

# Consumer Insights Tracker Technical Report: Annex 1

## Annex 1: Example survey questionnaire

Base: All

Question type: Single

#row order: reverse

**[Q2m]** To what extent, if at all, are you worried about there not being enough food available for you/your household to buy in the next month?

Please select one answer only

<1> Very worried

<2> Somewhat worried

<3> Not very worried

<4> Not at all worried

<5 fixed> Don't know

<6 fixed> Prefer not to answer

Base: All

Question type: Single

#row order: reverse

**[Q3m]** To what extent, if at all, are you worried you/your household will not be able to afford food in the next month?

Please select one answer only

<1> Very worried

<2> Somewhat worried

<3> Not very worried

<4> Not at all worried

<5 fixed> Don't know

<6 fixed> Prefer not to answer

Base: All

Question type: Single

**[Q3]** In the last month, have you or anyone else in your household received a free parcel of food from a food bank or other emergency food provider?

Please select one answer only

<1> Yes

<2> No

<3> Prefer not to say

Base: All

Question type: Multiple

#row order: randomize

**[Q6]** In the last month, did any of the following apply to you, or someone else in your household?

Please tick all that apply.

\*\*I, or someone in my household... \*\*

- <1> Could not afford my essential food shopping
- <2> Could not afford to buy food that meets my animal welfare or environmental values
- <3> Bought reduced / discounted food close to its use-by-dateA \*\*use-by date\*\* on food is about safety. Foods can be eaten until the use-by date but not after. You will see use-by dates on food that goes off quickly, such as meat products or ready-to-eat salads. Use-by dates are different to best before dates; best before dates relate to food quality not food safety. to save money
- <4> Shopped for food in multiple supermarkets / shops to save money
- <5> Could not afford to eat a healthy balanced diet
- <6> Cut the size of meals or skipped meals because there wasn't enough money for food
- <7> Bought less fresh food (e.g. fruit, vegetables, meat) and more long-life foods instead (e.g. tinned or frozen products) to save money
- <8> Chose cheaper alternatives rather than branded products to save money
- <9> Cooked/prepared something from scratch, rather than buying it ready-made to save money
- <10> Bulked out meals with cheaper ingredients to make food go further or feel fuller for longer
- <11> Ate food past its use-by-dateA \*\*use-by date\*\* on food is about safety. Foods can be eaten until the use-by date but not after. You will see use-by dates on food that goes off quickly, such as meat products or ready-to-eat salads. Use-by dates are different to best before dates; best before dates relate to food quality not food safety. because I couldn't afford to buy more food
- <12 fixed xor> None of these
- <13 fixed xor> Prefer not to say

Base: All

Question type: Dyngrid

#row order: randomize

**[Q8m]** In the last month, which, if any, of the following have you done to reduce your energy bills and save money?

Please select one answer for each statement

- [Q8m\_1] Used cheaper cooking methods (e.g. using a hob, a microwave, air fryer or slow cooker) instead of an oven to heat or cook food
- [Q8m\_2] Reduced the length of time that food is cooked for
- [Q8m\_3] Lowered the cooking temperature for food
- [Q8m\_4] Turned off a fridge and/or freezer that contains food
- [Q8m\_5] Changed the settings so that food in a fridge and/or freezer is being kept at a warmer temperature
- [Q8m\_6] Eaten food cold because I could not afford to cook it

- <1> Yes, I have done this every week
- <2> Yes, I have done this some weeks but not every week
- <3> Yes, I have done this just one week in the last month
- <4> No, I have not done this in the last month
- <5> Don't know/can't remember
- <6> Prefer not to answer

Base: All

Question type: Dyngrid

#row order: randomize #column order: reverse

**[Q12]** Thinking about food in the UK in general. At the moment, how concerned, if at all, do you feel about each of the following topics?

