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The 2014 FOOD and YOU Survey

Northern Ireland Bulletin 1
Eating, cooking and shopping

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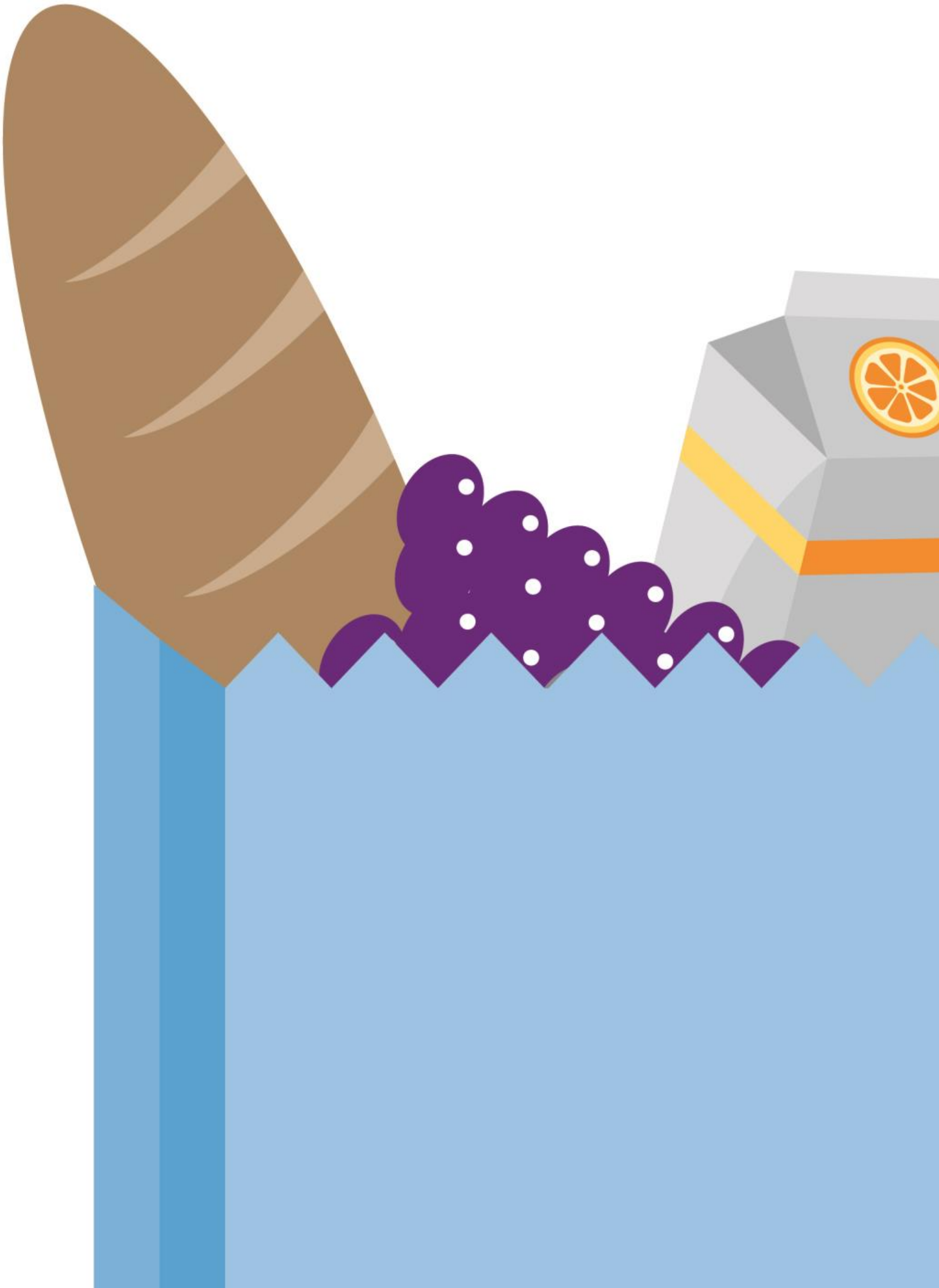

www.food.gov.uk

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Official Statistics

The statistics presented in this bulletin meet the requirements of the UK Code of Practice for Official Statistics.[1]

Further information on Official Statistics can be found on the UK Statistics Authority website[2].

[1] http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html

[2] http://www.statisticsauthority.gov.uk/national-statistician/types-of-official-statistics/index.html

Foreword

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

Waves 1 and 2 of the Food and You survey were carried out in 2010 and 2012 respectively. Wave 3 was conducted in 2014 and consisted of 3,453 interviews from a representative sample of adults aged 16 and over across the UK, including 524 interviews in Northern Ireland on which this report is based. Wave 3 builds on and extends the previous findings.

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

- Eating, cooking and shopping
- Food safety in the home
- Eating outside the home
- Experience of food poisoning and attitudes towards food safety and food production
- Advice on healthy eating
- Eating and Health

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

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

Background and objectives

Role of the FSA

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

The FSA is responsible for food safety and hygiene across the UK, and is committed to ensuring the general public can have trust and confidence in the food they buy and eat. In Northern Ireland the FSA is additionally responsible for nutrition policy and food labelling.

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

The Food and You survey

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

Waves 1 and 2 of the Food and You survey were conducted by the same consortium in 2010 and 2012 respectively. Reports of the findings and methodological details are available on the FSA website[3]. Specific examples of use of the findings include results from Wave 1 being used to determine the theme of the 2012 FSA Food Safety Week[4] and findings from Wave 2 informing FSA public campaigns on food safety. Secondary analysis of the Waves 1 and 2 data has explored domestic food safety practices[5] and the relationships between nutrition and food safety[6]. Wave 3 was carried out in 2014 by TNS BMRB.

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

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

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

About this bulletin

Self-reported behaviours

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

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

Questionnaire changes between waves

To reflect the changing responsibilities of the FSA, the focus of the survey content was changed between Wave 1 and Wave 2. To minimise any effects caused by changing the order of the questions

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

[4] http://www.food.gov.uk/news-updates/campaigns/germwatch/

[5] http://www.food.gov.uk/science/research/ssres/fs409012

[6] http://www.food.gov.uk/science/research/ssres/crosscutss/fs307014

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

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

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

The Food and You Technical Report[7] provides a summary of questionnaire changes between Wave 2 and Wave 3.

Reporting conventions

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

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

Topics covered

The Food and You survey collected data on a wide range of topics. As a result it is not feasible for this series of bulletins to present detailed analysis of all of the questions. In particular, only selected socio-demographic variables have been analysed to uncover statistically significant differences. These variables were identified by the FSA as of key interest, providing the most useful information about sub-group variation at this initial stage of data analysis. The identified variables were: age, gender and the Northern Ireland Multiple Deprivation Measure (NIMDM).[8] Variation by age and gender has been considered across the three waves, while only Wave 3 data was examined for variation by NIMDM. Full data are available in the UK Data Archive[9] and at data.gov.uk[10] for further analysis.

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[7] http://www.food.gov.uk/sites/default/files/food-and-you-2014-uk-bulletin-technical-report.pdf

[8] The Northern Ireland Multiple Deprivation Measure (NIMDM) 2010 is the official measure of area deprivation in Northern Ireland which considers deprivation across income, employment, health and disability, education skills and training, proximity to services, living environment, and crime and disorder. Areas are grouped into quintiles based on their 2010 NIMDM score, with quintile 1 the most deprived areas across Northern Ireland and quintile 5 the least deprived areas.

