

The 2014

# FOOD and YOU

Survey

Wales Bulletin 1  
Eating, cooking and shopping

The 2014

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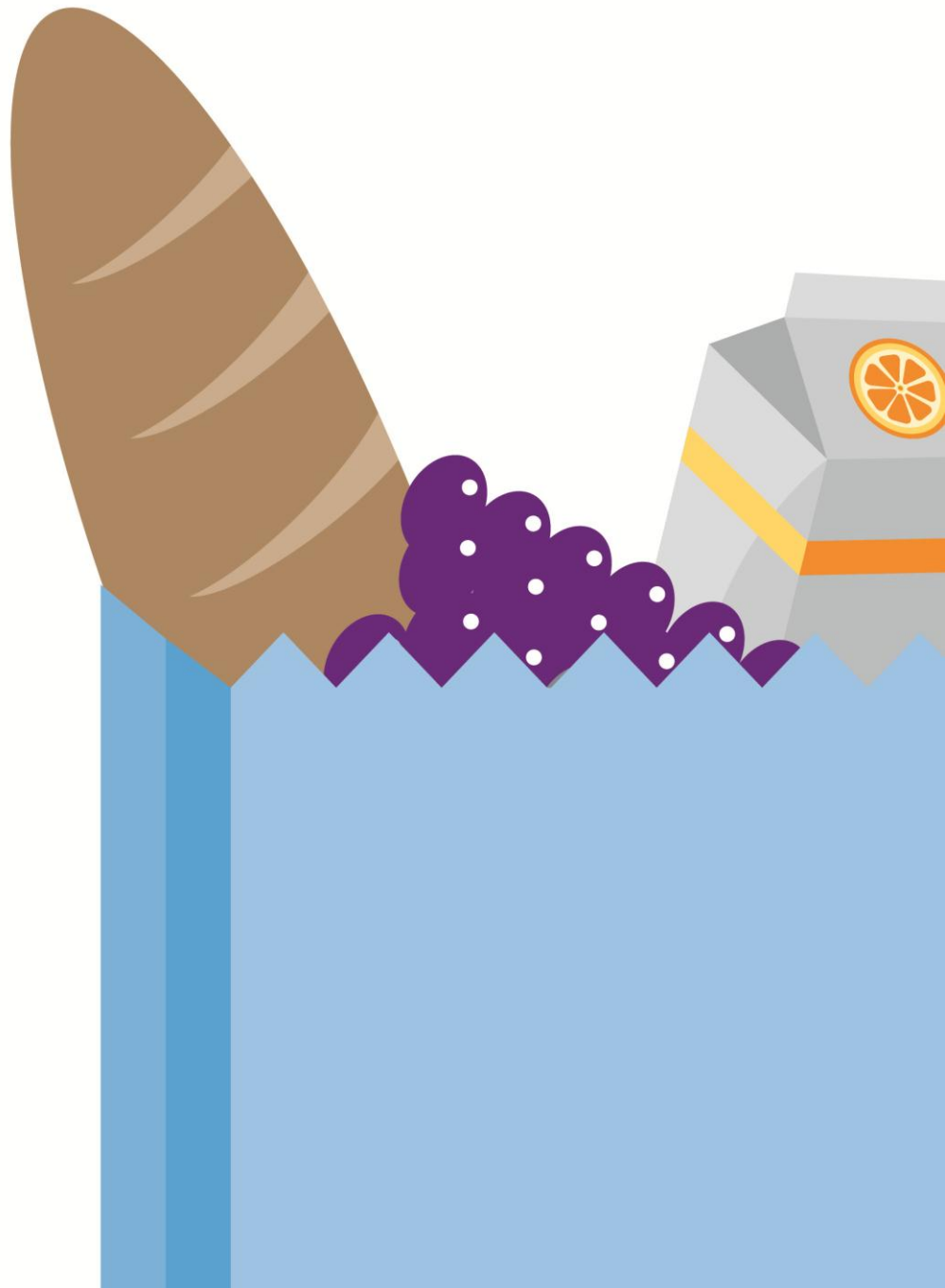
## Eating, cooking and shopping

**Authors:**

Rachel Phillips, TNS BMRB

Gillian Prior, TNS BMRB

Catherine O'Driscoll, TNS BMRB



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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 for Wales from Wave 3 of the Food and You survey, 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 503 interviews in Wales, on which this report is based. Wave 3 builds on and extends the previous findings.

The key findings for Wales from Wave 3 have been published in four 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

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

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

## Background and objectives

### Role of the FSA

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

The FSA is responsible for food safety and hygiene across the UK, and is committed to ensuring the general public can have trust and confidence in the food they buy and eat. The FSA in Wales is additionally responsible for policy on general food labelling and food composition and standards.

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

### The Food and You survey

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

Waves 1 and 2 of the Food and You survey were conducted by the same consortium in 2010 and 2012 respectively. Reports of the findings and methodological details are available on the FSA website<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. Waves 2 and 3, therefore, focussed solely on food safety issues for respondents in England and Wales. This bulletin covers the UK wide food safety questions asked to respondents living in Wales. Separate bulletins have been published for each UK country, as well as a bulletin of the UK results as a whole<sup>7</sup>.

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.

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<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>

<sup>7</sup> <http://www.food.gov.uk/science/research-reports/ssresearch/foodandyou>



## 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 in general and to the changed context resulting from removing the 'healthy eating' questions in particular. 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.

There are two other important differences to note between waves: -

- The sample boost applied in Wave 3 means that the sample size of those living in Wales is higher at Wave 3 (503 respondents) than at either Wave 1 (121 respondents) or Wave 2 (104 respondents).
- 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 net result of these differences is that some analyses for Waves 1 and 2 data are based on a sample of fewer than 50 respondents. This is particularly the case for some questions from Wave 1 which were only asked of a third of respondents. These findings are still included in this report to provide contextual information, but care should be taken not to over-interpret these findings. In some cases much larger differences are required, when comparing Wave 1 to either Waves 2 or 3, in order for statistical significance to be achieved.

The Food and You Technical Report<sup>8</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. Only selected socio-demographic variables have been analysed to uncover statistically significant differences, particularly as the Wales sample size is lower than that compared with the UK as a whole. 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 Welsh

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<sup>8</sup> <http://www.food.gov.uk/sites/default/files/food-and-you-2014-uk-bulletin-technical-report.pdf>

Index of Multiple Deprivation (WIMD)<sup>9</sup>. Due to the small base numbers for Wales at Waves 1 and 2, variation by these variables was only examined for Wave 3 data. Full data are available in the UK Data Archive<sup>10</sup> and at [data.gov.uk](http://data.gov.uk)<sup>11</sup> for further analysis.

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<sup>9</sup> WIMD is the official measure of relative deprivation for small areas in Wales. It considers deprivation across income, employment, health, education, geographical access to services, community safety, physical environment and housing. Areas are grouped into quintiles based on their 2010 Index of Multiple Deprivation (IMD) score, with quintile 1 the most deprived areas across Wales and quintile 5 the least deprived areas.

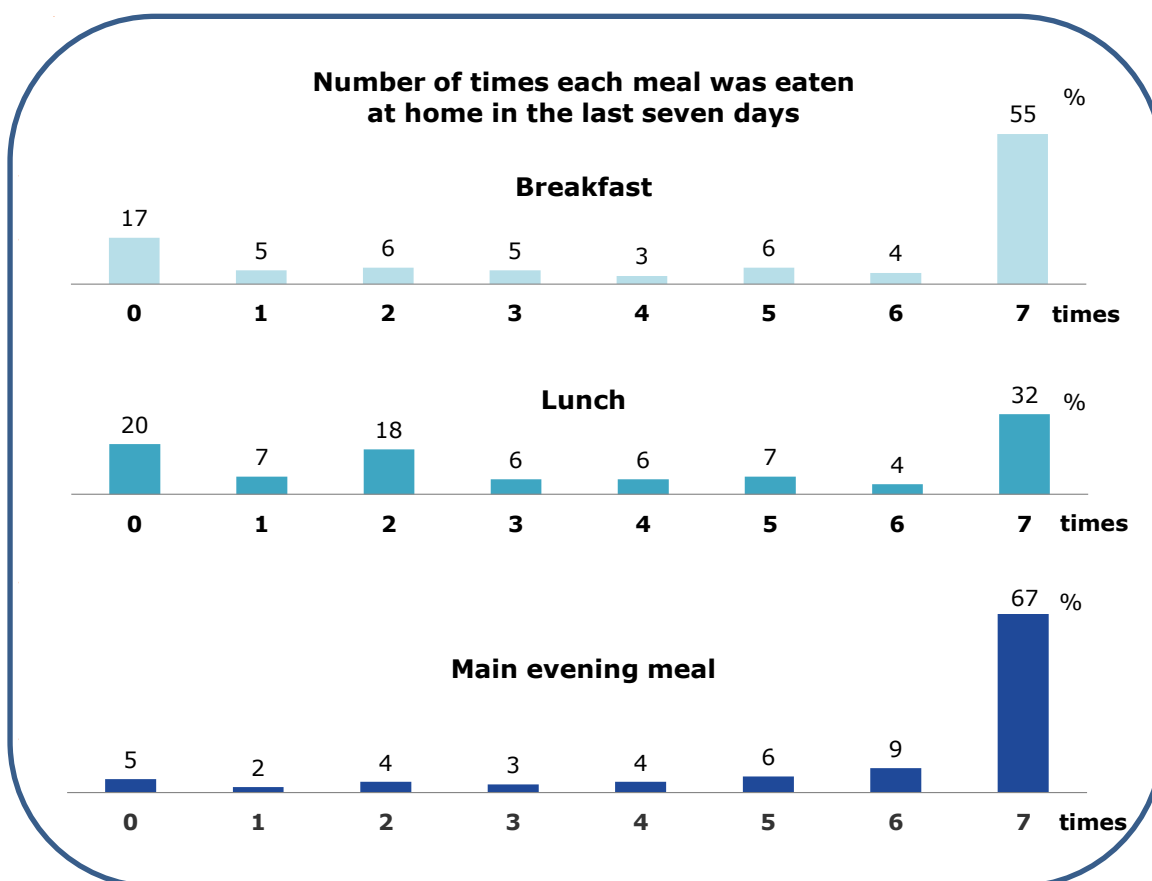
<sup>10</sup> <http://www.data-archive.ac.uk/>

