

The 2014

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Survey

Northern Ireland Bulletin 4
Experience of food poisoning
and attitudes towards food
safety and food production

The 2014

Northern Ireland Bulletin 4 Experience of food poisoning and attitudes towards food safety and food production

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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 website².

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 from Wave 3 in relation to experience of food poisoning and attitudes towards food safety and food production.

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 website³. Specific examples of use of the findings include results from Wave 1 being used to determine the theme of the 2012 FSA Food Safety Week⁴ 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 practices⁵ and the relationships between nutrition and food safety⁶. 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

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 Report⁷ 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 Archive⁹ and at data.gov.uk¹⁰ for further analysis.

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/>

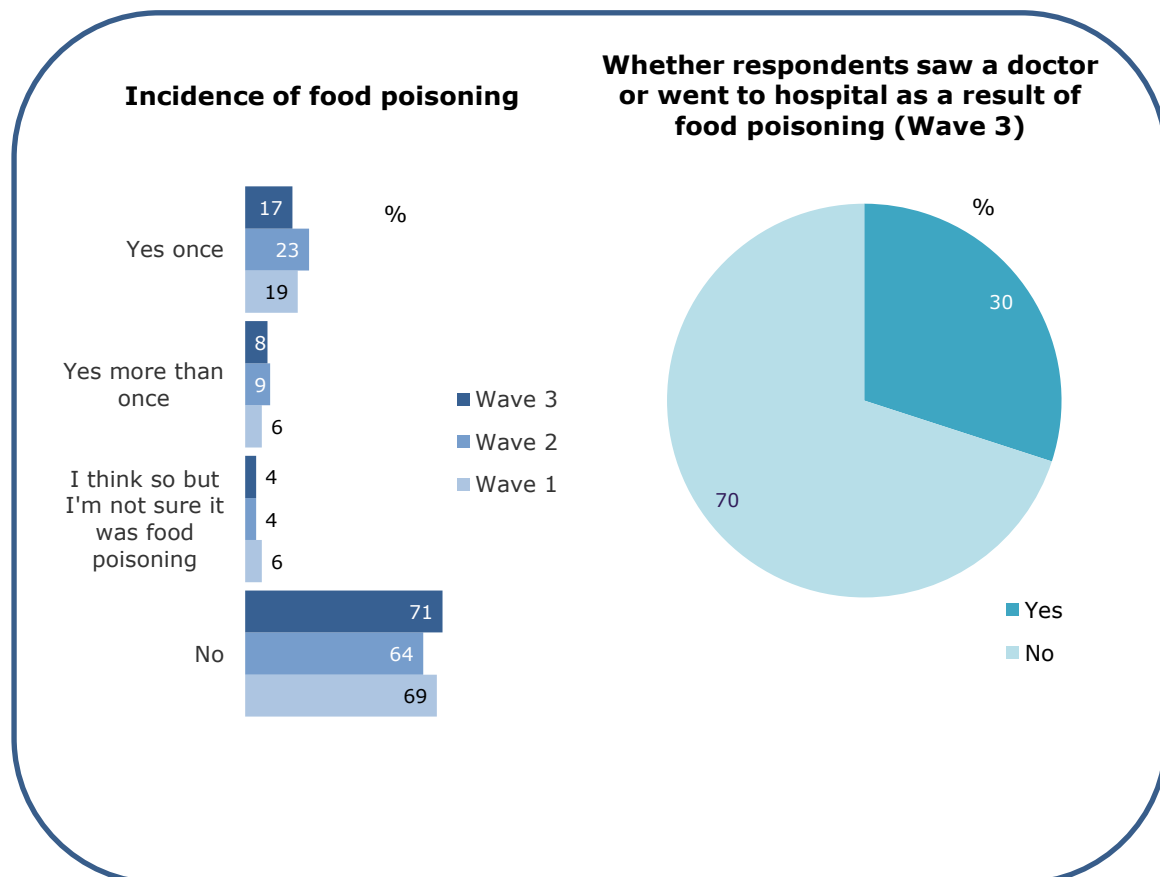
Key Findings

- A quarter (25%) of respondents reported experiencing food poisoning in the past. Four per cent said they had experienced food poisoning in the last year, and two per cent reported that they had experienced it more than once during this time.
- As a consequence of having had food poisoning, 33% reported that they had stopped eating at certain food establishments.
