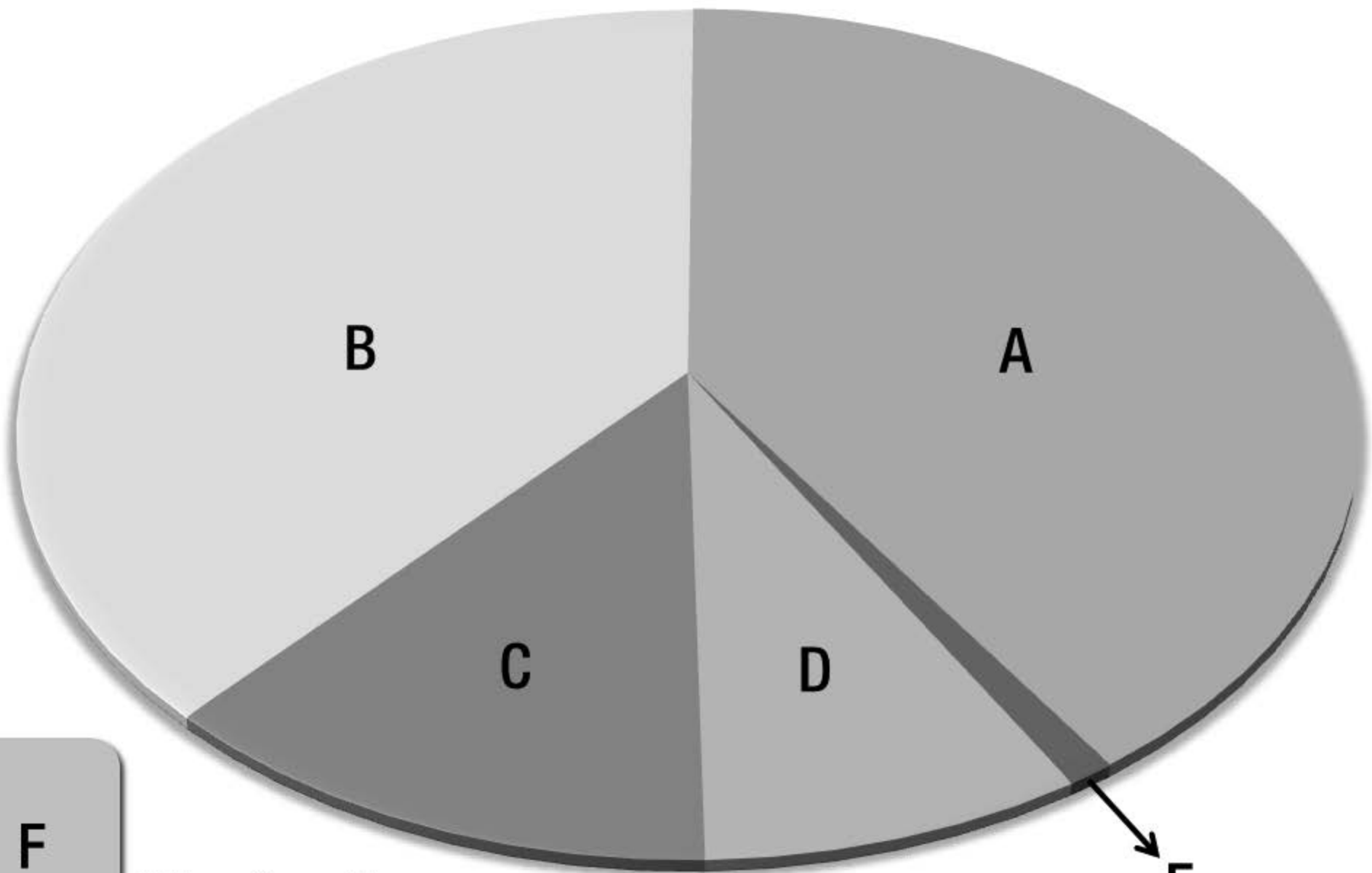
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F

Eat less often and in
small amounts

Bwyd a Chi

Annwyl Syr / Fadam,

Mae'r bwyd yr ydym ni'n ei fwyta, ac o ble mae'n dod, yn bwysig iawn i bob un ohonom ni. Hoffwn wahodd eich aelwyd i gymryd rhan yn 'Bwyd a Chi', astudiaeth fawr yng Nghymru, Lloegr a Gogledd Iwerddon ar y ffordd yr ydym ni'n siopa am fwyd, coginio a bwyta.

