Food in Scotland Consumer Tracking Survey Wave 14

Presentation of Results

Background

- The Food in Scotland Consumer Tracking Survey monitors attitudes, knowledge and reported behaviours relating to food amongst a representative sample of Scotland's population, identifying changes over time.
- Established by Food Standards Scotland (FSS) in 2015, the survey is undertaken bi-annually.
- The questionnaire was designed around FSS' six strategic priorities and has been updated in line with the 2021 strategic plan
- Each research wave comprises:
  - a set of core questions, replicated at each wave;
  - a key question module focusing on either **food safety and authenticity**, or **diet and nutrition**;
  - and topical question modules.
- The survey was set up by Kantar TNS who conducted Waves 1 – 6.
- JRS research consortium has been running the survey from Wave 7 onwards.
- This document outlines key findings from Wave 14 (diet & nutrition).
- Statistically significant differences (at 95% confidence level) compared with the previous relevant wave are highlighted with ⬆⬇

Methodology

- The research methodology is consistent across research waves to ensure comparability

Online self completion survey

Representative sample of **1,051** Scottish adults

25-30mins questionnaire length

6th - 17th July 2022

- All research was undertaken in strict accordance with MRS Code of Conduct and GDPR legislation

Awareness, Knowledge & Visibility of FSS

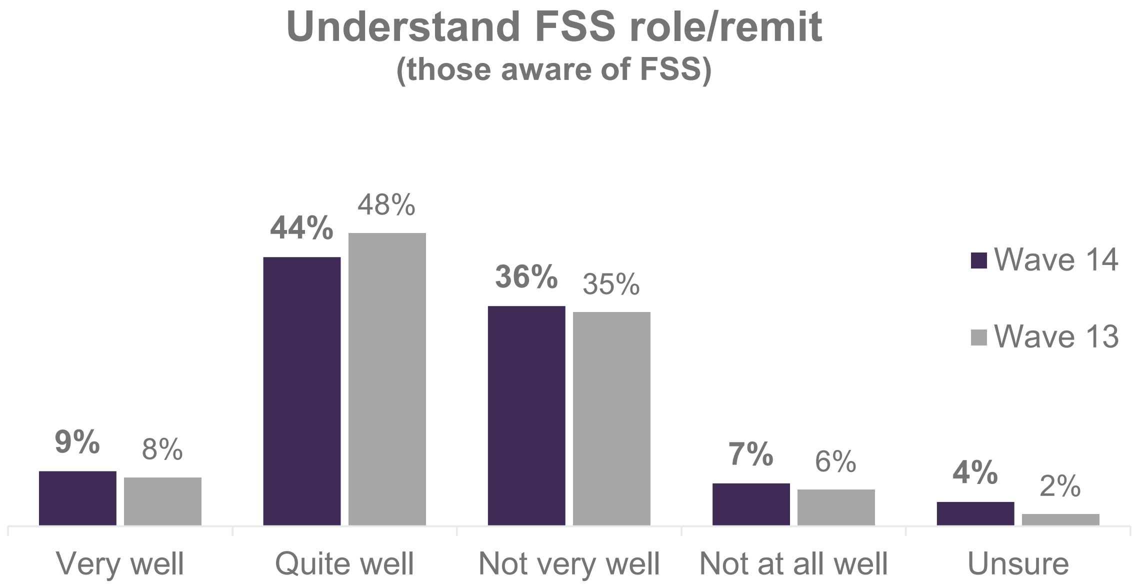
Food Standards Scotland

jrs the research consortium

Food Standards Scotland is recognised by more than 8 in 10 adults in Scotland, consistent across demographic groups. Just over half of those aware of the organisation feel they understand FSS' remit.