Please select one answer only for each statement

- [Q12\_1] The 'healthiness' of people's diets in general
- [Q12\_2] Food availability/food shortages

- [Q12\_3] Animal welfare in the food industry
- [Q12\_4] The safety of food produced in the UK
- [Q12\_5] The safety of food imported from outside the UK
- [Q12\_6] The quality of food produced in the UK
- [Q12\_7] The quality of food imported from outside the UK
- [Q12\_8] Food prices
- [Q12\_9] The sustainability of food and food production
- [Q12\_10] Food poverty and food inequality
- [Q12\_11] The information on food labels being accurate (e.g. ingredients, nutritional information, country of origin)
- [Q12\_12] Genetically modified (GM) food
- [Q12\_13] Ingredients and additives in food
- [Q12\_14] Ultra-processed, or over-processing of food

- <1> Highly concerned
- <2> Somewhat concerned
- <3> Not very concerned
- <4> Not concerned at all
- <5 fixed> Don't know
- <6 fixed> I don't know enough to comment

Base: All  
 Question type: Single  
 #row order: reverse

**[Q13]** How confident are you in the food supply chain? That is all the processes involved in bringing food to your table.

Please select one answer only

- <1> Very confident
- <2> Fairly confident
- <3> Not very confident
- <4> Not at all confident
- <5 fixed> It varies
- <6 fixed> Don't know

Base: All  
 Question type: Dyngrid  
 #row order: randomize #column order: reverse

**[Q14]** \$hovertext.raw How confident are you that those involved in the food supply chain This includes farmers, manufacturers and shops and supermarkets. in the UK...

Please select one answer only for each statement

- [Q14\_1] Ensure that food is safe to eat
- [Q14\_2] Ensure there is enough food available for people to eat
- [Q14\_3] Ensure there are affordable food options for everyone
- [Q14\_4] Ensure that food is of a high quality

- <1> Very confident
- <2> Fairly confident
- <3> Not very confident
- <4> Not at all confident
- <5 fixed> It varies
- <6 fixed> Don't know

Base: All  
 Question type: Single

#row order: reverse

**[Q14a]** How much, if anything, do you know about the Food Standards Agency, also known as the FSA?

Please select one answer only

- <1> I know a lot about the FSA and what it does
- <2> I know a little about the FSA and what it does
- <3> I've heard of the FSA but know nothing about it
- <4> I hadn't heard of the FSA until I was contacted to take part in this survey
- <5> I've never heard of the FSA

Base: All

Question type: Dyngrid

#column order: reverse

**[Q15]** The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland.

How confident are you that the Food Standards Agency...

Please select one answer for each statement only

- [Q15\_1] ...can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food)?
- [Q15\_2] ...is committed to communicating openly with the public about food-related risks?
- [Q15\_3] ...takes appropriate action if a food-related risk is identified?

- <1> Very confident
- <2> Fairly confident
- <3> Not very confident
- <4> Not at all confident
- <5 fixed> Don't know / Don't know enough to say

Base: All

Question type: Single

**[Q16]** The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. 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.

Please select one answer only

- <1> I trust it a lot
- <2> I trust it
- <3> I neither trust nor distrust it
- <4> I distrust it
- <5> I distrust it a lot
- <6> Don't know / Don't know enough to say

Question type: Text

And finally, some demographic questions for our records.

Question type: Pdl

**[disability]** Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

- <1> Yes, limited a lot
- <2> Yes, limited a little
- <3> No

Question type: Pdl

**[mental\_issues]** Which, if any, of the following types of mental illnesses/disorders have you been

professionally diagnosed with? Please select all that apply.

- <1> Anger disorder (Intermittent Explosive Disorder)
- <2> Anxiety disorder
- <3> Attention Deficit Hyperactivity Disorder (ADHD)
- <4> Autism spectrum disorder
- <5> Bipolar affective disorder
- <6> Body dysmorphic disorder
- <7> Depression (including postpartum depression)
- <8> Dissociative disorder
- <9> Eating disorder
- <10> Impulse control disorder
- <11> Obsessive-Compulsive spectrum disorders
- <12> Panic disorder
- <13> Paranoid disorder
- <14> Personality disorders
- <15> Phobias
- <16> Post-Traumatic Stress Disorder (PTSD)
- <17> Schizophrenia spectrum
- <18> Other psychotic disorders
- <19> Sexual disorders
- <20> Stress disorder
- <21> Substance abuse disorders
- <97 fixed> Other mental disorders
- <96 fixed xor> Prefer not to say
- <99 fixed xor> Not applicable - I have not been diagnosed with any mental illnesses