Mae Bwyd a Chi yn cael ei ariannu gan yr Asiantaeth Safonau Bwyd (ASB), yr adran lywodraethol annibynnol sy'n gyfrifol am sicrhau bod ein bwyd yn ddiogel, a'i fod yn cyd-fynd â'r hyn sydd ar y label. Mae'r gwaith ymchwil hwn yn ffynhonnell hanfodol o wybodaeth i gefnogi gwaith pwysig yr ASB. Rydym ni'n dibynnu ar eich ewyllys da a'ch cydweithrediad i sicrhau bod yr astudiaeth yn llwyddiant.

Beth fydd yn digwydd nesaf?

Bydd eich cyfwelydd o'r Ganolfan Genedlaethol ar gyfer Ymchwil Gymdeithasol (NatCen) yn galw yn eich cyfeiriad yn ystod yr wythnos nesaf. Byddant yn esbonio rhagor am yr astudiaeth, yn dewis un person o'ch cartref sy'n 16 oed neu hŷn i gymryd rhan, a threfnu amser cyfleus i gynnal y cyfweiliad. Bydd eich cyfwelydd yn dangos cerdyn adnabod gyda llun (ID) i chi, fel eich bod chi'n gwybod pwy ydyn nhw.

Cyfrinachedd llwyr

Rydym ni wedi ymrwymo'n llwyr i ddiogelu cyfrinachedd yr wybodaeth sy'n cael ei rhannu â ni ac mae gennym ni brosesau cadarn ar waith i sicrhau bod yr wybodaeth yn ddiogel bob amser.

Unrhyw gwestiynau?

I gael rhagor o wybodaeth, cymerwch gip ar gefn y llythyr hwn. Gallwch hefyd ymweld â www.natcen.ac.uk/foodandyou, anfon e-bost at foodandyou@natcen.ac.uk neu ffonio Rhadffôn **0800 652 9296**. Byddwn yn hapus iawn i ateb eich cwestiynau.

Yn gywir,



Alice Rayner

Uwch Swyddog Ymchwil,
Yr Asiantaeth Safonau Bwyd
foodandyou@food.gov.uk



Beverley Bates

Cyfarwyddwr Ymchwil Bwyd a Chi,
NatCen Social Research
foodandyou@natcen.ac.uk

Cwestiynau cyffredin

Beth fydd testun y cyfweiliad?

Hoffwn holi amrywiaeth o gwestiynau i chi yn ymwneud â siopa am fwyd, coginio a bwyta. Rydym ni â diddordeb clywed beth rydych chi'n ei wneud wrth fwyta yn y cartref, a phan rydych chi'n bwyta allan. Rydym ni hefyd yn awyddus i glywed o ble rydych chi'n cael eich gwybodaeth am fwyd, p'un a oes gennych chi neu aelod o'r teulu alergeddau neu anoddefiadau bwyd, ac a ydych chi'n cael trafferth prynu'r bwyd yr hoffech chi ei fwyta?

Mae cymryd rhan yn gwbl wirfoddol ac nid oes rhaid i chi ateb unrhyw gwestiynau nad ydych chi eisiau eu hateb. Y cyfan sydd angen i chi ei wneud yw gofyn i'r cyfweilydd symud i'r cwestiwn nesaf. Mae'r rhan fwyaf o bobl yn teimlo ei fod yn brofiad diddorol y maent yn ei fwynhau.

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.

Beth yw'r Asiantaeth Safonau Bwyd?

Yr Asiantaeth Safonau Bwyd (ASB) yw'r adran lywodraethol annibynnol yng Nghymru, Lloegr a Gogledd Iwerddon sy'n gyfrifol am sicrhau bod y cyhoedd yn gallu ymddiried bod y bwyd y maent yn ei brynu a'i fwyta yn ddiogel ac yn onest. Mae'r ASB yn gweithio i sicrhau bod bwyd yn ddiogel ac yn cyd-fynd â'r hyn sydd ar y label, bod gennym fynediad at ddeiet fforddiadwy, a'n bod yn gallu gwneud dewisiadau gwybodus am ein bwyd. I gael rhagor o wybodaeth am yr ASB a'i gwaith, ewch i www.food.gov.uk – cliciwch ar 'Cymraeg'.

Pwy sy'n cynnal yr astudiaeth hon?