- Around three-quarters of respondents (77%) agreed with the statement 'I am unlikely to get food poisoning from food prepared in my own home'. Around a fifth (19%) agreed that 'it is just bad luck if you get food poisoning', which was lower than at Wave 1 (31%). Just over a half of respondents (53%) agreed that 'if you eat out a lot you are more likely to get food poisoning'.
- Eighty-two per cent agreed with the statement 'restaurants should pay more attention to food safety and hygiene'. The proportion of respondents saying they always avoid throwing food away was higher at Wave 3 (64%) compared with Wave 1 (52%).
- As at Wave 2, respondents were more likely to report concern about food imported from outside the UK (64%) than about food produced in the UK (40%). Levels of concern about both were higher at Wave 3 than at Wave 2 (when 54% and 30% of respondents reported concern about these issues respectively).
- Greater concern was reported about meat than about fruit and vegetables: 74% of respondents said they were concerned about imported meat (compared with 59% at Wave 2) and 40% that they were concerned about meat produced in the UK (compared with 28% at Wave 2), while 36% said they were concerned about imported fruit and vegetables and 25% about UK produced fruit and vegetables.

1. Food poisoning

1.1 Experience of food poisoning

Figure 1.1 Incidence of food poisoning and whether respondents saw a doctor / went to hospital (Waves 1, 2 and 3)



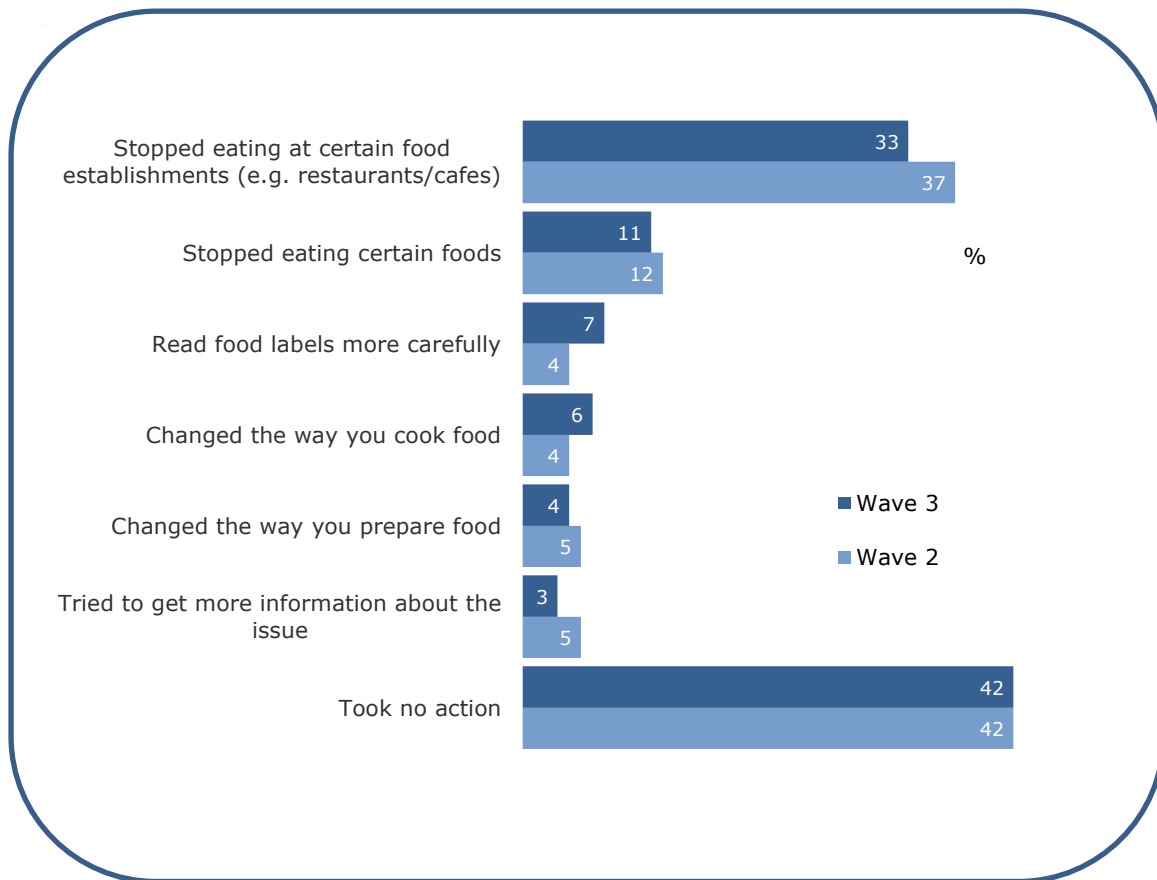
Source: Q4_28 Have you personally ever had food poisoning? & Q4_28a Thinking about the most recent occasion you had food poisoning, did you see a doctor or go to hospital because of it?

