

UK26842143_FSA_Insights_July26

Version: 13

Question type: Text

Welcome to this survey about social issues. Your YouGov account will be credited with **50 points** for completing the survey. We have tested the survey and found that, on average, it takes around **10 minutes to complete**. To continue please click the arrow below.

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: Dyngrid**#row order: randomize*

[Q6_NEW1] The next question is about behaviours you have done to save money, for example to reduce your food shopping costs or energy bills.

In the last month, which, if any, of the following have you or someone in your household done to save money?

Please select one answer for each statement

- | | |
|--------------|--|
| -[Q6_NEW1_1] | \$hovertext.raw Eaten food past its use by date **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. |
| -[Q6_NEW1_2] | Reduced the length of time that food is cooked for |
| -[Q6_NEW1_3] | Lowered the cooking temperature for food |
| -[Q6_NEW1_4] | Turned off a fridge and/or freezer that contains food |
| -[Q6_NEW1_5] | Changed the settings so that food in a fridge and/or freezer is being kept at a warmer temperature |

-[Q6_NEW1_6]	Eaten leftovers that have been kept in the fridge for more than two days
-[Q6_NEW1_7]	Cut down on the amount of food bought
-[Q6_NEW1_8]	Stored food that should be refrigerated outside the fridge (for example, in a garage, porch, or cool box)
-[Q6_NEW1_9]	Eaten food cold rather than heating it
-[Q6_NEW1_10]	Reheated leftovers more than once to avoid throwing it away
-[Q6_NEW1_11]	Turned off an oven or hob earlier and finished cooking with residual heat
<1>	Yes, I or someone in my household have done this every week
<2>	Yes, I or someone in my household have done this some weeks but not every week
<3>	Yes, I or someone in my household have done this just one week in the last month
<4>	No, I or someone in my household 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_2]	Food shortages	-	The use of pesticides in food production
-	Food poverty and food inequality	[Q12_17]	Food allergen information
[Q12_10]		[Q12_18]	(e.g. availability and accuracy)
-[Q12_3]	Animal welfare in the food industry	-	Food fraud or crime (e.g. food not being what the label says it is)
		[Q12_19]	
-[Q12_8]	Food prices	-	Food poisoning (e.g. Salmonella and E. Coli)
		[Q12_20]	
-[Q12_9]	Food being produced sustainably	-	The quality of food
		[Q12_21]	
-	Genetically modified (GM) food	-	Food hygiene when eating out or ordering takeaways
[Q12_12]		[Q12_22]	
-	The use of additives in food (e.g. preservatives and colouring)	-	The amount of food packaging
[Q12_13]		[Q12_23]	
-	Ultra-processed food	-	The amount of salt, sugar, fat, or calories in food
[Q12_14]		[Q12_24]	
-	People being able to eat a healthy diet	-	Inaccurate or misleading information about food online
[Q12_15]		[Q12_25]	
-	Food waste in the food chain		
[Q12_16]			
<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

[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 what it does |
| <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: **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 |

Base: All

Question type: **Multiple**

#row order: randomize

[NEWC1] In the past month, which, if any, of the following food safety topics have you seen, read or heard any information about? This could have been in the news, on social media, via word of mouth, or other online sources.

Select all that apply

- | | |
|----------------|---|
| <1> | Food poisoning outbreaks (e.g., salmonella, E. coli) |
| <2> | Food allergies and intolerances |
| <3> | Food contamination incidents (e.g., where food has been contaminated with a chemical) |
| <4> | Food fraud or food crime |
| <5> | Recall of food products |
| <6> | Safe food handling practices (e.g., washing hands, cooking temperatures) |
| <7> | Food storage guidelines (e.g., refrigeration, use by dates) |
| <8> | Food hygiene ratings of businesses |
| <9 fixed> | Another food safety issue (open [NEWC1_other]) [open] please specify |
| <10 fixed xor> | None of these |

Base: All those who have seen, read or heard of any information about the food safety topics

Question type: **Multiple**

#row order: randomize

#Question display logic:

if NEWC1.has_any([1,2,3,4,5,6,7,8,9])

[NEWC2] In the past month, where have you seen, read or heard something about these food safety topics?