[9] http://www.data-archive.ac.uk/

[10] http://data.gov.uk/

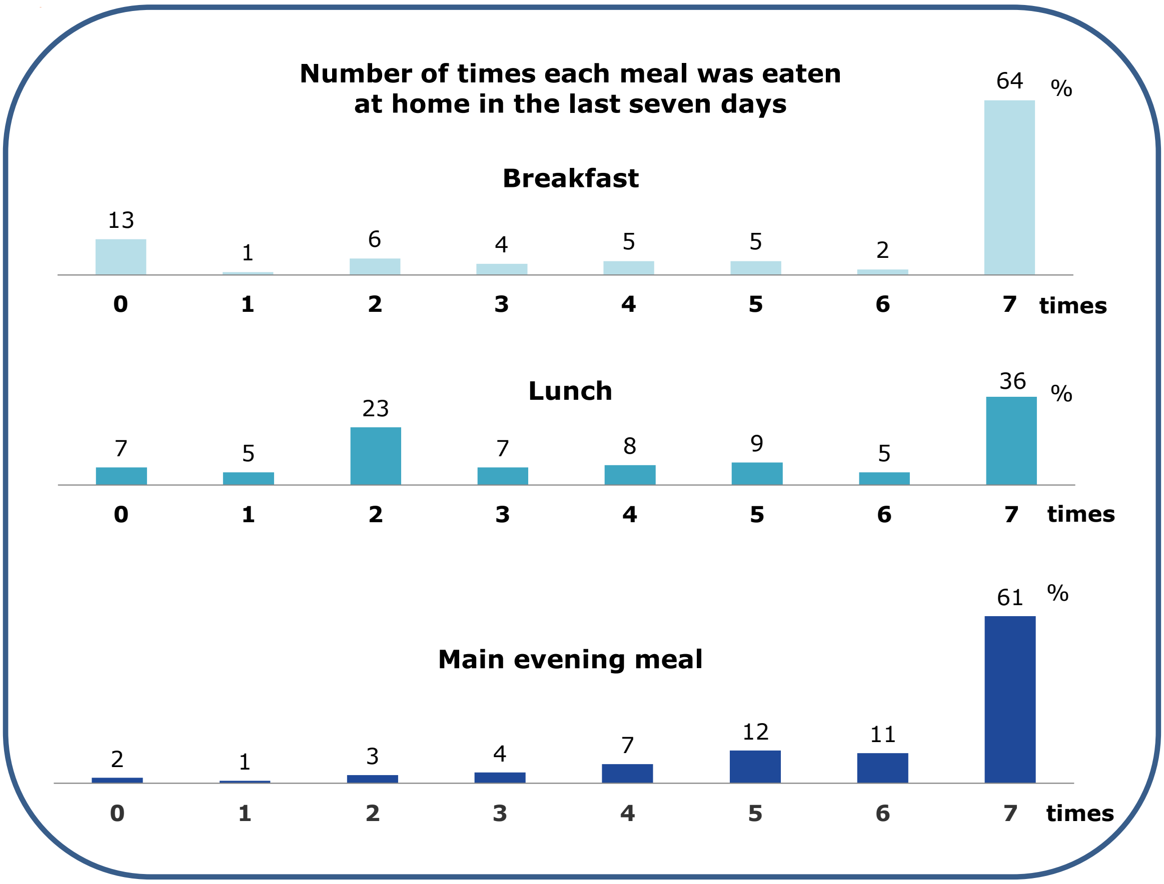
Key Findings

- Seven in ten respondents (70%) reported that they cooked or prepared food for themselves every day. Women were more likely to report preparing food for themselves (80%) and others (56%) on a daily basis compared with men (58% and 30% respectively).
- Two per cent of respondents reported that they were allergic to certain food. In total six per cent of respondents reported living in a household in which someone has a food allergy (not necessarily clinically diagnosed).
- Respondents were most likely to report having learnt to cook from a family member (77%) with 62% saying this was the main way they had learnt. Around two-fifths (22%) reported that their cooking was mainly self-taught.
- While respondents were most likely to report currently getting information about food safety from family and friends (35%), food TV shows (29%) and product packaging (28%), they were most likely to say that, in the future, they would use internet search engines to find information on food safety (reported by 38% of respondents).
- Around six in ten respondents (61%) said their household did a ‘main’ food shop on a weekly basis and 84% said large supermarkets were used for their household’s main shopping trip. Just over a quarter (26%) of respondents relied solely on large supermarkets for their household’s food shopping.
- Women were more likely than men to say they were responsible for all or most of their household’s food and grocery shopping (67% compared with 27%).
- Respondents were most likely to report usually buying raw meat that was fresh (96%) rather than frozen (24%), not specifically free range or organic (85%) and loose or freshly cut (80%). This was most likely to be from an independent butcher (60%) although 46% reported buying meat from a large supermarket.
- Overall, 54% of respondents at Wave 3 said that they had made at least one change in their buying or eating arrangements in the last six months for financial reasons; this is lower than the proportion at Wave 2 (62%).
- Thirty-one per cent of respondents reported buying items on special offer more in the previous six months for financial reasons, a higher proportion than at Wave 1 (17%). The level of other reported changes for financial reasons was similar across all three waves of the survey.

1. Eating and cooking at home

1.1 Frequency of eating at home

Figure 1.1 Frequency of eating at home (Wave 3)



Source: Q2_4a / b / c In the last 7 days, that is since …, on how many days out of that seven did you eat BREAKFAST / LUNCH / MAIN EVENING MEAL at home?

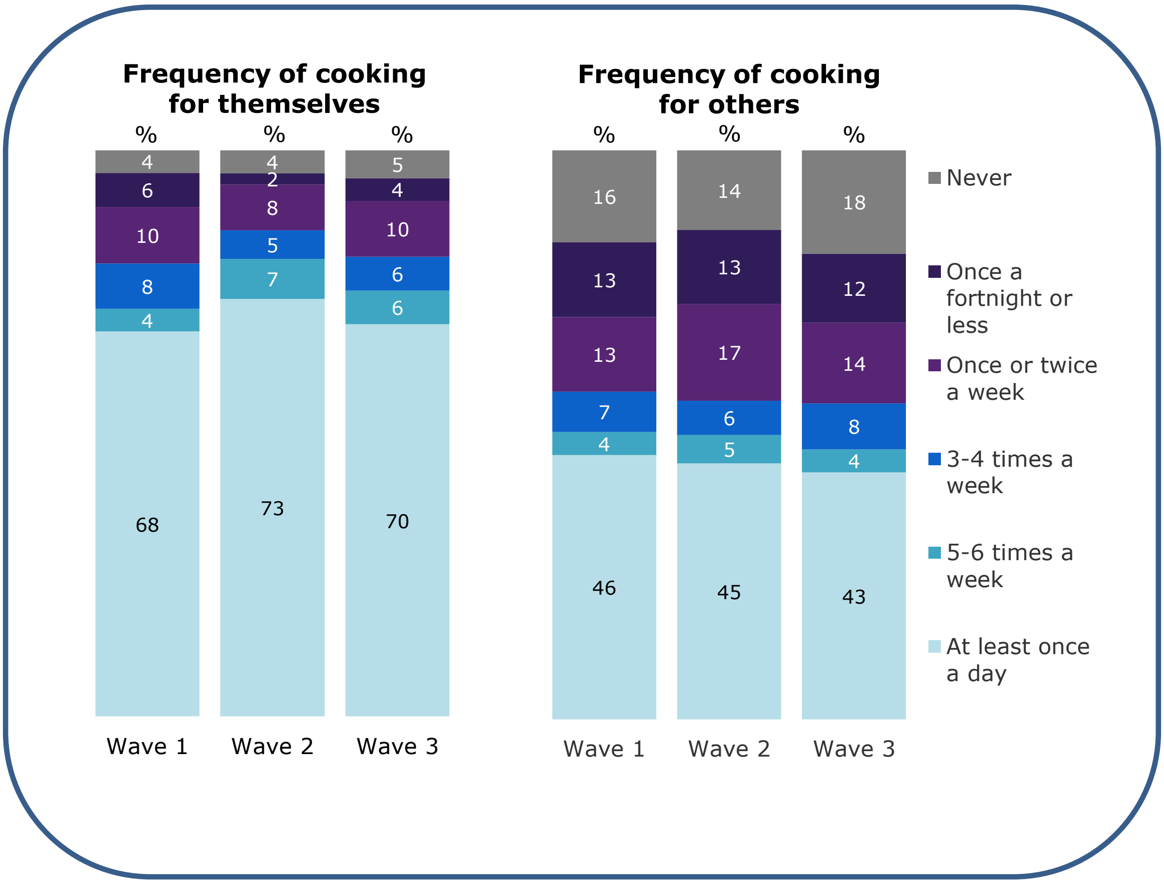
Base: All NI respondents – Wave 3 (524)

- The majority of respondents (64%) reported eating breakfast at home on seven days in the past week. The frequency of eating breakfast at home was similar to that reported at Wave 2, apart from a change in the proportion of respondents who had not done this at all in the last seven days (four per cent at Wave 2, compared with 13% at Wave 3), and a difference in the proportion who had eaten breakfast at home once (four per cent at Wave 2, compared with one per cent at Wave 3).
- Around six in ten respondents (61%) reported eating all main evening meals at home in the last seven days, similar to the proportion reported at Wave 2.
- There was greater variability in the proportion of respondents reporting eating lunch at home, with 36% reporting having eaten this meal at home on seven days in the past week and 35% reporting having eaten it at home twice or less.

- Respondents were most likely to report eating their main evening meal at home in the past week (a mean average of 6.0 times), followed by breakfast (5.3 times) and lunch (4.3 times).

1.2 Cooking patterns

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



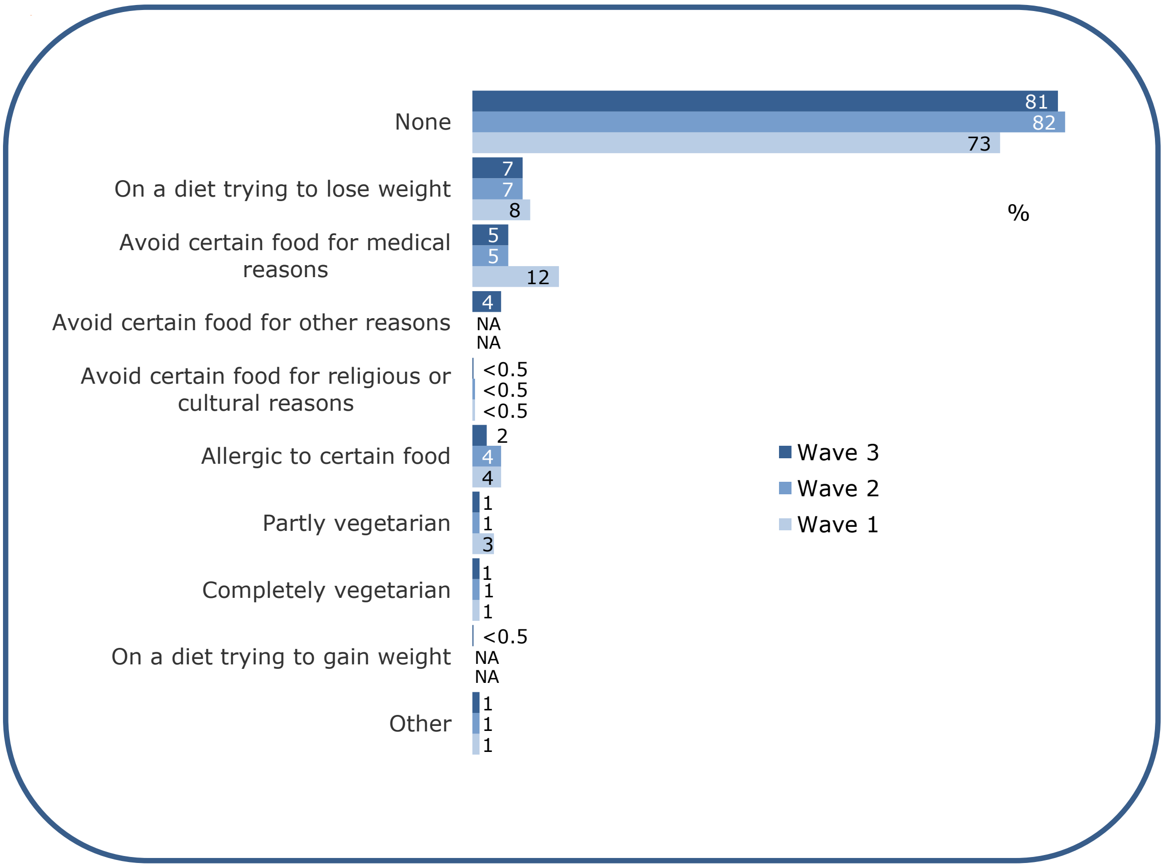
Source: Q2_3 How often do you cook or prepare food for yourself? / Q2_4 How often do you cook or prepare food for others?