Base: Q4_28 All NI respondents – Wave 1 (506); Wave 2 (504); Wave 3 (524); Q4_28a All NI respondents who have had food poisoning in the past year – Wave 3 (24) Q4_28a not asked at Waves 1 and 2)

- Overall, 25% of respondents reported that they had ever had food poisoning (17% once and 8% more than once).
- Seventy-one per cent of respondents reported they had never had food poisoning and four per cent said that they were not sure.
- Four per cent of respondents said they had experienced food poisoning in the last year¹¹, with two per cent reporting they had experienced it more than once during this time.

¹¹ In total, 24 respondents said that they had experienced food poisoning in the past year. These respondents were asked further questions about their food poisoning experience, but these findings are not reported here due to the small base.

Figure 1.2 Action taken as a result of having food poisoning on most recent occasion (Waves 2 and 3)



Source: Q4_28B In response to when you had food poisoning (most recently) have you done any of the following?

Note: respondents were able to give multiple answers

Base: All NI respondents who have had food poisoning – Wave 2 (166); Wave 3 (158) (Question not asked at Wave 1)

- As a consequence of having had food poisoning, 33% of respondents reported that they had stopped eating at certain food establishments and 11% reported that they had stopped eating certain foods. Seven per cent said that they had started reading food labels more carefully.
- Forty-two per cent of respondents who had experienced food poisoning reported that they had taken no action as a consequence. There were no statistically significant differences from Wave 2 in actions reported.

1.2 Variation in experience of food poisoning by different groups in the population¹²

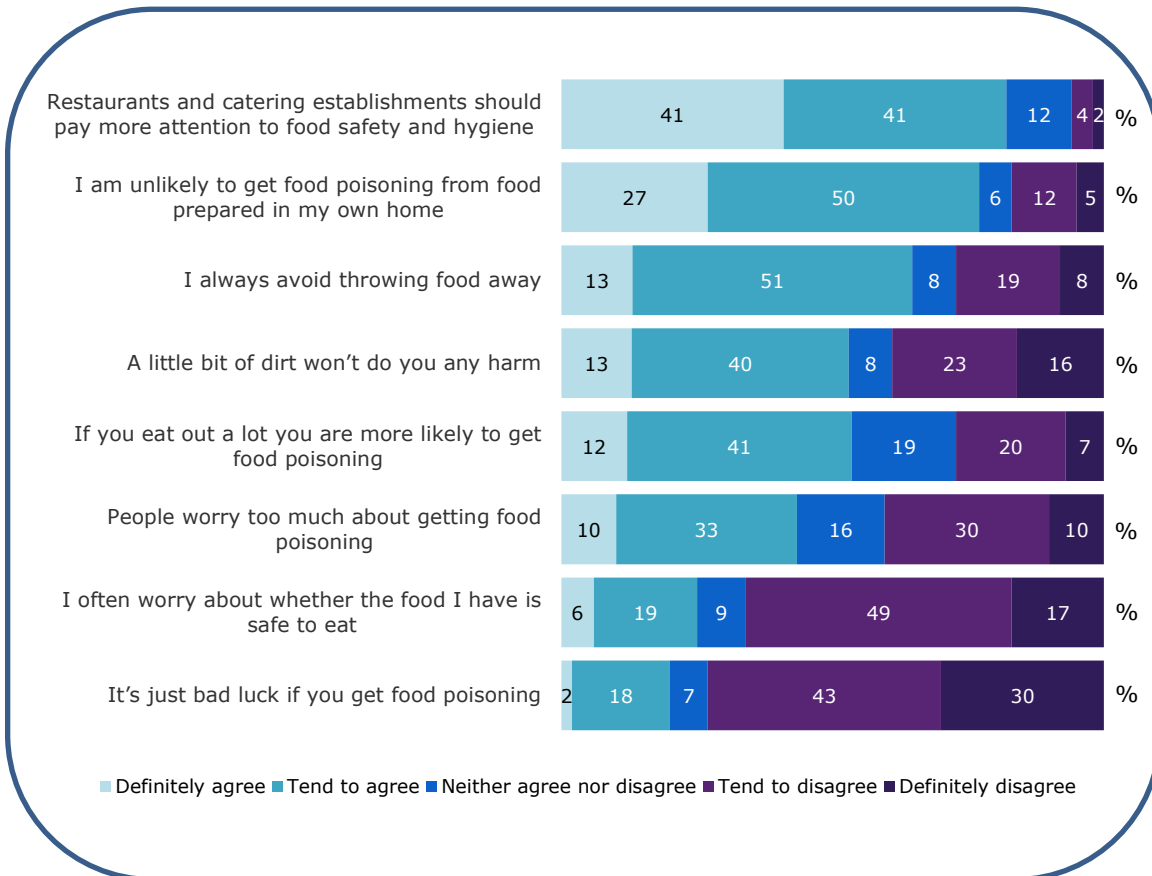
Variation in experience of food poisoning was explored by gender, age and NIMDM. No statistically significant variation was observed for any of these variables.

