

The 2014

**F**   **D**

**and YOU**  **U**

Survey

Scotland Bulletin 1  
Eating, cooking and shopping

The 2014

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

Survey

# Scotland Bulletin 1

## Eating, cooking and shopping

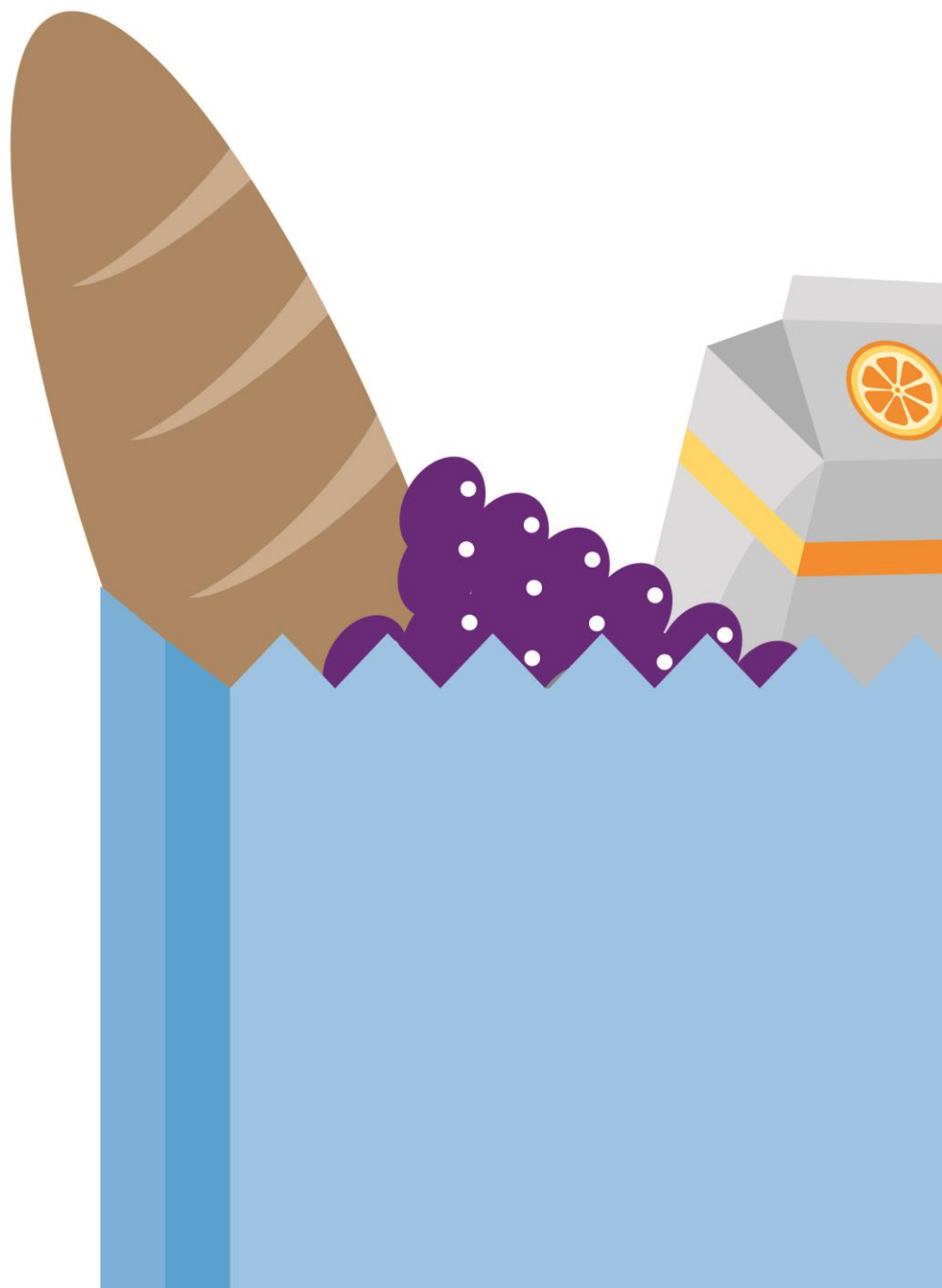
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# Acknowledgments

First and foremost our thanks go to all of the respondents who gave up their time to take part in the survey.

We would also like to thank colleagues at TNS BMRB who made a significant contribution to the project, the TNS Operations team and especially the many interviewers who worked on this study.

We also thank the Food and You Working Group – Joy Dobbs, Professor Anne Murcott, and Professor Richard Tiffin – for their valuable direction and guidance.

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# Official Statistics

The statistics presented in this bulletin meet the requirements of the UK Code of Practice for Official Statistics.<sup>1</sup>

Further information on Official Statistics can be found on the UK Statistics Authority website<sup>2</sup>.

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<sup>1</sup> <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>

<sup>2</sup> <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 Scotland, 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 475 interviews in Scotland on which this report is based. Wave 3 builds on and extends the previous findings.

The key findings for Scotland 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 Scotland from across the entire survey.

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

## Background and objectives

### Role of the FSA and FSAS

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. The FSA in Scotland 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 Standards Agency in Scotland is also tasked with the provision of diet and nutrition advice to encourage healthier eating. The FSA in Scotland will become a devolved public food body for Scotland on 1 April 2015, and will be renamed Food Standards Scotland. Its remit will remain broadly the same but with a particular focus on the needs of the Scottish nation.

## 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<sup>3</sup>. 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<sup>4</sup> 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<sup>5</sup> and the relationships between nutrition and food safety<sup>6</sup>. Wave 3 was carried out in 2014 by TNS BMRB.

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

## 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

<sup>3</sup> 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](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](http://www.foodbase.org.uk/admintools/reportdocuments/805-1-1460_Wave_2_Main_Report.pdf)

<sup>4</sup> <http://www.food.gov.uk/news-updates/campaigns/germwatch/>

<sup>5</sup> <http://www.food.gov.uk/science/research/ssres/fs409012>

<sup>6</sup> <http://www.food.gov.uk/science/research/ssres/crosscutss/fs307014>



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 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<sup>7</sup> 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 Scottish Index of Multiple Deprivation (SIMD).<sup>8</sup> Variation by age and gender has been

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

<sup>8</sup> The Scottish Index of Multiple Deprivation (SIMD) is the official measure of area deprivation in Scotland which considers deprivation across income, employment, health, education, skills and training, housing, geographic access and crime. Areas are grouped into quintiles based on their 2012 SIMD score, with quintile 1 the most deprived areas across Scotland and quintile 5 the least deprived areas.

considered across all three waves, while only Wave 3 data was examined for variation by SIMD. Full data are available in the UK Data Archive<sup>9</sup> and at data.gov.uk<sup>10</sup> for further analysis.

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<sup>9</sup> <http://www.data-archive.ac.uk/>