Mae NatCen Social Research (NatCen) yn cynnal yr astudiaeth ar ran yr ASB. Mae NatCen yn asiantaeth ymchwil ddiduedd, yn annibynnol o bob adran lywodraethol a phartion gwleidyddol. I gael rhagor o wybodaeth am NatCen Social Research, ewch i www.natcen.ac.uk.

Beth fydd yn digwydd i unrhyw wybodaeth yr wyf i'n ei rhannu?

Byddwn ni'n trin eich data yn unol â deddfwriaeth Diogelu Data. Defnyddir y canlyniadau a gesglir at ddibenion ymchwil ac ystadegau yn unig. Bydd eich atebion yn cael eu cyfuno â'r atebion a gasglwyd gan y miloedd o bobl eraill sy'n cwblhau'r arolwg a bydd canfyddiadau'r arolwg yn cael eu cyhoeddi mewn adroddiad. Bydd eich manylion personol yn cael eu dileu fel na fydd y canfyddiadau a gyhoeddwn yn eich enwi chi.

Bydd copi o'r set ddata, ac eithrio unrhyw fanylion personol, yn cael ei archifo yn Archif Data'r DU ac fe fydd ar gael i ddefnyddwyr cofrestredig i'w ddadansoddi. Bydd yr ASB hefyd yn cyhoeddi fersiwn llai o'r data ar ei gwefan, heb gynnwys unrhyw fanylion personol.

Dim ond y tîm sy'n prosesu canlyniadau'r arolwg yn NatCen fydd yn gwybod eich manylion personol oni bai eich bod yn rhoi caniatâd penodol i'ch manylion personol gael eu trosglwyddo i'r ASB fel y gallan nhw, neu sefydliad sy'n gweithredu ar eu rhan, ofyn cwestiynau pellach i chi am yr astudiaeth neu eich gwahodd i gymryd rhan mewn ymchwil yn y dyfodol. Bydd yr holl fanylion personol yn cael eu storio'n ddiogel a byddant yn cael eu cadw am ddwy flynedd.

I gael rhagor o wybodaeth yn ymwneud â diogelu data, darllenwch y daflen sydd wedi'i hatodi yn yr amlen hon.

Ble allaf ddod o hyd i ragor o wybodaeth?

I gael rhagor o wybodaeth am yr astudiaeth hon, ewch i www.natcen.ac.uk/foodandyou, anfonwch e-bost at foodandyou@natcen.ac.uk neu ffoniwch Rhadffôn 0800 652 9296.

Byddwn yn hapus iawn i ateb eich cwestiynau.



Ble allaf ddod o hyd i ragor o wybodaeth?

I gael rhagor o wybodaeth am yr astudiaeth hon, ewch i www.natcen.ac.uk/foodandyou, anfonwch e-bost at foodandyou@natcen.ac.uk neu ffoniwch Rhadffôn 0800 652 9296.

Byddwn yn hapus iawn i ateb eich cwestiynau.

I gael rhagor o wybodaeth am yr ASB a'i gwaith, ewch i www.food.gov.uk – cliciwch ar 'Cymraeg', neu cysylltwch â Llinell Gymorth yr ASB drwy ffonio 020 7276 8829 neu e-bostio helpline@food.gov.uk



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Bwyd a Chi



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Beth yw Bwyd a Chi?

Rydym ni'n gwahodd eich aelwyd chi i gymryd rhan yn 'Bwyd a Chi', astudiaeth fawr sy'n cael ei chynnal pob dwy flynedd gyda miloedd o gartrefi ar draws Cymru, Lloegr a Gogledd Iwerddon. Hoffem ni glywed am y bwyd rydych chi'n ei fwyta, sut rydych chi'n ei brynu a'i goginio, p'un a ydych chi'n bwyta allan, a ble rydych chi'n cael eich gwybodaeth am fwyd. Rydym ni hefyd eisiau clywed am eich profiadau. Er enghraifft, ydych chi erioed wedi cael gwenwyn bwyd? A oes gennych chi unrhyw alergeddau neu anoddefiadau? Ydych chi'n cael trafferth prynu'r bwyd yr ydych chi eisiau ei fwyta?

Mae canlyniadau'r gwaith ymchwil hwn yn ffynhonnell bwysig o wybodaeth i'r Asiantaeth Safonau Bwyd (ASB). Maen nhw'n helpu'r ASB i wella diogelwch bwyd, blaenoriaethu ei gwaith, a rhoi'r wybodaeth orau i bobl i'w helpu i wneud penderfyniadau am fwyd. Mae angen i'r ASB greu darlun cynrychioladol o'r boblogaeth gyfan, ac mae'n bwysig cyfweild â chi, hyd yn oed os nad oes gennych chi lawer o ddiddordeb mewn coginio neu siopa am fwyd, os o gwbl.

