

F&Y2 Wave 7: Introduction

The Food Standards Agency: role, remit, and responsibilities

The Food Standards Agency (FSA) is a non-ministerial government department working to protect public health and consumers' wider interests in relation to food in England, Wales, and Northern Ireland ([footnote 1](#)). 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:

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

Food and You 2 is designed to monitor the FSA's progress against this mission and to inform policy decisions by measuring on a regular basis consumers' self-reported knowledge, attitudes and behaviours related to food safety and other food issues in England, Wales, and Northern Ireland.

Food and You 2: Wave 7

Food and You 2: Wave 7 data were collected between 28th April 2023 to 10th July 2023 ([footnote 2](#)). A total of 5,812 adults (aged 16 years and over) from 4,006 households across England, Wales, and Northern Ireland completed the survey (an overall response rate of 27.6%).

Food and You 2: Wave 7 data were collected during a period which saw the highest levels of annual inflation of the price of food and non-alcoholic drinks since 1977 ([footnote 3](#)). It is expected that these circumstances will have had a significant impact on people's food-related behaviours, such as, how and where people buy and eat food, and on levels of household food insecurity ([footnote 4](#)).

Food and You 2 is a modular survey, with 'core' modules included every wave, 'rotated' modules repeated annually or biennially, and 'one-off' modules addressing current issues of interest. The modules presented in this report include: 'Food you can trust' (core); 'Concerns about food' (core); 'Food security' (core); 'Food shopping and labelling' (rotated), 'Online platforms' (rotated) and 'Novel foods' (rotated).

This report presents key findings from the Food and You 2: Wave 7 survey. Not all questions asked in the Wave 7 survey are included in the report. The full results are available in the accompanying full data set and tables.

Interpreting the findings

To highlight the key differences between socio-demographic and other sub-groups, variations in responses are typically reported only where the absolute difference is 10 percentage points or larger and is statistically significant at the 5% level ($p < 0.05$). However, some differences between socio-demographic and other sub-groups are included where the difference is less than 10 percentage points, when the finding is notable or judged to be of interest. These differences are

indicated with a double asterisk (**). A single asterisk indicates that the value is not reported as the base size is below 100 and therefore may not be representative (*).

In some cases, it was not possible to include the data of all sub-groups, however such analyses are available in the full data set and tables. Key information is provided for each reported question in the footnotes, including:

- Question wording (question) and response options (response).
- Number of respondents presented with each question and description of the respondents who answered the question (Base= N).
- 'Please note:' indicates important points to consider when interpreting the results.

1. In Scotland, the non-ministerial office [Food Standards Scotland](#), is responsible for ensuring food is safe to eat, consumers know what they are eating and improving nutrition.
2. Please note: In November 2024, the fieldwork date noted was corrected from 23rd April to 28th April.
3. See the [Cost of living insights: Food \(ONS\)](#).
4. For example, [Consumer insights tracker report: key findings from December 2021 to March 2022 \(2022\)](#), FSA. [The UK Public's Interests, Needs and Concerns Around Food \(2022\)](#), Bright Harbour. [Food in a pandemic \(2021\)](#). FSA. [Family Resources Survey \(FRS\): financial year 2020 to 2021 \(2021\)](#). DWP. The FRS asks respondents to report experiences of food insecurity in the last 30 days so responses cannot be compared with Food and You 2.