¹² The following variables were analysed to identify statistically significant differences: age, gender and NIMDM. No statistically significant differences were found.

2. Attitudes towards food safety

2.1 Level of agreement with statements about food safety

Figure 2.1 Attitudes towards food safety (Wave 3)



Source: Q4_27 And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them?

Base: All NI respondents (524)

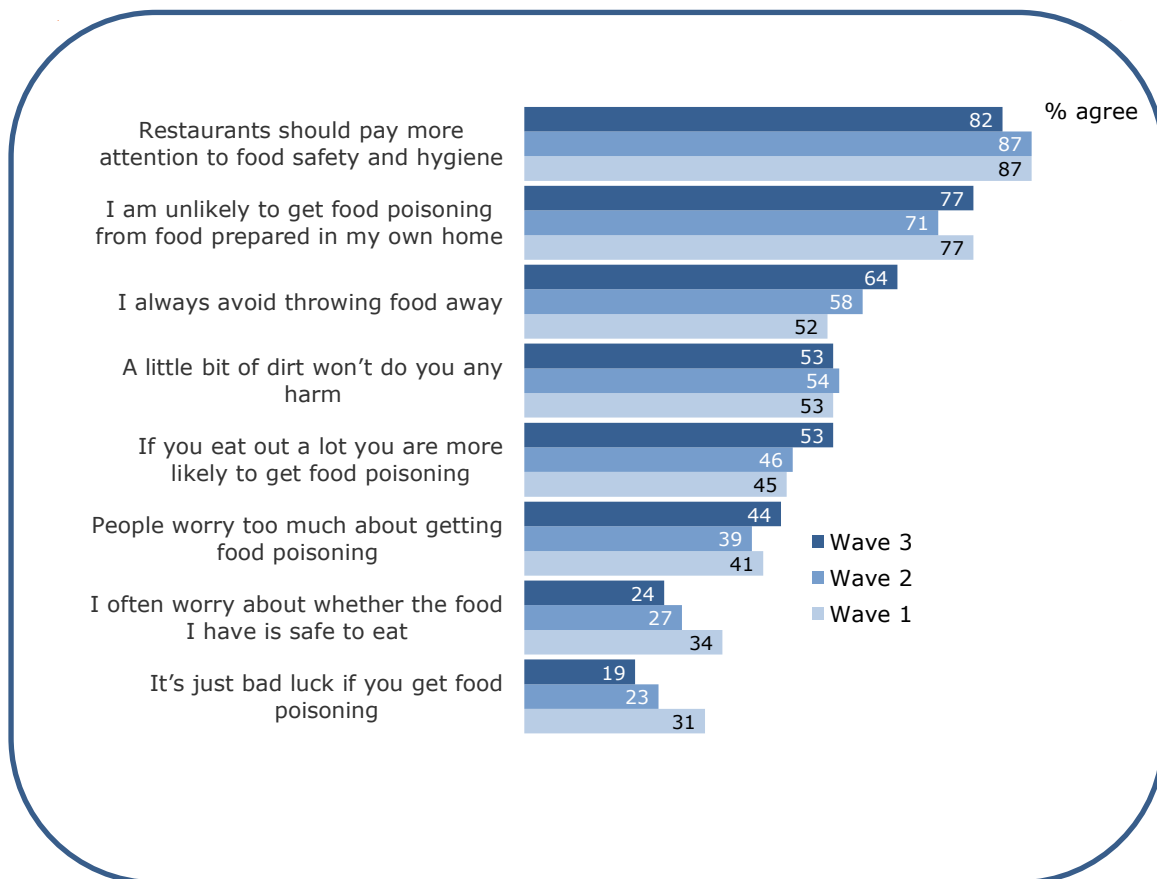
- Around four in ten (41%) respondents said they definitely agreed that restaurants and catering establishments should pay more attention to food safety and hygiene and 27% definitely agreed that they were unlikely to get food poisoning from food prepared in their own home. Around eight in ten agreed¹³ with each statement (82% and 77% respectively).
- Thirteen per cent of respondents definitely agreed that they always avoid throwing food away and 13% also definitely agreed that a little bit of dirt will not do you any harm, and a similar proportion (12%) definitely agreed that if you eat out a lot you are more likely to get food poisoning. The majority of respondents agreed with each of these statements (64%, 53% and 53% respectively).