<sup>10</sup> <http://data.gov.uk/>

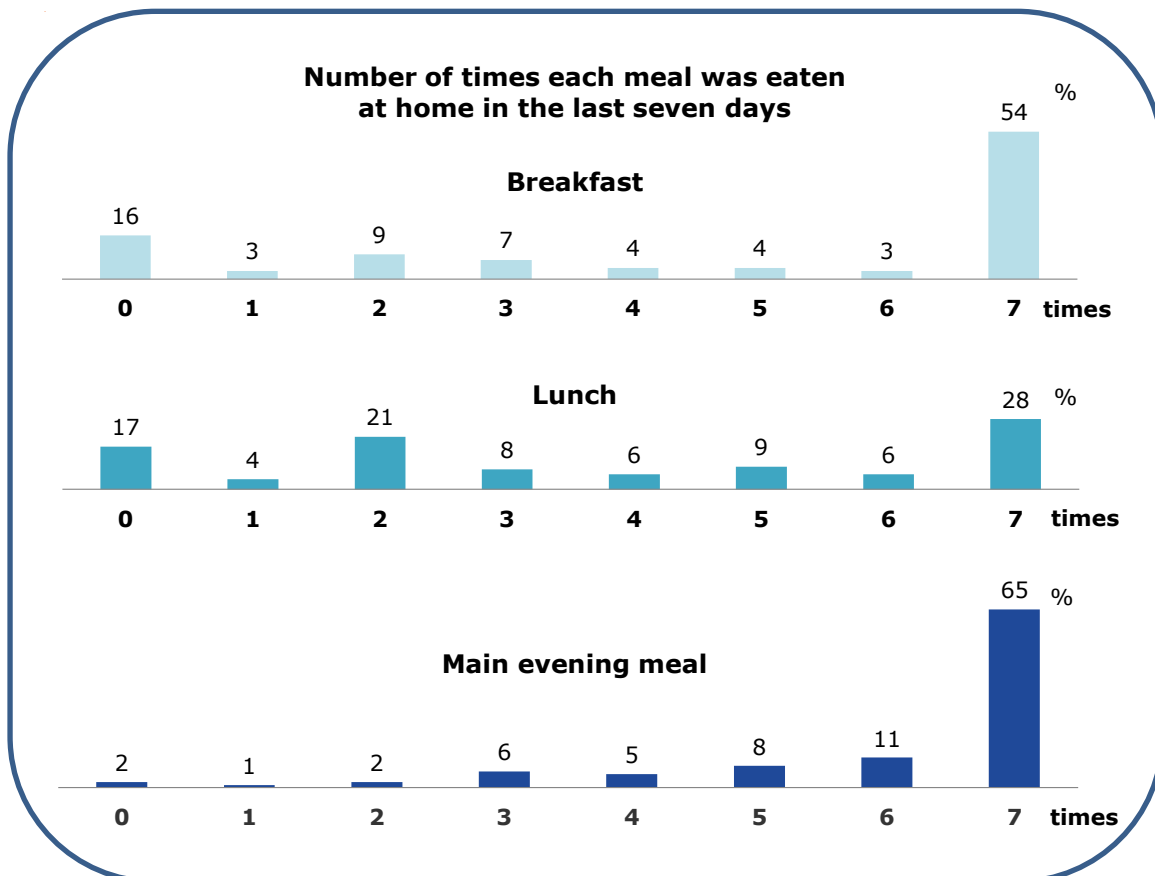
## Key Findings

- Around six in ten respondents (63%) reported that they cooked or prepared food for themselves every day. Women were more likely to report preparing food for themselves (76%) and others (53%) on a daily basis compared with men (48% and 21% respectively).
- The majority of respondents (73%) said that they did not have any specific dietary restrictions. Seven per cent reported being on a diet to lose weight, six per cent reported avoiding certain foods for medical reasons and five per cent said that they avoided foods for other reasons, such as foods that did not agree with them. Five per cent of respondents reported that they had a food allergy, and 11% reported living in a household where someone had 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. One in five (20%) reported that their cooking was mainly self-taught.
- While respondents were most likely to report currently finding information about food safety from food TV shows (33%), family and friends (25%) and product packaging (22%), they were most likely to say that, in the future, they would use internet search engines to find information on food safety (reported by 45% of respondents).
- Around six in ten respondents (57%) said their household did a 'main' food shop on a weekly basis and 92% said large supermarkets were used for their household's main shopping trip. Over a third of respondents (36%) 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 (68% compared with 33%).
- Respondents were most likely to report usually buying raw meat that was fresh (92%) rather than frozen (28%), not specifically free range or organic (77%) and pre-packaged (76%). This was most likely to be from a large supermarket (71%), although around a third (35%) reported usually buying meat from an independent butcher.
- Overall, 46% 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; similar to the proportion at Wave 2. Respondents reported buying items on special offer more (24%), eating at home more (19%), eating fewer takeaways (16%), eating out less (15%), making packed lunches more (14%), preparing food that could be kept as leftovers more (13%) or cooking at home more (12%).

# 1. Eating and cooking at home

## 1.1 Frequency of eating at home

Figure 1.1 Frequency of eating at home (Wave 3)



Source: Q2\_4a / b / c In the last 7 days, that is since ..., on how many days out of that seven did you eat BREAKFAST / LUNCH / MAIN EVENING MEAL at home? (Questions not asked at Wave 1)

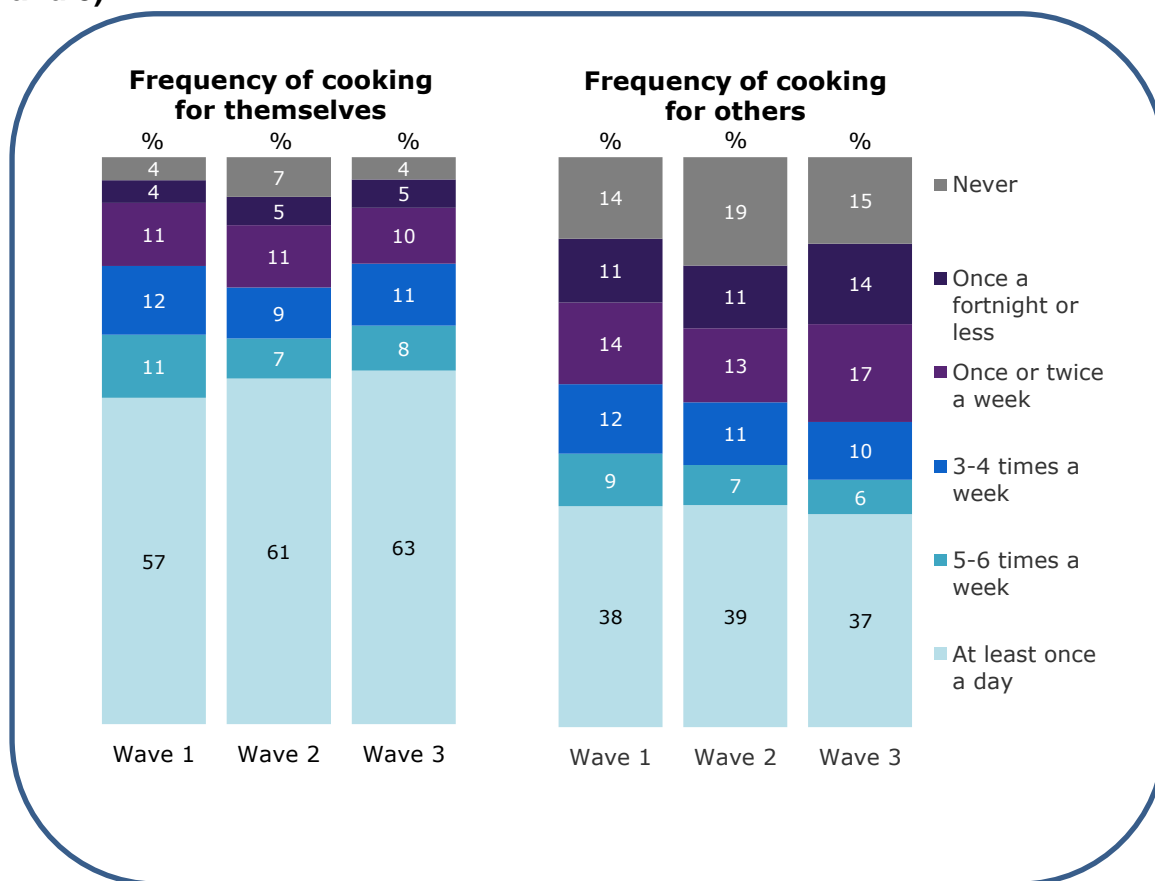
Base: All Scotland respondents – Wave 3 (475)

- Over half (54%) of respondents reported eating breakfast at home every day in the last seven days, and almost two thirds (65%) of respondents reported eating all main evening meals at home in the last seven days.
- The frequency of eating lunch and main evening meals at home was similar to that reported at Wave 2, but respondents at Wave 2 were more likely to report eating breakfast at home every day in the last seven days (65% compared with 54% at Wave 3).
- There was greater variability in the proportion of respondents who reported eating lunch at home, with 28% reporting having eaten it at home on seven days in the past week and 43% 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 (4.8 times) and lunch (3.7 times).