Base: All NI respondents – Wave 1 (506); Wave 2 (504); Wave 3 (524)

- Reported frequency of cooking and preparing food was similar to that at Waves 1 and 2, with 70% of respondents at Wave 3 reporting that they cooked or prepared food for themselves, and 43% reporting that they prepared food for others, at least once a day.

1.3 Eating restrictions

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



Source: Q7_1 Which, if any, of the following applies to you? Please state all that apply.
Note: respondents were able to give multiple answers at Q7_1

Base: All NI respondents – Wave 1 (506); Wave 2 (504); Wave 3 (524)

- The majority of respondents (81%) said that they did not have any specific dietary restrictions. This was similar to the proportion at Wave 2 (82%), compared with 73% at Wave 1.

- At Wave 3, seven per cent of respondents reported that they were on a diet trying to lose weight, similar to the proportions at Waves 1 and 2.

- As at Wave 2, five per cent of respondents reported avoiding certain foods for medical reasons, compared with 12% at Wave 1. At Wave 3, four per cent reported avoiding foods for other reasons, such as foods that do not agree with them.

- These findings should be treated with caution, as there were a number of changes to the pre-coded response list at Wave 3[11].
- Two per cent of respondents reported having a food allergy[12], and one per cent reported having an allergy that was clinically diagnosed. In total six per cent of respondents reported living in a household in which someone had a food allergy (not necessarily clinically diagnosed).

[11] Two new pre-coded responses were added: 'On a diet trying to gain weight' and 'Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)', and the words 'other than a food allergy' were added to the end of the existing pre-coded response: 'avoid certain food for medical reasons'.
[12] This amounts to 14 respondents in total who reported being allergic to certain food. These respondents were asked further questions about whether they had been to see a doctor about their allergy and whether it was clinically diagnosed, but the findings are not reported here due to the small base.

1.4 Variation in eating and cooking at home among different groups in the population[13]

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

- Variation by **gender** was observed in frequency of food preparation. Women were more likely than men to report preparing food for themselves (80% of women, 58% of men) and others (56% of women, 30% of men) at least once a day. These findings were similar to those seen at Waves 1 and 2.

- Differences by **age** were also observed. Respondents aged 75 and over were more likely than younger respondents to report eating breakfast and lunch at home on a daily basis. Ninety-four per cent of those aged 75 and over reported eating breakfast at home each day compared with 38% of those aged 16-24, and 70% of those aged 75 and over reported eating lunch at home each day compared with 30% of those aged 16-24. These differences were similar to those observed at Wave 2.

- Respondents aged 16-34 were less likely than older respondents to report cooking for themselves every day (53% compared with 77% of those aged 35 and over). At Waves 1 and 2 respondents aged 16-24 were less likely to report cooking for themselves (48% and 46% respectively) compared with those aged 25 and over (78% and 72%).

- Those aged 16-24 (18%), 25-34 (35%) and 75 and over (28%) were less likely than respondents aged 35-74 (55%) to report cooking for others on a daily basis – a similar pattern of findings to that at Wave 1. At Wave 2, respondents aged 25-34 had been no less likely than those aged 35-74 to report cooking for themselves daily.

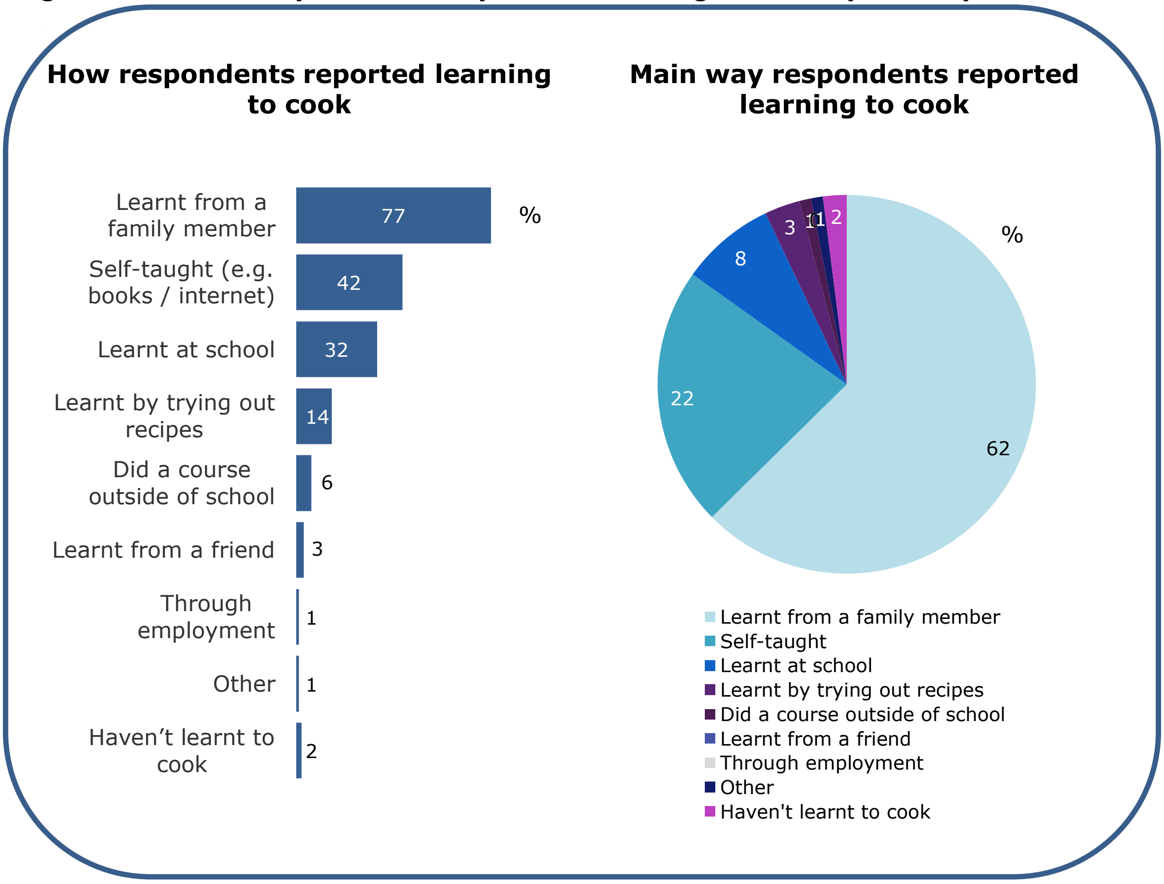
- Few age differences were observed for dietary restrictions. At Wave 3, respondents aged 75 or over were more likely than those aged 16-34 to report avoiding certain foods for medical reasons (15% of those aged 75 and over compared with one per cent of those aged 16-34). This was similar to the results at Waves 1 and 2.

[13] The following variables were analysed to identify statistically significant differences: age, gender and NIMDM. No statistically significant differences were found by NIMDM.

2. Learning to cook

2.1 How respondents reported learning to cook

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



Source: Q4_29 In which of the following ways did you learn to cook? / Q4_29b And which was the main way you learnt to cook?
Note: respondents were able to give multiple answers at Q4_29

Base: All NI respondents - Wave 3 (524) (Questions not asked at Waves 1 and 2)

- Respondents were most likely to report having learnt to cook from a family member (77%) and this was the main way the majority reported learning to cook (62%). Around a third (32%) said they had learnt at school although fewer (eight per cent) said this was their main way of learning.

- Around four in ten respondents (42%) reported being self-taught and 22% said this was the main way they had learnt to cook. Fourteen per cent said they had learnt from trying out recipes, although few (three per cent) said this was the main way they had learnt.

2.2 Variation in the ways in which respondents reported learning to cook by different groups in the population[14]

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

- The ways respondents reported learning to cook varied by **gender**. Women were more likely than men to report learning to cook from a family member (83% compared with 71% of men) or at school (50% compared with 14% of men). Women were also more likely to report having learnt by trying out recipes (20% of women, seven per cent of men).
- Men (30%) were more likely than women (14%) to report their main way of learning to cook as being self-taught.
- The youngest respondents **aged 16-24** were more likely than older respondents to report having learnt to cook at school (54% compared with 28% aged 25 and over). While a family member was the main source of learning reported by the majority in all age groups, those aged 16-25 were less likely to report being mainly self-taught (seven per cent compared with 24% of those aged 25 and over).