Beth sy'n bwysig i chi wrth benderfynu ble i fwyta allan?

Ydych chi'n hoffi coginio, bwyta prydau tecawê neu fwyta allan?

Ydych chi erioed wedi cael gwenwyn bwyd?

Pa fath o fwydydd ydych chi'n eu bwyta?

Helpu'r Asiantaeth Safonau Bwyd

Yr ASB yw'r adran Llywodraethol annibynnol sy'n gyfrifol am ddiogelu'r cyhoedd rhag risgiau sy'n ymwneud â bwyd. Mae'r ASB wrth wraidd sicrhau bod y bwyd rydym ni'n ei fwyta yn ddiogel ac yn onest.



Hyrwyddo diogelwch bwyd

Mae'r ASB yn rhoi cyngor ar ddiogelwch bwyd sy'n cyrraedd miliynau o bobl bob blwyddyn, gan helpu defnyddwyr i wneud dewisiadau gwybodus am y bwyd y maent yn ei fwyta, a sut maen nhw'n ei goginio.



Arolygiadau hylendid

Mae'r ASB yn cynnal y Cynllun Sgorio Hylendid Bwyd mewn partneriaeth ag awdurdodau lleol, gan roi gwybodaeth i ddefnyddwyr am safonau hylendid y manau maen nhw'n bwyta allan a siopa am fwyd ynddynt.



Gweithio gyda manwerthwyr

Mae'r ASB yn gweithio'n agos â manwerthwyr a chynhyrchwyr, gan hyrwyddo arferion da sy'n helpu i leihau risgiau sy'n gysylltiedig â salwch a gludir gan y bwyd rydym ni'n ei brynu.



Trechu troseddau bwyd

Mae Uned Troseddau Bwyd yr ASB yn ymchwilio i faterion troseddol sy'n effeithio ar system fwyd y Deyrnas Unedig, fel difwyno (adulteration) cynhyrchion yn fwriadol ac mewn ffordd anonest, fel rhan o waith yr Asiantaeth i sicrhau ein bod ni'n gallu bod yn hyderus o ran ble mae ein bwyd yn dod, a'i fod yn cyd-fynd â'r hyn sydd ar y label.

Gwybodaeth am ddiogelu data



Beth fydd yn digwydd i unrhyw wybodaeth yr wyf i'n ei rhannu?

Byddwn ni'n trin eich data yn unol â deddfwriaeth Diogelu Data. Defnyddir y canlyniadau a gesglir at ddibenion ymchwil ac ystadegau yn unig. Bydd eich atebion yn cael eu cyfuno â'r atebion a gasglwyd gan y miloedd o bobl eraill sy'n cwblhau'r arolwg a bydd canfyddiadau'r arolwg yn cael eu cyhoeddi mewn adroddiad. Bydd eich manylion personol yn cael eu dileu fel na fydd y canfyddiadau a gyhoeddwn yn eich enwi chi.

Bydd copi o'r set ddata, ac eithrio unrhyw fanylion personol, yn cael ei archifo yn Archif Data'r DU ac fe fydd ar gael i ddefnyddwyr cofrestredig i'w ddadansoddi. Bydd yr Asiantaeth Safonau Bwyd (ASB) hefyd yn cyhoeddi fersiwn llai o'r data ar ei gwefan, heb gynnwys unrhyw fanylion personol.



Pwy sydd â mynediad at fy nata?

Yr Asiantaeth Safonau Bwyd (ASB) yw rheolydd y data a NatCen Social Research yw prosesydd y data. Y sail gyfreithlon ar gyfer prosesu yw dyletswydd gyhoeddus. Dim ond y tîm sy'n prosesu canlyniadau'r arolwg yn NatCen fydd yn gwybod eich manylion personol oni bai eich bod yn rhoi caniatâd penodol i'ch manylion personol gael eu trosglwyddo i'r ASB fel y gallan nhw, neu sefydliad sy'n gweithredu ar eu rhan, ofyn cwestiynau pellach i chi am yr astudiaeth neu eich gwahodd i gymryd rhan mewn ymchwil yn y dyfodol.

Os ydych chi'n nodi eich bod yn barod i'r ASB gael eich manylion cyswllt, byddant yn cael eu cadw am ddwy flynedd. Ni fydd y manylion hyn yn gysylltiedig â'ch ymatebion i'r arolwg.