Select all that apply

- | | |
|----------------|--|
| <1> | On social media (e.g. Instagram, Facebook, Tik Tok, x/Twitter) |
| <2> | In the news (e.g. a newspaper, radio, news website/news app or TV) |
| <3> | From the Food Standards Agency's (FSA) website |
| <4> | Word of mouth (e.g. a friend or family member) |
| <5> | From a restaurant, café or takeaway |
| <6> | In a shop or supermarket |
| <7> | A message from a charity (e.g. an allergy charity) |
| <8> | From a school/university |
| <9> | From a healthcare organisation (e.g., hospital or GP surgery) |
| <10 fixed> | Other (open [NEWC2_other]) [open] please specify |
| <11 fixed xor> | Don't know/can't remember |

Base: All

Question type: **Multiple**

#row order: randomize

[CE1] In the past month, have you seen, heard or read anything from the Food Standards Agency (FSA) about any of the following topics? This could have been in the news, on social media, or other online sources.

Please select all that apply

- | | |
|-----------------|---|
| <1> | Cleaning kitchen surfaces and utensils, and keeping raw and ready-to-eat foods separate |
| <2> | Defrosting chicken safely and making sure it is fully cooked |
| <3> | Cooling, storing and reheating leftovers safely |
| <966 fixed xor> | None of these |

Base: All who have seen, heard or read anything from the Food Standards Agency

Question type: **Single**

#Question display logic:

if CE1.has_any([1,2,3])

[CE2] Thinking about the information you have seen or heard from the Food Standards Agency in the past month, how likely, if at all, are you to make any changes to how you handle, cook or store food?

- | | |
|-----|-------------------|
| <1> | Very likely |
| <2> | Somewhat likely |
| <3> | Somewhat unlikely |

<4>	Very unlikely
<977 fixed xor>	Don't know
<944 fixed xor>	Not applicable – the information I have seen or heard was not relevant to me

Base: All who have seen, heard or read anything from the Food Standards Agency

Question type: **Single**

#Question display logic:

if CE1.has_any([1,2,3])

[CE3] As a result of the information, you have seen or heard from the Food Standards Agency in the past month, have you made any changes to how you handle, cook or store food?

<1>	Yes
<2>	No
<944 fixed xor>	Not applicable
<977 fixed xor>	Don't know

Base: All who have made any changes to how you handle, cook or store food

Question type: **Open**

#any

#Question display logic:

If [CE3] - Yes is selected [if CE3 == 1]

[CE3a] What changes have you made to how you handle, cook or store food?

Question type: **Text**

Moving on...

Question type: **Text**

[IMAGE slushie_jpg] Slush ice drinks, also known as slushies, are frozen drinks made from flavoured ice. Some slush ice drinks contain glycerol, a substitute for sugar that prevents them from freezing solid.

In July 2025, the Government updated its advice on slush ice drinks containing glycerol to include new age and portion size limits for children. The updated advice recommends slush ice drinks containing glycerol are not consumed by children under seven years of age, and that children under ten should only have one 350ml sized cup of these drinks a day – that's about the size of a fizzy drink can. This is because the glycerol can cause headaches and sickness.

Base: AllQuestion type: **Dyngrid**

#row order: randomize

[QGlycerol1a] Before taking this survey, were you aware that the Government recently updated its advice on slush ice drinks to recommend:

- [QGlycerol1a_1] Slush ice drinks containing glycerol should not be consumed by children aged under seven
- [QGlycerol1a_2] Children under ten should only have one 350ml sized cup of slush ice drinks containing glycerol a day
- <1> Yes
- <2> No

Base: All who are aware of at least one of the new slushie recommendationsQuestion type: **Multiple**

#row order: randomize

#Question display logic:

If [QGlycerol1a] - Slush ice drinks containing glycerol should not be consumed by children aged under seven, Yes is selected

Or If [QGlycerol1a] - Children under ten should only have one 350ml sized cup of slush ice drinks containing glycerol a day, Yes is selected

[if QGlycerol1a_1 == 1 or QGlycerol1a_2 == 1]

[QGlycerol2b] Where did you find out about this updated advice? Please select all that apply.

