

# Food and You 2 trends report: Consumer self-reported knowledge, attitudes and behaviours related to food safety and other food issues in England, Wales and Northern Ireland.

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## Introduction

- Food and You 2 is a biannual 'Official Statistic' survey commissioned by the Food Standards Agency (FSA).
- It measures adult consumers' self-reported food safety knowledge, attitudes and behaviours in England, Wales, and Northern Ireland.
- This is the first Food and You 2 trends analysis.
- It highlights key trends from Wave 1 (July 2020 to Oct 2020) to Wave 6 (Oct 2022 to Jan 2023).
- The survey covered these topics:

- ✓ Food you can trust
- ✓ Concerns about food
- ✓ Food security
- ✓ Eating out and takeaways
- ✓ Eating at home (food safety)
- ✓ Food shopping and labelling

## Methodology

- The survey was conducted using a push-to-web methodology.
- A random sample of addresses was drawn from the Royal Mail's Postcode Address File (PAF).
- The sample size comprises 1,000 each from Wales and Northern Ireland, and 2,000 from England.

## Results

### Food you can trust

#### Confidence in food safety & authenticity

- No notable changes in people's confidence/authenticity in food safety between Wave 1 and Wave 6.
- Across all waves about 9 in 10 respondents were confident that food they buy is safe to eat.
- Across all waves over 8 in 10 respondents were confident that information on food labels is accurate.
- Across all waves, around 9 in 10 respondents reported confidence in farmers to ensure food is safe to eat.
- Around 8 in 10 respondents reported confidence in food manufacturers, and slaughterhouses and dairies to ensure food is safe to eat.