## 1.2 Cooking patterns

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



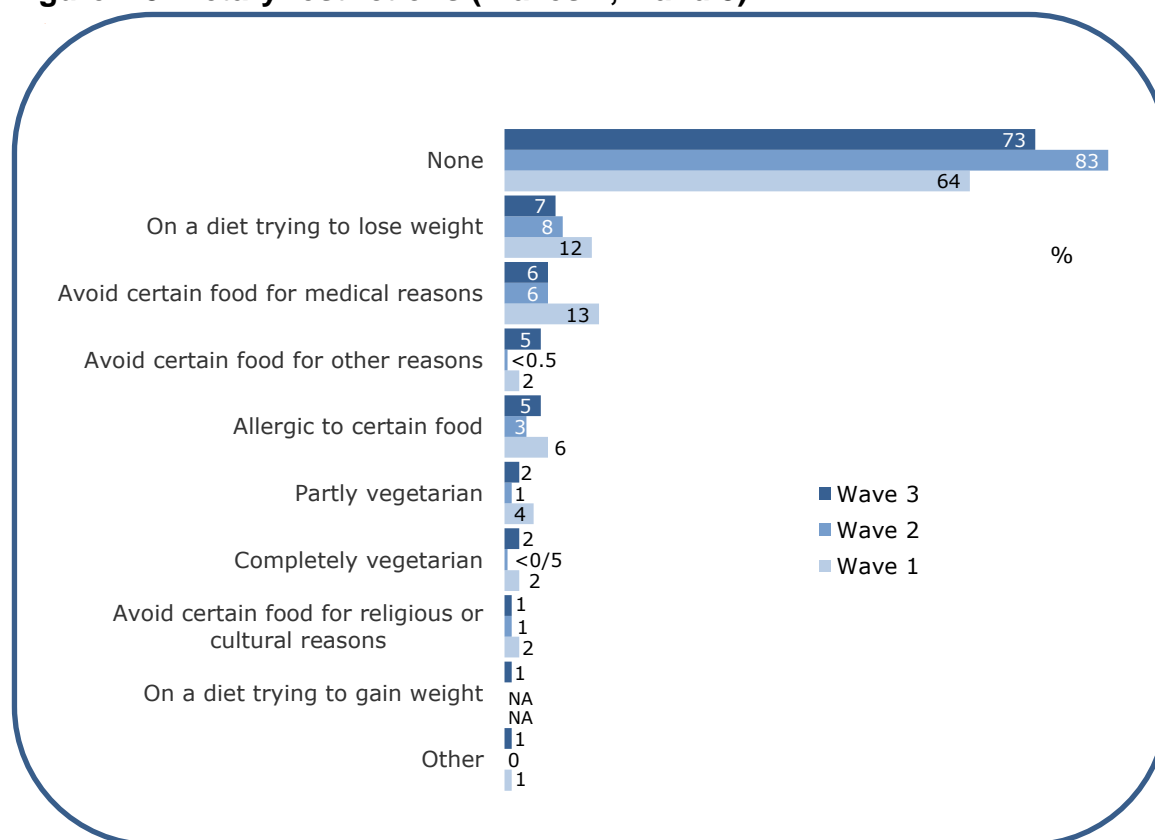
Source: Q2\_3 How often do you cook or prepare food for yourself? / Q2\_4 How often do you cook or prepare food for others?

Base: All Scotland respondents – Wave 1 (511); Wave 2 (507); Wave 3 (475)

- Reported frequency of cooking food at home was similar to that at Waves 1 and 2, with 63% of respondents at Wave 3 reporting that they cooked or prepared food for themselves, and 37% reporting that they prepared food for others, at least once a day.

### 1.3 Eating restrictions

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



Source: Q7\_1 Which, if any, of the following applies to you? Please state all that apply.  
 Note: respondents were able to give multiple answers at Q7\_1

Base: All Scotland respondents – Wave 1 (511); Wave 2 (507); Wave 3 (475)

- The majority of respondents (73%) said that they did not have any specific dietary restrictions. This was lower than the proportion at Wave 2 (83%) but higher than at Wave 1 (64%).
- At Wave 3, seven per cent of respondents reported that they were on a diet trying to lose weight, similar to the proportion from Wave 2 (eight per cent), compared with 12% at Wave 1.
- Six per cent reported avoiding certain foods for medical reasons, compared with 13% at Wave 1 (13%) but similar to the proportion at Wave 2. At Wave 3, five 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<sup>11</sup>.
- Five per cent of respondents reported having a food allergy. Two per cent of all respondents reported having a clinically diagnosed food allergy. In total 11% of respondents reported living in a household in which someone had a food allergy (not necessarily clinically diagnosed).

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<sup>11</sup> 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'.



## 1.4 Variation in eating and cooking at home among different groups in the population<sup>12</sup>

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

- Reported frequency of eating lunch at home varied by **gender**. Men were more likely than women to report not having eaten lunch at home at all in the last seven days (22% of men, 13% of women). A similar pattern was observed at Wave 2.
- Women were more likely than men to report preparing food for themselves (76% of women, 48% of men) and others (53% of women, 21% of men) at least once a day. These findings are similar to those at Waves 1 and 2.
- As at Wave 1, women were more likely than men to report being on a diet to lose weight (11% of women, three per cent of men), while there was no statistically significant variation by gender at Wave 2. The proportion of women reporting being on a diet to lose weight was smaller at Wave 3 than Wave 1 (19%).
- Differences by **age** were also observed. Older respondents were more likely to report eating their meals at home more frequently than younger respondents. This was particularly the case for breakfast and lunch, with breakfast being eaten at home six days on average in the last seven days for respondents aged 60 and over, but 4.2 days on average for respondents aged under 55. Similarly lunch was eaten 5.2 times at home on average in the last seven days by respondents aged 60 and over compared with 3.2 times for those aged under 55 years old. A similar pattern was seen at Wave 2.
- Respondents aged 55-64 were less likely than respondents aged 65-74 and 25-34 to report cooking for themselves three to four times a week (three per cent compared with 15% of those aged 65-74 and 19% of those aged 25-34). Those aged 16-24 (20%) and 75 and over (20%) were less likely than respondents aged 25-74 (42%) to report cooking for others on a daily basis – a similar pattern of findings to that at Waves 1 and 2.
- Age differences were observed for some dietary restrictions. At Wave 3, respondents at each end of the age range were less likely than those in middle age groups to report being on a diet to lose weight (two per cent of those aged 16-34, and one per cent of those aged 75 and over, compared with 15% of 45-54 year olds). A similar pattern was seen at Wave 1, but there were no statistically significant differences by age at Wave 2 in the proportion of respondents reporting being on a diet.

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<sup>12</sup> The following variables were analysed to identify statistically significant differences: age, gender, and SIMD

- At Waves 1 and 3, respondents aged 75 and over were more likely than younger respondents to report avoiding certain foods for medical reasons. At Wave 3, 21% of those aged 75 and over reported medical restrictions to their diet, compared with four per cent of those aged 16-74. The difference between Waves 1, 2 and 3 in the proportion reporting medical restrictions was greatest for those aged 75 and over (32% at Wave 1, compared with four per cent at Wave 2 and 21% at Wave 3)<sup>13</sup>.

### **Other variation at Wave 3**

- Variation was observed by **Scottish Index of Multiple Deprivation (SIMD)**. Respondents in the most deprived areas (quintile one) reported eating breakfast at home less frequently on average (4.2 times in the last seven days), than those in the least deprived areas (quintile five) who reported eating breakfast at home 5.4 times on average in the last seven days.
- Respondents in the most deprived areas (quintile one) and those in the least deprived areas (quintile five) were more likely than those in the middle quintile (quintile three) to report that they cook for themselves and others at least once a day (70% of respondents in quintiles one and five reported cooking for themselves at least once a day compared with 52% in quintile three).

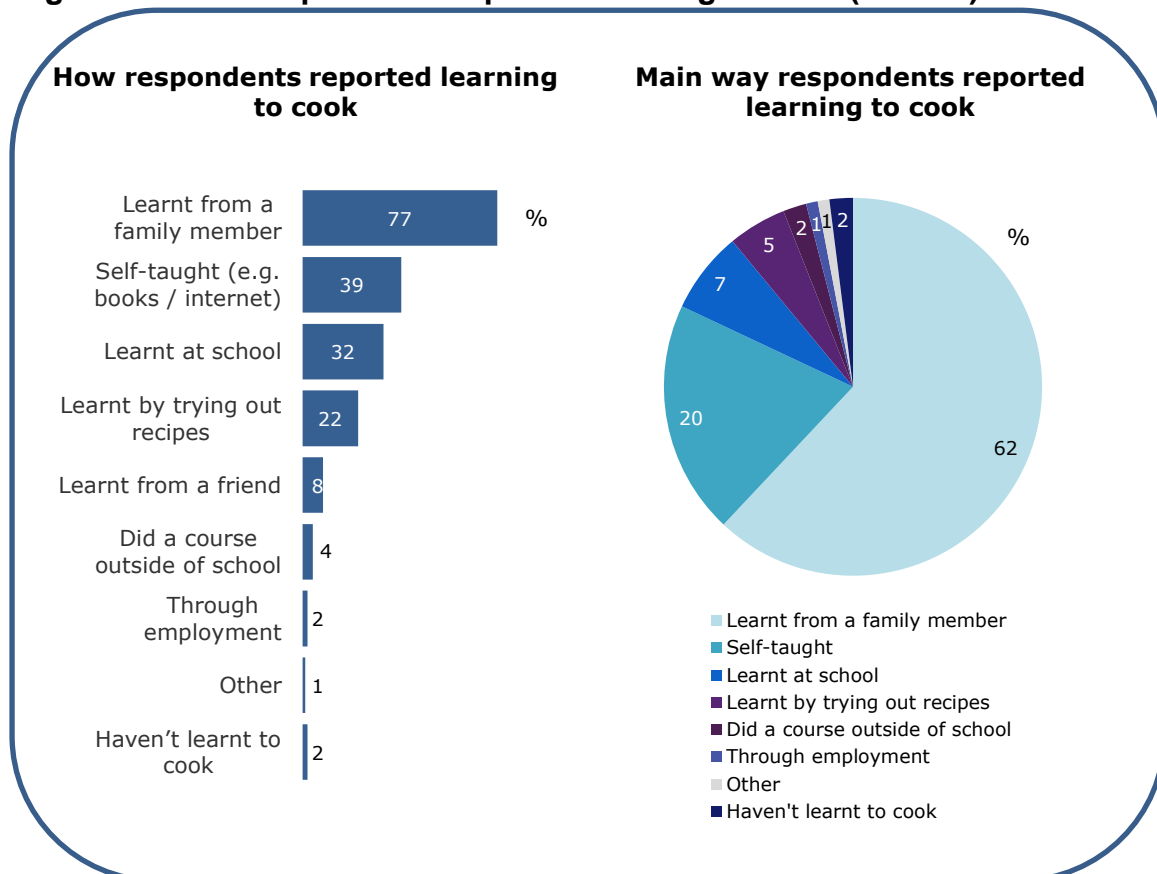
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<sup>13</sup> The change in this response code from 'Avoid certain food for medical reasons' at Wave 2 to 'Avoid certain food for medical reasons other than a food allergy' at Wave 3 may have also influenced this apparent change within age group from Wave 2.