¹³ 'Agreed' includes those who responded either 'Definitely agree' or 'Tend to agree'. This definition applies throughout this bulletin.

- Similar proportions of respondents agreed (44%) and disagreed¹⁴ (39%) that people worry too much about food poisoning. Around a quarter of respondents (24%) agreed that they often worry about whether the food they have is safe to eat, and two-thirds (66%) disagreed with this statement.
- Around a fifth (19%) agreed that it is just bad luck if you get food poisoning while almost three-quarters of respondents (73%) said they disagreed.

¹⁴ 'Disagreed' includes those who responded either 'Definitely disagree' or 'Tend to disagree'. This definition applies throughout this bulletin.

Figure 2.2 Attitudes towards food safety (Waves 1, 2 & 3)



Source: Q4_27 And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them?

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

- These statements were also included at Waves 1 and 2 of the Food and You survey, allowing changes in attitudes over time to be monitored.
- Agreement with the statement 'I always avoid throwing food away' was higher at Wave 3 (64%) than at Wave 1 (52%). The difference was greatest in the proportion of respondents who said they tend to agree with the statement (51% at Wave 3 compared with 40% at Wave 1).
- The proportion of respondents who agreed that they often worried about whether the food they had was safe to eat was 24% at Wave 3, compared with 34% at Wave 1. Similarly, the percentage of respondents who agreed that 'it's just bad luck if you get food poisoning' was 19% at Wave 3 compared with 31% at Wave 1.
- Extent of agreement with the other statements was similar across the three waves.

2.2 Variation in attitudes towards food safety by different groups in the population¹⁵

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

- There were no statistically significant differences in attitudes towards food safety by **gender** at Wave 3, however there were some differences between the waves. At Wave 3, women were less likely to agree that it's just bad luck if you get food poisoning (16%) compared with Wave 1 (29%). There were also fewer women reporting that they often worry about whether the food they have is safe to eat (36% at Wave 1 compared with 23% at Wave 3).
- Some variation in attitudes by **age** was observed. Respondents aged 55 and over were more likely than younger respondents to report that they always avoid throwing food away, with 73% in agreement compared with 58% of those aged 16-44. This age group were also more likely to agree that they are unlikely to get food poisoning from food prepared in their own home (86% of those aged 55 and over agreed compared with 68% of those aged 16-44), similar to Wave 2.
- Those aged 16-54 were more likely than the oldest respondents (those aged 75 and over) to disagree with the statement 'it's just bad luck if you get food poisoning' (77% and 54% respectively). Younger respondents were also more likely than those who were older to disagree with the statement 'if you eat out a lot you are more likely to get food poisoning' (34% of those aged 16-44 disagreed compared with 14% of those aged 65 or over). As at Wave 2, respondents aged 25 and over were more likely than the youngest respondents to agree that a little bit of dirt won't do you any harm (56% compared with 35% of those 16-24).
- Those aged 45-54 were most likely to definitely agree that restaurants and catering establishments should pay more attention to food safety and hygiene (53% reported that they definitely agreed with this statement, compared with 33% of those aged 60 and over).