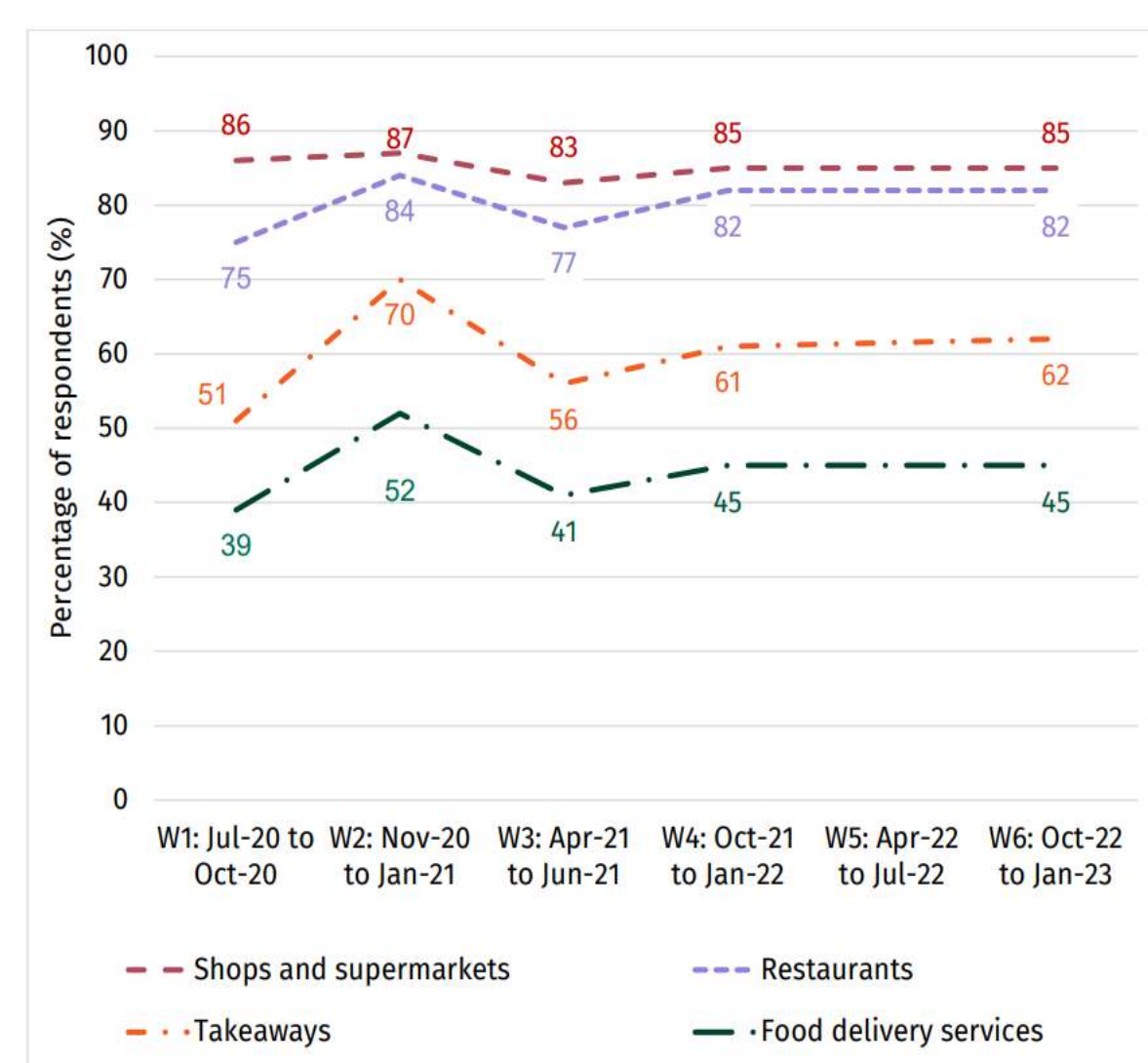


Figure 1: Confidence that food outlets ensure food is safe to eat.

#### Awareness, trust & confidence in FSA

- There were no notable differences in trust in the FSA between Wave 1 and 6.
- Across all waves, about 80% were confident that the FSA can protect the public from food-related risks.
- Across all waves, around three quarters of respondents trusted the FSA to make sure food is safe and what it says it is.
- Across all waves, around 2 in 10 reported that they neither trust nor distrust the FSA to do this.