82% have heard of FSS

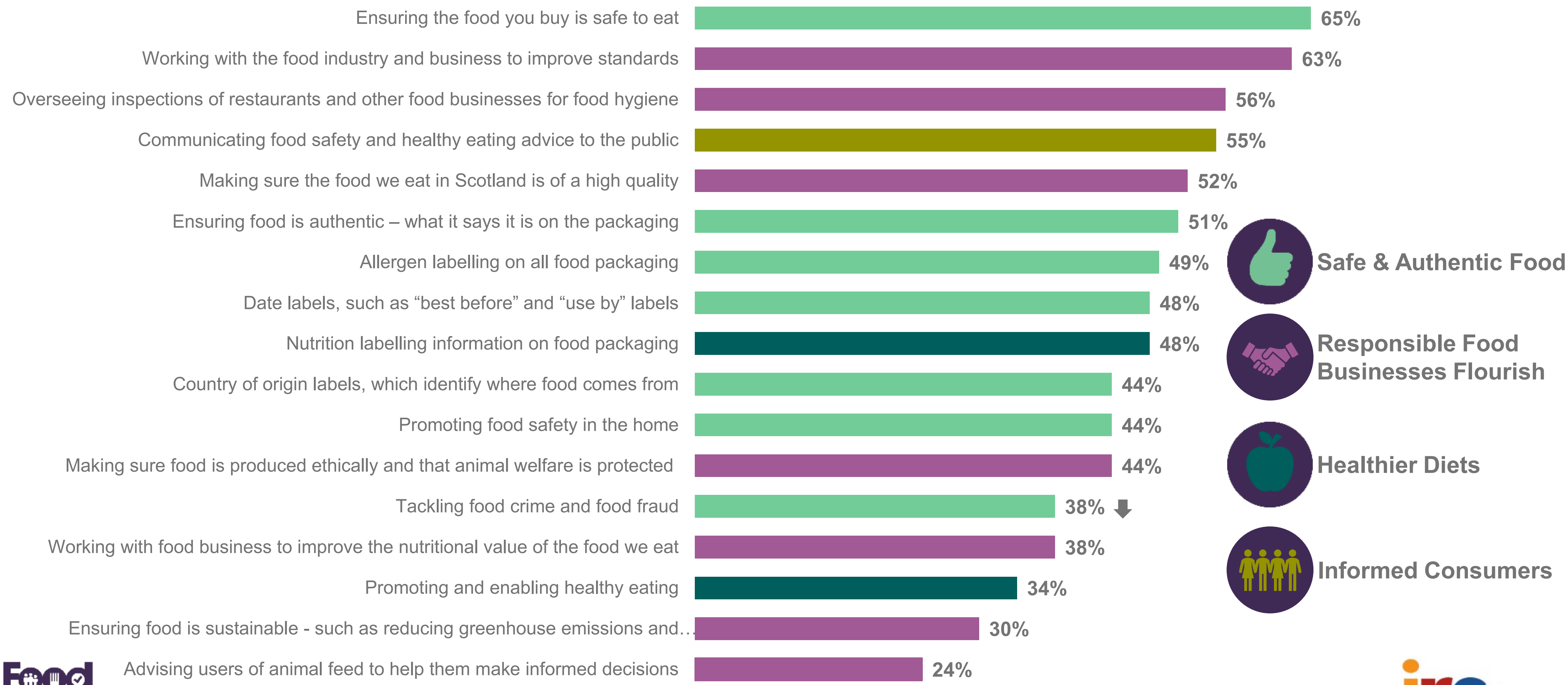
84% Wave 13



- Over 65yr olds (55%) were most likely to **not** understand FSS' remit

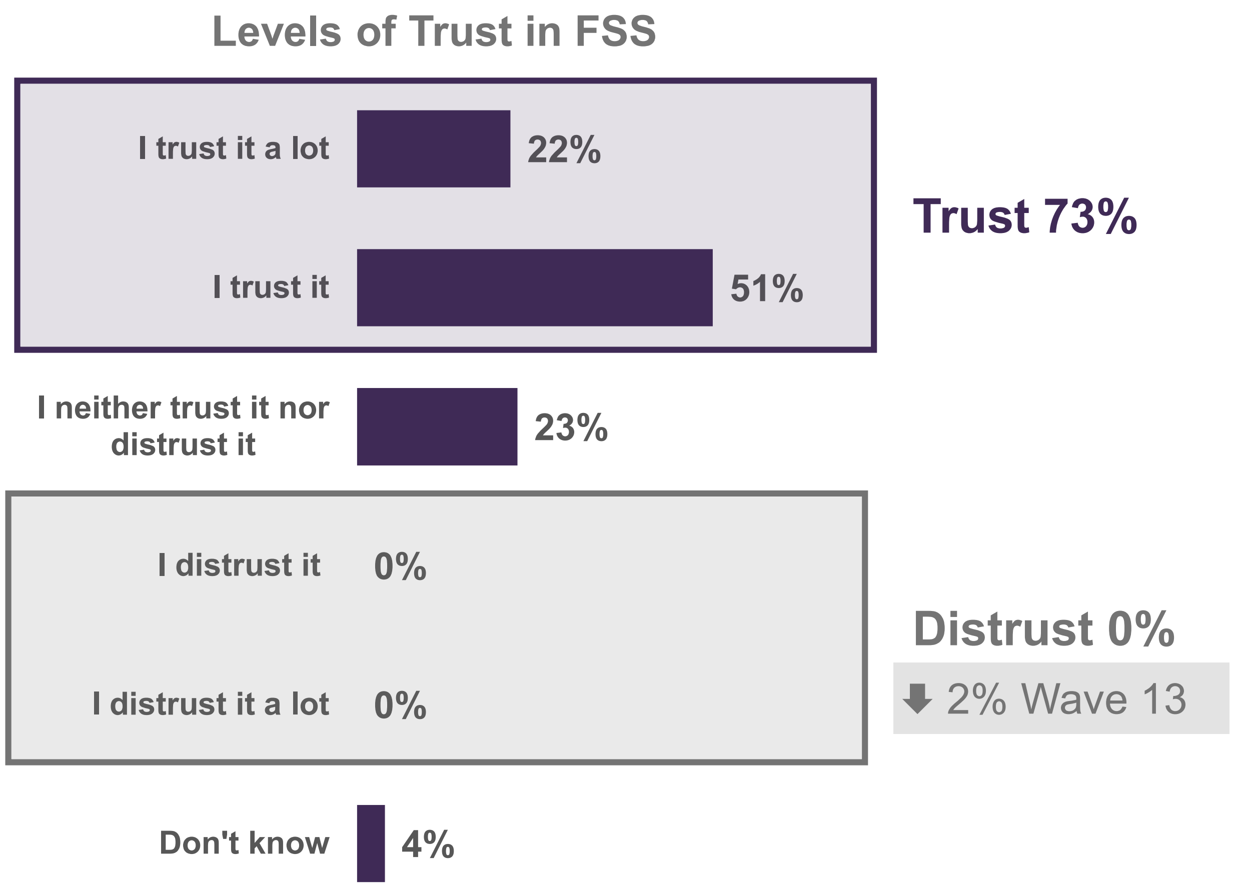
Q7 Have you heard of Food Standards Scotland? Base: All respondents W14 1051
Q8 How well do you feel you understand Food Standards Scotland's role/remit? Base: Those aware of FSS W14 860

Food safety and improving standards are the most widely recognised areas of FSS' work while aspects such as sustainability, healthy eating and nutrition are much less well known. Data is consistent with previous waves, although fewer mentioned food crime this time.



Q9 Which of these issues do you think Food Standards Scotland is responsible for? Base: Those aware of FSS W14 860

Almost three quarters trust the organisation to do its job. Levels of trust are consistent across demographic groups.