Other variation at Wave 3

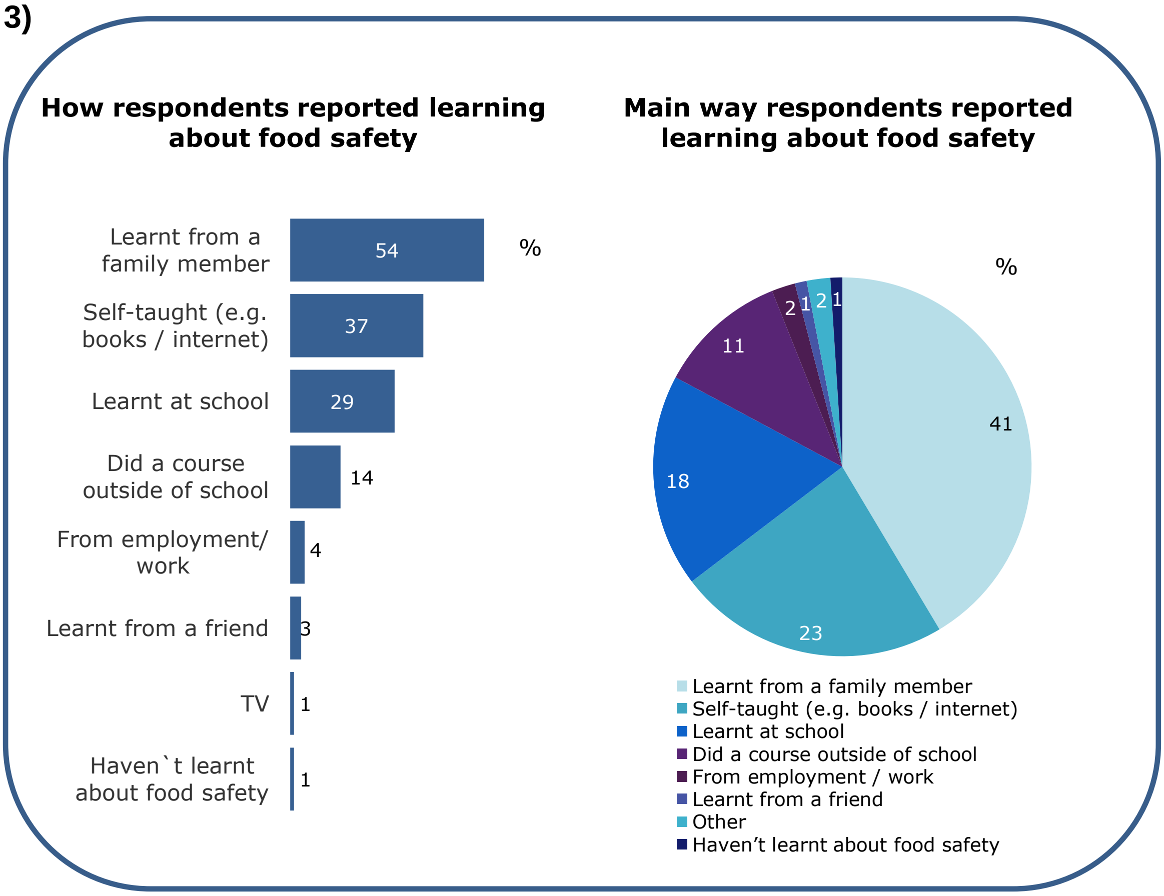
- A number of differences were observed by **Northern Ireland Multiple Deprivation Measure (NIMDM).** Respondents in less deprived areas were more likely than those in the most deprived areas to report learning to cook at school (38% of those in quintiles four and five, compared with 20% of those in quintile one).
- Respondents in less deprived areas were also more likely than those in more deprived areas to report learning to cook by trying out recipes (19% of those in quintiles four and five, eight per cent of those in quintiles one and two).
- Respondents in the middle quintile were more likely than those in the most deprived areas to report being self-taught (53% of those in quintile three compared with 33% of those in quintile one). Respondents in the middle quintile (quintile three) were less likely to report having learnt from a family member (68%) than those in the least deprived areas (87% of those in quintile five).

[14] The following variables were analysed to identify statistically significant differences: age, gender and NIMDM.

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

3.1 Reported sources of information on food safety

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



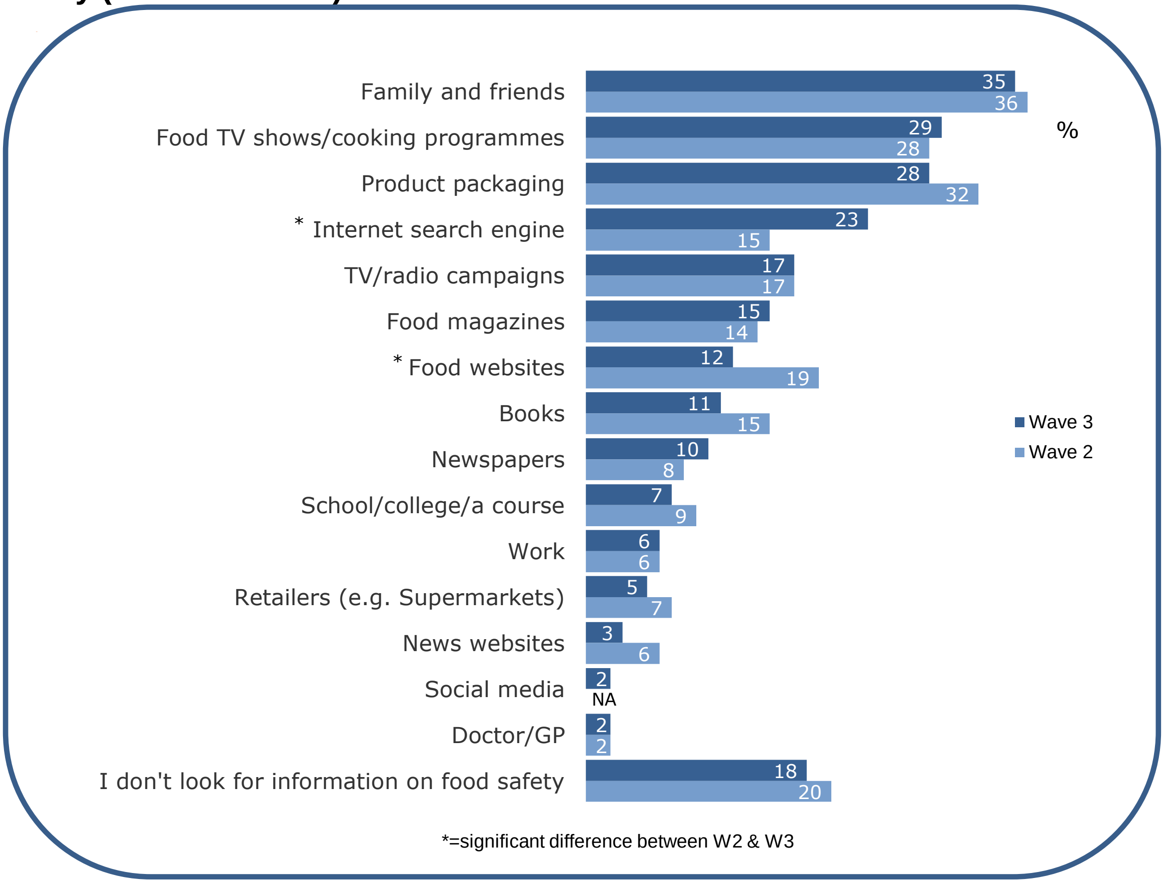
Source: Q4_30 In which of the following ways have you learnt about food safety? / Q4_30b And which was the main way you learnt about food safety?
Note: respondents were able to give multiple answers at Q4_30

Base: All NI respondents - Wave 3 (524) (Questions not asked at Waves 1 and 2)

- Respondents were asked how they had learnt about food safety (Figure 3.1) before being asked about their current and likely future sources of information on how to prepare and cook food safely at home (Figures 3.2 and 3.3).
- More than half (54%) of respondents reported learning about food safety from a family member, while 37% said they were self-taught to some extent. These two methods were also the main ways of learning about food safety, with 41% saying they mainly learnt from a family member and 23% reporting being mainly self-taught.

- Around three in ten respondents (29%) said they had learnt about food safety at school, and 18% said this was their main source of learning. While fewer said they had learnt on a course (14%), for most of these respondents this was the main way they had learnt about food safety (11% of respondents).

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



Source: Q11_8b Looking at this screen, do you get information about how to prepare and cook food safely at home from any of these sources?
Note: respondents were able to give multiple answers

Base: All NI respondents - Wave 2 (504); Wave 3 (524) (Question not asked at Wave 1; N/A source not included at Wave 2)

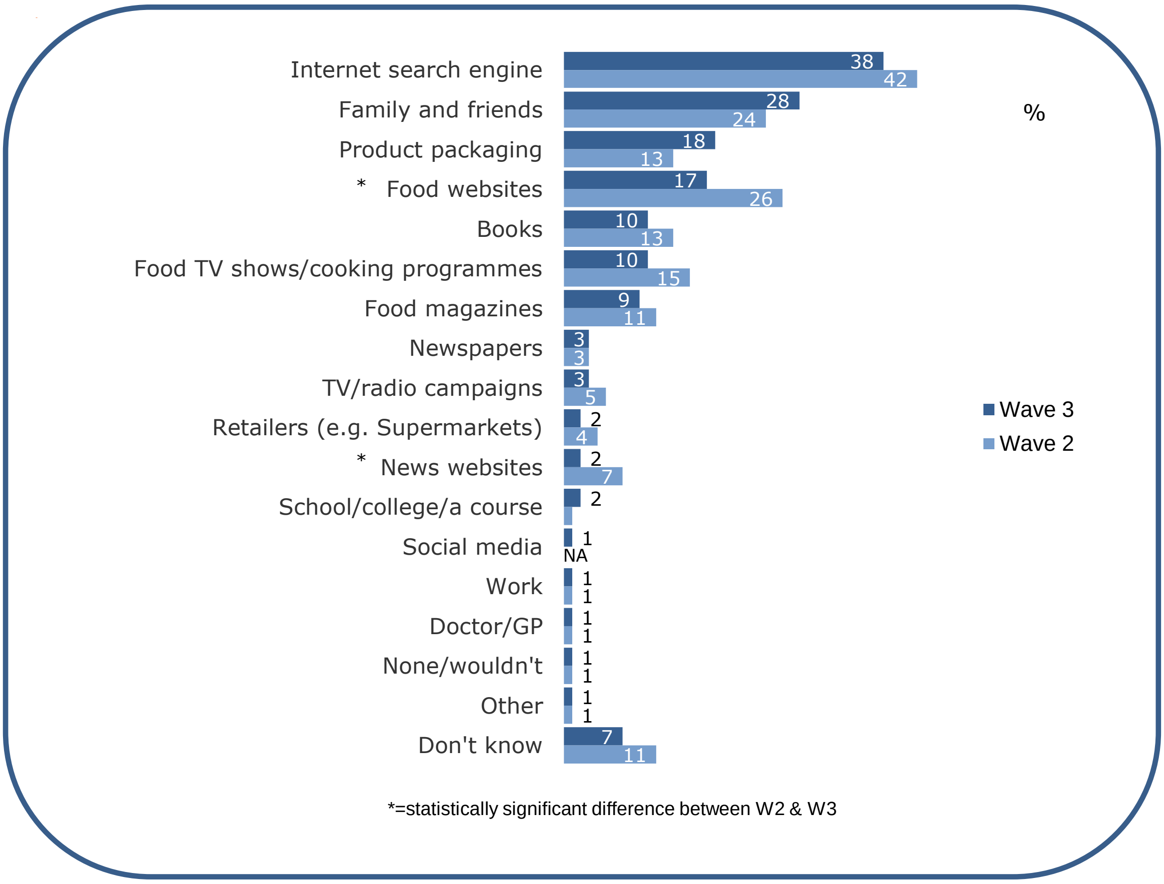
- Thirty-five per cent of respondents reported that they received information about how to prepare and cook food safely at home from family and friends and 29% said this information came from food TV shows or cooking programmes. Twenty-eight per cent of respondents reported using product packaging for this information. These results were similar to those at Wave 2.