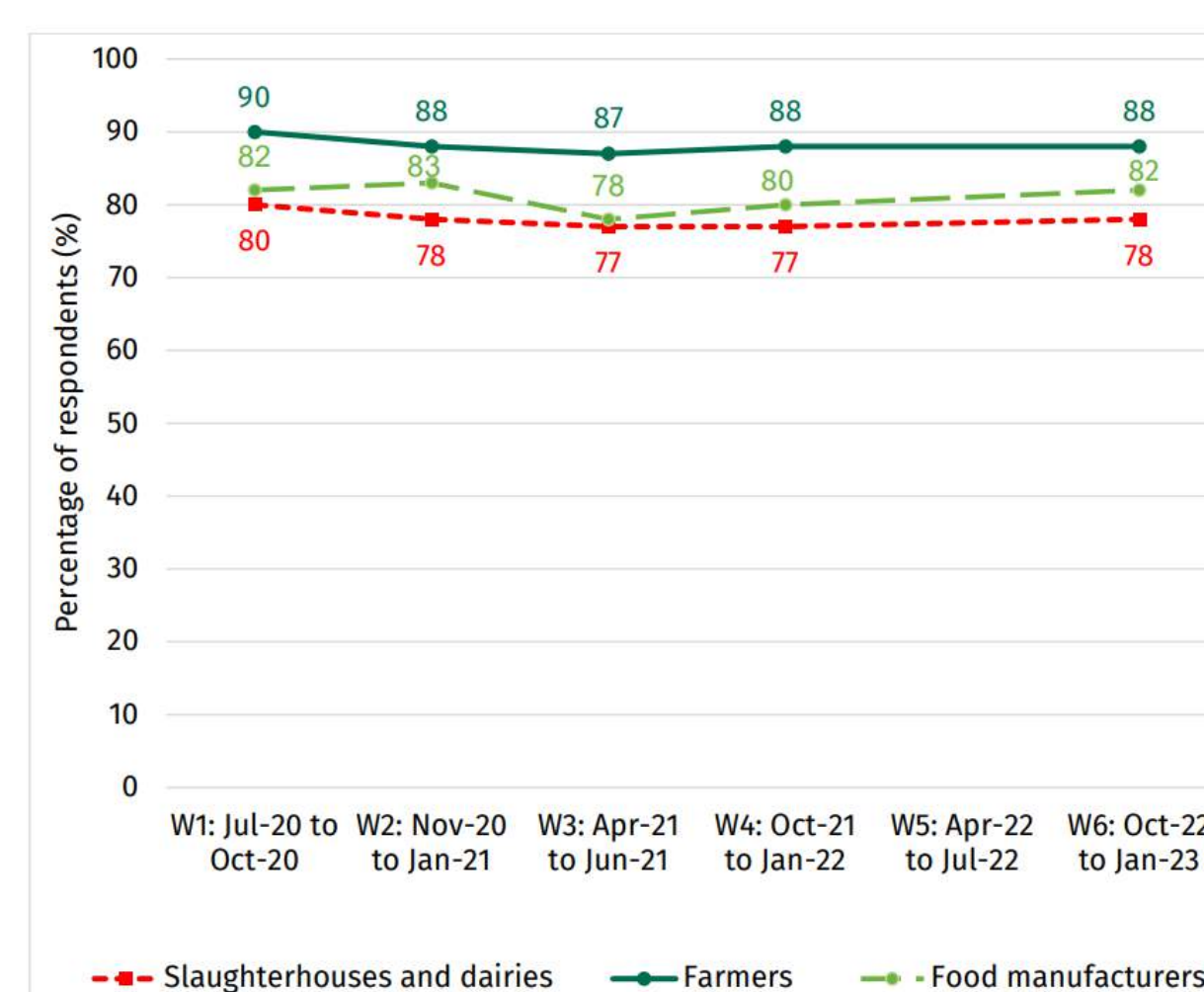


Figure 2: Confidence that food producers ensure food is safe to eat.

### Concerns about food & Food security

- Since Wave 4, concern around food prices increased notably, averaging about 65% of respondents from 40% before Wave 4.
- Concern about food poisoning fluctuated between waves, indicating possible seasonal effects.
- Respondents who reported concern about hormones, steroids or antibiotics has decreased since Wave 1 (53%), reaching the lowest (36%) in Wave 6.
- Respondents classified as food insecure increased from 15% in Wave 3 to 25% in Wave 6.