## 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 Scotland respondents - Wave 3 (475) (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 two-fifths of respondents (39%) reported being self-taught and 20% said this was the main way they had learnt to cook. Twenty-two per cent said they had learnt from trying out recipes, although few (five per cent) said this was the main way they had learnt to cook.
- Around a third (32%) said they had learnt at school although fewer (seven per cent) said this was their main way of learning.

## 2.2 Variation in the ways in which respondents reported learning to cook by different groups in the population<sup>14</sup>

### 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 (87% compared with 65% of men) and at school (46% compared with 18% of men). Women were also more likely than men to report learning to cook by trying out recipes (27% compared with 16% of men) and by learning from a friend (11% compared with four per cent of men). A family member was more likely to be the main source of learning for women (71%) than men (53%), with men (25%) more likely than women (14%) to report their main way of learning as being self-taught.
- The youngest respondents **aged 16-24** were more likely than older respondents to report having learnt to cook at school (53% compared with 29% aged 25 and over). This age group was also more likely to say their main way of learning to cook was through school (25% compared with four per cent of those aged 25 and over).

### Other variation at Wave 3

- Respondents in the **most deprived areas** were less likely to report learning to cook by trying out recipes than those in less deprived areas (13% of those in quintile one reported this compared with 29% of those in quintiles four to five).

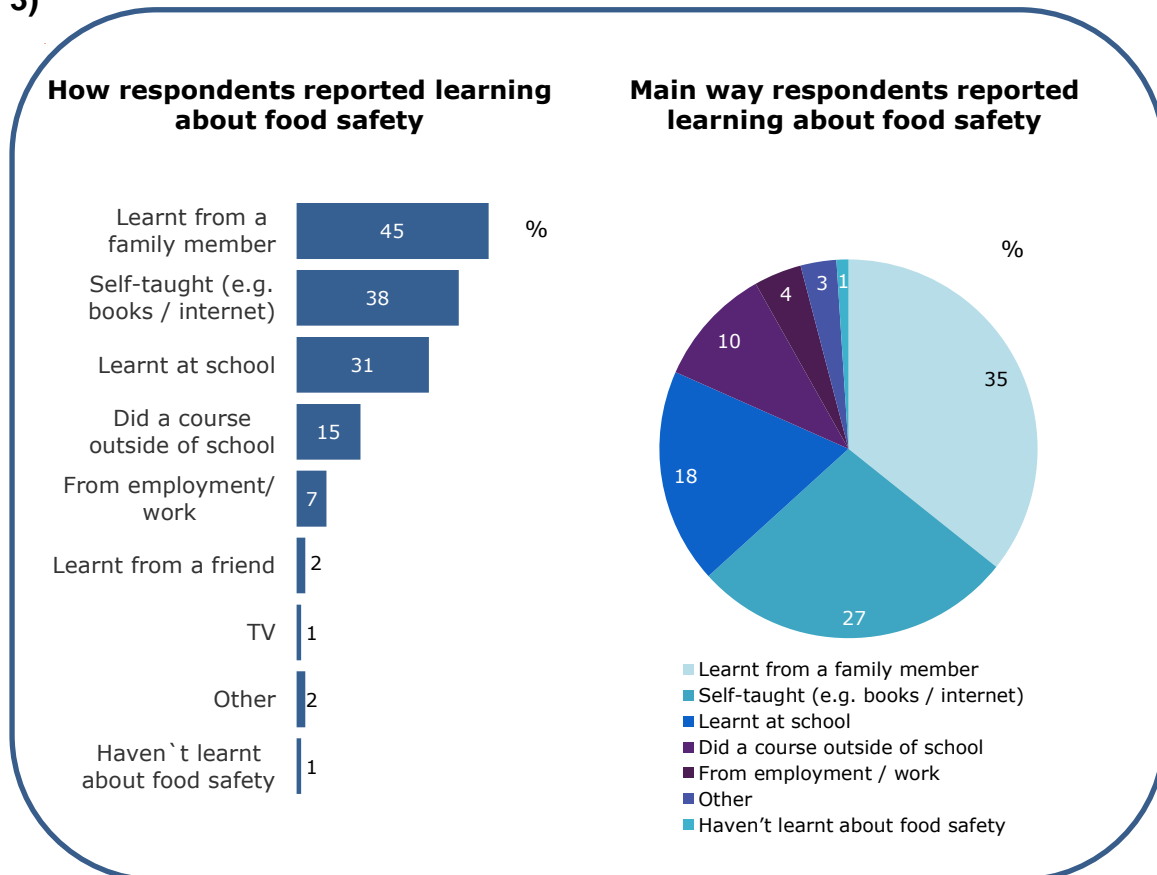
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<sup>14</sup> The following variables were analysed to identify statistically significant differences: age, gender, and SIMD.

### 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?

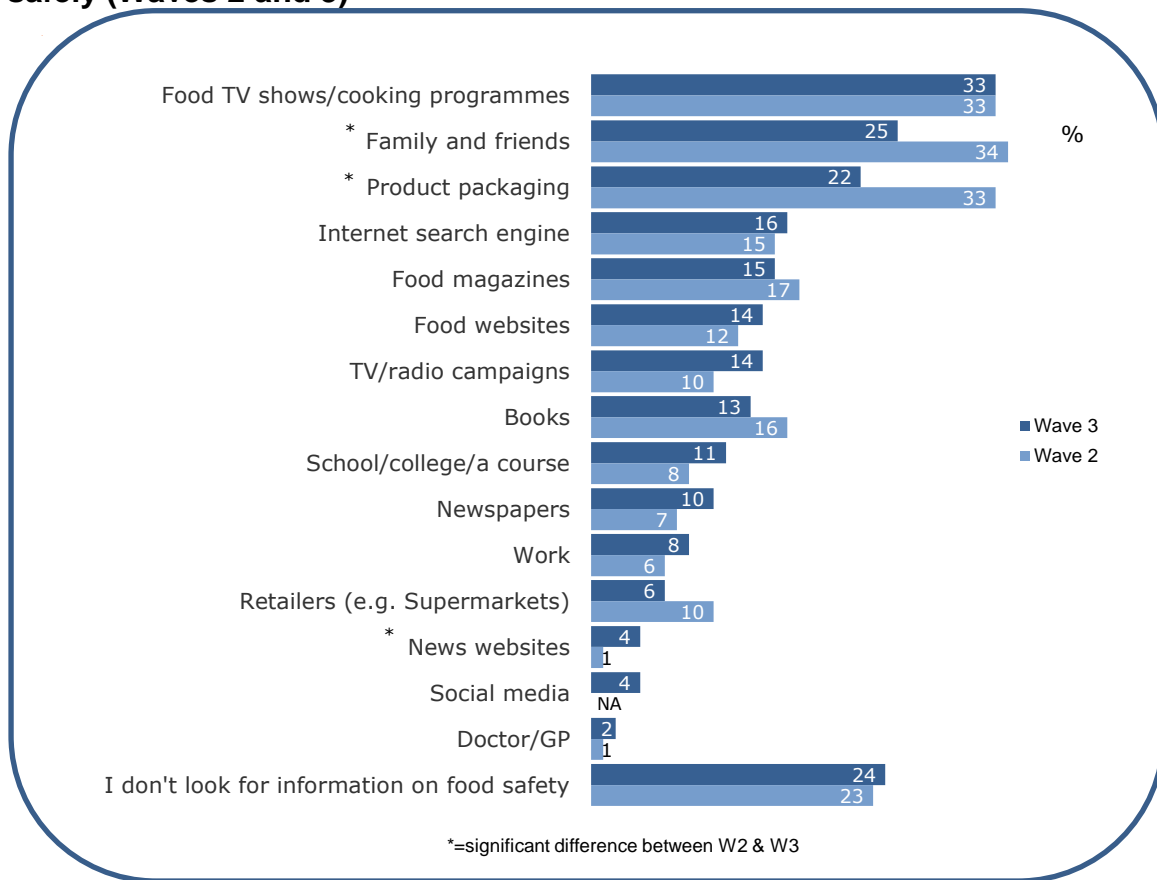
Note: respondents were able to give multiple answers at Q4\_30

Base: All Scotland respondents - Wave 3 (475) (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).
- No single predominant source of learning about food safety was reported by a majority of respondents, although almost half (45%) said they had learnt from a family member, and 38% said they were self-taught to some extent. These two methods were also the main ways of learning about food safety, with 35% saying they mainly learnt from a family member and 27% reporting being mainly self-taught.