- Just under a fifth of respondents (18%) said they did not look for information on food safety, which was similar to the proportion at Wave 2.

- Respondents were more likely to report using internet search engines at Wave 3 than at Wave 2 (23% compared with 15%). Respondents were less likely to report using food websites (12% at Wave 3 compared with 19% at Wave 2). Two per cent of respondents reported using social media to get information on food safety.

- When asked for their *main* source of information on food safety, 23% of respondents said this came from family and friends, 14% said product packaging and 11% said internet search engines. On average, respondents reported using 2.2 sources of information, with no predominant main source among respondents.

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



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

Base: All NI respondents - Wave 2 (504); Wave 3 (524) (Question not asked at Wave 1; N/A source not included at Wave 2)

- As at Wave 2, the top sources of information that respondents reported they would use in the future to get information about safely preparing and cooking food at home, should they decide to look for it, were different from the sources they reported using currently.

- The source most often chosen for future information was an internet search engine, selected by 38% of respondents compared with 23% who said they currently used this source. A similar pattern was observed at Wave 2, with a higher proportion of respondents reporting that they would use an internet search engine in the future compared with the proportion who reported currently using this source (42% compared with 15% respectively).

- The potential use of cooking programmes, reported by 10%, was below reported current use (29%).

- There were differences between Wave 2 and Wave 3 in the potential use of a number of sources, specifically food websites (17% at Wave 3 compared with 26% at Wave 2) and news websites (two per cent compared with seven per cent).

3.2 Variation in sources of information on preparing and cooking food safely by different groups in the population[15]

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

- Differences by **gender** in getting information about food safety were observed. Women were more likely than men to report learning about food safety at school (40% of women, 16% of men) or from a course outside of school (18% of women, 9% of men). Learning about food safety from a family member was more likely to be the main source of learning for men (49%) than for women (34%) and men were also more likely to report that they were mainly self-taught (28% of men, 19% of women).

- Women were more likely than men to report currently getting information about how to prepare and cook food safely at home from food magazines (21% compared with 9% of men) and from a course (10% compared with four per cent of men).

- At Wave 2, men were more likely than women to report using food websites as a source of information on preparing and cooking food safely at home (26% compared with 11%), however there was no difference by gender for use of this source at Wave 3. Similarly, at Wave 2 men were more likely to report that they would use an internet search engine in future to look for information on how to prepare and cook food safely at home (50% of men, 35% of women); however there were no statistically significant gender differences for potential use of any future source at Wave 3.

- Variation by **age** was observed. Those aged 45 and over were more likely to report that they were self-taught about food safety than those aged 16-24 (44% and 21% respectively). The youngest respondents were more likely than older respondents to report that the learnt about food safety at school (64% of those aged 16-24 compared with 22% of those aged 25 and over), and to say that this was the main way in which they learned (45% and 13% respectively).

- Those aged 35-64 were more likely than both the oldest and the youngest respondents to report that they had learnt about food safety through a course outside of school (20% compared with four per cent of those aged 75 and over and three per cent of those aged 16-24).

- Respondents aged 16-24 were more likely than those aged 45 and over to get information on how to prepare and cook food safely at home from family and friends (50% compared with 28% of those aged 45 and over). Younger respondents were also more likely to report that they get information on preparing food safely at home from an internet search engine (31% of those aged 16-34 compared with 18% of those aged 35 and over) and from school, college or a course (16% and three per cent respectively). These findings were similar to those at Wave 2.

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[15] The following variables were analysed to identify statistically significant differences: age, gender and IMD.

- Respondents aged 75 and over were the most likely to report that they did not look for information on how to prepare and cook food safely at home; almost half (49%) of this age group reported that they did not look for information, compared with 14% of those aged 16-74.

- As at Wave 2, internet searches were more likely to be reported by those aged 16-64 (45%) as a future source of information compared with those aged 65 and over (18%). Similarly, potential use of food websites were reported by 19% of those aged 16-64, and by six per cent of those aged 65 and over.

- At Wave 2, family and friends were more likely to be mentioned as a future source of information by those aged 16-44, however this pattern was not found at Wave 3, with no statistically significant differences in the proportion of each age group giving this answer. There were also no differences found at Wave 3 between age groups reporting that they would use product package as a source of information, whereas at Wave 2 those aged 25-34 were more likely to mention this source (20%) compared with respondents aged 16-24 (four per cent).

Other variation at Wave 3

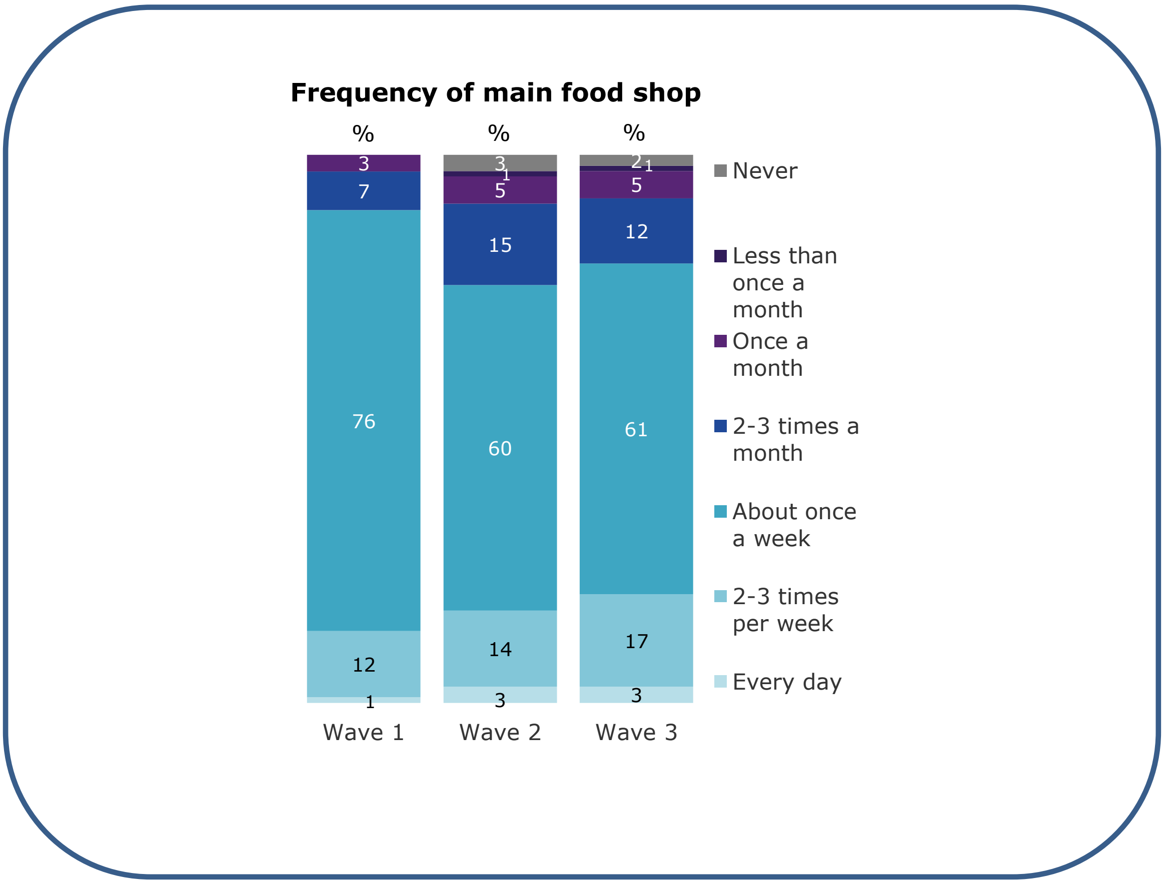
- A number of differences were observed by **Northern Ireland Multiple Deprivation Measure (NIMDM).** Respondents in the least deprived areas were more likely to report using product packaging as a source of information about preparing and cooking food safely at home (43% in quintile five, compared with 25% in quintiles one to four). TV and radio campaigns were also more likely to be mentioned as a source of information by those in the least deprived areas (24% in quintiles four and five) than those in more deprived areas (13% in quintiles one and two).

- Respondents in quintile three were more likely to report using books as a source of information than respondents in quintile five (the least deprived), reported by 18% and four per cent of respondents respectively.