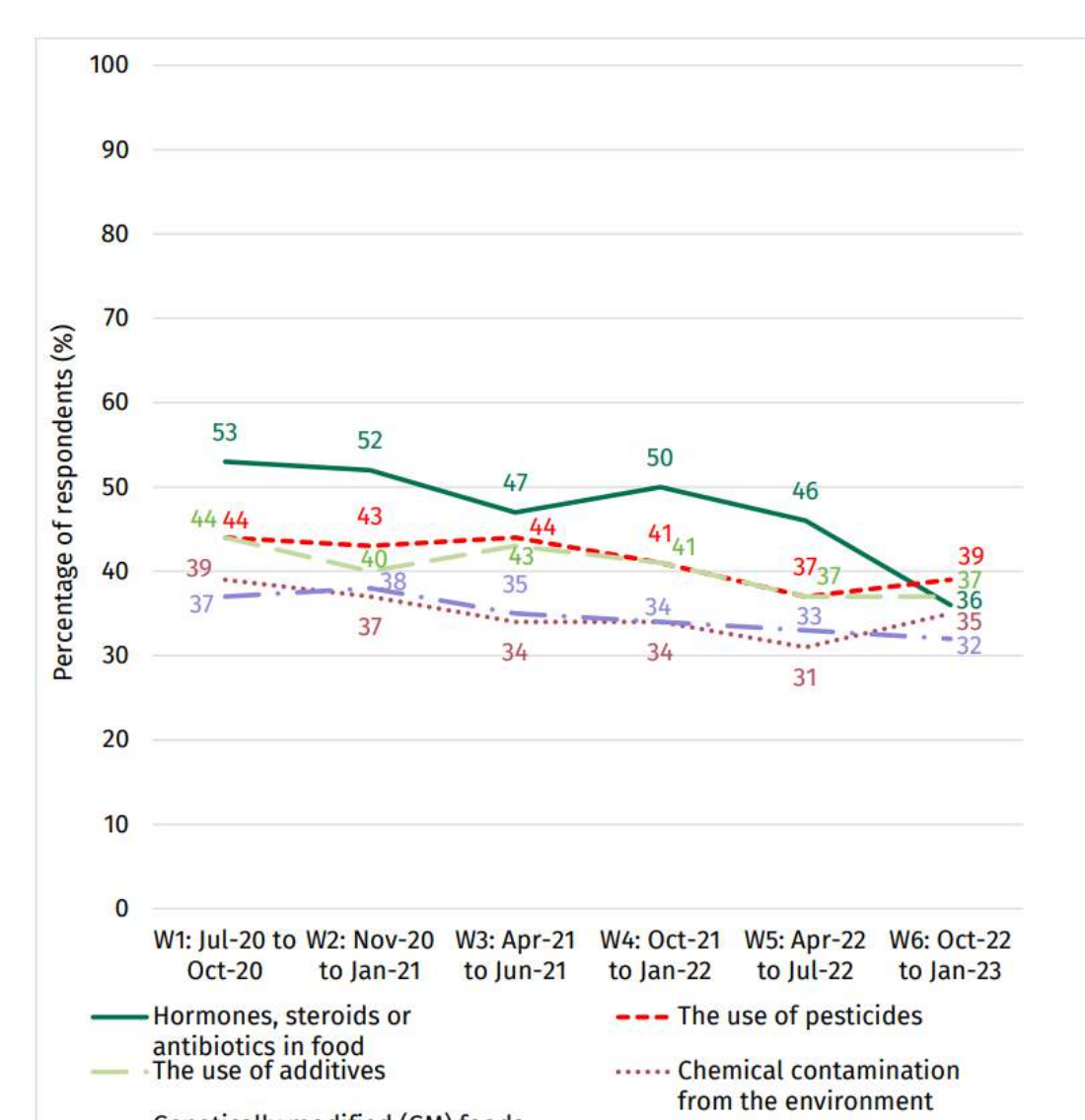


Figure 3: Prompted food-related concerns related to food production

## Results continued

### Eating out and takeaways

- Knowledge about the FHRs has increased since monitoring began in Wave 2.
- Awareness of the FHRs highest in Northern Ireland, lowest in England.



### Eating at home (food safety)

#### Handwashing in the home

- Handwashing before cooking food did not change much—averaged 74% respondents across waves.
- Handwashing immediately after handling raw meat, poultry, or fish did not change much—87% respondents across waves.

#### Refrigeration/ Chilling

- Knowledge of correct fridge temperature (between 0-5 degrees Celsius)—no notable change, average 60% respondents across waves.
- Across all waves, around 6 in 10 respondents stored raw meat and poultry at the bottom of the fridge.
- Over a third of respondents stored raw meat and poultry in other areas of the fridge, across all waves.