- Around three in ten respondents (31%) 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 (15%), for most of these respondents this was the main way they had learnt about food safety (10%).

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



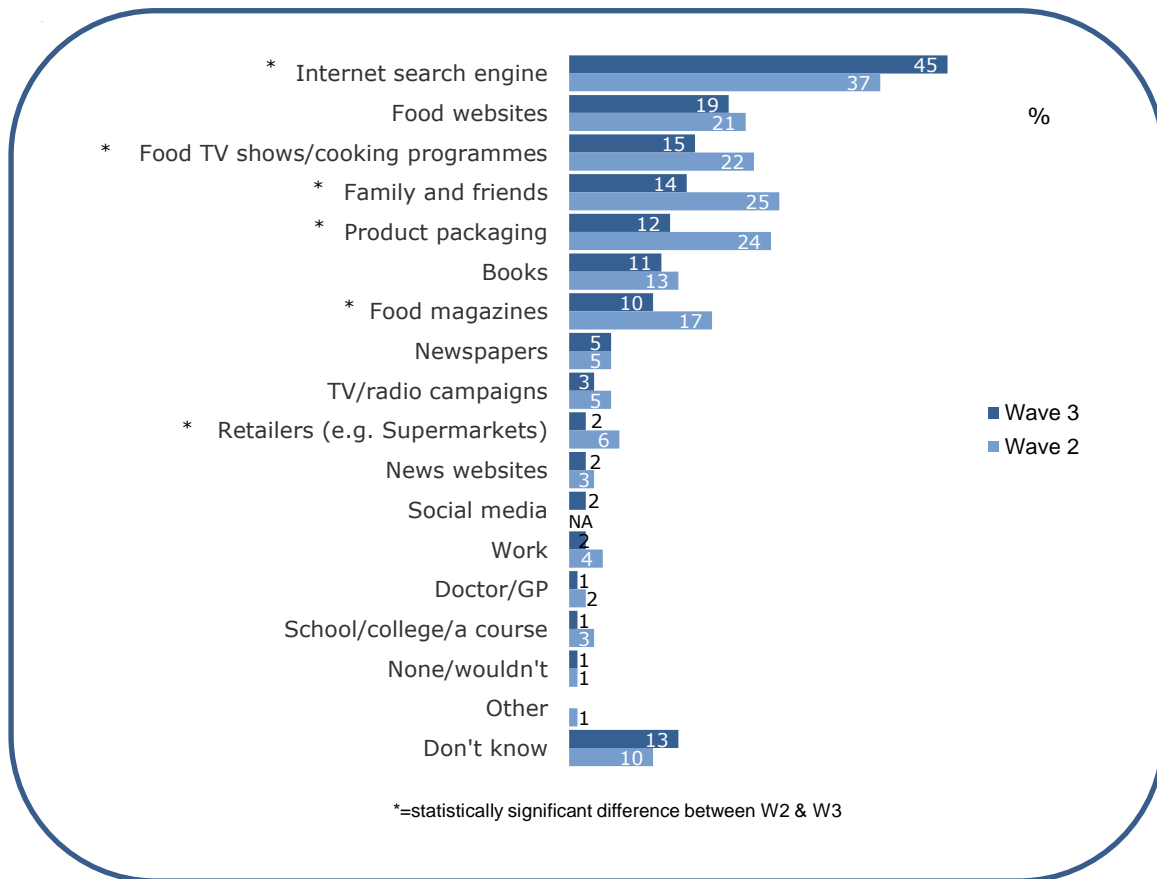
Source: Q11\_8b Looking at this screen, do you get information about how to prepare and cook food safely at home from any of these sources?

Note: respondents were able to give multiple answers

Base: All Scotland respondents - Wave 2 (507); Wave 3 (475) (Question not asked at Wave 1; N/A source not included at Wave 2)

- At both Waves 2 and 3, a third (33%) of respondents said they got information about how to prepare and cook food safely at home from food TV shows or cooking programmes. A quarter (25%) of respondents reported that they received this information from family and friends at Wave 3, compared with around a third (34%) at Wave 2.
- Twenty-two per cent of respondents at Wave 3 reported getting information from product packaging, compared with 33% at Wave 2.
- Around a quarter of respondents (24%) said they did not look for information on food safety, similar to the proportion at Wave 2.
- Respondents were more likely to report using news websites (four per cent) as a source of information compared with Wave 2 (one per cent).
- When asked for their *main* source of information on food safety, 15% of respondents said this came from family and friends, 14% said TV shows and 10% said product packaging. 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 Scotland respondents - Wave 2 (507); Wave 3 (475) (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 45% of respondents compared with 16% 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 (37% compared with 15% respectively).
- There were differences between Waves 2 and 3 in the potential use of a number of sources, including an internet search engine (45% at Wave 3 compared with 37% at Wave 2), food TV shows/cooking programmes (15% at Wave 3 compared with 22% at Wave 2), family and friends (14% at Wave 3 compared with 25% at Wave 2), product packaging (12% at Wave 3 compared with 24% at Wave 2), food magazines (10% compared with 17%) and retailers (two per cent compared with six per cent).



### 3.2 Variation in sources of information on preparing and cooking food safely by different groups in the population<sup>15</sup>

#### 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 (41% compared with 20% of men). Men, however, were more likely than women to have learnt about food safety at work (12% compared with four per cent of women).
- Women were more likely than men to report currently getting information about preparing and cooking food safely at home from school, college or a course at Wave 3 (16% compared with five per cent). There was no statistically significant gender difference for getting information from school, college or a course at Wave 2. At Wave 2 women were more likely than men to use food magazines to get information on food safety (22% compared with 11% of men) and to use food websites for this purpose (16% compared with eight per cent of men) but there was no statistically significant difference at Wave 3.
- At Wave 3 men were more likely than women to say they would use TV and radio campaigns as a future source of information about preparing and cooking food safely at home (six per cent compared with one per cent of women), however there was no statistically significant difference by gender at Wave 2. Women were more likely to say they would use food websites as a future source of information than men at Wave 3 (23% compared with 14%). A similar pattern was observed at Wave 2 for food websites and food magazines, but there was no difference in the potential use of food magazines by gender at Wave 3.
- Variation by **age** was observed. Respondents aged 16-24 were less likely than older respondents to report being self-taught about food safety (13% compared with 45% of those aged 35 and over), but more likely to report learning about food safety at school (74% compared with 24% of those aged 25 and over).
- Internet searches were more likely to be reported as a current source of information on how to prepare and cook food safely at home by those aged 16-54 (21%) compared with those aged 55 and over (eight per cent). At Wave 2, the reported use of internet searches was lower among those aged 45 and over compared with those aged 16-44. There was a similar pattern at Wave 3 of variation in the likely use of internet searches in the future, with 56% of those aged 16-54 saying they would use them for information on how to prepare and cook food safely at home, compared with 26% of those aged 55 and over. At Wave 2, the reported likelihood of using internet searches in the future was also lower among those aged 55 and over compared with those aged 16-54.

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<sup>15</sup> The following variables were analysed to identify statistically significant differences: age, gender, and SIMD.