4. Shopping for food

4.1 Responsibility for, and frequency of, food shopping

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



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

Base: One third of NI sample – Wave 1 (165); All NI respondents - Wave 2 (504); Wave 3 (524)

- The majority of respondents (80%) reported having at least some responsibility for household food shopping, with around half (47%) saying they were responsible for all or most of this. This was similar to the proportions at Waves 1 and 2.
- Sixty-one per cent of respondents reported that their household did a main shop for food on a weekly basis, which was similar to the proportion at Wave 2 and remained lower than the proportion at Wave 1 (76%).
- Twelve per cent of respondents who reported that they did a main shop for food 2-3 times a month, similar to the proportion at Wave 2 (15%), compared with seven per cent at Wave 1.

- Also similar to Wave 2, food shopping was dominated by a reliance on buying in-store (as distinct from on-line) at large supermarkets (91% used large supermarkets regularly and 84% said that large supermarkets were used for the household's main food shopping trip). As this question was different at Wave 1, no further comparison over time is possible.

- Around a quarter of respondents (26%) said that their households relied solely on large supermarkets, while 65% said that they combined their main shop at a large supermarket with smaller shopping trips to local or independent stores or markets. Nine per cent reported using only local or independent stores. These are similar to the proportions at Wave 2.

4.2 Variation in shopping for food among different groups in the population[16]

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

- Responsibility for shopping varied by **gender**, with women being more likely than men to say they were responsible for all or most of their household's food and grocery shopping (67% compared with 27%), similar to findings at Waves 1 and 2. There was little variation by gender in where respondents shopped for food, however women were more likely than men to report shopping at mini supermarkets (31% of women, 20% of men).
- As at Waves 1 and 2, there was also variation by **age**, with younger respondents (aged 16-24) less likely than other age groups to say they were responsible for all or most of the food shopping in their household (15% compared with 57% of those aged 25 and over).
- Variation by age was also observed in where respondents shopped for food, with those aged 16-24 less likely than those aged 25 and over to report shopping at an independent greengrocer (seven per cent compared with 21%), similar to Wave 2. Respondents aged 25-34 were more likely to shop for food at a local or corner shop (25%) compared with those aged 60 and over (nine per cent). Respondents aged 65-74 were the most likely to shop at an independent fishmonger (14%); no respondents aged 16-24 reported doing so.

Other variation at Wave 3

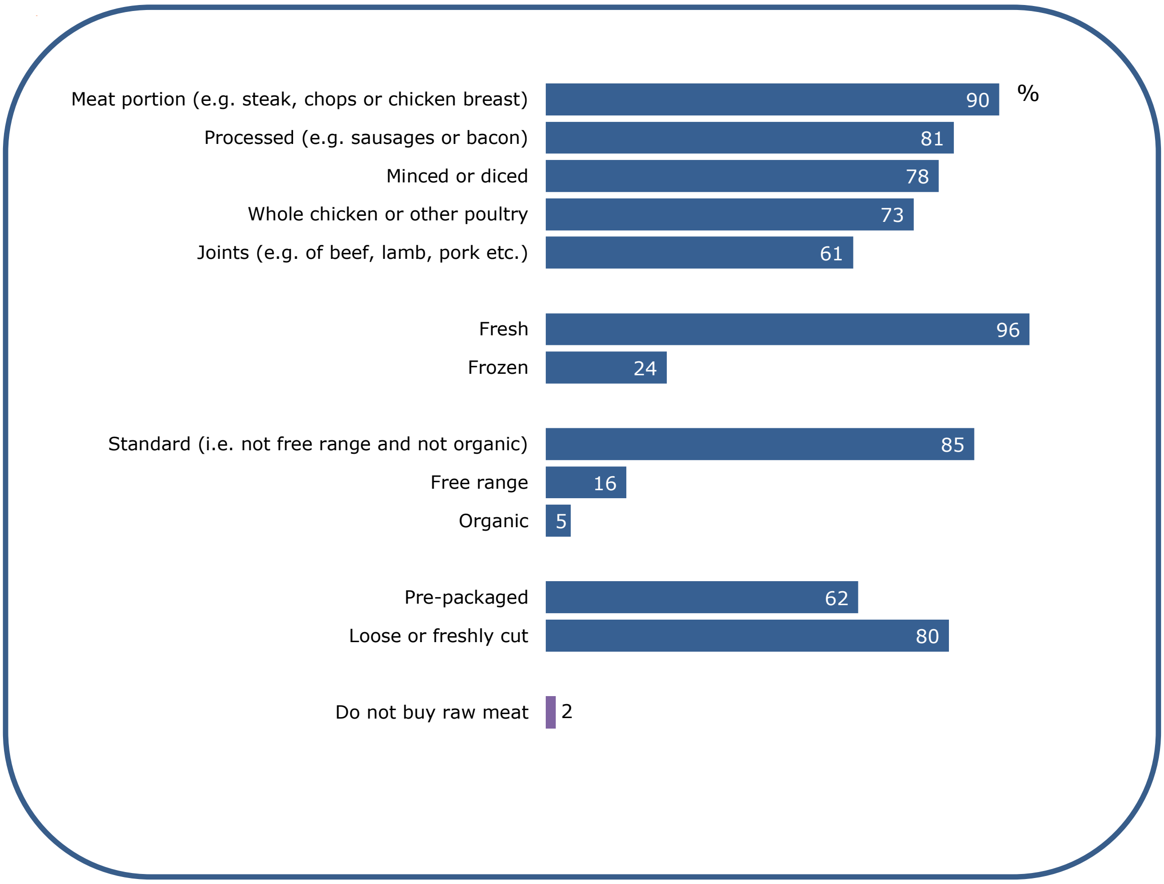
- A number of differences were observed by **Northern Ireland Multiple Deprivation Measure (NIMDM)**. Respondents in the most deprived areas were less likely to report shopping for food at mini supermarkets (15% of those in quintile one compared with 28% of those in quintiles two to five).
- Respondents in the least deprived areas were more likely to report shopping at certain types of establishments more than those in the middle quintile. These included large supermarkets (96% of those in quintile five, 84% of those in quintile three), independent butchers (64% of those in quintile five, 45% of those in quintile three), and garage forecourts (21% in quintile five, seven per cent in quintile three).
- Respondents in quintile four reported shopping for food less frequently than some others; 68% of respondents in quintile four shopped for food once a week or more, whereas 91% of those in the least deprived areas (quintile five) did so, as did 84% of those in the most deprived areas (quintile one).

[16] The following variables were analysed to identify statistically significant differences: age, gender and NIMDM.

5. Purchase of raw meat

5.1 Types of raw meat purchased

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



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

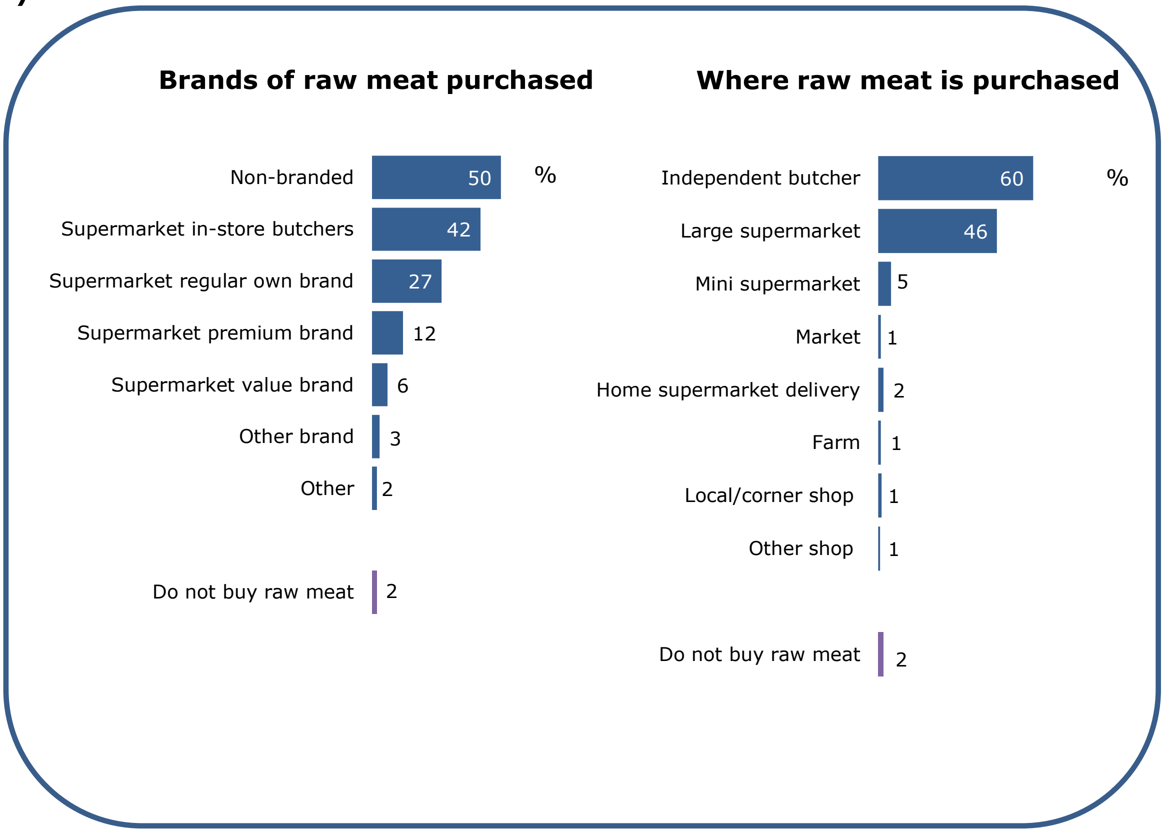
Base: All NI respondents - Wave 3 (524) (Questions not asked at Waves 1 and 2)

- Respondents reported that their households bought a range of cuts of raw meat, with meat portions bought by the largest proportion (90%) and joints by the smallest (61%).

- The majority of respondents said that their household usually bought fresh meat (96%), meat that was not specifically free range or organic (85%) and loose or freshly cut meat (80%).

