

Food and You 2 FHRs Wave 8: Annex A

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.

The Food and You 2 survey replaced the biennial face-to-face Food and You survey (2010-2018), biannual Public Attitudes Tracker (2010-2019) and annual [Food Hygiene Rating Scheme \(FHRs\) Consumer Attitudes Tracker \(2014-2019\)](#). The Food and You survey has been an Official Statistic since 2014. 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 FHRs publications in this series include:

- [Food Hygiene Rating Scheme \(FHRs\) Food and You 2: Wave 2](#) (December 2021)
- [Food Hygiene Rating Scheme \(FHRs\) Food and You 2: Wave 4](#) (November 2022)
- [Food Hygiene Rating Scheme \(FHRs\) Food and You 2: Wave 6](#) (November 2023)

Methodology

The Food and You 2 survey is commissioned by the Food Standards Agency (FSA). The fieldwork is conducted by Ipsos. Food and You 2 is a biannual survey. Fieldwork for Wave 8 was conducted between the 12th of October 2023 and the 8th of January 2024.

Response rates

For Wave 8 a total of 5,808 adults from 4,006 households across England (2,870 adults), Northern Ireland (1,550 adults), and Wales (1,388 adults), completed the survey. An overall response rate of 26.7% was achieved. 67.4% of respondents completed the survey online and 32.6% completed the postal version of the survey.

Food and You 2 uses a modular approach where some questions are asked in every wave of the survey (every 6 months), whereas others are asked less frequently for example every year or every 2 years. This report presents findings mostly from the F&Y2: Wave 8 'Eating out and takeaway' module relating to the Food Hygiene Rating Scheme (FHRs). These questions are asked on an annual basis.

Some of these findings are included within the [Food and You 2: Wave 8 Key Findings report](#) however are presented in greater detail in this report.

A total of 4,966 adults (aged 16 years or over) across England, Wales, and Northern Ireland completed the 'Eating out and takeaway' module via the online survey or the 'Eating out' postal questionnaire. Not every respondent will have answered every question depending on the respondents self-reported behaviours, knowledge and attitudes.

Survey design

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. A third and final reminder was sent to households if the online survey had not been completed. Respondents were given a gift voucher for completing the survey.

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.

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 about the methodology, response rates, weighting approach used and the weights applied to the Food and You 2: Wave 8 data are available in the [Technical Report](#).

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.

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 referred to as being food

secure if they are classified as having high food security (no reported indications of food-access problems or limitations), or marginal food security (one or two reported indications—typically of anxiety over food sufficiency or shortage of food in the house. Little or no indication of changes in diets or food intake). Respondents are referred to as being food insecure if they are classified as having low food security (reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake) or very low food security (reports of multiple indications of disrupted eating patterns and reduced food intake).

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. [Index of Multiple Deprivation \(IMD\)](#) / [Welsh Index of Multiple Deprivation \(WIMD\)](#) / [Northern Ireland Multiple Deprivation Measure \(NIMDM\)](#) is the official measure of relative deprivation of a geographical area. IMD/WIMD/NIMDM classification is assigned by postcode or place name. IMD/WIMD/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. Small areas are ranked by IMD/WIMD/NIMDM; this is done separately for [England](#), [Wales](#) and [Northern Ireland](#).