

FY2 Wave 3-4 NI: Chapter 1: Food you can trust

- Food is safe
- Food is what it says it is
- Food is healthier and more sustainable

This chapter provides an overview of respondents' awareness of and trust in the FSA, as well as their confidence in food safety and the accuracy of information provided on food labels [\(footnote 1\)](#).

Confidence in food safety and authenticity

Most respondents reported confidence (for example, were very confident or fairly confident) in food safety and authenticity; 94% of respondents reported that they were confident that the food they buy is safe to eat, and 88% of respondents were confident that the information on food labels is accurate [\(footnote 2\)](#).

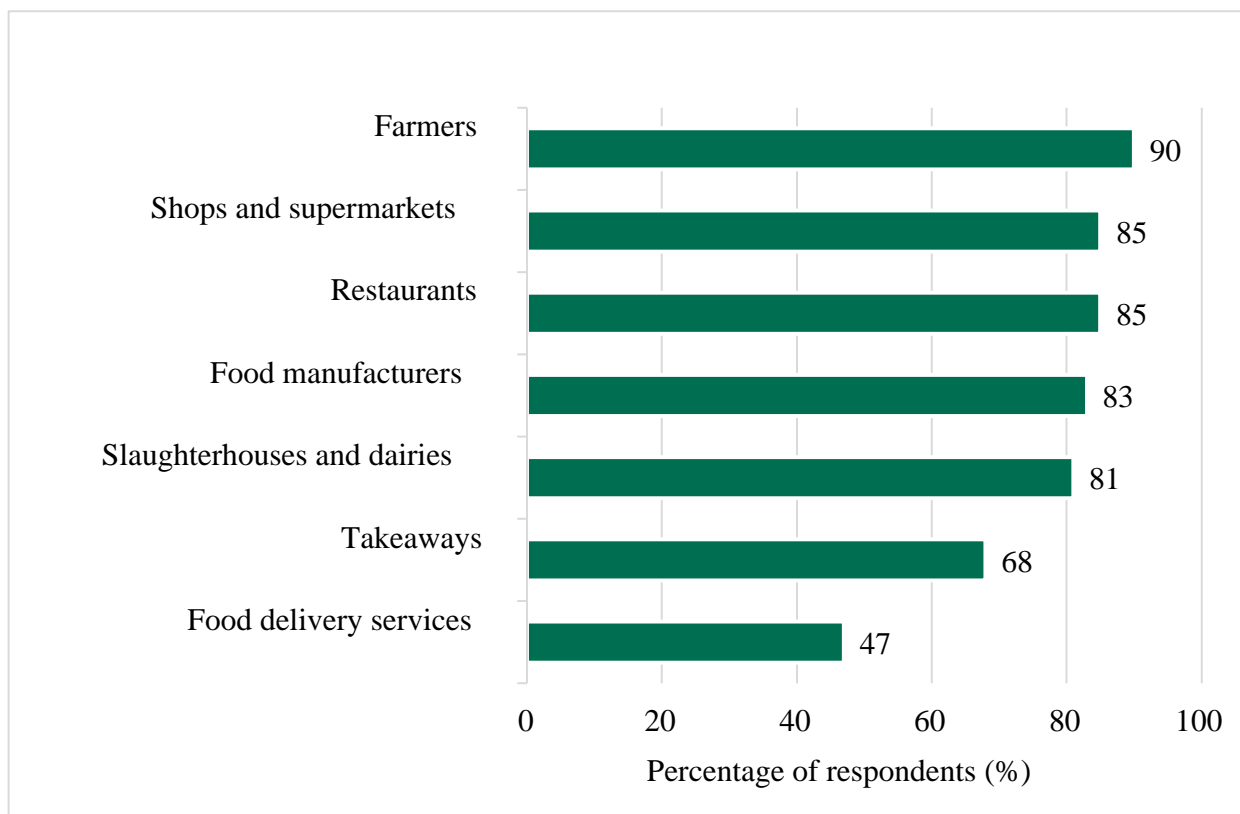
Confidence in the food supply chain

Around three quarters of respondents (76%) reported that they had confidence (i.e. were very confident or fairly confident) in the food supply chain [\(footnote 3\)](#).