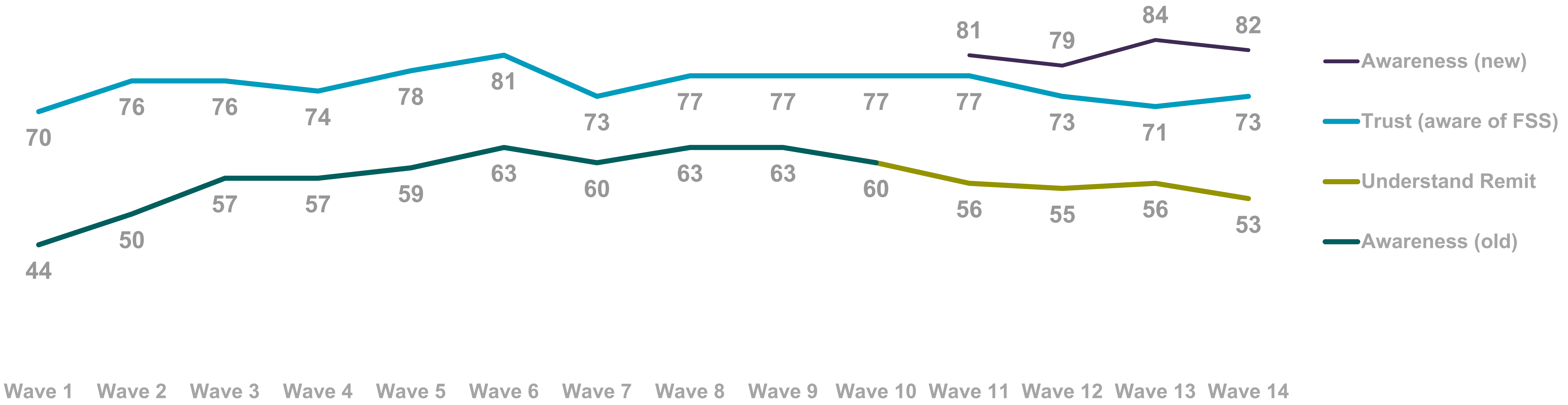


Q10 How much do you trust or distrust Food Standards Scotland to do its job? Base: Those aware of FSS W14 860

Consumers rate FSS' performance highly across all measures, particularly those relating to food safety. The organisation is also clearly viewed as acting in the best interests of people in Scotland and protecting consumers. Data is consistent with the previous wave.

Q11 How do you rate Food Standards Scotland in terms of…? Base: Those aware of FSS W14 860

Awareness, Trust and Knowledge of FSS have remained fairly consistent over the past couple of years.



Q7 Had you heard of Food Standards Scotland? Base: All respondents W14 1051
Q10 How much do you trust or distrust Food Standards Scotland to do its job? Base: Those aware of FSS W14 860

Previous base sizes:
W1 (1003); W2 (1000); W3 (1000); W4 (1000); W5 (1000); W6 (1002); W7 (1046); W8 (1069), W9 (1079), W10 (1015); W11 (1016); W12 (1009), W13 (1029)

Awareness, Knowledge & Visibility – Summary

- Awareness of FSS is high with more than 8 in 10 adults in Scotland having heard of the organisation
- Around half of those aware of the organisation feel they understand FSS' remit well, suggesting there is some room to grow knowledge, through promotion of the work being done by FSS
  - Particularly in areas such as healthy eating / nutrition, food safety at home, food crime, and ethics and sustainability in food production – which are not currently strongly associated with FSS
- Those who are aware of FSS trust the organisation to do its job, and give positive ratings across all key measures, particularly relating to the strategic aims around food safety and informed consumers

A positive set of results.
More could be done to drive consumer understanding of the work FSS is doing across many areas of the food environment.

Issues of Concern to Consumers

Food prices are the number one concern for consumers with more than 8 in 10 concerned, significantly up since Dec 2021. Other key issues of concern include animal welfare, food production, food authenticity and food shortages, which has also continued to increase.

Top 10 areas of concern

% saying ‘causes concern’

- Women are more likely to be concerned than men on most issues
- Older age groups (55+yrs) are more concerned than others about additives in food

Food Standards Scotland

Q12 Please sort each of these issues according to whether or not they cause you concern or do not cause you concern.
Base: All respondents W13 1029, W14 1051