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

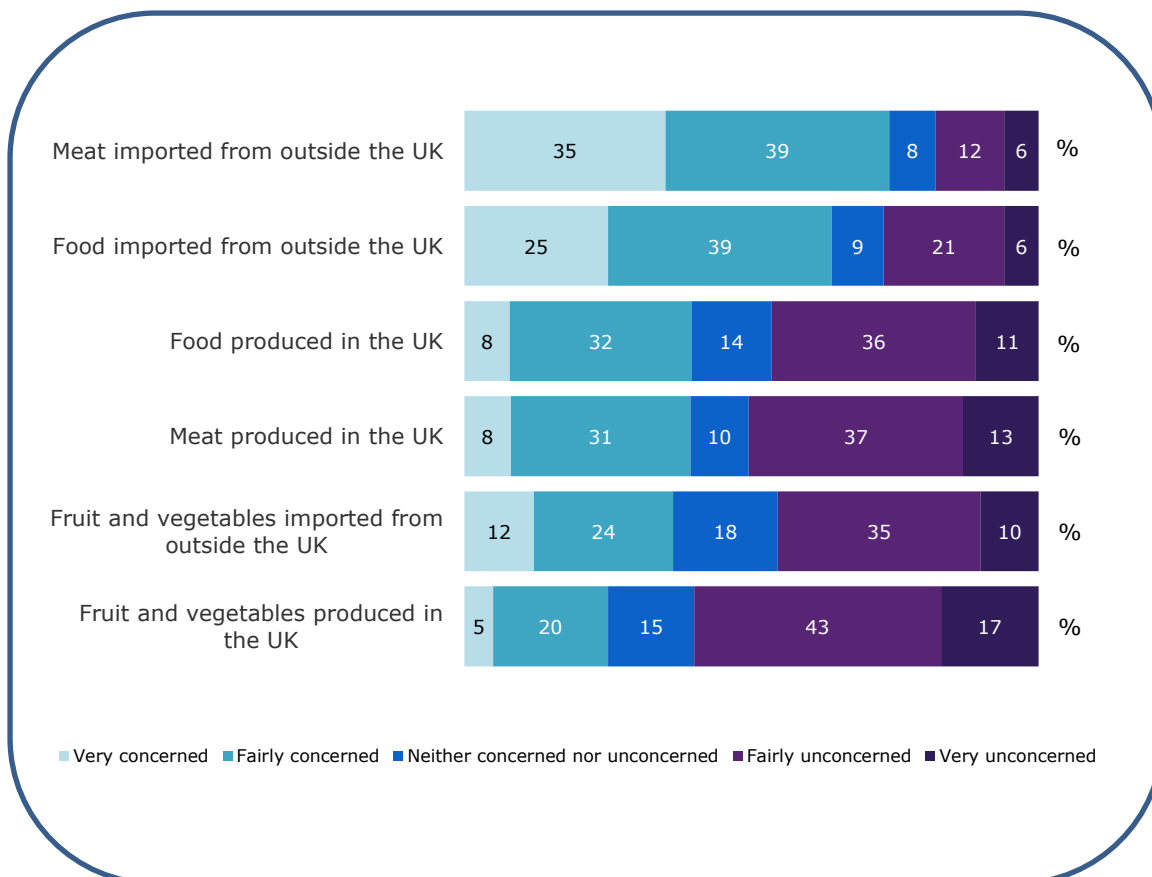
Other variation at Wave 3

- Variation in attitude by **Northern Ireland Multiple Deprivation Measure** was observed. Respondents in less deprived areas were more likely to definitely agree that they always avoided throwing food away (22% in quintiles four and five compared with nine per cent in quintiles one to three).
- Agreement with the statement 'I am unlikely to get food poisoning from food prepared in my own home' was greater amongst those in more deprived areas (90% of those in quintile one agreed compared with 75% in quintiles two to five).
- Respondents in the most deprived areas (63% in quintile one) were more likely to agree with the statement 'a little bit of dirt won't do you any harm' compared with those in quintile two (43%).

3. Concern about where food is produced

3.1 Levels of concern about where food is produced

Figure 3.1 Concern about the safety of food produced in the UK and imported from outside the UK (Wave 3)



Source: Q9_2 Please tell me the extent to which you are concerned or unconcerned by each of the following issues...

Base: All NI respondents (524)

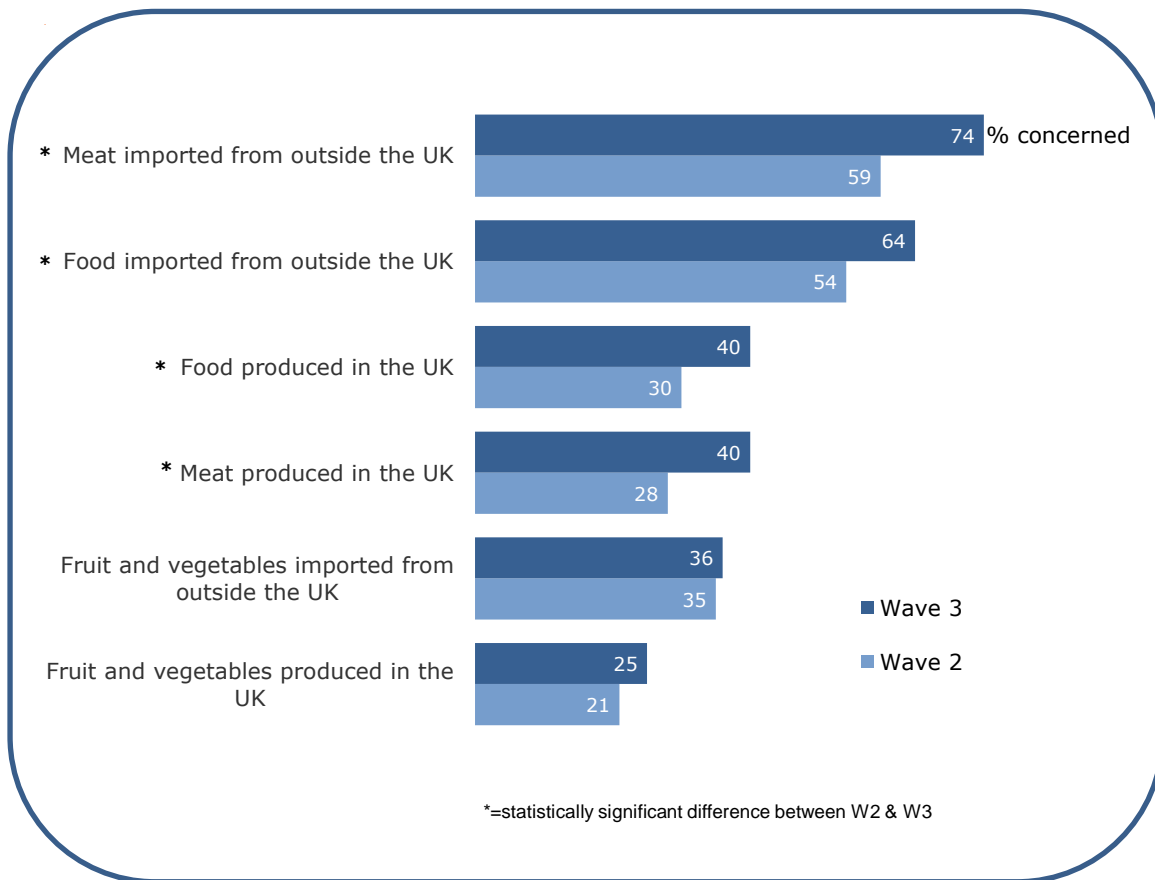
- Respondents were most likely to report concern about the safety of food imported from outside the UK, especially meat. Around three-quarters (74%) of respondents were concerned¹⁶ about the safety of imported meat, and 63% were concerned about imported food in general. Less concern was reported about the safety of imported fruit and vegetables (36%, with 12% very concerned).