Figure 1: Confidence that food supply chain actors ensure food is safe to eat

Change to table and accessible view

Change to chart view



Outlet type	Consumers confident in food actor (%)
Food delivery services	47
Takeaways	68
Slaughterhouses and dairies	81
Food manufacturers	83
Restaurants	85
Shops and supermarkets	85
Farmers	90

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Source: Food and You 2: Wave 4

Respondents were asked to indicate how confident they were that key actors involved in the food supply chain ensure that the food they buy is safe to eat. Respondents were more likely to report

confidence (i.e. very confident or fairly confident) in farmers (90%), shops and supermarkets (85%), and restaurants (85%), than in takeaways (68%), and food delivery services for example, Just Eat, Deliveroo, Uber Eats (47%) (Figure 1) [\(footnote 4\)](#).

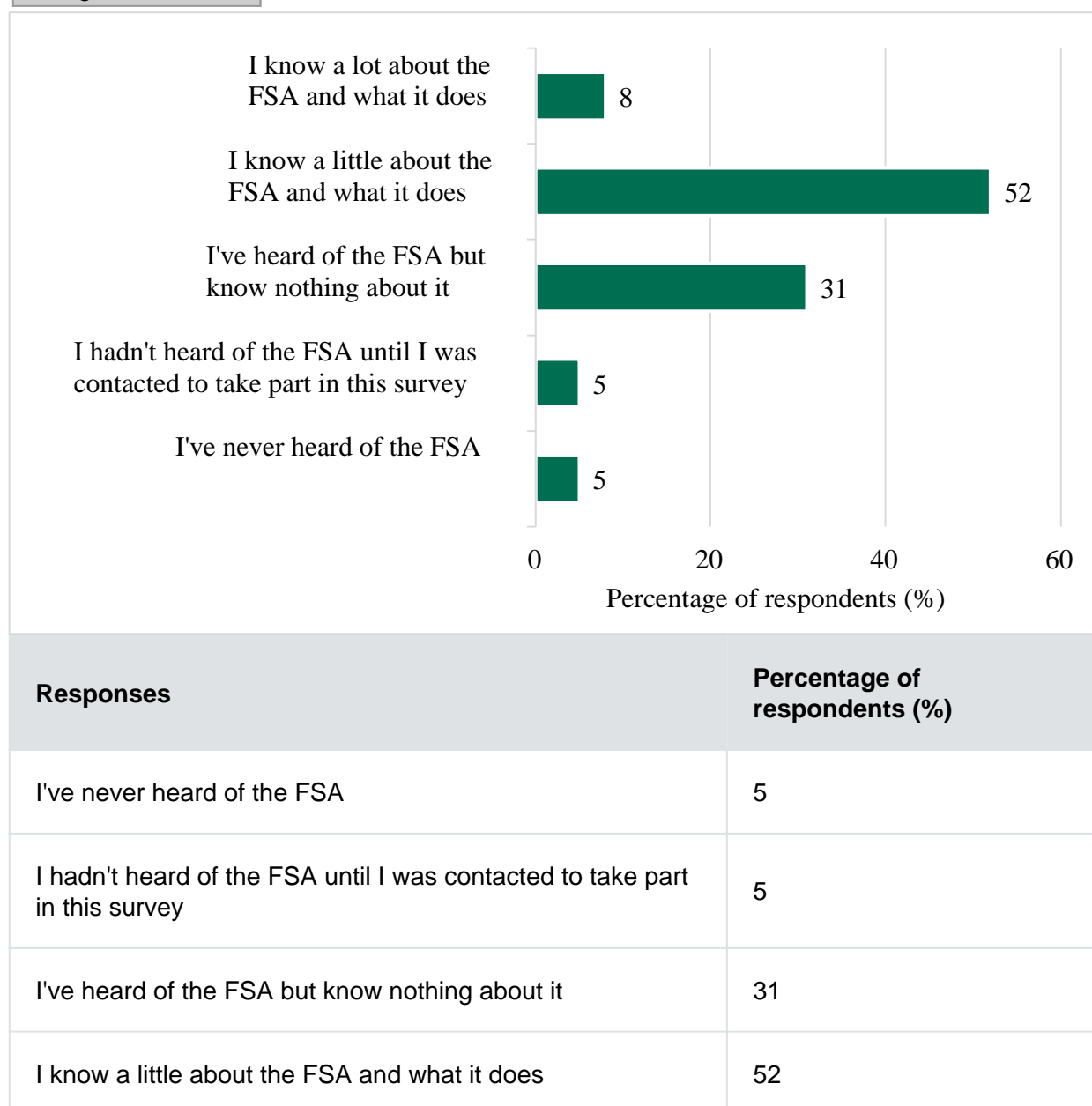
Awareness, trust and confidence in the FSA