5.2 Brands of raw meat purchased and where purchased

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



Source: Q3_5e And which, if any, of the following brands of raw meat do you / does your household usually buy? / Q3_5f And where do you / does your household usually buy raw meat?
Note: respondents were able to give multiple answers

Base: All NI respondents - Wave 3 (524) (Questions not asked at Waves 1 and 2)

- Respondents were most likely to report that their household usually bought non-branded meat (50%). Around four in ten (42%) said that their household usually bought supermarket in-store butchers' meat, and 27% bought supermarket regular own brand meat.
- Six in ten respondents said that their household usually bought meat from an independent butcher (60%), and 46% reported usually buying meat from a large supermarket.

5.3 Variation in raw meat purchasing among different groups in the population[17]

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

- Little difference was observed by **gender** although men (31%) were more likely to report that their household usually bought frozen meat (compared with 18% of women), and women were more like to report that fresh meat was usually bought (98% of women compared with 94% of men).

- Differences in reported purchasing of raw meat by **age** were observed. Respondents aged 16-44 were more likely than respondents aged 75 or over to report that their household usually bought minced or diced meat (84% compared with 64% respectively). They were also more likely to say their household usually purchased pre-packed meat (68% of those aged 16-44 did so, compared with 43% of those aged 75 and over). Respondents aged 16-34 (49%) were less likely than those aged 35 and over (65%) to report that their household bought joints of meat. Reported purchasing of frozen meat was higher amongst those aged 16-54 (30%) than those aged 55 and over (14%). Respondents aged 35-44 (36%) were more likely than those aged 60 and over (18%) to report that their household usually bought supermarket regular own brand meat.

Other variation at Wave 3

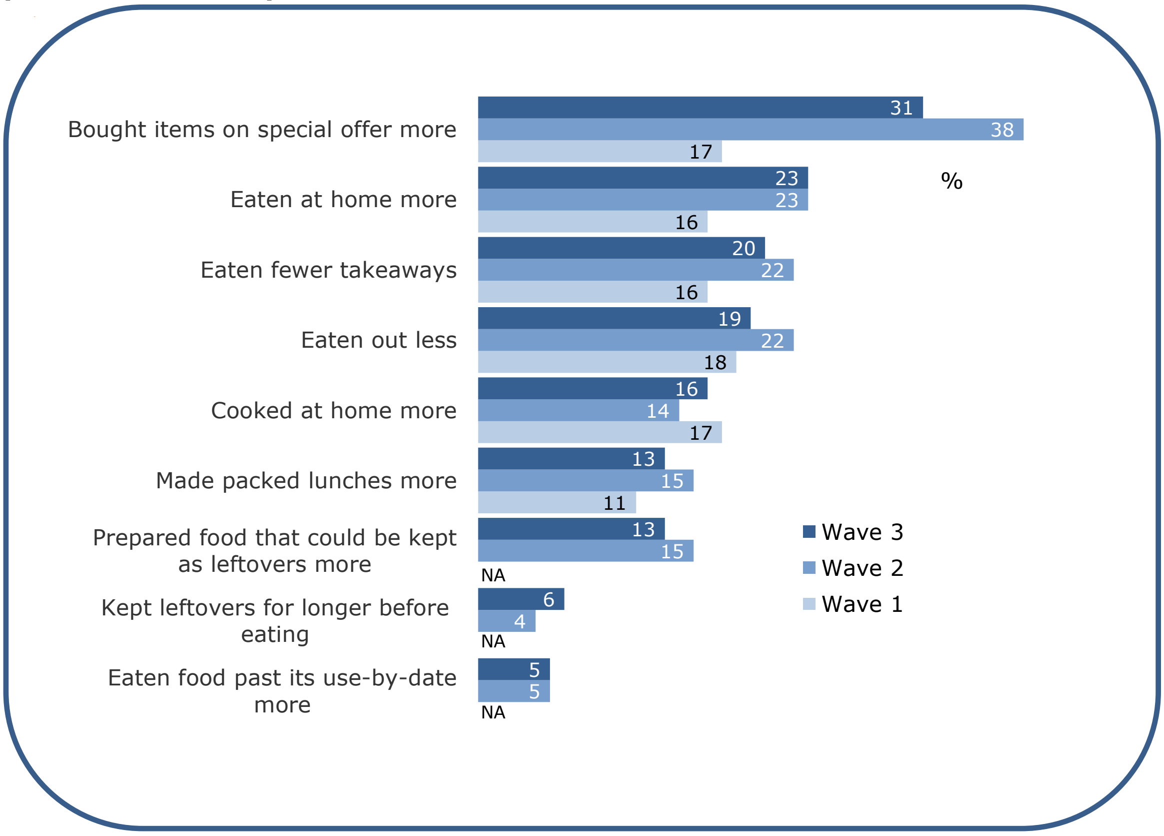
- Some variation by **Northern Ireland Multiple Deprivation Measure** was observed. Respondents in the most deprived areas (quintile one) were more likely than those in quintiles two and three to report that their household usually bought joints of meat (71% compared with 52% respectively). They were also more likely to report that their household usually bought standard meat (not specifically free range or organic), with 94% of respondents in quintile one reporting this, compared with 78% of those in quintiles two and three. A greater proportion of respondents in less deprived areas reported that their household bought free range meat compared with those in the most deprived areas (three per cent in quintile one, compared with 19% in quintiles two to five).

[17] The following variables were analysed to identify statistically significant differences: age, gender and IMD.

6. Changes in buying and eating arrangements for financial reasons

6.1 Reported changes in buying and eating arrangements for financial reasons

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



Source: Q3_13 Have you made any of these changes in the last 6 months for financial reasons?
Note: respondents were able to give multiple answers

Base: One third of total NI sample – Wave 1 (165); All NI respondents - Wave 2 (504); Wave 3 (524) (N/A options not included at Wave 1)

- Overall, 54% of respondents at Wave 3 reported making at least one change in their buying or eating arrangements in the last six months for financial reasons, compared with 62% at Wave 2 (there is no comparable figure for Wave 1 due to questionnaire changes).
- At Wave 3, 31% of respondents reported that they had bought items on special offer more, similar to the proportion at Wave 2 (38%), compared with 17% at Wave 1.
- The proportions of respondents reporting having eaten at home more (23%), eaten out less (19%), eaten fewer takeaways (20%) or made more packed lunches (13%) were similar to the proportions at Waves 1 and 2.

6.2 Variation in changes in buying and eating arrangements for financial reasons among different groups in the population[18]

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

- Little variation by **gender** was observed, however, men were more likely than women to report having eaten food past its use by date more in the past six months for financial reasons (eight per cent compared with two per cent). There were no statistically significant differences by gender at Wave 2.
- Similar to Wave 2, the likelihood of reporting making some change was higher for **younger** respondents compared with older respondents. Around two thirds (65%) of those aged 16-44 reported making a change compared with 27% of those aged 65-74 and 13% of those aged 75 and over. This pattern was repeated across all of the main changes reported.

[18] The following variables were analysed to identify statistically significant differences: age, gender and NIMDM. There were no statistically significant differences by NIMDM.

7. Comparisons between Northern Ireland and the rest of the UK

Table 7.1 Frequency of cooking / preparing food, by country (Wave 3)

	Northern Ireland	England	Wales	Scotland
At least once a day	69%[E]	59%	65%[E]	63%
5-6 times a week	6%	9%[W]	4%	8%
3-4 times a week	6%	10%[NI]	10%	11%[NI]
Once or twice a week	10%	13%	10%	10%
Once a fortnight	1%	1%	1%	1%
Once a month	1%	1%	1%	2%
Less than once a month	2%	1%	1%	2%
Never	5%	5%	7%	4%
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

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

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in Northern Ireland were more likely to report cooking for themselves at least once a day (69%) compared with those in England (59%).
- Those living in Northern Ireland were less likely to report cooking for themselves three to four times a week (six per cent) compared with respondents in England (10%) or Scotland (11%).

Table 7.2 How learnt about food safety, by country (Wave 3)

	Northern Ireland	England	Wales	Scotland
All ways				
Learnt from a family member	54%[E S]	46%	46%	45%
Self-taught	37%	41%	40%	38%
Learnt at school	29%	29%	24%	31%
Did a course outside of school	14%	17%	16%	15%
From employment / work	4%	6%	6%	7%
Learnt from a friend	3%	4%[S]	4%	2%
Main way				
Learnt from a family member	41%	35%	36%	35%
Self-taught	23%	28%	31%[NI]	27%
Learnt at school	18%[W]	14%	10%	18%[W]
Did a course outside of school	10%	12%	13%	10%
From employment / work	2%	3%	4%	4%
Learnt from a friend	1%	2%	*	*
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

Source: Q4_30 In which of the following ways, have you learnt about food safety? & Q4_30b Which was the main way you learnt about food safety?
Note: respondents were able to give multiple answers at Q4_30

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial / * indicates less than 0.5%

- Respondents living in Northern Ireland were more likely to report having learnt about food safety from a family member (54%) compared with those living in England (46%) or Scotland (45%), although this was no more likely to be the main way they reported having learnt.

- Respondents living in Northern Ireland were more likely to report that the main way they learnt about food safety was at school (18%) compared with respondents living in Wales (10%). They were less likely than respondents in Wales to report that they were mainly self-taught (23% compared with 31%).