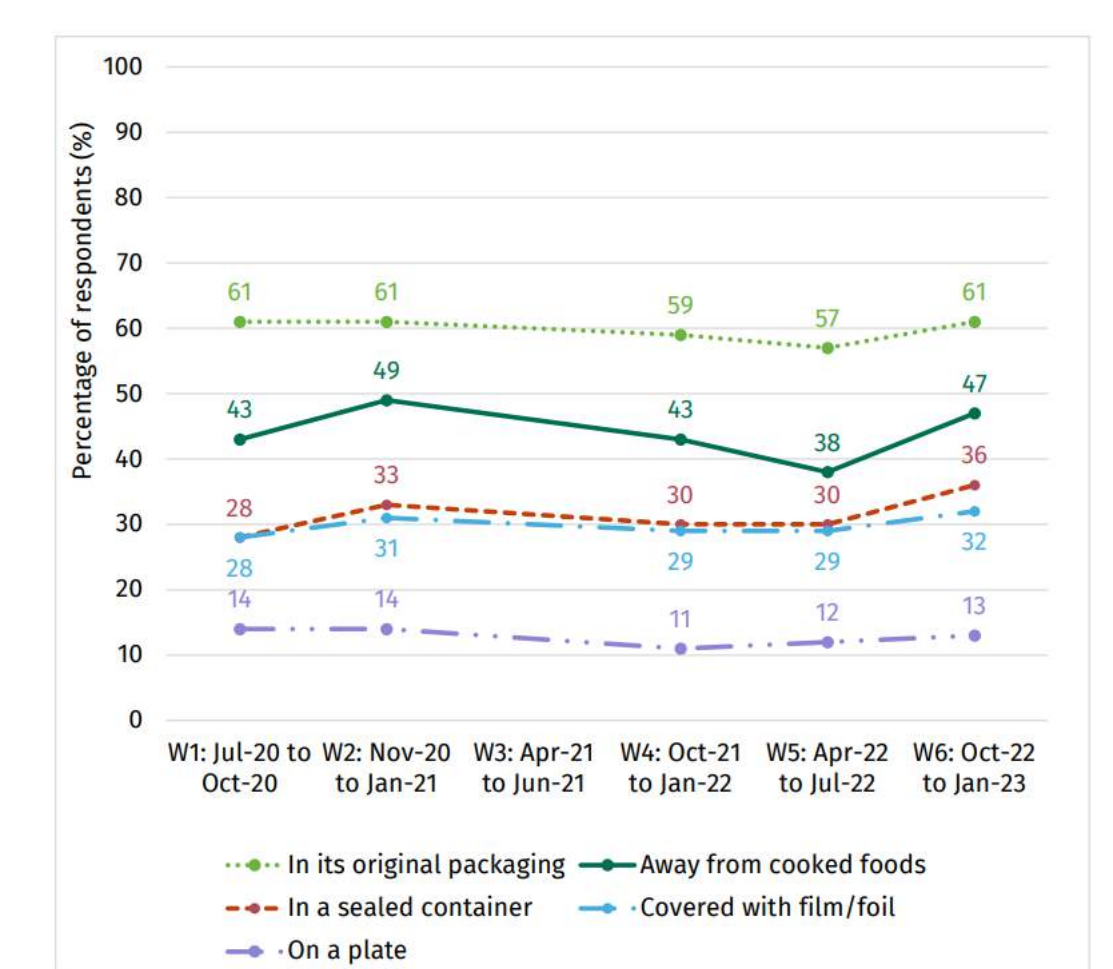


Figure 4: How respondents store raw meat and poultry in the fridge.

#### Cooking & Leftovers

- Across waves, 8 in 10 respondents reported they always cook food until steaming hot.
- Across waves, 9 in 10 respondents reported they would never eat chicken or turkey when its pink or has pink juices.
- There was a slight decrease in the percentage of respondents who reported that they never wash raw chicken between Wave 1 and 6.
- Across all waves, around 6 in 10 respondents reported that they never wash raw chicken.
- Slight increase from 25% to 31% for respondents who reported they would eat leftovers after 2 days or longer.