Most respondents (91%) had heard of the FSA [\(footnote 5\)](#).

Figure 2 Knowledge about the Food Standards Agency

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Responses	Percentage of respondents (%)
I know a lot about the FSA and what it does	8

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Source: Food and You 2: Wave 4

Most (60%) respondents reported at least some knowledge of the FSA; 8% reported that they knew a lot about the FSA and what it does, and 52% reported that they knew a little about the FSA and what it does. Around 3 in 10 (31%) had heard of the FSA but knew nothing about it, 5% had not heard of the FSA before being contacted to take part in the survey, and 5% had not heard of the FSA (Figure 2) [\(footnote 6\)](#).

Knowledge of the FSA varied between different categories of people in the following ways:

- Age group: respondents aged between 35 and 74 years (for example, 70% of those aged 55-64 years) were more likely to report knowledge of the FSA compared to the oldest respondents (46% of those aged 75 years and over).
- Annual household income: respondents with an income between £19,000 and £95,999 (for example, 66% of those with an income of £64,000-£95,999) were more likely to report knowledge of the FSA compared to those with an income of less than £19,000 (52%).
- Country: six in ten (60%) respondents in Northern Ireland reported knowledge of the FSA. Respondents in Wales (68%) were more likely to report knowledge of the FSA than those in England (57%)**.
- Food hypersensitivity: respondents with an intolerance (72%) were more likely to report knowledge of the FSA compared to respondents who did not have a food hypersensitivity (58%).

Responsibility for cooking and / or shopping: respondents who were responsible for cooking (61%) and/or shopping (61%) were more likely to report knowledge of the FSA compared to respondents who do not cook (47%) and/or those who never shop (47%).

Northern Ireland Multiple Deprivation Measure 2017 (NIMDM) [\(footnote 7\)](#): knowledge of the FSA was comparable between respondents who lived in area with different levels of deprivation. For example, 62% of those who lived in the most deprived areas (NIMDM 1) and 60% of those who lived in the least deprived areas (NIMDM 5) reported knowledge of the FSA.**

Trust in the FSA

Respondents who had at least some knowledge of the FSA were asked how much they trusted the FSA to do its job, that is to make sure food is safe and what it says it is; 81% of these respondents reported that they trusted the FSA to do this [\(footnote 8\)](#).

Around 9 in 10 (86%) respondents reported that they were confident that the FSA (or the government agency responsible for food safety) can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food), 84% were confident that the FSA is committed to communicating openly with the public about food-related risks, and 85% were confident that the FSA takes appropriate action if a food-related risk is identified [\(footnote 9\)](#).