<sup>11</sup> <http://data.gov.uk/>

# 1. Eating and cooking at home

## 1.1 Frequency of eating at home

Figure 1.1 Frequency of eating at home (Wave 3)



Source: Q2\_4a / b / c In the last 7 days, that is since ..., on how many days out of that seven did you eat BREAKFAST / LUNCH / MAIN EVENING MEAL at home?

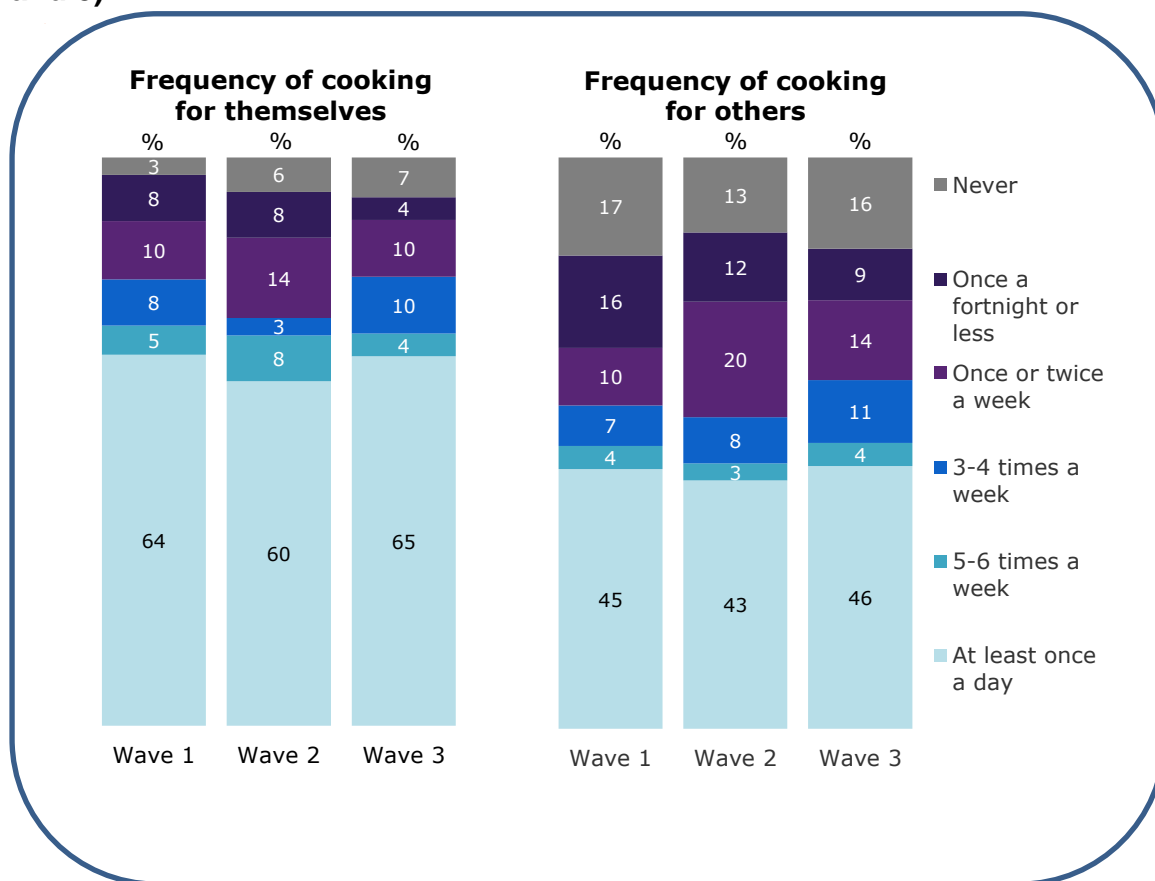
Base: All Wales respondents – Wave 3 (503)

- The majority of respondents (around two thirds) reported eating all main evening meals at home in the last seven days. The frequency of eating the main evening meal at home was similar to that reported at Wave 2, apart from a difference in the proportion of respondents who said that they had not done this at all in the last seven days from one per cent at Wave 2 to five per cent at Wave 3.
- Just over half of respondents (55%) reported eating breakfast at home on seven days in the past week. The frequency of eating breakfast at home was similar to that reported at Wave 2.
- There was greater variability in the proportion of respondents reporting eating lunch at home, with 32% reporting having eaten it at home on seven days in the past week and 45% 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 5.9 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)



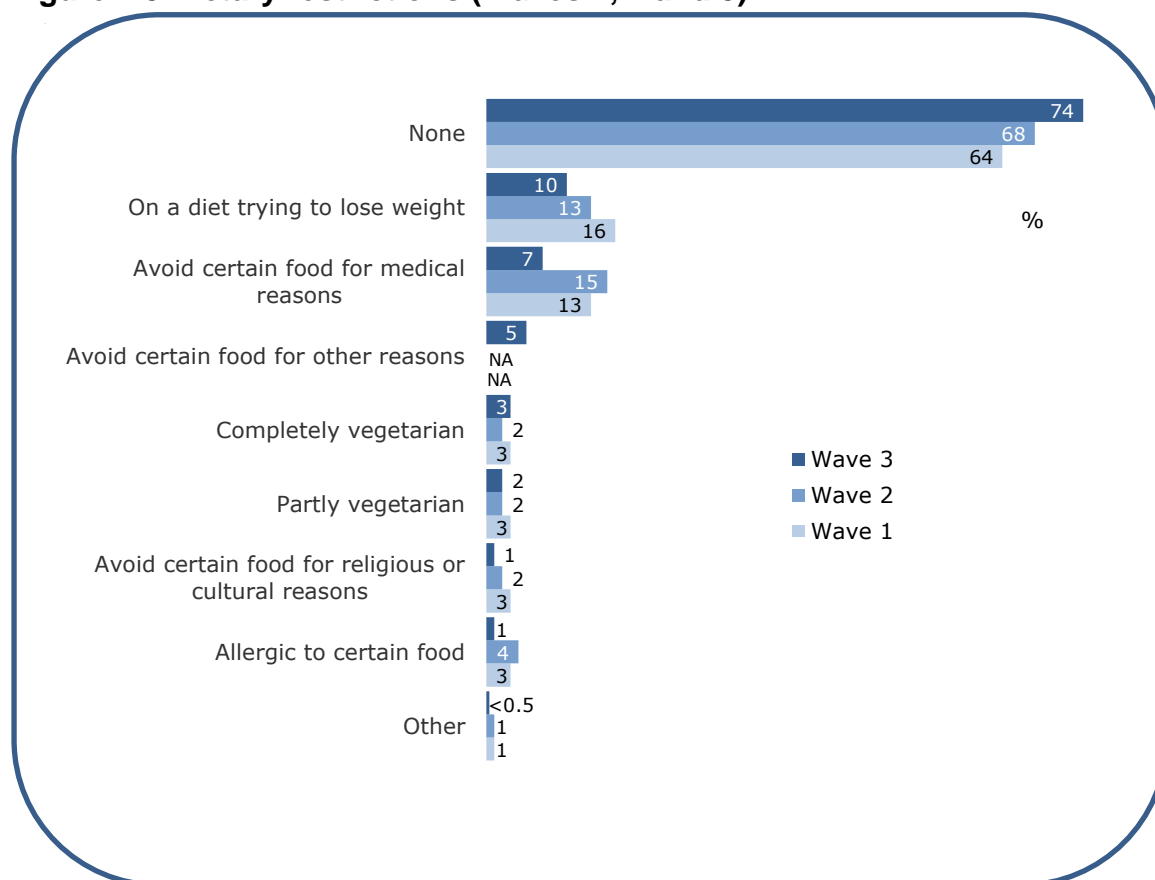
Source: Q2\_3 How often do you cook or prepare food for yourself? / Q2\_4 How often do you cook or prepare food for others?