¹⁶ 'Concerned' includes those who responded either 'Very concerned' or 'Fairly concerned'. This definition applies throughout this bulletin.

- Four in ten respondents were concerned about the safety of food produced in the UK (40%) with eight per cent reporting being very concerned. As with imported food, there was greater concern reported about the safety of meat produced in the UK (40%, with eight per cent very concerned) than about fruit and vegetables (25% concerned). Six in ten respondents (60%) said they were unconcerned¹⁷ about the safety of UK produced fruit and vegetables.

¹⁷ 'Unconcerned' includes those who responded either 'Very unconcerned' or 'Fairly unconcerned'. This definition applies throughout this bulletin.

Figure 3.2 Concern about the safety of food produced in the UK and imported from outside the UK (Waves 2 and 3)



Source: Q9_2 Please tell me the extent to which you are concerned or unconcerned by each of the following issues...

Base: All NI respondents - Wave 2 (504); Wave 3 (524) (Question not asked at Wave 1)

- Some variation in reported concern about the safety of food, especially meat, imported from outside of the UK was observed at Wave 3 compared with Wave 2. Seventy-four per cent of respondents were concerned about imported meat at Wave 3 compared with 59% at Wave 2, and 64% were concerned about imported food in general compared with 54% at Wave 2. There was also variation in the proportion saying they were very concerned about imported meat, with 35% reporting this at Wave 3 compared with 26% at Wave 2.
- Similar variation in concern about the safety of food, especially meat, produced in the UK was observed at Wave 3 compared with Wave 2. At Wave 3, 40% of respondents reported that they were concerned about meat produced in the UK, compared with 28% at Wave 2. Respondents at Wave 3 were also more likely to express concern about all food produced in the UK (40%) than at Wave 2 (30%).
- There were no statistically significant differences compared with Wave 2 in concern about fruit and vegetables, imported or produced in the UK.

3.2 Variation in concern about where food is produced by different groups in the population¹⁸

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

- Little variation by **gender** was observed, however men were more likely to report that they were unconcerned by both the overall safety of food imported from outside the UK (34% of men, 22% of women) and the safety of imported fruit and vegetables (53% of men were unconcerned compared with 39% of women). These differences were not apparent at Wave 2, where no statistically significant variation was found by gender.
- There was also variation by **age**. Those aged 35-54 were more likely than the oldest respondents to report that they were concerned about the overall safety of food produced in the UK (49% concerned compared with 27% of those aged over 75). Forty-eight per cent of those aged 35-44 reported that they were concerned about the overall safety of food produced in the UK at Wave 3, compared with 27% at Wave 2.
- Reported concern about the overall safety of food imported from outside the UK was greater for respondents aged 35 and over compared with those aged 16-34 (69% compared with 52%). This was similar to Wave 2.
- At Wave 2, those aged 45-54 were more likely to report concern about the safety of meat produced in the UK than those aged over 60, but this difference was not found at Wave 3. At Wave 2 older respondents were more likely to report concern about meat imported from outside the UK, but at Wave 3 there were no statistically significant differences by age in reported concern about meat imported from outside the UK.