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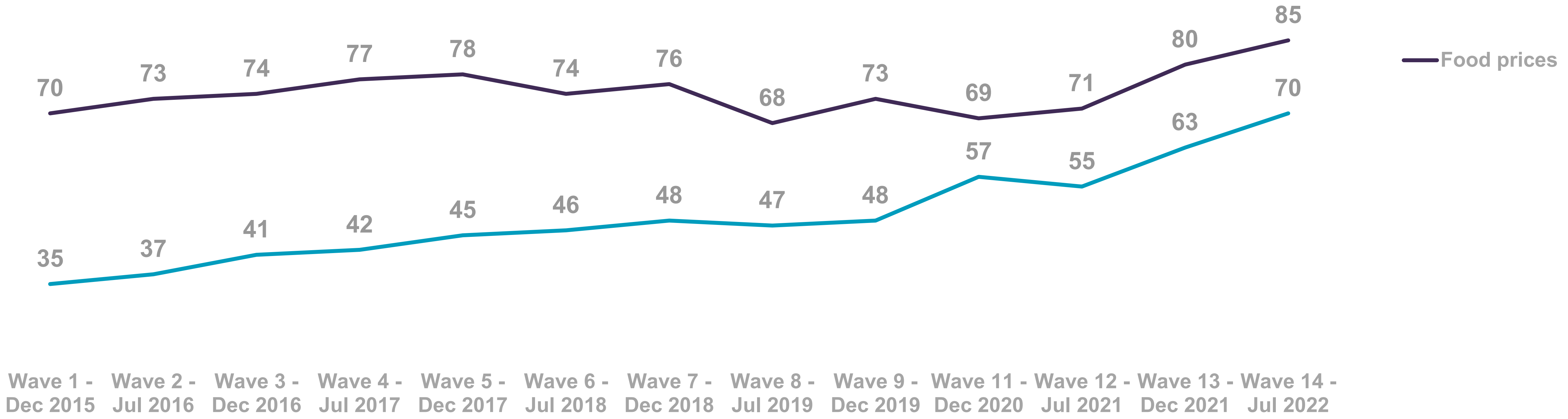
Levels of concern about food prices and food supply shortages have significantly grown since tracking began in 2015.



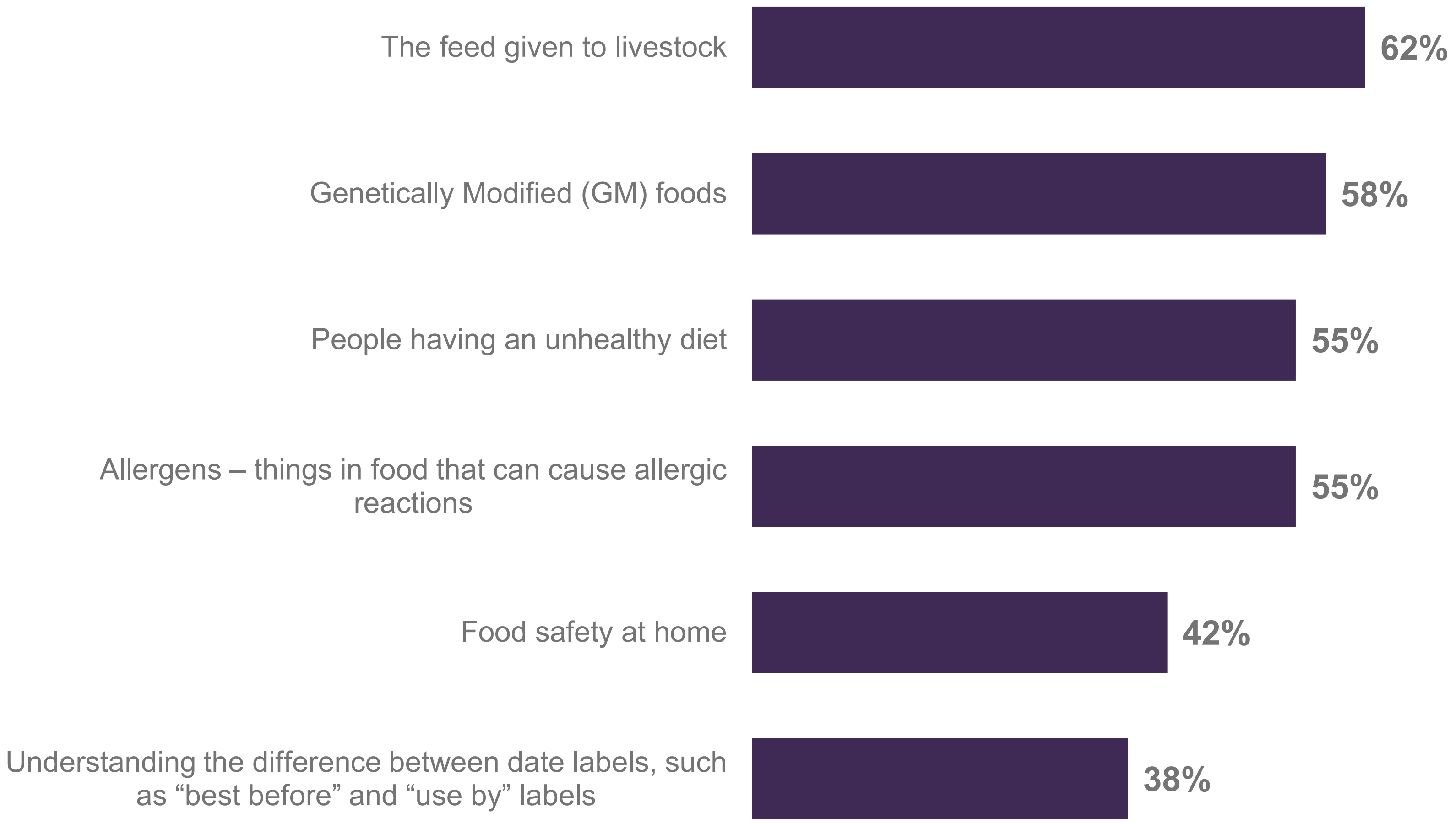
Q12 Please sort each of these issues according to whether or not they cause you concern or do not cause you concern.
Base: All respondents W14 1051