Base: All Wales respondents – Wave 1 (121); Wave 2 (104); Wave 3 (503)

- Reported frequency of cooking food at home was similar to that at Waves 1 and 2, with 65% of respondents at Wave 3 reporting that they cooked or prepared food for themselves, and 46% 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 Wales respondents – Wave 1 (121); Wave 2 (104); Wave 3 (503)

- At Wave 3, the majority of respondents (74%) said that they did not have any specific dietary restrictions.
- Ten per cent of respondents reported that they were on a diet trying to lose weight.
- Seven per cent reported avoiding certain foods for medical reasons and five per cent reported avoiding foods for other reasons, such as foods that do not agree with them.
- One per cent of respondents reported that they were allergic to certain food<sup>12</sup> and in total, nine per cent of respondents reported living in a household in which someone had a food allergy (not necessarily clinically diagnosed).

<sup>12</sup> This amounts to eight respondents in total who reported being allergic to certain food. These respondents were asked further questions about whether they had been to see a doctor about their allergy and whether it was clinically diagnosed, but the findings are not reported here due to the small base. Three respondents reported that their allergy was clinically diagnosed.

- The findings were similar to Waves 1 and 2, but comparisons with earlier waves should be treated with caution, as there were a number of changes to the pre-coded response list at Wave 3<sup>13</sup>.

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<sup>13</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>14</sup>

### Variation by gender, age and Welsh Index of Multiple Deprivation (WIMD) at Wave 3

- Reported frequency of eating a main evening meal at home varied by **gender**: women were more likely than men to report eating their main evening meal at home six to seven times in the last week (81% of women, 71% of men).
- Women were also more likely than men to report preparing food for themselves (78% of women, 51% of men) and others (64% of women, 26% of men) at least once a day.
- Women were more likely than men to report being on a diet to lose weight (14% of women, six per cent of men) and to report being partly vegetarian (four per cent of women, less than half a per cent of men).
- Differences by **age** were also observed. Respondents aged 16-64 were less likely than older respondents to report eating breakfast and lunch at home on a daily basis. Forty-five per cent of 16-64 year olds reported eating breakfast at home each day compared with 83% of those aged 65 and over, and 25% of those aged 16-64 reported eating lunch at home each day compared with 53% of those aged 65 and over.
- Respondents aged 16-64 (63%) and 75 and over (59%) were less likely than those aged 65-74 (80%) to report cooking for themselves every day. Older respondents aged 75 and over (44%) were more likely than younger respondents to report never cooking for others (13% of those aged 16-74).
- Age differences were observed for some dietary restrictions. Older respondents aged 75 and over were less likely than younger respondents to report being on a diet to lose weight (none of those aged 75 and over reported this compared with 11% of 16-74 year olds).
- Respondents aged 65 and over were more likely than younger respondents to report avoiding certain foods for medical reasons. Seventeen per cent of those aged 65 and over reported medical restrictions to their diet, compared with four per cent of 16-64 year olds.
- Reported frequency of eating at home varied by **level of deprivation**. Respondents in the most deprived areas (quintile one) were more likely to report not eating breakfast at home in the last seven days (26%) than those in the least deprived areas (nine per cent in quintile five).
- Respondents in the least deprived areas (quintile five) were less likely than those in more deprived areas (quintiles one to four) to report eating their main evening meal at home on a daily basis (50% compared with 69% respectively).

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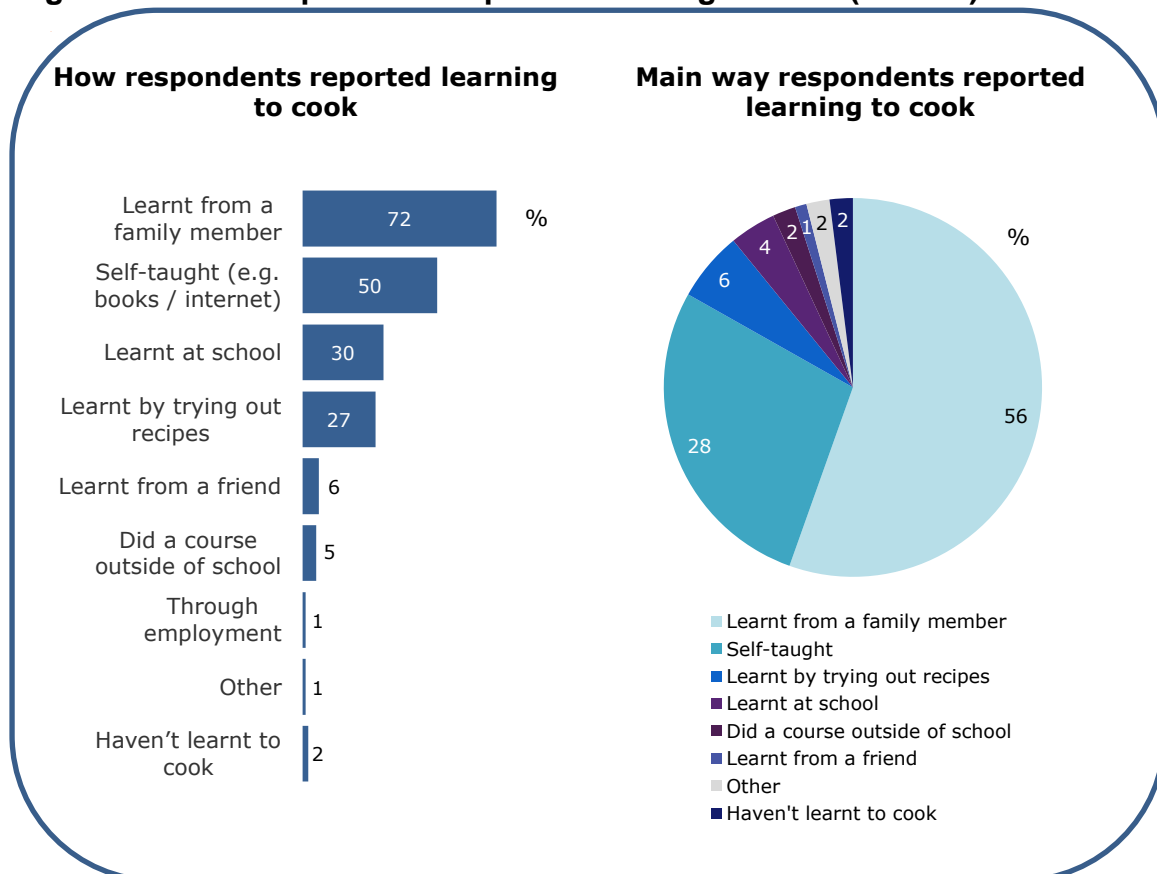
<sup>14</sup> The following variables were analysed to identify statistically significant differences: age, gender and Welsh Index of Multiple Deprivation.



## 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 Wales respondents - Wave 3 (503) (Questions not asked at Waves 1 and 2)

- Respondents were most likely to report having learnt to cook from a family member (72%) and this was the main way the majority reported learning to cook (56%). Around a third (30%) said they had learnt at school although fewer (four per cent) said this was their main way of learning.
- Half of respondents (50%) reported being self-taught and 28% said this was the main way they had learnt to cook. Similarly, 27% said they had learnt from trying out recipes, although few (six per cent) said that this was the main way they had learnt.

## 2.2 Variation in the ways in which respondents reported learning to cook by different groups in the population<sup>15</sup>

### Variation by gender, age and Welsh Index of Multiple Deprivation (WIMD) at Wave 3

- 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 (79% compared with 65% of men) or at school (40% compared with 19% of men). A family member was more likely to be the main source of learning for women (62%) than men (49%), with men (33%) more likely than women (23%) to report their main way of learning as being self-taught.
- Respondents **aged 25-34** were more likely than those aged 75 and over to report being self-taught (59% compared with 37%), and more likely than those aged 55 and over to report learning to cook by trying out recipes (41% compared with 19%).
- Respondents aged 16-34 were more likely than those aged 65 and over to report learning to cook at school (41% compared with 22% respectively).
- There were no statistically significant differences observed by **level of deprivation**.