- Reported use of food TV programmes as a current source of information was lowest among those aged 75 and over (11% compared with 34% of those aged 16-74), as was reported use of food websites. At Wave 3 reported current use of food websites was highest amongst those aged 25-54 (20% compared with six per cent of those aged 55 and over), whereas at Wave 2 use of food websites was highest amongst the 25-44 age group.
- At Wave 2 variation by age was observed in the proportion of respondents reporting currently getting information about preparing and cooking food safely from family and friends (49% of those aged 16-34 compared with 20% of those aged 60 and over), however no variation was observed at Wave 3.
- At Wave 3, reported use of newspapers as a current source of information on how to prepare and cook food safely at home was greatest amongst those aged 75 and over (20% compared with three per cent of 16-24 year olds). Respondents aged 75 and over were also more likely than younger age groups to report using newspapers as their main source of information about this (15% compared with two per cent of those aged 16-74). Likely future use of newspapers was also higher amongst this age group (19% compared with four per cent of those aged under 75).

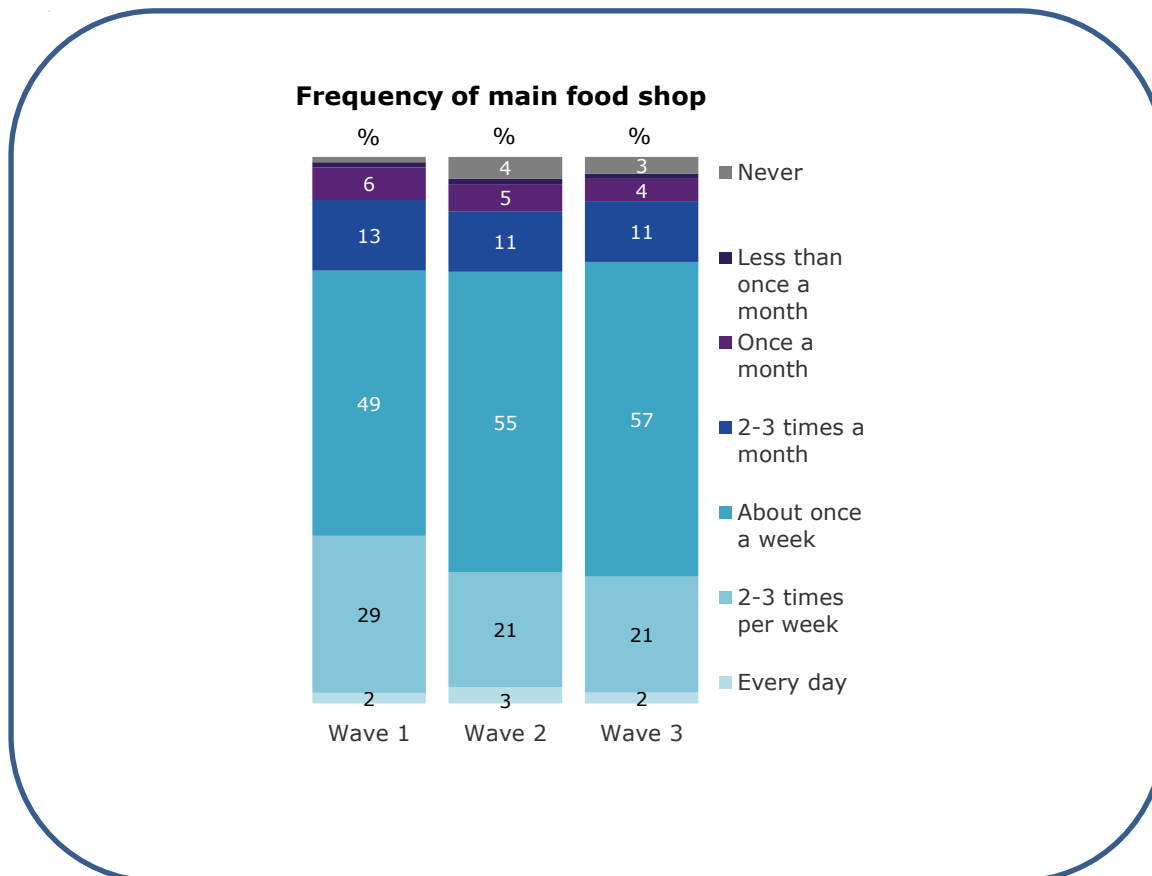
### **Other variation at Wave 3**

- Respondents in the **least deprived areas** (quintiles four and five) were more likely to report being self-taught about food safety (48% compared with 32% of respondents in quintiles one to three).
- Where respondents currently got information about how to prepare and cook food safely at home also varied by the **Scottish Index of Multiple Deprivation**. Respondents in the least deprived areas (quintiles four and five) were more likely than those in the most deprived areas (quintiles one to three) to report using product packaging as a source of information (30% compared with 17%).

## 4. Shopping for food

### 4.1 Responsibility for, and frequency of, food shopping

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



Source: Q3\_7 How often do you (or someone else) do a main shop for your household food shopping?

Base: One third of total Scotland sample – Wave 1 (172); All Scotland respondents - Wave 2 (507); Wave 3 (475)

- The majority of respondents (85%) reported having at least some responsibility for household food shopping, with just over half (51%) saying they were responsible for all or most of this. This was similar to the proportions at Waves 1 and 2.
- Fifty-seven per cent of respondents reported that their household did a main shop for food on a weekly basis, similar to the proportion at Waves 1 and 2.
- Also similar to Wave 2, food shopping was dominated by a reliance on buying in-store (as distinct from on-line) at large supermarkets (97% used large supermarkets regularly and 92% 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.

- Over a third of respondents (36%) said that their households relied solely on large supermarkets, while 61%, a similar proportion to that at Wave 2, said that they combined their main shop at a large supermarket with smaller shopping trips to local or independent stores or markets. Three per cent reported using only local or independent stores at Wave 3.

## 4.2 Variation in shopping for food among different groups in the population<sup>16</sup>

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

- Responsibility for shopping varied by **gender**, with women being more likely than men to say they were responsible for all or most of their household's food and grocery shopping (68% compared with 33%), similar to findings at Waves 1 and 2.
- As at Waves 1 and 2, there were also variations by **age**, with younger respondents (aged 16-24) less likely than other age groups to say they were responsible for all or most of the food shopping in their household (19% compared with 56% of those aged over 24).
- Younger respondents were also less likely than older respondents to report that their household shopped at independent fishmongers. One per cent of 16-24 year olds reported shopping at independent fishmongers compared with 20% of respondents aged 55 and over.

### Other variation at Wave 3

- Respondents living in the **least deprived areas** were more likely to report shopping for food at independent fishmongers. Around one in five respondents (21%) in quintiles four and five reported shopping at an independent fishmongers compared with around one in ten respondents in quintiles one to three (eight per cent).

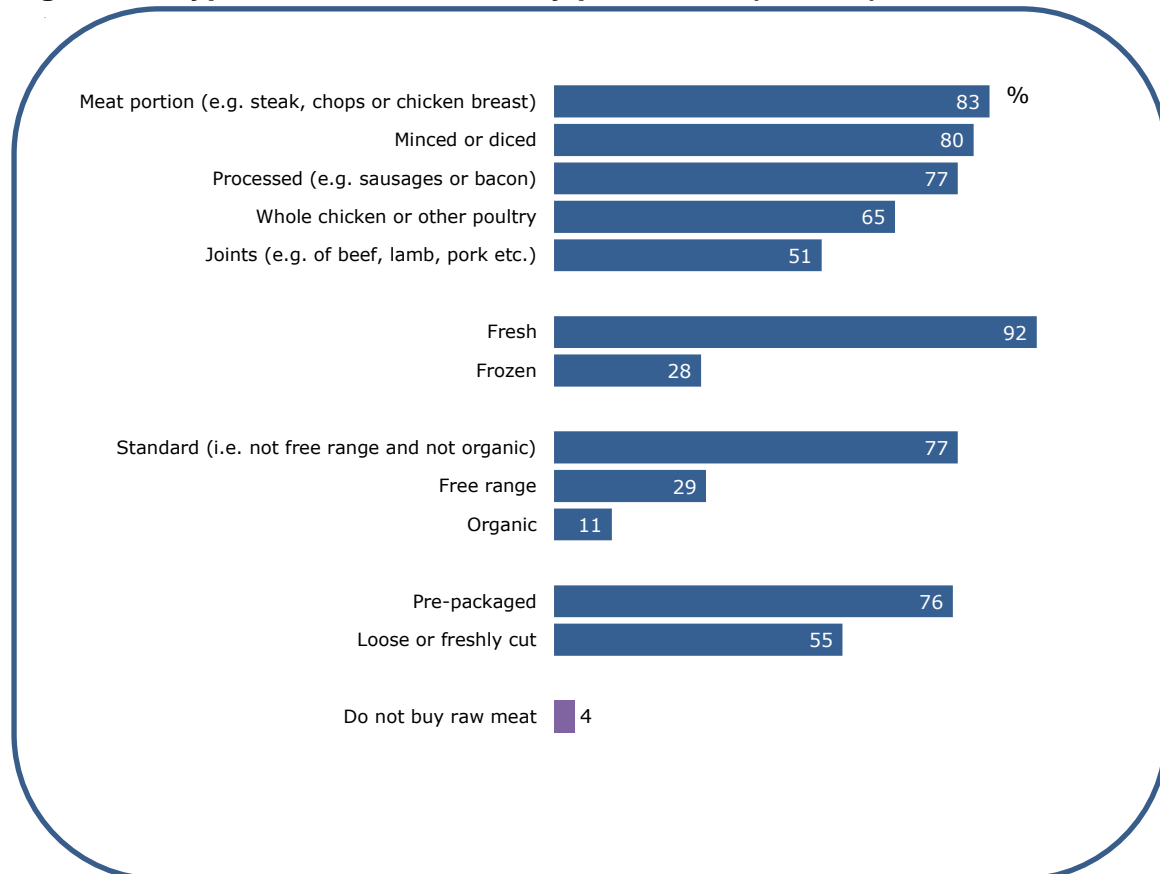
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<sup>16</sup> The following variables were analysed to identify statistically significant differences: age, gender, and SIMD.