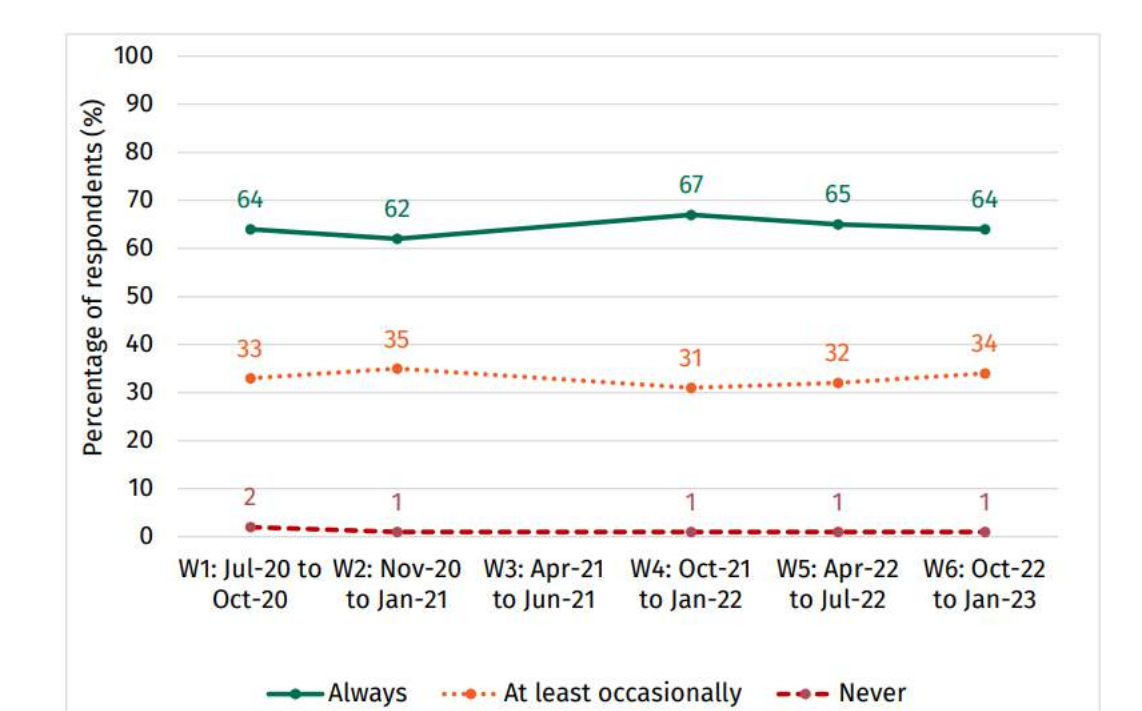


Figure 5: How often respondents check use-by dates when they are about to cook or prepare food.

#### Use-by dates

- Across all waves, over 6 in 10 respondents identified the use-by date as the information which shows that food is no longer safe to eat. No notable changes.
- Across all waves, over 6 in 10 respondents reported that they always check use-by dates before they cook or prepare food. No notable changes.