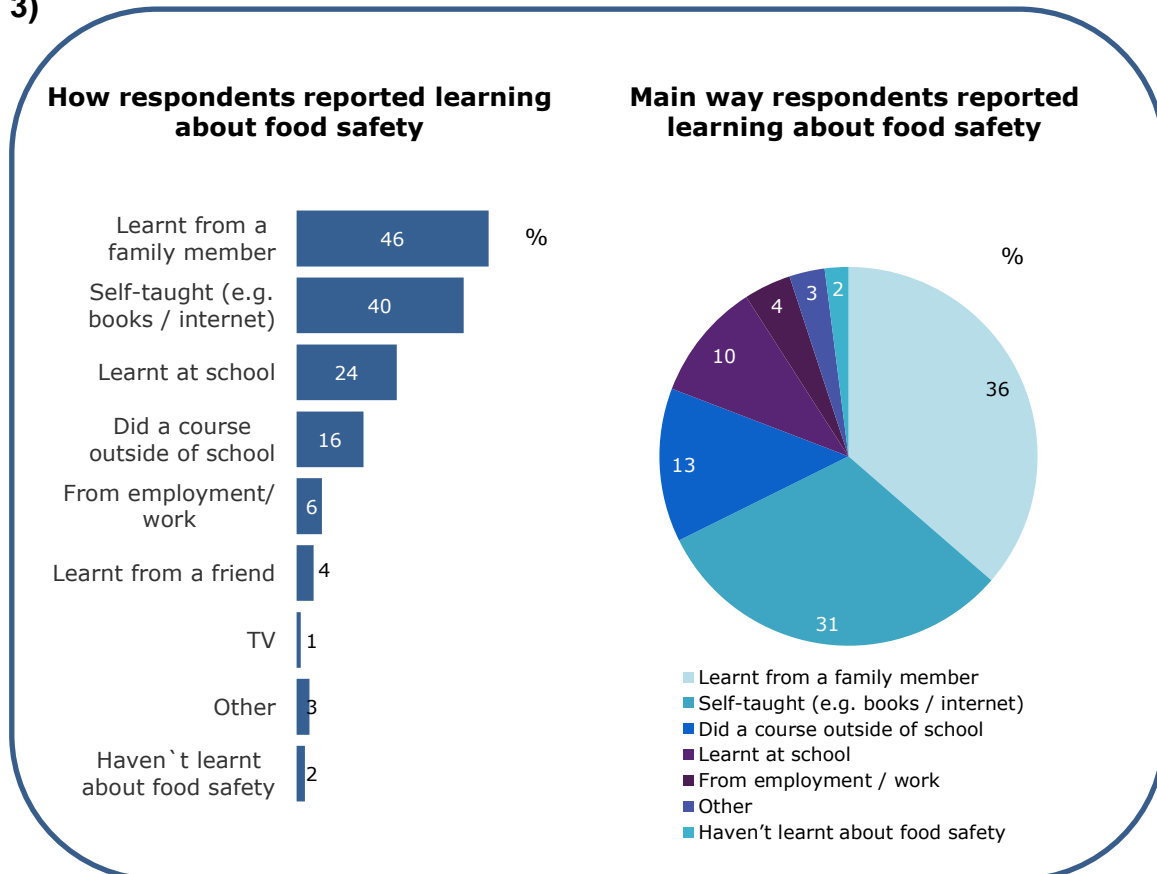
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<sup>15</sup> The following variables were analysed to identify statistically significant differences: age, gender and Welsh Index of Multiple Deprivation. There were no differences observed by level of deprivation.

### 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?

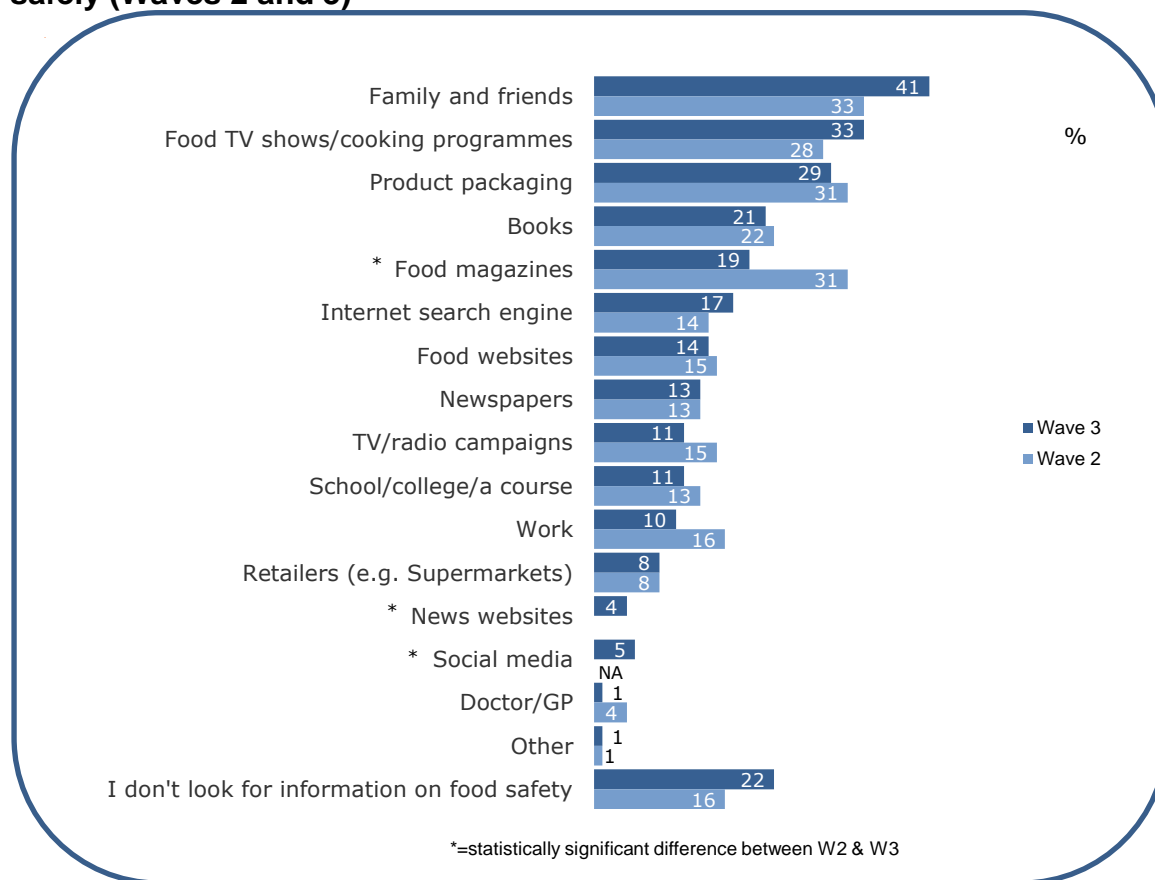
Note: respondents were able to give multiple answers at Q4\_30

Base: All Wales respondents - Wave 3 (503) (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 (46%) said they had learnt from a family member, and 40% said they were self-taught to some extent. These two methods were also the main ways of learning about food safety, with 36% saying they mainly learnt from a family member and 31% reporting being mainly self-taught.

- Around a quarter of respondents (24%) said they had learnt about food safety at school, and 10% said this was their main source of learning. While fewer said they had learnt on a course (16%), for most of these respondents this was the main way they had learnt about food safety (13% of respondents).

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



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

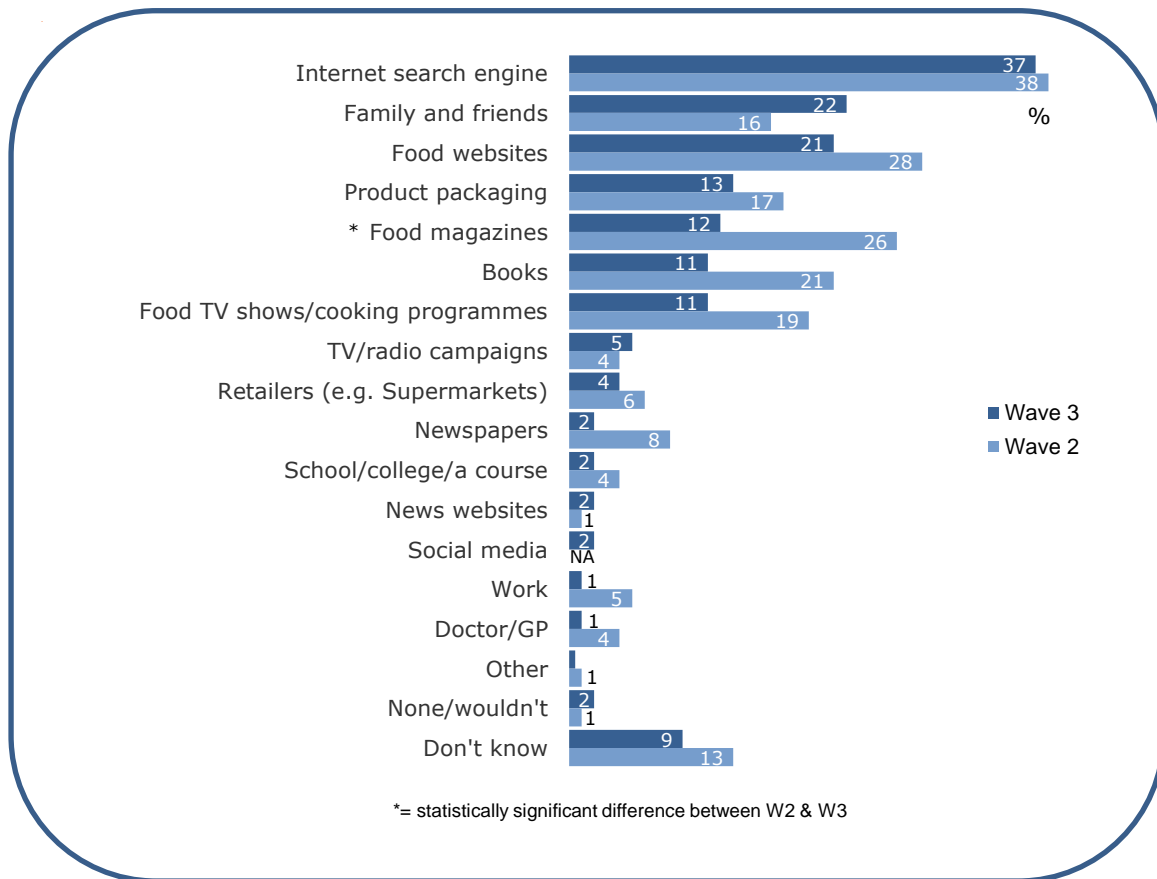
Note: respondents were able to give multiple answers