- <1> On social media (e.g. Instagram, Facebook, Tik Tok, X/Twitter)
- <2> In the news (e.g. a newspaper, radio or TV)
- <3> On the Food Standard Agency's (FSA) website
- <4> Word of mouth (e.g. a friend or family member)
- <5> From a poster in a venue (children's play park, food stall, café etc.) selling slush drinks
- <6> From a member of staff at a venue selling slush drinks
- <7> From an early years provider or school
- <8> From a healthcare provider (e.g., hospital or GP surgery)
- <9 fixed> Other (open [QGlycerol2b_other]) [open] please specify
- <10 fixed xor> Don't know/can't remember

Base: AllQuestion type: **Dyngrid**

#row order: randomize

[MI1] How confident, if at all, do you feel in recognising inaccurate or misleading information about food when you see it:

- [MI1_1] On social media (e.g. Instagram, Facebook, TikTok, X/Twitter)
- [MI1_2] In AI-generated summaries (e.g. Google AI overviews, ChatGPT)
- <1> Very confident
- <2> Somewhat confident
- <3> Not very confident
- <4> Not confident at all
- <5 fixed> Don't know
- <6 fixed> Not applicable – I don't see information about food this way

Base: All

Question type: *Dyngrid*

#row order: *randomize*

[MI2] How trustworthy or untrustworthy do you find each of the following when looking for information related to food online?

-[MI2_1]	Social media (e.g. Instagram, Facebook, TikTok, X/Twitter)
-[MI2_2]	AI-generated summaries (e.g. Google AI overviews, ChatGPT)
<1>	Very trustworthy
<2>	Fairly trustworthy
<3>	Neither trustworthy nor untrustworthy
<4>	Fairly untrustworthy
<5>	Very untrustworthy
<6 fixed>	Don't know
<7 fixed>	Not applicable – I don't look for information related to food this way

Question type: *Text*

And finally, some demographic questions for our records.

Base: All

Question type: *Multiple*

#row order: *randomize*

[Varlabel - Ofcom Digital Literacy]

[Digital_literacy] Which, if any, of these activities do you do online? Please select all that apply.

<1>	Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	<8>	Sign an online petition or use a campaigning website (e.g. change.org)
<2>	Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	<9>	Use streamed audio services (e.g. Spotify, Deezer or Apple Music)
<3>	Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	<10>	Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)
<4>	Finding/ downloading information for work/ business/ school/ college/ university	<11>	Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)
<5>	Look at job opportunities or apply for a job online	<12>	Watch or post livestream videos (watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live

- | | |
|--|--|
| <p><6> Find information for your leisure time including cinema, live music, theatre, museums etc.</p> <p><7> Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)</p> | <p><13> Playing games online</p> <p><99 fixed xor> None of these</p> |
|--|--|

Question type: **Pdl**

#Question display logic:

if pdl.disability.last > months(12) and updated

[Varlabel - Health/Disability issues (12 months)]

[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?

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

Question type: **Pdl**

#Question display logic:

if pdl.mental_issues.last > months(12) and updated

[Varlabel - Mental issue diagnosed]

[mental_issues] Which of the following types of mental health or neurodevelopmental conditions have you been professionally diagnosed with? Please select all that apply.

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

Question type: **Pdl**

#Question display logic:

if pdl.profile_work_stat.last > months(1) and updated

[Varlabel - Employment Status Main]

[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: **PdI**

#Question display logic:

if pdl.profile_marital.last > months(6) and updated

[Varlabel - Marital status]

[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: **PdI**

#Question display logic:

if pdl.profile_household_size.last > months(6) and updated

[Varlabel - Household size]

[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: **PdI**

#Question display logic:

if pdl.profile_education_level.last > months(6) and updated

[Varlabel - Education qualification (highest attained)]

[profile_education_level] What is the highest educational or work-related qualification you have?

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

Question type: **Pdl**

#Question display logic:

if pdl.profile_gross_household.last > months(6) and updated

[Varlabel - Income - gross household]

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

Question type: **Pdl**

#Question display logic:

if pdl.profile_household_children.last > months(6) and updated

[Varlabel - Household size - number of children]

[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
<8>	Don't know
<9>	Prefer not to say

Question type: **PdI**

#Question display logic:

if pdl.profile_household_type.last > months(6) and updated

[Varlabel - Household type]

[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: **PdI**

#Question display logic:

if pdl.bixdemo_mainshopper.last > months(6) and updated

[Varlabel - Main grocery shopper]

[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

Question type: **PdI**

#Question display logic:

if diet_identity_2018.last > months (6) and updated

[Varlabel - Dietary Preference]

[diet_identity_2018] Which, if any, of these best describes your usual eating habits?

- <1> Vegan (do not eat dairy products, eggs, or any other animal product)
- <2> Vegetarian (do not eat any meat, poultry, game, fish or shellfish)
- <3> Pescatarian (eat fish but do not eat meat or poultry)
- <4> Meat eater (eat meat and/or poultry)
- <5> Flexitarian (mixed diet, mainly vegetarian and eat meat occasionally)
- <95 fixed> Other
- <96 fixed> Don't know