Ble fydd fy nata yn cael ei storio?

Bydd yr holl ddata personol yn cael ei storio'n ddiogel, yn unol ag ardystiad NatCen i ISO27001 a Cyber Essentials Plus. Fe'i cedwir am ddim mwy na dwy flynedd ar ôl eich cyfweiliad, at ddibenion sicrhau ansawdd. Ni fyddwn ni byth yn trosglwyddo'ch manylion personol i unrhyw un arall. Mae gennych chi'r hawl i ofyn am fynediad i'ch data, i'w ddiwygio os yw'n anghywir, neu ofyn i ddileu eich data. Gallwch chi wneud hynny trwy gysylltu â **foodandyou@natcen.ac.uk** neu ffoniwch ni ar Rhadffôn **0800 652 9296**.

Mae'r holl ddata personol rydym ni'n ei brosesu yn byw ar weinyddion o fewn yr Undeb Ewropeaidd. Mae eu gwasanaethau cwmwl wedi'u caffael drwy gytundebau fframwaith y Llywodraeth a'u hasesu yn erbyn egwyddorion cwmwl y Ganolfan Seiberddiogelwch Genedlaethol. Nid oes gan drydydd partïon fynediad at eich data personol oni bai bod y gyfraith yn caniatáu iddynt wneud hynny.



Pwy ddylwn i gysylltu â nhw os oes gen i gwestiynau?

I gael gwybodaeth am sut i gysylltu â Swydddog Diogelu Data yr Asiantaeth Safonau Bwyd, ac i ddarllen polisi diogelu data'r ASB, ewch i **www.food.gov.uk**.

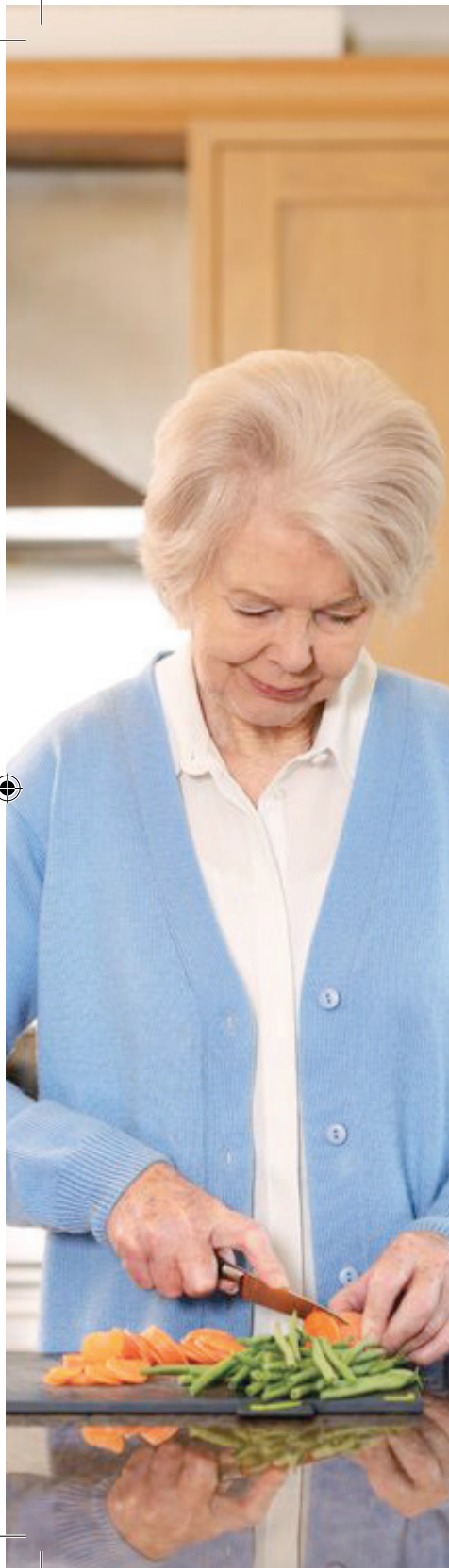
Os ydych chi'n dymuno cyflwyno cwyn, gallwch chi wneud hynny trwy gysylltu â'r Asiantaeth Safonau Bwyd ar **informationmanagement@food.gov.uk**. Os na allant ddatrys eich cwyn, gallwch chi gysylltu â Swyddfa'r Comisiynydd Gwybodaeth (ICO), ewch i **www.ico.org.uk**.