1. In line with the FSA's 2022-2027 Strategy, future reports will also consider food being healthier and more sustainable within this chapter.
2. Question: How confident are you that... A) the food you buy is safe to eat. B) the information on food labels is accurate (for example, ingredients, nutritional information, country of origin). Responses: Very confident, Fairly confident, Not very confident, Not at all confident, It varies, Don't know. Base is 1263, all online respondents and all those who completed the 'Eating at Home' paper questionnaire in Northern Ireland. Wave 4.
[7]
3. Question: How confident are you in the food supply chain? That is all the processes involved in bringing food to your table. Responses: Very confident, Fairly confident, Not very confident, Not at all confident, It varies, Don't know. Base is 1263, all online respondents and all those who completed the 'Eating at Home' paper questionnaire in Northern Ireland. Wave 4.
4. Question: How confident are you that... A) Farmers, B) Slaughterhouses and dairies, C) Food manufacturers for example, factories, D) Shops and supermarkets, E) Restaurants, F) Takeaways, G) Food delivery services for example, Just Eat, Deliveroo, Uber Eats...in the UK (and Ireland) ensure the food you buy is safe to eat. Responses: Very confident, Fairly confident, Not very confident, Not at all confident, It varies, Don't know. Base is 1329, all online respondents and all those who completed the 'Eating Out' paper questionnaire in Northern Ireland. Wave 4.
5. Question: Which of the following, if any, have you heard of? Please select all that apply. Response: Food Standards Agency (FSA), (England) Public Health England (PHE), (England) Department for Environment, Food and Rural Affairs (DEFRA), (England) Environment Agency, (England and Wales) Health and Safety Executive (HSE), (Wales) Public Health Wales (PHW), (Wales) Natural Resources Wales, (NI) Public Health Agency (PHA), (NI) Department of Agriculture, Environment and Rural Affairs (DAERA), (NI) Health and Safety Executive Northern Ireland (HSENI), (NI) Safefood. Base is 1017, all online respondents in Northern Ireland. Wave 4. Please note: All consumers taking part in the survey had received an invitation to take part in the survey from Ipsos which mentioned the FSA. An absence of response indicates the organisation had not been heard of by the respondent or a non-response.
6. Question: How much, if anything, do you know about the Food Standards Agency, also known as the FSA? Response: I know a lot about the FSA and what it does, I know a little about the FSA and what it does, I've heard of the FSA but know nothing about it, I hadn't heard of the FSA until I was contacted to take part in this survey, I've never heard of the FSA. Base is 1575, all respondents in Northern Ireland. Wave 4. Please note: All consumers taking part in the survey had received an invitation to take part in the survey which mentioned the FSA.
7. Northern Ireland Multiple Deprivation Measure (NIMDM) is the official measure of relative deprivation of a geographical area. NIMDM is a multidimensional calculation which is intended to represent the living conditions in the area, including income, employment, health, education, access to services, housing, community safety and physical

environment.

8. Question: How much do you trust or distrust the Food Standards Agency to do its job? That is to make sure that food is safe and what it says it is. Responses: I trust it a lot, I trust it, I neither trust nor distrust it, I distrust it, I distrust it a lot, Don't know. Base is 959, all respondents who know a lot or a little about the FSA and what it does in Northern Ireland except where England, Wales and NI differences are stated. Wave 4. Please note: 'I trust it a lot' and 'I trust it' referred to as trust.

9. Question: How confident are you that the Food Standards Agency / the government agency responsible for food safety in England, Wales and Northern Ireland...A) Can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food). B) Is committed to communicating openly with the public about food-related risks. C) Takes appropriate action if a food related risk is identified? Responses: Very confident, Fairly confident, Not very confident, Not at all confident, Don't know. Base is 1575, all respondents in Northern Ireland. Wave 4. Please note: 'Very confident' and 'Fairly confident' referred to as confident. Respondents with little or no knowledge of the FSA were asked about 'the government agency responsible for food safety', those with at least some knowledge of the FSA were asked about the FSA.