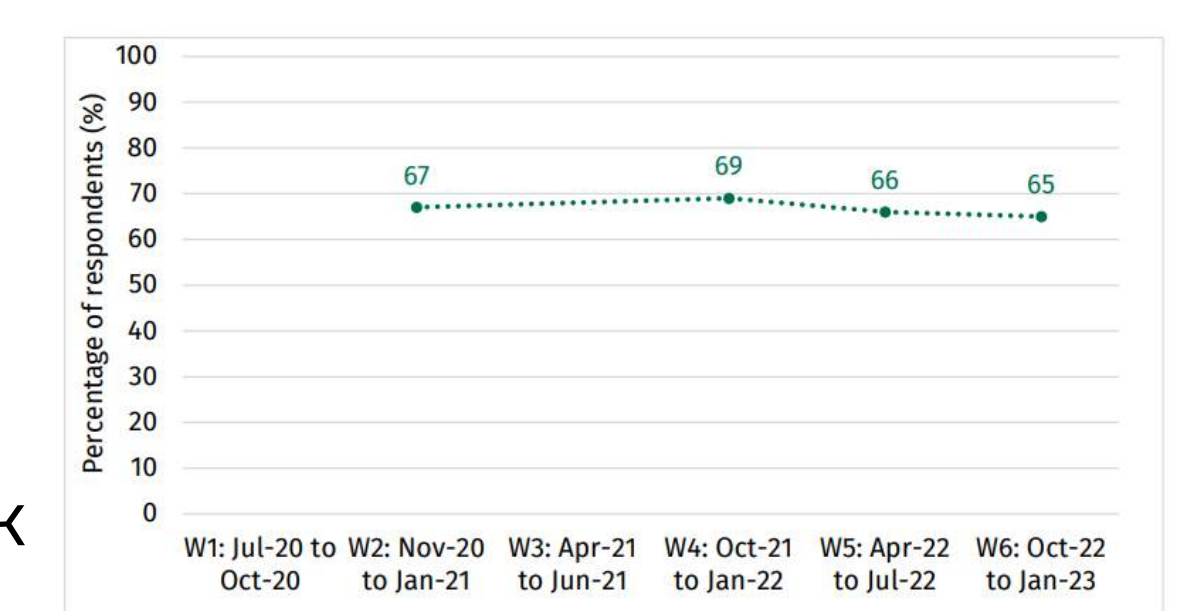
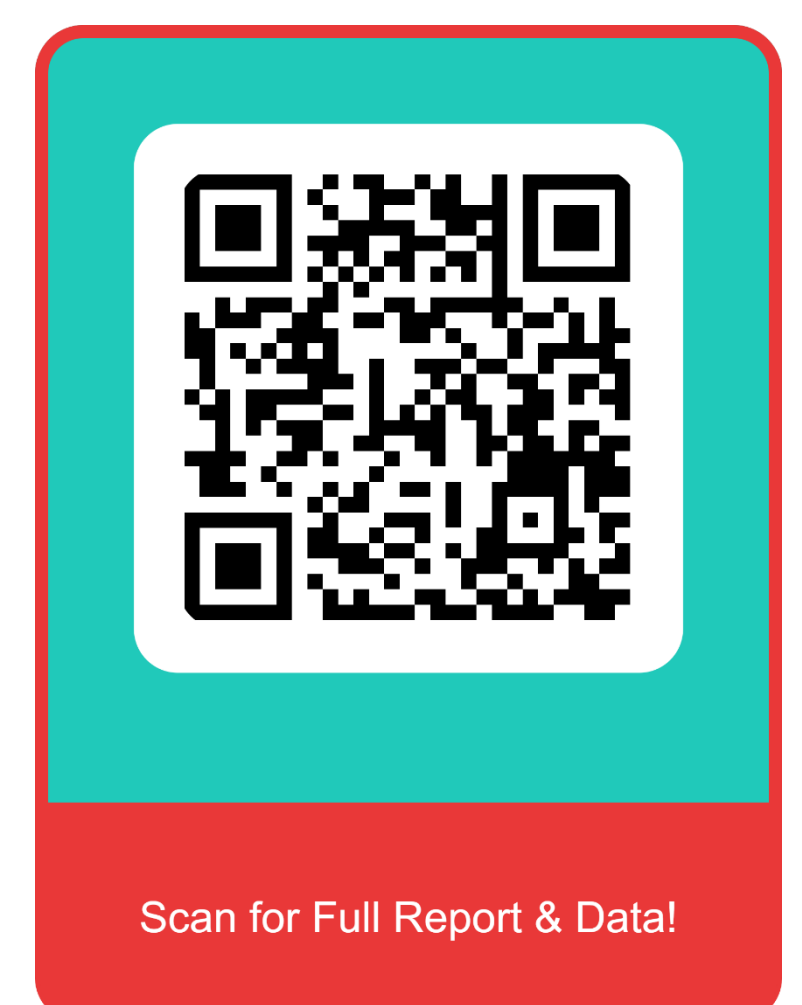


Figure 6: Percentage of respondents who identified use-by dates as the information which shows when food is no longer safe to eat.

## Conclusion

- The FSA is a non-ministerial government department.
- It works to protect public health and consumers' wider interests in relation to food in England, Wales, and Northern Ireland.
- The FSA's overarching mission is 'food you can trust'.
- The FSA's vision as set out in the 2022-2027 strategy is a food system in which: (1) food is safe, (2) food is what it says it is, (3) food is healthier and more sustainable.
- Results from the Food and You 2 surveys help the FSA to track how it is meeting this mission.



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## Contact

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