Base: All Wales respondents - Wave 2 (104); Wave 3 (503) (Question not asked at Wave 1; N/A source not included at Wave 2)

- Forty one per cent of respondents reported that they received information about how to prepare and cook food safely at home from family and friends and 33% said this information came from food TV shows or cooking programmes. Twenty nine per cent of respondents at Wave 3 reported getting information from product packaging. These patterns of results are similar to those at Wave 2.
- Around two in ten respondents (22%) said they did not look for information on food safety. A similar proportion of respondents reported using each of books (21%), food magazines (19%) and internet search engines (17%). These are similar to the proportions at Wave 2, apart from food magazines which changed from joint second most reported source at Wave 2 (31%) to fifth most reported source at Wave 3.
- Respondents were more likely to report using news websites as a source of information compared with Wave 2 (four per cent compared with no mentions at Wave 2). Five per cent of respondents reported using social media to get information on food safety.

- When asked for their *main* source of information on food safety, 25% of respondents said this came from family and friends, 12% said product packaging and nine per cent said TV shows. On average, respondents reported using 2.6 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 Wales respondents - Wave 2 (104); Wave 3 (503) (Question not asked at Wave 1; N/A source not included at Wave 2)

- As at Wave 2, the top source 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, was different from the top source they reported using currently.
- The source most often chosen for future information was an internet search engine, selected by 37% of respondents and compared with 17% 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 (38% compared with 14% respectively).
- Similarly, the proportion of respondents at Wave 3 who reported that they would use food websites in the future was higher (21%) than the proportion who said they currently used them (14%).
- The potential use of newspapers, at two per cent, was below reported current use (13%).

- There was a difference between Wave 2 and Wave 3 in the potential use of food magazines (26% compared with 12% respectively).



### 3.2 Variation in sources of information on preparing and cooking food safely by different groups in the population<sup>16</sup>

#### Variation by gender, age and Welsh Index of Multiple Deprivation (WIMD) at Wave 3

- 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 (30% compared with 18% of men) and on a course (21% compared with 12% of men).
- Women were more likely than men to report currently using food magazines (25% compared with 14% of men), food websites (18% compared with nine per cent) and school, college or a course (15% compared with seven per cent) for information about preparing and cooking food safely at home.
- Women were more likely than men to report that they would consider using food websites as a source of information in the future (28% of women, 15% of men). Men were more likely than women to report that family and friends (27% of men, 17% of women) and product packaging (17% of men, nine per cent of women) were sources of information they would use if they were to look for information on food safety in the future.
- Variation by **age** was observed. Respondents aged 16-44 were less likely than those aged 45 and over to report being self-taught about food safety (28% compared with 49%) and were more likely to report learning about food safety at school (37% compared with 15%).
- Respondents aged 16-54 were more likely than those aged 55 and over to report getting information on how to prepare and cook food safely at home from product packaging (36% compared with 19%).
- Internet searches were more likely to be reported by those aged 16-44 (27%) as a current source of information compared with those aged 45 and over (10%). There was a similar pattern of variation in the likely use of internet searches in the future, with 46% of those aged 16-54 saying they would use them for information on how to prepare and cook food safely at home, compared with 22% of those aged 55 and over.
- Respondents aged 16-54 were more likely than those aged 55 and over to report getting information on preparing and cooking food safely at home from food websites (19% compared with five per cent) and to say that they would look for this information in the future on food websites (29% compared with 10%).
- Reported use of social media as a current source of information on how to prepare and cook food safely at home was greater among those aged 16-44 (nine per cent) than among those aged 45 and over (one per cent).

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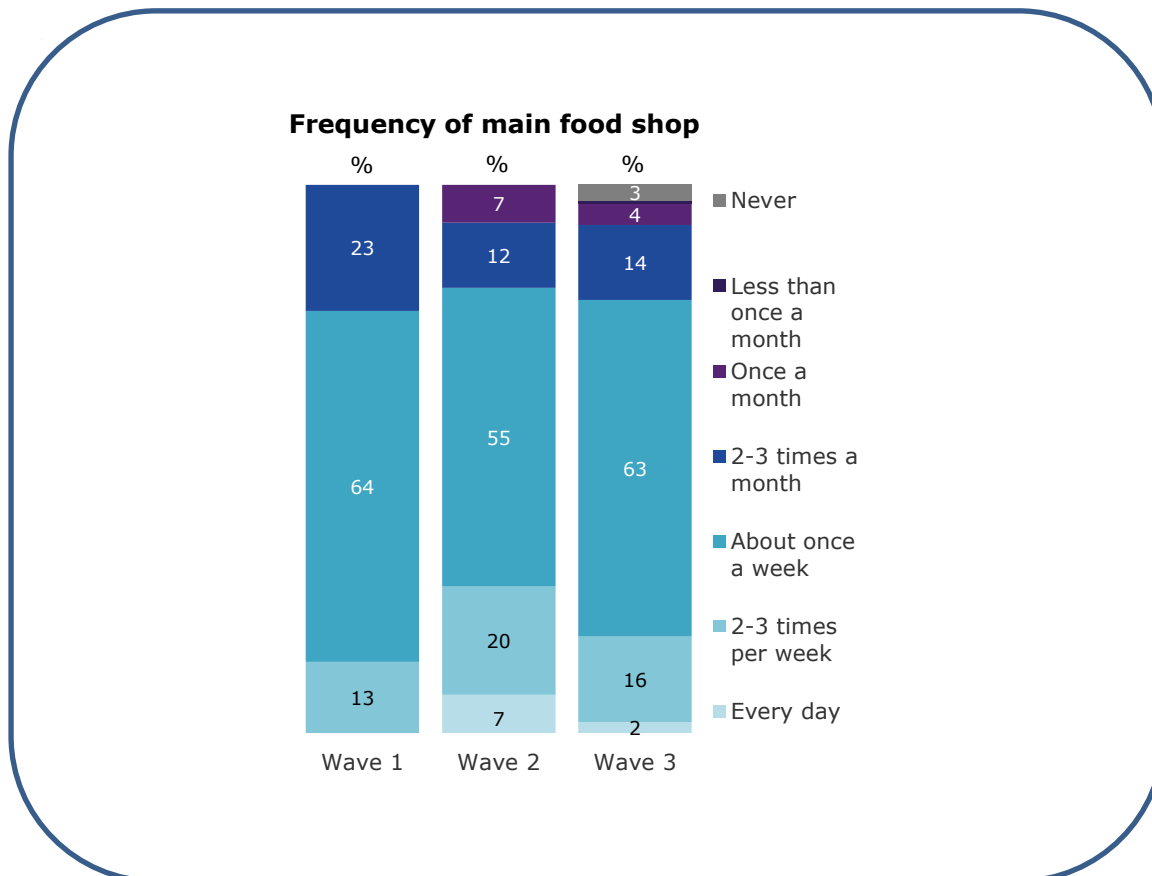
<sup>16</sup> The following variables were analysed to identify statistically significant differences: age, gender and Welsh Index of Multiple Deprivation.

- Some differences were observed by **level of deprivation**. Respondents in more deprived areas (quintiles one and two) were more likely than those in the less deprived areas in quintile three to report food TV shows / cooking programmes as a current source of information on how to prepare and cook food safely at home (38% compared with 22%).
- Those in less deprived areas (quintiles four and five) were more likely than those in the most deprived areas (quintile one) to report getting information from retailers (12% compared with three per cent).
- There was variation in the likely use of internet searches in the future, with 22% of those in the most deprived areas (quintile one) saying they would use them for information on how to prepare and cook food safely at home, compared with 41% of those in less deprived areas (quintiles two to five).
- Those in the most deprived areas (quintile one) were more likely than those in less deprived areas (quintiles two to five) to say that they would consult food magazines in the future for information (20% compared with 10%).

## 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 Wales sample – Wave 1 (35 – small base<sup>17</sup>); All Wales respondents - Wave 2 (104); Wave 3 (503)

- The majority of respondents (87%) reported having at least some responsibility for household food shopping, with just over half (52%) saying they were responsible for all or most of this. This is similar to the proportions at Waves 1 and 2.
- Sixty three 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.