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Eich cyfwelydd chi heddiw oedd:

Enw'r cyfwelydd:

Rhif y cyfwelydd:

Cysylltu â'r ASB

Ar gyfer ymholiadau cyffredinol, cysylltwch â llinell gymorth yr ASB ar **020 7276 8829**, e-bostiwrch **helpline@food.gov.uk**, neu ysgrifennwch at **Asiantaeth Safonau Bwyd, Clive House, 70 Petty France, Llundain SW1H 9EX**

Cysylltu â NatCen

Os oes gennych chi unrhyw gwestiynau am NatCen, cysylltwch â'n swyddfa ar **0800 652 9296** neu e-bostiwrch **FoodandYou@natcen.ac.uk**



Diolch am gymryd rhan yn Arolwg Bwyd a Chi

Diolch yn fawr iawn am gymryd rhan mewn cyfweiliad i'n helpu ni i ddeall mwy am agweddau, ymddygiadau a gwybodaeth pobl am faterion sy'n ymwneud â bwyd.

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Eisiau rhagor o wybodaeth neu drafod unrhyw un o bynciau'r astudiaeth hon?

Mae rhagor o wybodaeth am yr Asiantaeth Safonau Bwyd (ASB) a'i gwaith, gan gynnwys rhagor o wybodaeth am rhai o'r pethau rydym ni wedi'i drafod yn ystod y cyfweiliad heddiw, ar gael ar ei gwefan: **www.food.gov.uk** – cliciwch ar 'Cymraeg'

I gael rhagor o wybodaeth am wenwyn bwyd, beth sy'n ei achosi, sut mae ei drin a'i atal, gan gynnwys cyngor diogelwch bwyd yr ASB i ddefnyddwyr, ewch i wefan NHS Choices: **www.nhs.uk/Conditions/Food-poisoning**

O ran materion sy'n ymwneud â pha mor fforddiadwy yw bwyd, mae'r ASB yn eich argymhell i gysylltu â'ch awdurdod lleol i gael rhagor o wybodaeth a chynghor ar gynlluniau cymorth lles lleol, yn ogystal ag unrhyw gymorth arall a allai fod ar gael yn eich ardal leol. Mae gwybodaeth am gynlluniau cymorth lles lleol yng Nghymru ar gael drwy gysylltu â Llywodraeth Cymru.



I gael rhagor o wybodaeth am Bwyd a Chi, gweld canlyniadau blynyddoedd blaenorol, a chadw llygad am gyhoeddiadau yn y dyfodol, ewch i: **www.food.gov.uk/foodandyou** – cliciwch ar 'Cymraeg'



Beth fydd yn digwydd i fy manylion personol?

Byddwn ni'n trin eich data yn unol â deddfwriaeth Diogelu Data. Defnyddir y canlyniadau a gesglir at ddibenion ymchwil ac ystadegau yn unig. Bydd eich atebion yn cael eu cyfuno â'r atebion a gasglwyd gan y miloedd o bobl eraill sy'n cwblhau'r arolwg a bydd canfyddiadau'r arolwg yn cael eu cyhoeddi mewn adroddiad. Bydd eich manylion personol yn cael eu dileu fel na fydd y canfyddiadau a gyhoeddwn yn eich enwi chi.

Bydd copi o'r set ddata, ac eithrio unrhyw fanylion personol, yn cael ei archifo yn Archif Data'r DU ac fe fydd ar gael i ddefnyddwyr cofrestredig i'w ddadansoddi. Bydd yr ASB hefyd yn cyhoeddi fersiwn llai o'r data ar ei gwefan, heb gynnwys unrhyw fanylion personol.

Dim ond y tîm sy'n prosesu canlyniadau'r arolwg yn NatCen fydd yn gwybod eich manylion personol oni bai eich bod yn rhoi caniatâd penodol i'ch manylion personol gael eu trosglwyddo i'r ASB fel y gallan nhw, neu sefydliad sy'n gweithredu ar eu rhan, ofyn cwestiynau pellach i chi am yr astudiaeth neu eich gwahodd i gymryd rhan mewn ymchwil yn y dyfodol. Bydd yr holl fanylion personol yn cael eu storio'n ddiogel a byddant yn cael eu cadw am ddwy flynedd.

I gael rhagor o wybodaeth yn ymwneud â diogelu data, ewch i: **www.natcen.ac.uk/foodandyou**.