Previous base sizes:
W1 (1003); W2 (1000); W3 (1000); W4 (1000); W5 (1000); W6 (1002); W7 (1046); W8 (1069), W9 (1079), W11 (1016); W12 (1009), W13 (1029)

Food safety at home and understanding date labels remain the issues of least concern to consumers.

Other areas of concern

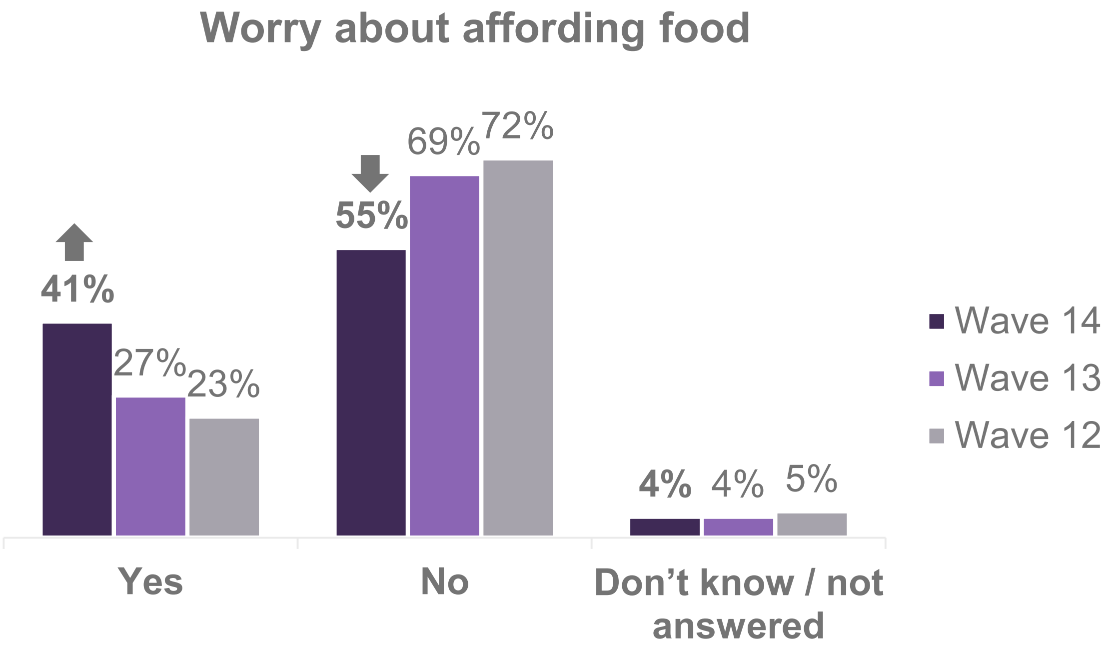
% saying ‘causes concern’



