

Annex A: Food and You 2: Wave 5 and 6

Background

In 2018 the [Advisory Committee for Social Science](#) (ACSS) established a new Food and You Working Group to review the methodology, scope and focus of the Food and You survey. The Food and You Working Group provided a [series of recommendations](#) on the future direction of the Food and You survey to the FSA and the ACSS in April 2019. Food and You 2 was developed from the recommendations.

Food and You 2 replaces the FSA's face-to-face Food and You survey (2010-2018) ([footnote 1](#)), Public Attitudes Tracker (2010-2019) and [Food Hygiene Rating Scheme \(FHRS\) - Consumer Attitudes Tracker](#) (2014-2019). Due to differences in the question content, presentation and mode of response, direct comparisons should not be made between these earlier surveys and Food and You 2.

Previous publications in this series include:

- [Food Security in Northern Ireland Wave 1](#)
- [Food and You 2: Northern Ireland and Wales Specific Wave 1-2 Key Findings](#)
- [Food and You 2: Northern Ireland Wave 3-4 Key Findings](#)

Methodology

The Food and You 2 survey is commissioned by the Food Standards Agency (FSA). The fieldwork is conducted in England, Wales and Northern Ireland by Ipsos. Food and You 2 is a biannual survey. Fieldwork for Wave 5 was conducted between 26th April and 24th July 2022 and fieldwork for Wave 6 was conducted between 12th October 2022 and 10th January 2023.

Sampling

Food and You 2 is a sequential mixed-mode 'push-to-web' survey. A random sample of addresses (selected from the Royal Mail's Postcode Address File) received a letter inviting up to two adults (aged 16 or over) in the household to complete the online survey. A first reminder letter was sent to households that had not responded to the initial invitation. A postal version of the survey accompanied the second reminder letter for those who did not have access to the internet or preferred to complete a postal version of the survey. This helps to reduce the response bias that otherwise occurs with online-only surveys.

The sample of main and reserve addresses ([footnote 2](#)) was stratified by region (with Northern Ireland and Wales being treated as separate regions), and within region (or country) by local authority (district council in Northern Ireland) to ensure that the issued sample was spread proportionately across the local authorities. National deprivation scores were used as the final level of stratification within the local authorities - in England the [Index of Multiple Deprivation \(IMD\)](#), in Wales the [Welsh Index of Multiple Deprivation \(WIMD\)](#) and in Northern Ireland, the [Northern Ireland Multiple Deprivation Measure \(NIMDM\)](#).

Due to the length and complexity of the online questionnaire it was not possible to include all questions in the postal version of the questionnaire. To make the postal version of the

questionnaire shorter and less complex, two versions were produced.

Response rates

For Wave 5 a total of 6,770 adults from 4,727 households across Northern Ireland (1,875 adults), England (3,424 adults), and Wales (1,471 adults), completed the survey. In Northern Ireland, a response rate of 27.2% was achieved. 54.1% of respondents completed the survey online and 45.9% completed the postal version of the survey.

For Wave 6 a total of 5,991 adults from 4,217 households across Northern Ireland (1,088 adults), England (2,072 adults), and Wales (1,015 adults), completed the survey. In Northern Ireland, a response rate of 26.5% was achieved. 63.1% of respondents completed the survey online and 36.9% completed the postal version of the survey.

Weighting

Weighting was applied to ensure the data are as close as possible to being representative of the socio-demographic and sub-groups in the population, as is usual practice in government surveys. The weighting applied to the Food and You 2 data helps to compensate for variations in within-household individual selection, for response bias, and for the fact that some questions were only asked in one of the postal surveys.

Further details on sampling, response rates and weighting approach can be found in the Technical Report for [Wave 5](#) and [Wave 6](#).

Interpreting the findings

All data collected by Food and You 2 are self-reported. The data are the respondents own reported attitudes, knowledge and behaviour relating to food safety and food issues. As a social research survey, Food and You 2 cannot report observed behaviours.

The p-values that test for statistical significance are based on t-tests comparing the weighted proportions for a given response within that socio-demographic and sub-group breakdown. An adjustment has been made for the effective sample size after weighting, but no correction is made for multiple comparisons.

Reported differences between socio-demographic and sub-groups typically have a minimum difference of 10 percentage points between groups and are statistically significant at the 5% level ($p < 0.05$). However, some differences between respondent groups are included where the difference is fewer than 10 percentage points when the finding is notable or of interest. Percentage calculations are based only on respondents who provided a response. Reported values and calculations are based on weighted totals.

Due to the difference in methodology between the Public Attitudes Tracker, FHRS Consumer Attitudes Tracker and Food and You survey (2010-2018) it is not possible to compare the data collected in Food and You 2 (2020 onward) with these earlier data. Comparisons can be made between the different waves of [Food and You 2](#).

Technical terms and definitions

1. Statistical significance is indicated at the 5% level ($p < 0.05$). This means that where a significant difference is reported, there is reasonable confidence that the reported difference is reflective of a real difference at the population level.
2. Food security means that all people always have access to enough food for a healthy and active lifestyle ([World Food Summit, 1996](#)). [The United States Department of Agriculture](#) (USDA) has created a series of questions which indicate a respondent's level of food

security. Food and You 2 incorporates the [10 item U.S. Adult Food Security Survey Module](#) and uses a 12 month time reference period. Respondents are classified as having high food security, marginal food security, low food security and very low food security.

3. [NS-SEC](#) (The National Statistics Socio-economic classification) is a classification system which provides an indication of socio-economic position based on occupation and employment status.
4. [Northern Ireland Multiple Deprivation Measure \(NIMDM\)](#) is the official measure of relative deprivation of a geographical area. WIMD classification is assigned by postcode or place name. WIMD 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. Small areas are ranked by IMD/WIMD/NIMDM; this is done separately for [England](#), [Wales](#) and [Northern Ireland](#).

1. The Food and You survey has been an Official Statistic since 2014.
2. A reserve sample of addresses was created to use if the target number of respondents was not achieved from the main sample of addresses.