<sup>17</sup> These findings are based on a small sample but are included to provide contextual information. Caution should be taken when interpreting these findings as the small base reduces the robustness of these data.

- Around a quarter of respondents at Wave 3 (27%) said that their households relied solely on large supermarkets, while 70% said that they combined their main shop at a large supermarket with smaller shopping trips to local or independent stores or markets, similar to Wave 2 (75%). Three per cent reported using only local or independent stores, again similar to Wave 2 (eight per cent).

## 4.2 Variation in shopping for food among different groups in the population<sup>18</sup>

### Variation by gender, age and Welsh Index of Multiple Deprivation (WIMD) at Wave 3

- 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 (69% compared with 34%).
- There was also variation by **age**, with younger respondents (aged 16-24) less likely than other age groups to say they were responsible for all or most of the food shopping in their household (20% compared with 57% of those aged over 24).
- Variation by **level of deprivation** was observed in reported shopping for food. Respondents in the least deprived areas (quintiles four and five) were more likely than those in the most deprived areas (quintile one) to report that their household shopped at independent butchers (36% compared with 19%), and more likely than those in more deprived areas (quintiles one to three) to report that their household shopped for food at mini supermarkets (28% compared with 17%).
- Similarly, respondents in less deprived areas (quintiles three to five) were less likely than those in more deprived areas (quintiles one to two) to report that they shopped for food at local / corner shops including newsagents (38% compared with 20%).

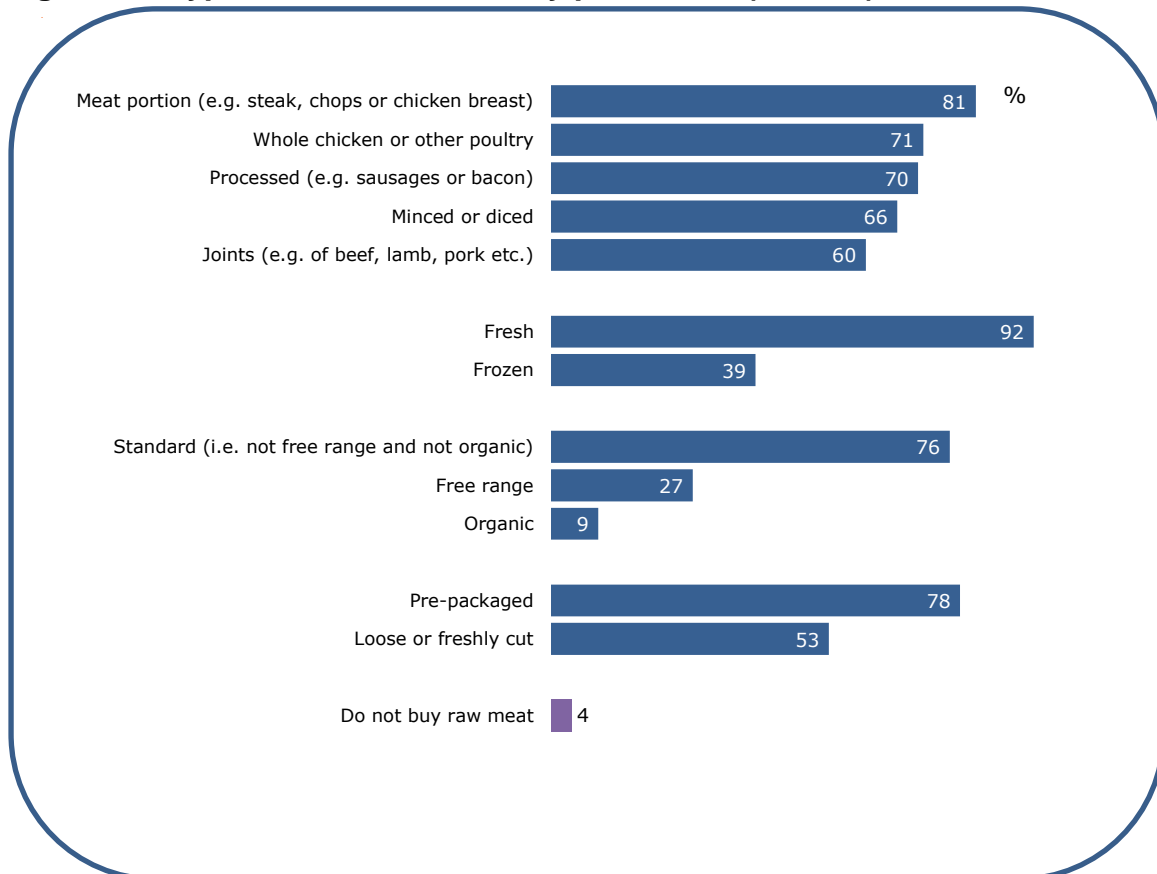
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<sup>18</sup> The following variables were analysed to identify statistically significant differences: age, gender and Welsh Index of Multiple Deprivation.

## 5. Purchase of raw meat

### 5.1 Types of raw meat purchased

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



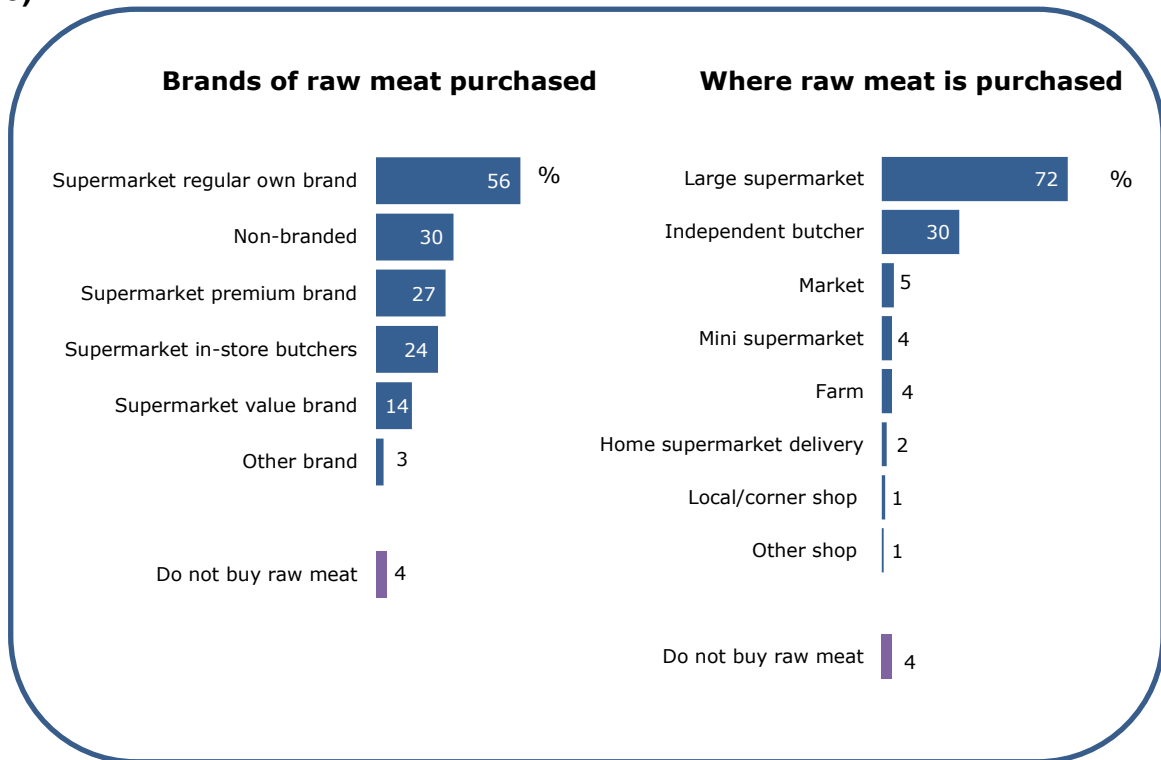
Source: Q3\_5a Which, if any, of the following types of raw meat do you / does your household usually buy? / Q3\_5b And do you / does your household usually buy fresh or frozen raw meat or both fresh and frozen? / Q3\_5c And which, if any, of the following kinds of raw meat do you / does your household 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 Wales respondents - Wave 3 (503) (Questions not asked at Waves 1 and 2)

- Respondents reported usually buying a range of cuts of raw meat, with meat portions bought by the largest proportion (81%) and joints by the smallest (60%).
- The majority of respondents said that they usually bought fresh meat (92%), meat that was not specifically free range or organic (76%) and pre-packaged meat (78%).

## 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 Wales respondents - Wave 3 (503) (Questions not asked at Waves 1 and 2)

- Respondents were most likely to report usually buying supermarket regular own-brand raw meat (56%). Three in ten (30%) said that they usually bought unbranded raw meat, for example from an independent butcher or market.
- Just over seven in ten respondents said that they usually bought meat from a large supermarket (72%), and 30% reported usually buying meat from an independent butcher.