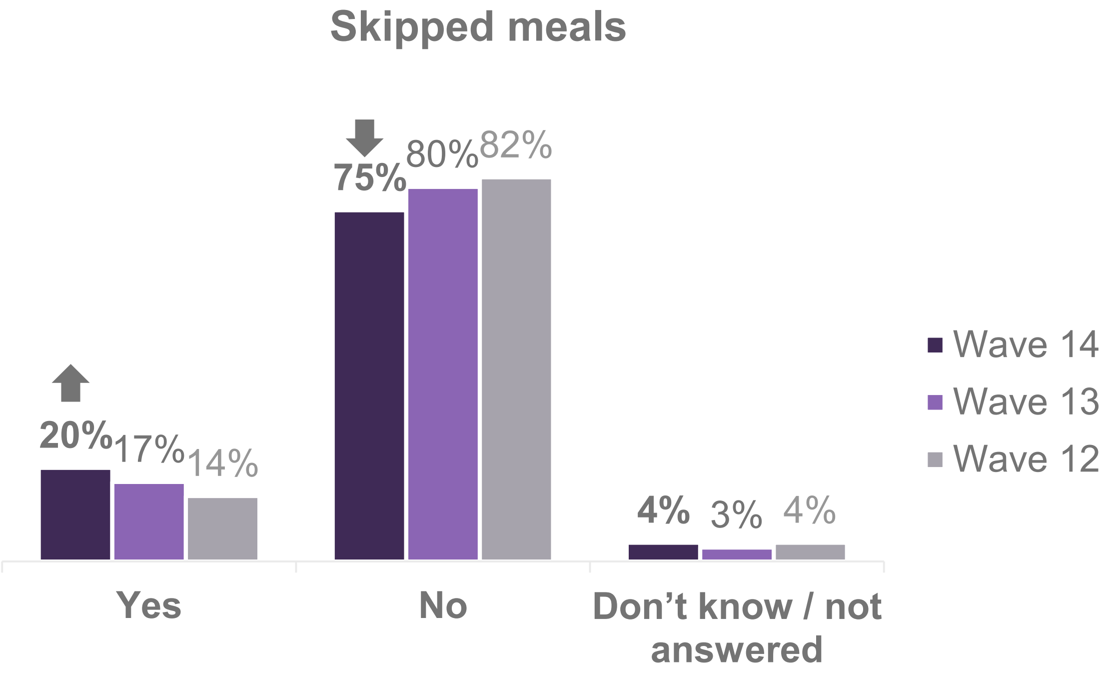
- Those in higher socio-economic groups (AB) are more likely to be concerned about people having unhealthy diets
- Those in households with food allergies are more concerned about allergens
- Young people (16-34yrs) are more concerned about food safety at home than other age groups

Q12 Please sort each of these issues according to whether or not they cause you concern or do not cause you concern.
Base: All respondents W13 1029, W14 1051

The cost of living crisis is evidently having an impact with a significant increase in concern about food affordability. Two-fifths said they had worried about affording food, and 1 in 5 skipped meals due to a lack of money / resources.



- 16-34yrs (53%); and those in DE socio-demographic groups (50%) were most likely to have worried about affording food



- 16-34yr olds (32%) and DEs (30%) were also the groups most likely to have skipped meals

Food Standards Scotland

Q59 Over the last 12 months did you worry about affording food? W12 1009, W14 1051
Q60 Over the last 12 months did you skip meals because of a lack of money or other resources? W12 1009, W14 1051