Question type: Pdl

**[profile\_work\_stat]** Which of these applies to you?

- <1> Working full time (30 or more hours per week)
- <2> Working part time (8-29 hours a week)
- <3> Working part time (Less than 8 hours a week)
- <4> Full time student
- <5> Retired
- <6> Unemployed
- <7> Not working
- <8> Other

Question type: Pdl

**[profile\_marital]** What is your current marital or relationship status?

- <7> Divorced
- <2> In a civil partnership
- <5> In a relationship, but not living together
- <4> Living with a partner but neither married nor in a civil partnership
- <1> Married
- <3> Separated but still legally married or in a civil partnership
- <6> Single
- <8> Widowed

Question type: Pdl

**[profile\_household\_size]** How many people, including yourself, are there in your household?

Please include both adults and children.

- <1> 1
- <2> 2
- <3> 3
- <4> 4

- <5> 5
- <6> 6
- <7> 7
- <8> 8 or more
- <9> Don't know
- <10> Prefer not to say

Question type: Pdl

**[profile\_education\_level]** What is the highest educational or work-related qualification you have?

- <1> No formal qualifications
- <2> Youth training certificate/skillseekers
- <3> Recognised trade apprenticeship completed
- <4> Clerical and commercial
- <5> City & Guilds certificate
- <6> City & Guilds certificate - advanced
- <7> ONC
- <8> CSE grades 2-5
- <9> CSE grade 1, GCE O level, GCSE, School Certificate
- <10> Scottish Ordinary/ Lower Certificate
- <11> GCE A level or Higher Certificate
- <12> Scottish Higher Certificate
- <13> Nursing qualification (e.g. SEN, SRN, SCM, RGN)
- <14> Teaching qualification (not degree)
- <15> University diploma
- <16> University or CNA first degree (e.g. BA, B.Sc, B.Ed)
- <17> University or CNA higher degree (e.g. M.Sc, Ph.D)
- <18> Other technical, professional or higher qualification
- <19> Don't know
- <20> Prefer not to say

Question type: Pdl

**[profile\_gross\_household]** Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

- <1> under £5,000 per year
- <2> £5,000 to £9,999 per year
- <3> £10,000 to £14,999 per year
- <4> £15,000 to £19,999 per year
- <5> £20,000 to £24,999 per year
- <6> £25,000 to £29,999 per year
- <7> £30,000 to £34,999 per year
- <8> £35,000 to £39,999 per year
- <9> £40,000 to £44,999 per year
- <10> £45,000 to £49,999 per year
- <11> £50,000 to £59,999 per year
- <12> £60,000 to £69,999 per year
- <13> £70,000 to £99,999 per year
- <14> £100,000 to £149,999 per year
- <15> £150,000 and over
- <16> Don't know
- <17> Prefer not to answer

Question type: Pdl

**[profile\_household\_children]** How many of the people in your household are under 18?

- <1> 0
- <2> 1
- <3> 2
- <4> 3
- <5> 4
- <6> 5 or more
- <7 if 0> 6 or more
- <8> Don't know
- <9> Prefer not to say

Question type: Pdl

**[profile\_household\_type]** Which of the following, if any, best describes your current living arrangements?

- <1> Living with a spouse or partner
- <2> Living with friend(s) or housemate(s)
- <3> Living with parent(s) or other adult family member(s)
- <4> Not living with any other adults
- <99> None of these

Question type: Pdl

**[bixdemo\_mainshopper]** Thinking about household grocery shopping, which of the following statements best applies to you?

- <1> I am the sole grocery shopper in my household
- <2> I am in part responsible for grocery shopping in my household
- <3> I am not responsible at all for grocery shopping in my household