### 5.3 Variation in raw meat purchasing among different groups in the population<sup>19</sup>

#### Variation by gender, age and Welsh Index of Multiple Deprivation (WIMD) at Wave 3

- Little difference was observed by **gender** although men (45%) were more likely than women (33%) to report that their household usually bought frozen meat.
- Differences in reported purchasing of raw meat by **age** were observed. Respondents aged 75 and over were less likely than younger respondents to say that their household usually bought whole chickens (51% compared with 73% of respondents aged 16-74). Respondents aged 16-54 were more likely than those aged 55 and over to report that their household usually bought minced or diced meat (72% compared with 56%). Respondents aged 16-24 were more likely than other age groups to report that their household usually bought frozen meat (61% compared with 30% of 35-54 year olds and 27% of those aged 75 and over).
- Respondents aged 16-64 were more likely than older respondents to report that their household usually bought pre-packaged raw meat (83% compared with 61% of those aged 65 and over).
- Respondents aged 25-54 were more likely than younger and older respondents to report that their household usually bought regular supermarket own-brand raw meat (67%, compared with 45% of those aged 16-24 and 44% of those aged 55 and over).
- Differences were also observed in reported purchasing of raw meat by **level of deprivation**. Respondents in less deprived areas (quintiles four and five) were more likely than those in more deprived areas (quintiles one to three) to report that their household usually bought processed raw meat such as sausages or bacon (77% compared with 66%) and less likely to report that their household usually bought frozen raw meat (30% compared with 43%).
- Respondents in less deprived areas (quintiles three to five) were less likely than those in the most deprived areas (quintile one) to report that their household usually bought non-branded raw meat (21% compared with 36%). Those in less deprived areas (quintiles two to five) were more likely than those in the most deprived areas (quintile one) to report that their household usually bought supermarket premium brand raw meat (31% compared with 13%).
- Respondents in more deprived areas (quintiles one and two) were more likely than those in less deprived areas to report that their household usually bought supermarket value brand raw meat (20% compared with nine per cent of those in quintiles three to five).

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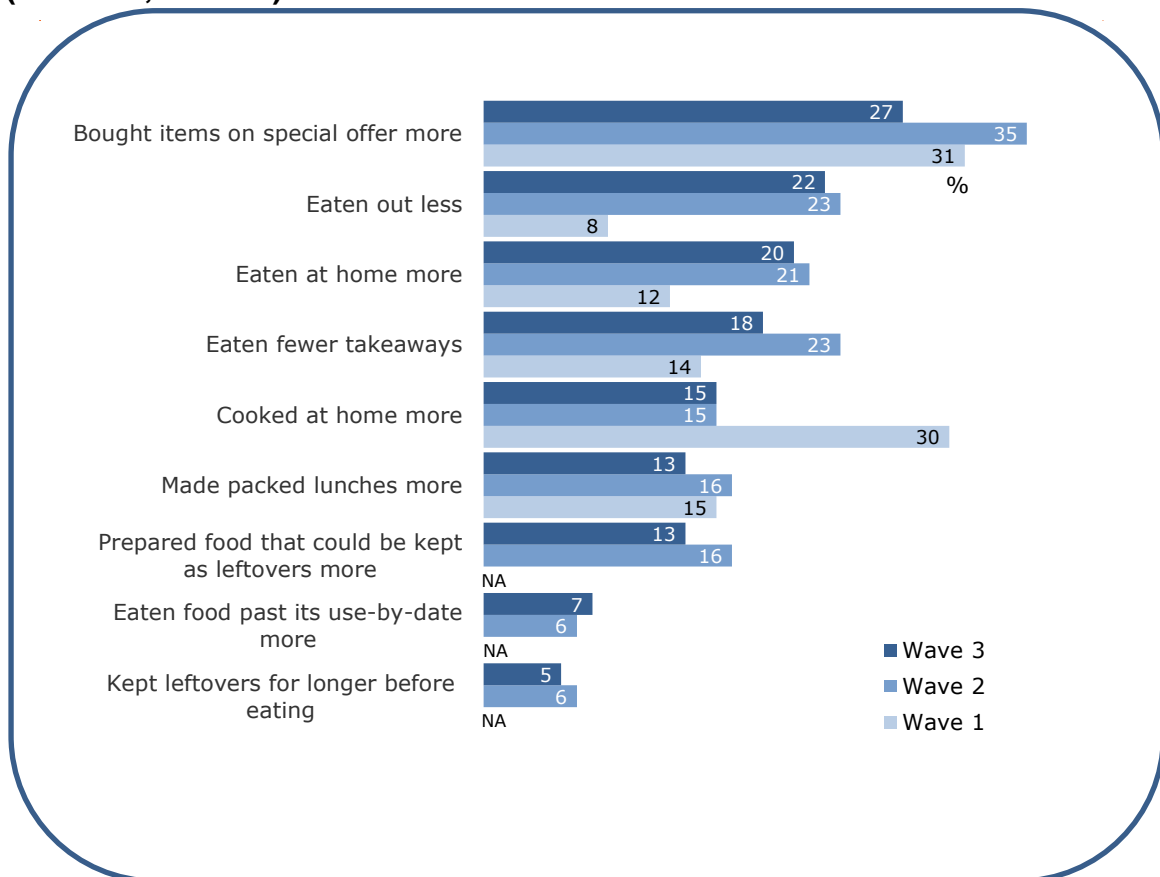
<sup>19</sup> The following variables were analysed to identify statistically significant differences: age, gender and Welsh Index of Multiple Deprivation.



## 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 Wales sample – Wave 1 (35 – small base<sup>20</sup>); All Wales respondents - Wave 2 (104); Wave 3 (503) (N/A options not included at Wave 1)

- Overall, 49% 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, similar to the proportion at Wave 2 (52%). There is no comparable figure for Wave 1 due to questionnaire changes.
- At Wave 3, 27% of respondents reported that they had bought items on special offer more and around a fifth reported eating out less (22%), eating at home more (20%) or eating fewer takeaways (18%). These findings were similar to those at Waves 1 and 2.

<sup>20</sup> These findings are based on a small sample but are included to provide contextual information. Caution should be taken when interpreting these findings as the small base reduces the robustness of these data.

## 6.2 Variation in changes in buying and eating arrangements for financial reasons among different groups in the population<sup>21</sup>

### Variation by gender, age and Welsh Index of Multiple Deprivation (WIMD) at Wave 3

- **Women** were more likely than men to report preparing food that could be kept as leftovers more in the last six months for financial reasons (18% of women, seven per cent of men).
- The likelihood of reporting having made some change to buying and eating arrangements for financial reasons varied by **age**. Fifty six per cent of those aged 16-64 reported having made at least one change compared with 24% of those aged 65 and over.
- Variation was also observed by **level of deprivation**. Respondents in the most deprived areas (quintiles one and two) were more likely than those in less deprived areas (quintiles three to five) to report making packed lunches more (18% compared with eight per cent) and cooking at home more (19% compared with 11%).
- Respondents in the least deprived areas (quintile five) were less likely than respondents in more deprived areas (quintiles one to four) to report eating at home more (four per cent compared with 22%).

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<sup>21</sup> The following variables were analysed to identify statistically significant differences: age, gender and Welsh Index of Multiple Deprivation.

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

Table 7.1 Frequency of cooking / preparing food, by country

	Wales	England	Scotland	Northern Ireland
At least once a day	65% <sup>E</sup>	59%	63%	69% <sup>E</sup>
5-6 times a week	4%	9% <sup>W</sup>	8%	6%
3-4 times a week	10%	10% <sup>NI</sup>	11% <sup>NI</sup>	6%
Once or twice a week	10%	13%	10%	10%
Once a fortnight	1%	1%	1%	1%
Once a month	1%	1%	2%	1%
Less than once a month	1%	1%	2%	2%
Never	7%	5%	4%	5%
<i>Base</i>	<i>(503)</i>	<i>(1,951)</i>	<i>(475)</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 living in Wales were more likely than those in England to report cooking for themselves at least once a day (65% compared with 59%) and less likely to report cooking for themselves five to six times a week (four per cent compared with nine per cent in England).

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

	Wales	England	Scotland	Northern Ireland
<b>All ways</b>				
Learnt from a family member	46%	46%	45%	54% <sup>E S</sup>
Self-taught	40%	41%	38%	37%
Learnt at school	24%	29%	31%	29%
Did a course outside of school	16%	17%	15%	14%
From employment/ work	6%	6%	7%	4%
Learnt from a friend	4%	4% <sup>S</sup>	2%	3%
<b>Main way</b>				
Learnt from a family member	36%	35%	35%	41%
Self-taught	31% <sup>NI</sup>	28%	27%	23%
Learnt at school	10%	14%	18% <sup>W</sup>	18% <sup>W</sup>
Did a course outside of school	13%	12%	10%	10%
From employment/ work	4%	3%	4%	2%
Learnt from a friend	*	2%	*	1%
<i>Base</i>	<i>(503)</i>	<i>(1,951)</i>	<i>(475)</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 less than 0.5%

- Respondents living in Wales were less likely than those in Scotland and Northern Ireland to report that the main way they learnt about food safety was at school (10% compared with 18% in both Scotland and Northern Ireland).
- Respondents living in Wales were more likely to report that the main way they had learnt about food safety was through being self-taught (31%) compared with those living in Northern Ireland (23%).