## 5. Purchase of raw meat

### 5.1 Types of raw meat purchased

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



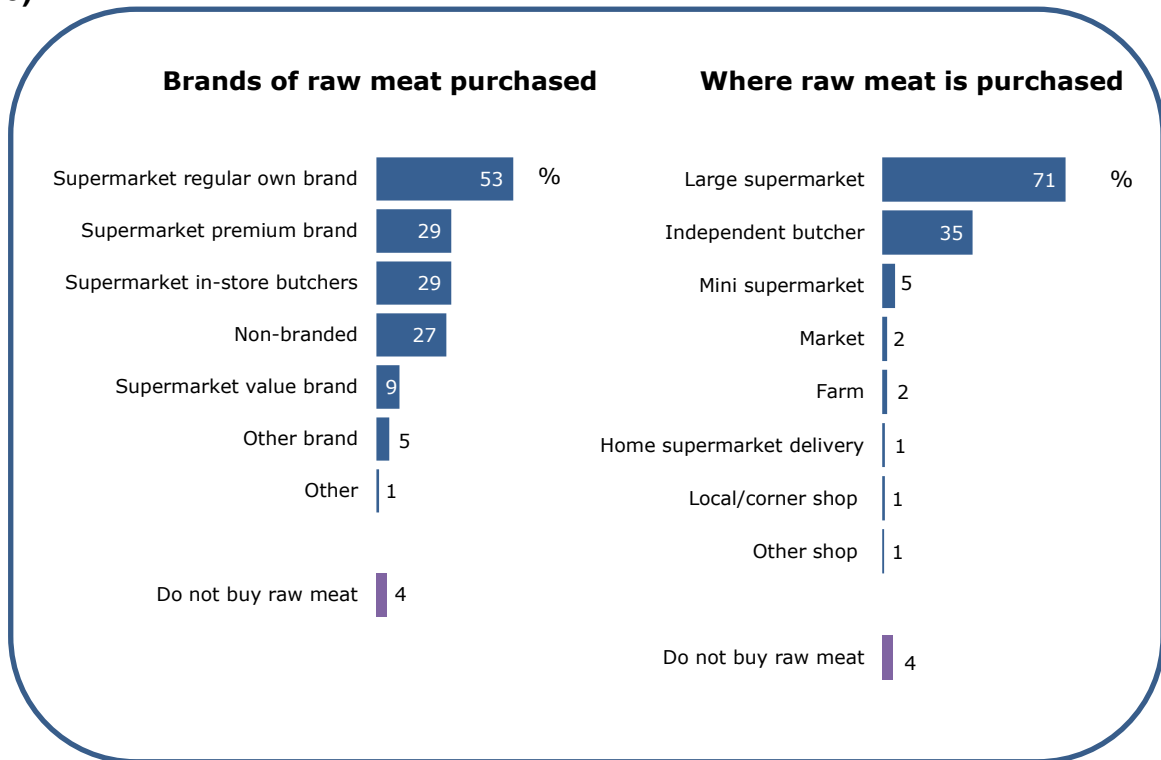
Source: Q3\_5a Which, if any, of the following types of raw meat do you / does your household usually buy? / Q3\_5b And do you / does your household usually buy fresh or frozen raw meat or both fresh and frozen? / Q3\_5c And which, if any, of the following kinds of raw meat do you / does your household 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 Scotland respondents - Wave 3 (475) (Questions not asked at Waves 1 and 2)

- Respondents reported that their households usually bought a range of cuts of raw meat, with meat portions bought by the largest proportion (83%) and joints by the smallest (51%).
- The majority of respondents said that their household usually bought fresh meat (92%), meat that was not specifically free range or organic (77%) and pre-packaged meat (76%).

## 5.2 Brands of raw meat purchased and where purchased

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



Source: Q3\_5e And which, if any, of the following brands of raw meat do you / does your household usually buy? / Q3\_5f And where do you / does your household usually buy raw meat?

Note: respondents were able to give multiple answers

Base: All Scotland respondents - Wave 3 (475) (Questions not asked at Waves 1 and 2)

- Respondents were most likely to report that their household usually bought supermarket regular own-brand meat (53%). Around a quarter (27%) said that they usually bought unbranded raw meat, for example from an independent butcher or market.
- Around seven in ten respondents said that their household usually bought meat from a large supermarket (71%), and 35% reported usually buying meat from an independent butcher.

### 5.3 Variation in raw meat purchasing among different groups in the population<sup>17</sup>

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

- There was little difference by **gender** although men were more likely than women to report that their household usually bought processed meat (83% compared with 72%).
- Differences in reported purchasing of raw meat by **age** were observed. Thirteen per cent of those aged 75 and over reported that their household bought no raw meat, compared with two per cent of those aged 45-54 and none of those aged 16-24. Younger respondents were more likely to report that their household usually bought meat portions than older respondents (96% of 16-24 year olds compared with 79% of those aged 55 and over).
- Respondents aged 75 and over were less likely than those aged 16-74 to say that their household usually bought minced or diced meat (64% compared with 82%), pre-packaged meat (50% compared with 78%) or bought meat in a large supermarket (43% compared with 74%).

#### Other variation at Wave 3

- Respondents living in the **most deprived areas** were less likely to report that their household usually bought free range raw meat compared with those living in the least deprived areas (20% of respondents in quintile one compared with 41% of respondents in quintile five) or supermarket premium brand raw meat (18% compared with 38% of respondents in quintiles four and five).

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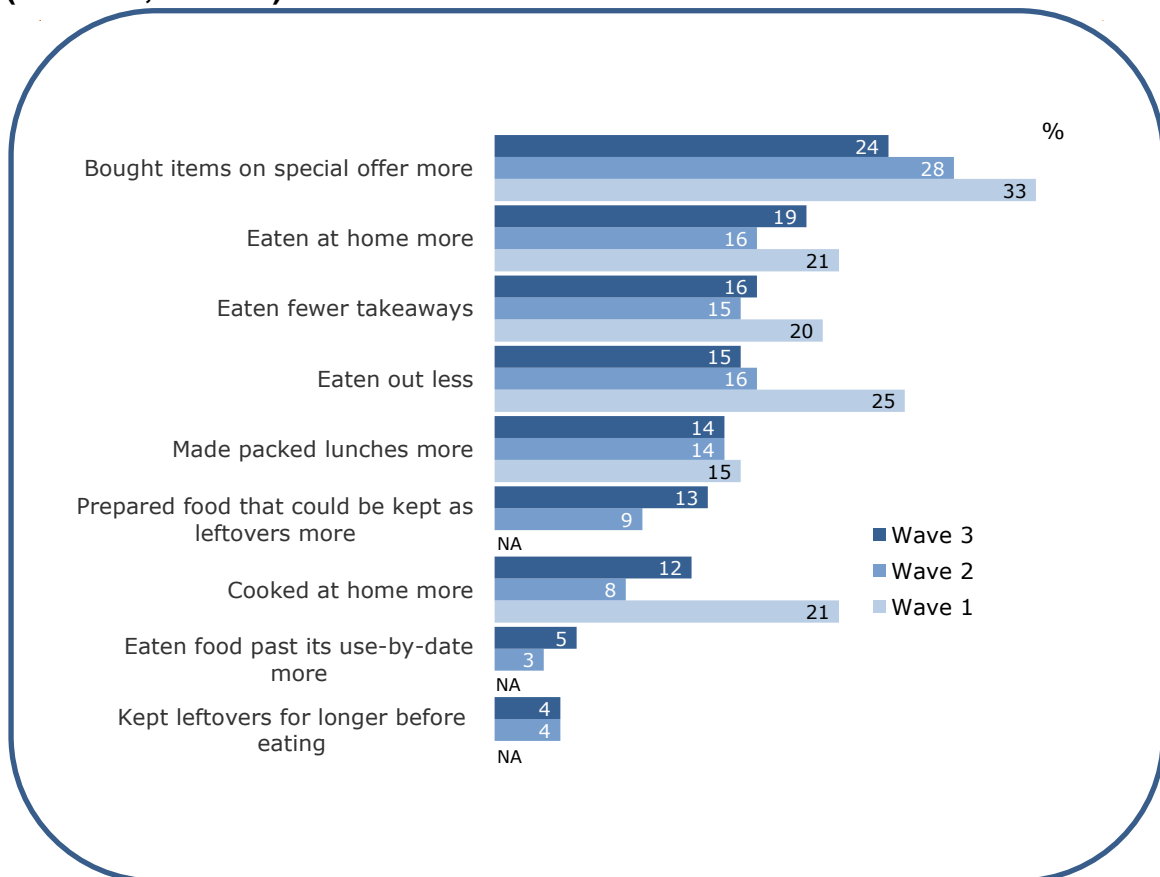
<sup>17</sup> The following variables were analysed to identify statistically significant differences: age, gender, and SIMD.