Table 7.3 Sources of information on preparing and cooking food safely, by country (Wave 3)

	Northern Ireland	England	Wales	Scotland
Family and friends	35%^{S}	38%^{S}	41%^{S}	25%
Food TV shows	29%	34%	33%	33%
Product packaging	28%	30%^{S}	29%^{S}	22%
Books	11%	19%$^{S\ NI}$	21%$^{S\ NI}$	13%
Food magazines	15%	18%	19%	15%
Internet search engine	23%^{S}	18%	17%	16%
Food websites	12%	15%	14%	14%
TV / radio campaigns	17%^{W}	14%	11%	14%
School / college / a course	7%	13%^{NI}	11%	11%
Newspapers	10%	13%	13%	10%
Retailers (e.g. supermarkets)	5%	9%^{NI}	8%	6%
Work	6%	9%	10%	8%
News websites	3%	5%	4%	4%
Social media	2%	4%	5%	4%
Doctor / GP	2%	2%	1%	2%
Don't look for information	18%	18%	22%	24%^{E}
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

Source: Q11_8b Do you get information about how to prepare and cook food safely at home from any of these sources?
Note: respondents were able to give multiple answers at Q11_8b

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in Northern Ireland were more likely to report getting information about how to prepare and cook food safely at home from family and friends (35%) and internet search engines (23%) compared with those living in Scotland (25% and 16% respectively). They were more likely than respondents living in Wales to report that they got information from TV or radio campaigns (17% compared with 11%).

- Those in Northern Ireland were less likely to report getting information from books (11%) compared with respondents in England (19%) and Wales (21%) and less likely to report getting information at school or college (seven per cent) or from retailers (five per cent) compared with those in England (13% and nine per cent respectively).
- Respondents living in Northern Ireland were more likely than those living in Scotland to report that their main source of information was family and friends (23% compared with 15%). They were more likely (11%) than those in England (seven per cent) or Wales (seven per cent) to report that internet search engines were their main source of information, or TV / radio campaigns (six per cent in Northern Ireland, compared with three per cent and two per cent in England and Wales respectively).

Table 7.4 Future sources of information on preparing and cooking food safely, by country (Wave 3)

	Northern Ireland	England	Wales	Scotland
Internet search engine	38%	49%[W]	37%	45%[W]
Food websites	17%	23%[NI]	21%	19%
Family and friends	28%[E S]	18%	22%[S]	14%
Product packaging	18%	13%	13%	12%
Books	10%	12%	11%	11%
Food TV shows	10%	11%	11%	15%
Food magazines	9%	11%	12%	10%
TV/ radio campaigns	3%	5%	5%	3%
Newspapers	3%	4%	2%	5%[W]
Retailers (e.g. supermarkets)	2%	3%	4%	2%
News websites	2%	3%	2%	2%
Social Media	1%	3%	2%	2%
Doctor/ GP	1%	2%	1%	1%
Work	1%	1%	1%	2%
School/ college/ a course	2%	1%	2%	1%
None/wouldn't	1%	1%	2%	1%
Don't know	7%	7%	9%	13%[E NI]
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

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

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in Northern Ireland were more likely to say they would look for information on food safety in the future from family and friends (28%) compared with those living in England (18%) and Scotland (14%).
- They were less likely than respondents in England (23%) to report that they would look for information from food websites (17%).

Table 7.5 Where people shop for food, by country (Wave 3)

	Northern Ireland	England	Wales	Scotland
Large supermarket	91%	95%^{NI}	97%^{NI}	97%^{NI}
Mini-supermarket	26%	31%$^{W\ S}$	21%	21%
Independent butcher	54%$^{E\ W\ S}$	28%	30%	36%^{E}
Local/corner shop	16%	26%^{NI}	30%^{NI}	24%^{NI}
Market	5%	21%$^{S\ NI}$	18%$^{S\ NI}$	6%
Independent greengrocer	19%$^{W\ S}$	16%^{S}	12%	8%
Independent baker	12%^{W}	11%^{W}	7%	12%^{W}
Home delivery – supermarket	4%	11%$^{S\ NI}$	10%^{NI}	7%
Farm	3%	9%^{NI}	7%^{NI}	6%
Independent fishmonger	7%	7%^{W}	4%	13%$^{E\ W\ NI}$
Garage forecourt	12%$^{E\ W\ S}$	3%	6%^{E}	3%
Home delivery – not supermarket	*	2%	2%	2%
Other shop	1%	3%	2%	1%
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

Source: Q3_3 Where do you/ does your household shop for food?
Note: respondents were able to give multiple answers at Q3_3

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial / * indicates less than 0.5%

- Respondents living in Northern Ireland were less likely to report that they had responsibility for at least half of their household food shopping (63%) than those living in England (70%), Scotland (71%) or Wales (75%).

- Those in Northern Ireland were more likely to report that their household shopped at an independent butcher (54%) or a garage forecourt (12%) than respondents in the other countries (28% to 36% shopped at an independent butchers, three per cent to six per cent reported shopping at a garage forecourt).

- They were also more likely to report that their household shopped at an independent baker (12%) than respondents in Wales (seven per cent), and were more likely to shop at an independent greengrocer (19%) than respondents in Scotland (eight per cent) or Wales (12%).

- Respondents in Northern Ireland were less likely to report that their household shopped at a large supermarket (91%) compared with any of the other countries (95% to 97%). They were also less likely to shop for food at local or corner shops (16% compared with 26%, 30% and 24% for England, Scotland and Wales respectively).
- Shopping at markets (five per cent), farms (three per cent) or by home delivery from supermarkets (four per cent) were less frequently reported by respondents living in Northern Ireland compared with those living in England and Wales.
- Respondents living in Northern Ireland were less likely to report shopping at an independent fishmonger (seven per cent) than respondents in Scotland (13%).

Table 7.6 Frequency of shopping for food, by country (Wave 3)

	Northern Ireland	England	Wales	Scotland
Every day	3%	2%	2%	2%
2-3 times per week	17%	20%	16%	21%
About once a week	61%	57%	63%	57%
2-3 times a month	12%	12%	14%	11%
Once a month	5%	7%	4%	4%
Less often	1%	*	*	1%
Never	2%	3%	3%	3%
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

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

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial / * indicates less than 0.5%

- No statistically significant differences were observed by country for frequency of shopping.

Table 7.7 Type of raw meat usually purchased, by country (Wave 3)

	Northern Ireland	England	Wales	Scotland
Meat portion	90%[E W S]	83%	81%	83%
Minced or diced	78%[E W]	69%	66%	80%[E W]
Processed	81%[E W]	67%	70%	77%[E]
Whole chicken or other poultry	73%[S]	68%	71%	65%
Joints	61%[S]	56%	60%[S]	51%
Fresh	96%	93%	92%	92%
Frozen	24%	32%[NI]	39%[E S NI]	28%
Standard	85%[E W S]	72%	76%	77%
Free range	17%	32%[NI]	27%[NI]	29%[NI]
Organic	5%	13%[W NI]	9%	11%[NI]
Pre-packaged	63%	76%[NI]	78%[NI]	75%[NI]
Loose or freshly cut	79%[E W S]	49%	54%	55%
Do not buy raw meat	2%	3%	4%	4%
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

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

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in Northern Ireland were more likely to report that their household usually bought meat portions (90%) than respondents in England (83%), Wales (81%) or Scotland (83%). They were also more likely to report that their household usually bought standard (not specifically free range or organic) meat (85%) and loose or freshly cut meat (79%).

- Purchase of free range and pre-packaged meat was more likely to be reported by respondents living in England, Scotland and Wales (29% to 32% for free range and 75% to 78% for pre-packaged) than in Northern Ireland (17% and 63% respectively).
- Respondents living in Northern Ireland were more likely to report that their household usually bought minced or diced meat (78%) or processed meat (81%) than respondents in England (69% and 67%) or Wales (66% and 70%). They were more likely to report buying whole chicken or other poultry (73%) or joints (61%) than respondents living in Scotland (65% and 51% respectively).
- Respondents in Northern Ireland were less likely to report buying frozen meat (24%) compared with those in England (32%) and Wales (39%).

Table 7.8 Brands of meat usually purchased, by country (Wave 3)

	Northern Ireland	England	Wales	Scotland
Supermarket regular own-brand	27%	52%^{NI}	55%^{NI}	53%^{NI}
Supermarket premium brand	11%	30%^{NI}	27%^{NI}	29%^{NI}
Non-branded (e.g. from a butcher)	50%$^{E\ W\ S}$	26%	30%	27%
Supermarket in-store butchers	42%$^{E\ W\ S}$	22%	24%	29%^{E}
Supermarket value brand	5%	14%$^{S\ NI}$	14%^{NI}	9%
Other brand	3%	4%	3%	5%
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

Source: Q3_5e Which, if any, of the following brands of raw meat do you / does your household usually buy?
Note: respondents were able to give multiple answers

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in Northern Ireland were less likely to report that their household usually bought supermarket regular own-brand meat (27%) than respondents in England (52%), Wales (55%) or Scotland (53%). They were also less likely to report buying supermarket premium brand meat (11% compared with 27% to 30% in the other countries).
- Those in Northern Ireland were more likely to report buying non-branded meat (50%) or meat from a supermarket's in-store butchers (42%) than respondents in England, Scotland or Wales.
- Reported purchase of supermarket value brands was lower for respondents living in Northern Ireland (five per cent) compared with 14% in each of England and Wales.

Table 7.9 Changes in buying and eating arrangements for financial reasons, by country (Wave 3)

% making change in last 6 months	Northern Ireland	England	Wales	Scotland
Bought items that were on special offer more	31%	27%	27%	24%
Eaten at home more	23%	23%	20%	19%
Eaten out less	19%	21%^{S}	22%^{S}	15%
Eaten fewer takeaways	20%	19%	18%	16%
Cooked at home more	16%	14%	15%	12%
Prepared food that could be kept as leftovers more	13%	14%	13%	13%
Made packed lunches more	13%	14%	13%	14%
Eaten food past its use-by-date more	5%	6%	7%	5%
Kept leftovers for longer before eating	6%	5%	5%	4%
Any of these	54%	53%^{S}	49%	46%
Base	*(524)*	*(1,951)*	*(503)*	*(475)*

Source: Q3_13 Have you made any of these changes in the last 6 months for financial reasons?
Note: respondents were able to give multiple answers

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- There were no statistically significant differences observed between respondents living in Northern Ireland and England, Scotland or Wales in changes in buying and eating arrangements for financial reasons.