Other variation at Wave 3

- Variation in concern about food production was observed by **Northern Ireland Multiple Deprivation Measure (NIMDM)**. Those in the most deprived areas were less likely to report being concerned about overall food safety, whether produced in the UK or imported from outside the UK (24% in quintile one reported concern about food produced in the UK, compared with 43% in quintiles two to five; 49% in quintile one reported concern about food produced outside the UK compared with 67% in quintiles two to five).
- Respondents in the least deprived areas were more likely to report concern about the safety of fruit and vegetables produced in the UK than those in the most deprived areas (38% in quintile five compared with 17% in quintile one). The pattern was similar for fruit and vegetables from outside the UK (49% reported concern in quintile five, compared with 25% in quintile one).

¹⁸ The following variables were analysed to identify statistically significant differences: age, gender and NIMDM.

- Respondents in the most deprived areas (47% in quintile one) were more likely to report that they were fairly unconcerned about the safety of meat produced in the UK than those in less deprived areas (28% in quintiles four and five). Similarly, 29% of respondents in quintile one reported that they were unconcerned about the safety of meat imported into the UK compared with eight per cent of those in quintile five.

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

Table 4.1 Incidence of food poisoning, by country (Wave 3)

Incidence of food poisoning	Northern Ireland	England	Wales	Scotland
Yes more than once	8%	17% ^{S NI}	13%	11%
Yes once	17%	23% ^{NI}	22%	22%
I think so but I'm not sure it was food poisoning	4%	6%	4%	5%
No	71% ^{E W S}	54%	61% ^E	62% ^E
Total Yes	25%	40% ^{S NI}	35% ^{NI}	32%
<i>Base</i>	<i>(524)</i>	<i>(1,951)</i>	<i>(503)</i>	<i>(475)</i>

Source: Q4_28 Have you personally ever had food poisoning?

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 compared with those living in England, Wales or Scotland to report that they had not ever experienced food poisoning (71% compared with 54% to 62%).
- They were also less likely than respondents in England to report having experienced food poisoning more than once (eight per cent compared with 17%).

Table 4.2 Attitudes towards food safety, by country (Wave 3)

% agreeing that ...	Northern Ireland	England	Wales	Scotland
I am unlikely to get food poisoning from food prepared in my own home	77%	77%	73%	78%
Restaurants and catering establishments should pay more attention to food safety and hygiene	82% ^{EWS}	75%	75%	71%
I always avoid throwing food away	64%	58%	58%	54%
A little bit of dirt won't do you any harm	53%	56%	54%	58%
If you eat out a lot you are more likely to get food poisoning	53% ^{EWS}	42%	41%	38%
People worry too much about getting food poisoning	44%	40%	44%	43%
It's just bad luck if you get food poisoning	19%	23%	22%	23%
I often worry about whether the food I have is safe to eat	24%	23%	25%	19%
<i>Base</i>	<i>(524)</i>	<i>(1,951)</i>	<i>(503)</i>	<i>(475)</i>

Source: Q4_27 And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them?

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 agree that restaurants and catering establishments should pay more attention to food safety and hygiene compared with those in England, Wales or Scotland (82% compared with 71% to 75%), and they were also more likely to agree that if you eat out a lot you are more likely to get food poisoning (53% compared with 38% to 42%).

Table 4.3 Concern about where food is produced, by country (Wave 3)

% concerned about safety of ...	Northern Ireland	England	Wales	Scotland
Meat imported from outside the UK	74% ^{E S}	66%	68%	64%
Food imported from outside the UK	64%	65%	69%	64%
Fruit and vegetables imported from outside the UK	36%	42%	46% ^{S NI}	37%
Food produced in the UK	40%	43% ^S	46% ^S	34%
Meat produced in the UK	40% ^S	39% ^S	42% ^S	31%
Fruit and vegetables produced in the UK	25%	26% ^S	27% ^S	20%
<i>Base</i>	<i>(524)</i>	<i>(1,951)</i>	<i>(503)</i>	<i>(475)</i>

Source: Q9_2 To what extent are you concerned or unconcerned by the safety of...?

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 be concerned about the safety of meat imported from outside the UK (74%) compared with those living in England (66%) or Scotland (64%).
- Those in Northern Ireland were more likely than respondents living in Scotland to report concern about the safety of meat produced in the UK (40% compared with 31%).
- Respondents living in Northern Ireland were less likely than those living in Wales to be concerned about the safety of fruit and vegetables imported from outside the UK (36% compared with 46%).