## 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 Scotland sample – Wave 1 (172); All Scotland respondents - Wave 2 (507); Wave 3 (475) (N/A options not included at Wave 1)

- Overall, 46% 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, a similar proportion to Wave 2 (there is no comparable figure for Wave 1 due to questionnaire changes).
- Respondents were most likely to report buying items on special offer more (24%), similar to the proportion reporting this at Wave 2 and compared with 33% at Wave 1.
- Compared with Wave 1 respondents at Wave 3 were also less likely to say that they had eaten out less (15% compared with 25%) or cooked at home more (12%

compared with 21%) and these differences were not found between Waves 2 and 3.

## 6.2 Variation in changes in buying and eating arrangements for financial reasons among different groups in the population<sup>18</sup>

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

- Unlike at Wave 2, where **women** were more likely than men to report making at least one change to their eating arrangements in the last six months for financial reasons (66% of women compared with 41% of men), there was no statistically significant difference between men and women at Wave 3.
- The likelihood of reporting making at least one change was higher for **younger respondents** compared with older respondents and a similar pattern was observed at Wave 2. Around six in ten (57%) of those aged 16-54 reported making at least one change in the last six months compared with 29% of those aged 55 and over. This pattern was repeated across most of the main changes reported.

### Other variation at Wave 3

- No statistically significant variation was observed by **Scottish Index of Multiple Deprivation**.

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<sup>18</sup> The following variables were analysed to identify statistically significant differences: age, gender, and SIMD. There were no statistically significant differences observed by SIMD.

## 7. Comparisons between Scotland and the rest of the UK

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

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

Source: Q2\_3 How often do you cook or prepare food for yourself?

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 in Scotland were more likely to report cooking for themselves three to four times a week (11%) compared with those in Northern Ireland (six per cent).

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

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

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 a response given by under 0.5% of respondents

- Respondents living in Scotland were less likely to report having learnt about food safety from a family member (45%) compared with those living in Northern Ireland (54%) although this was no less likely to be the main way they reported having learnt.
- Those in Scotland were more likely to report learning at school as the main way they learnt about food safety compared with those living in Wales (18% compared with 10%).

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

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

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

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 in Scotland were less likely to report getting information about how to prepare and cook food safely at home from family and friends (25%) compared with those living in all other UK countries (38% in England, 41% in Wales and 35% in Northern Ireland). They were also less likely to report getting information from product packaging and books than those living in England and Wales.
- Respondents in Scotland were less likely to use an internet search engine for information than those in Northern Ireland (16% compared with 23%).

- Overall respondents in Scotland were more likely than those in England to say that they don't look for information on preparing and cooking food safely (24% compared with 18%).
- Respondents in Scotland were more likely than those in Wales to report using food website as their main source of information (six per cent compared with two per cent).

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

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

Source: Q11\_8c In the future if you decided to look for more information about how to prepare and cook food safely at home, where would you look for this information?

Note: respondents were able to give multiple answers

Base: All respondents

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 Scotland were more likely to say they would look for information on preparing and cooking food safely at home in the future using an internet search engine (45%) compared with those living in Wales (37%).

- They were less likely to say they would get information from family and friends than respondents in Wales and Northern Ireland (14% compared with 22% and 28% respectively), and more likely to say they would get information from newspapers than respondents in Wales (five per cent compared with two per cent).
- Respondents in Scotland were more likely to say that they did not know what sources of information on preparing and cooking food safely they would use in the future (13%), compared with those in England and Northern Ireland (each seven per cent).



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

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

Source: Q3\_3 Where do you / does your household shop for food?

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 / \* indicates a response given by under 0.5% of respondents

- Respondents in Scotland were more likely to report that their household shopped in a large supermarket (97%) or a local shop (24%) compared with respondents living in Northern Ireland (91% and 16% respectively).
- Respondents in Scotland were also more likely to report their household shopped at an independent butcher (36%) than those in England (28%), more likely to report shopping at an independent baker (12%) than those in Wales (seven per cent), and more likely to report shopping at an independent fishmonger (13%) than those in all three other countries (seven per cent in England and Northern Ireland and four per cent in Wales).

- Those in Scotland were less likely to report shopping at a mini-supermarket (21%) compared with respondents in England (31%), less likely to say they shopped at an independent butcher (36%) than those in Northern Ireland (54%), less likely to say they shopped at a market (six per cent) than those in England (21%) and Wales (18%), less likely to say they shopped at an independent greengrocer (eight per cent) than those in England (16%) and Northern Ireland (19%), less likely to use home delivery from a supermarket (seven per cent) than those in England (11%), and less likely to say they shopped in a garage forecourt (three per cent) than those in Northern Ireland (12%).

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

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

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 a response given by under 0.5% of respondents

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

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

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

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 Scotland were less likely to report that their household usually bought meat portions (83%) or whole chickens or other poultry (65%) than respondents in Northern Ireland (90% and 73% respectively) and were less likely than respondents in Wales and Northern Ireland to report that their household usually bought joints (51% compared with 60% and 61% respectively). However they were more likely to report buying minced or diced meat (80%) than those in England and Wales (69% and 66% respectively) or processed meat such as burgers or sausages (77%) compared with those in England (67%).

- Respondents in Scotland were less likely to report buying frozen meat (28%) compared with those in Wales (39%).
- They were more likely to report buying free range meat (29%) and organic meat (11%) compared with respondents in Northern Ireland (17% and five per cent respectively).
- They were also more likely to report buying pre-packaged meat (75%) than those in Northern Ireland (63%) and less likely to report buying meat that is freshly cut (55% compared with 79% of those in Northern Ireland).

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

	Scotland	England	Wales	Northern Ireland
Supermarket regular own-brand	53% <sup>NI</sup>	52% <sup>NI</sup>	55% <sup>NI</sup>	27%
Supermarket premium brand	29% <sup>NI</sup>	30% <sup>NI</sup>	27% <sup>NI</sup>	11%
Non-branded (e.g. from a butcher)	27%	26%	30%	50% <sup>EWS</sup>
Supermarket in-store butchers	29% <sup>E</sup>	22%	24%	42% <sup>EWS</sup>
Supermarket value brand	9%	14% <sup>SNI</sup>	14% <sup>NI</sup>	5%
Other brand	5%	4%	3%	3%
<i>Base</i>	<i>(475)</i>	<i>(1,951)</i>	<i>(503)</i>	<i>(524)</i>

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 Scotland were more likely to report that their household usually bought supermarket regular own-brand meat (53%) and supermarket premium brand meat (29%) compared with those living in Northern Ireland (27% and 11% respectively).
- They were less likely to report their household usually bought non-branded meat e.g. from a butcher (27%) or raw meat from a supermarket in-store butcher (29%) compared with respondents in Northern Ireland (50% and 42% respectively), but were more likely to report the latter than respondents in England (22%).
- Respondents in Scotland were less likely to report their household usually bought supermarket value brand meat (nine per cent) compared with those in England (14%).

- Related to the above findings, respondents in Scotland were more likely to report their household usually bought meat in a large supermarket (74%) compared with those in Northern Ireland (46%) and more likely to say they bought it from an independent butcher (37%) compared with those in England (27%) but less likely to report the latter than those in Northern Ireland (61%).

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

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

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

- Respondents living in Scotland were less likely to report having made at least some change in their buying and eating arrangements for financial reasons in the last six months (46%) compared with those living in England (53%). In particular, they were less likely to report having eaten out less than those living in England and Wales (15% compared with 21% in England and 22% in Wales).