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

	Wales	England	Scotland	Northern Ireland
Family and friends	41% <sup>S</sup>	38% <sup>S</sup>	25%	35% <sup>S</sup>
Food TV shows	33%	34%	33%	29%
Product packaging	29% <sup>S</sup>	30% <sup>S</sup>	22%	28%
Books	21% <sup>S NI</sup>	19% <sup>S NI</sup>	13%	11%
Food magazines	19%	18%	15%	15%
Internet search engine	17%	18%	16%	23% <sup>S</sup>
Food websites	14%	15%	14%	12%
TV / radio campaigns	11%	14%	14%	17% <sup>W</sup>
School / college / a course	11%	13% <sup>NI</sup>	11%	7%
Newspapers	13%	13%	10%	10%
Retailers (e.g. supermarkets)	8%	9% <sup>NI</sup>	6%	5%
Work	10%	9%	8%	6%
News websites	4%	5%	4%	3%
Social media	5%	4%	4%	2%
Doctor / GP	1%	2%	2%	2%
Don't look for information	22%	18%	24% <sup>E</sup>	18%
<i>Base</i>	<i>(503)</i>	<i>(1,951)</i>	<i>(475)</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 at Q11\_8b

Base: All respondents

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

- Respondents in Wales were more likely to report getting information about how to prepare and cook food safely at home from family and friends (41%) and product packaging (29%) compared with those living in Scotland (25% and 22% respectively).
- They were also more likely to report getting information from books (21%) compared with respondents in Scotland (13%) and Northern Ireland (11%) and less likely to report getting information TV / radio campaigns compared with those in Northern Ireland (11% compared with 17%).

- There were few statistically significant differences between respondents living in Wales and those living in other countries in the main way they reported looking for information, but respondents in Wales were less likely than those in England to report that the main way was via a food website (two per cent compared with four per cent) and less likely than those in Northern Ireland to say that the main way was through TV / radio campaigns (two per cent compared with six per cent).

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

	Wales	England	Scotland	Northern Ireland
Internet search engine	37%	49% <sup>W</sup>	45% <sup>W</sup>	38%
Food websites	21%	23% <sup>NI</sup>	19%	17%
Family and friends	22% <sup>S</sup>	18%	14%	28% <sup>E S</sup>
Product packaging	13%	13%	12%	18%
Books	11%	12%	11%	10%
Food TV shows	11%	11%	15%	10%
Food magazines	12%	11%	10%	9%
TV/ radio campaigns	5%	5%	3%	3%
Newspapers	2%	4%	5% <sup>W</sup>	3%
Retailers (e.g. supermarkets)	4%	3%	2%	2%
News websites	2%	3%	2%	2%
Social Media	2%	3%	2%	1%
Doctor/ GP	1%	2%	1%	1%
Work	1%	1%	2%	1%
School/ college/ a course	2%	1%	1%	2%
None/wouldn't	2%	1%	1%	1%
Don't know	9%	7%	13% <sup>E NI</sup>	7%
<i>Base</i>	<i>(503)</i>	<i>(1,951)</i>	<i>(475)</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 at Q11\_8c

Base: All respondents

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

- Respondents living in Wales were less likely than those in England and Scotland to say they would look for information on food safety in the future using an internet search engine (37% compared with 49% and 45% respectively) and less likely than those in Scotland to say they would look in newspapers (two per cent compared with five per cent).

- Compared with respondents in Scotland, respondents in Wales were more likely to say they would get information from family and friends (22% in Wales, 14% in Scotland).



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

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

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

Note: respondents were able to give multiple answers at Q3\_3

Base: All respondents

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

- Respondents living in Wales were more likely to say they had some responsibility for their household food shopping (87%), particularly responsibility for at least half of it (75%) compared with those living in Northern Ireland (80% and 63% respectively).
- Respondents living in Wales were more likely to report that their household shopped in a large supermarket (97%), local / corner shop (30%), got a home delivery from a supermarket (10%) or shopped at a farm (seven per cent) compared with respondents living in Northern Ireland (91%, 16%, four per cent, and three per cent respectively) and more likely than those in Scotland and Northern Ireland to report that their household shopped in a market (18% compared with six and five per cent respectively).

- Respondents in Wales were less likely than those in England to report that their household shopped in a mini-supermarket (21% compared with 31%) and less likely than those in England and Scotland to report shopping at an independent fishmonger (four per cent compared with seven per cent and 13% respectively).
- They were less likely than those in Northern Ireland to report that their household shopped at an independent butcher (30% compared with 54%) or an independent grocer (12% compared with 19%).
- Those in Wales were also less likely than respondents in any of the other countries to report that their household shopped at an independent baker (seven per cent compared with 11% in England and 12% in both Scotland and Northern Ireland).
- Respondents in Wales were more likely to say they shopped at a garage forecourt (six per cent) than those in England (three per cent), but less likely than those in Northern Ireland (12%).

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

	Wales	England	Scotland	Northern Ireland
Every day	2%	2%	2%	3%
2-3 times per week	16%	20%	21%	17%
About once a week	63%	57%	57%	61%
2-3 times a month	14%	12%	11%	12%
Once a month	4%	7%	4%	5%
Less often	*	*	1%	1%
Never	3%	3%	3%	2%
<i>Base</i>	<i>(503)</i>	<i>(1,951)</i>	<i>(475)</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 less than 0.5%

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

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

	Wales	England	Scotland	Northern Ireland
Meat portion	81%	83%	83%	90% <sup>EWS</sup>
Minced or diced	66%	69%	80% <sup>EW</sup>	78% <sup>EW</sup>
Processed	70%	67%	77% <sup>E</sup>	81% <sup>EW</sup>
Whole chicken or other poultry	71%	68%	65%	73% <sup>S</sup>
Joints	60% <sup>S</sup>	56%	51%	61% <sup>S</sup>
Fresh	92%	93%	92%	96%
Frozen	39% <sup>ESNI</sup>	32% <sup>NI</sup>	28%	24%
Standard	76%	72%	77%	85% <sup>EW S</sup>
Free range	27% <sup>NI</sup>	32% <sup>NI</sup>	29% <sup>NI</sup>	17%
Organic	9%	13% <sup>WNI</sup>	11% <sup>NI</sup>	5%
Pre-packaged	78% <sup>NI</sup>	76% <sup>NI</sup>	75% <sup>NI</sup>	63%
Loose or freshly cut	53%	49%	55%	79% <sup>EW S</sup>
Do not buy raw meat	4%	3%	4%	2%
<i>Base</i>	<i>(503)</i>	<i>(1,951)</i>	<i>(475)</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 Wales were less likely than respondents in Northern Ireland to report that their household usually bought raw meat portions (81% compared with 90%), processed raw meat such as burgers and sausages (70% compared with 81%), raw meat that was not specifically free range or organic (76% compared with 85%) or loose or freshly cut raw meat (53% compared with 79%). They were also more likely to report that their household usually bought raw meat that was free range (27% compared with 17% in Northern Ireland), or pre-packaged raw meat (78% compared with 63%).

- Respondents in Wales were less likely to report that their household usually bought minced or diced meat (66%) than those in Scotland and Northern Ireland (80% and 78% respectively) and less likely than respondents in England to report that their household usually bought organic raw meat (nine percent compared with 13% respectively).
- Respondents in Wales were more likely than those in Scotland to report that their household usually bought joints of raw meat (60% compared with 51%) and more likely than those in all of the other countries to report that their household usually bought frozen raw meat (39% in Wales, compared with 32% in England, 28% in Scotland, and 24% in Northern Ireland).

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

	Wales	England	Scotland	Northern Ireland
Supermarket regular own-brand	56% <sup>NI</sup>	52% <sup>NI</sup>	53% <sup>NI</sup>	27%
Supermarket premium brand	27% <sup>NI</sup>	30% <sup>NI</sup>	29% <sup>NI</sup>	11%
Non-branded (e.g. from a butcher)	30%	26%	27%	50% <sup>E W S</sup>
Supermarket in-store butchers	24%	22%	29% <sup>E</sup>	42% <sup>E W S</sup>
Supermarket value brand	14% <sup>NI</sup>	14% <sup>S NI</sup>	9%	5%
Other brand	3%	4%	5%	3%
<i>Base</i>	<i>(503)</i>	<i>(1,951)</i>	<i>(475)</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 Wales were more likely to report that their household usually bought supermarket regular own-brand raw meat (56%), supermarket premium brand raw meat (27%) or supermarket value brand raw meat (14%) compared with those living in Northern Ireland (27%, 11% and five per cent respectively).
- They were less likely to report that their household usually bought meat from a supermarket in-store butcher (24%) or non-branded meat e.g. from a butcher (30%) compared with respondents in Northern Ireland (42% and 50% respectively).

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

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

- There was little variation by country in terms of reported changes to buying and eating arrangements in the last six months for financial reasons, although respondents in Wales were more likely than those in Scotland to report eating out less (22% compared with 15% respectively).