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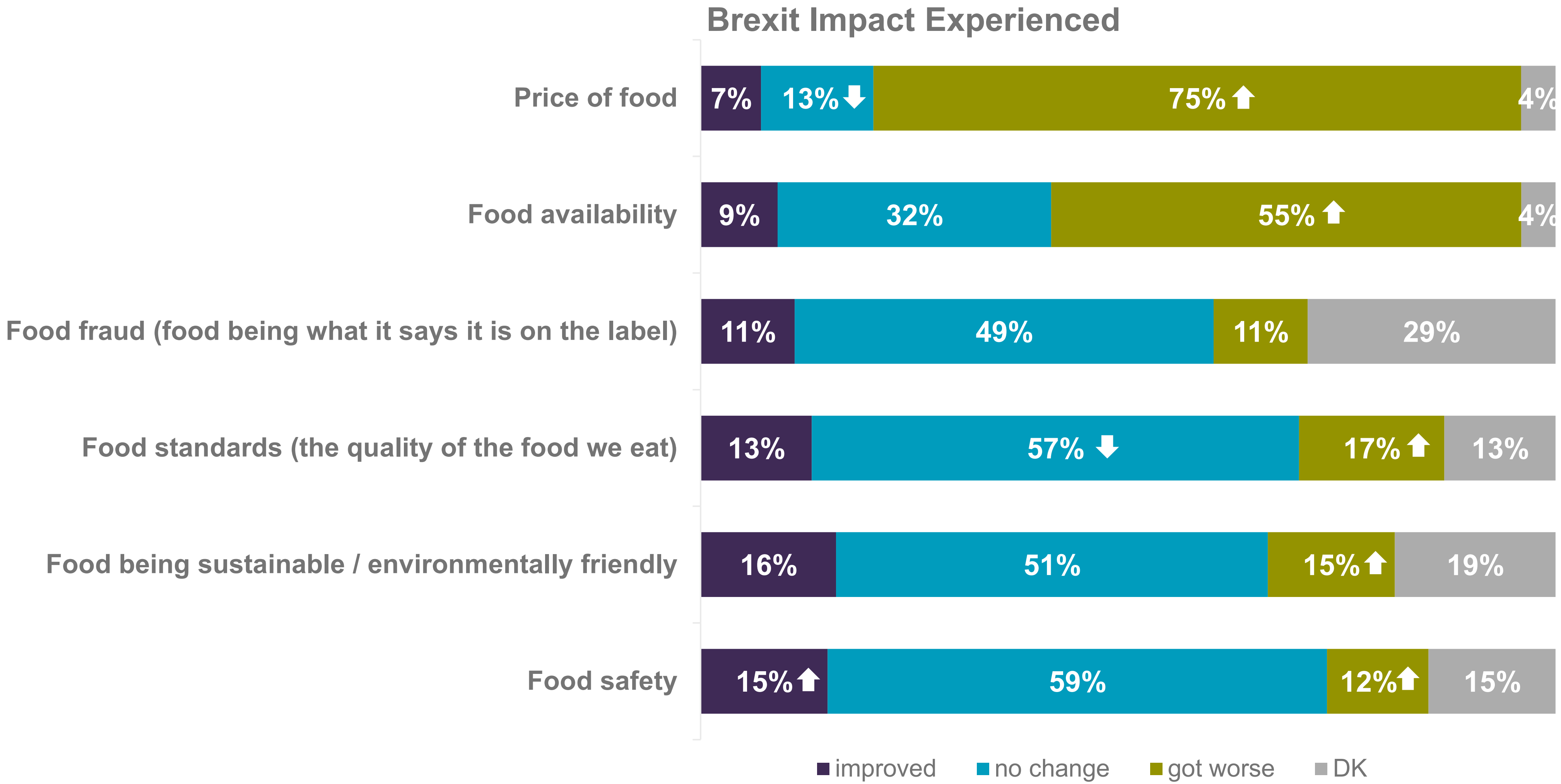
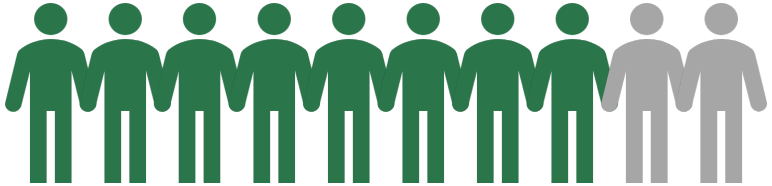
Consumers seem to be increasingly noticing negative impacts of Brexit, particularly relating to food prices and availability, but also more generally across several aspects of the food environment.

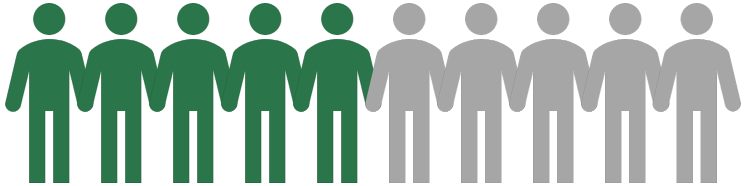


Q13 What impact, if any, have you experienced on the following food issues as a result of Brexit – the UK leaving the EU? Base: All respondents W14 1051

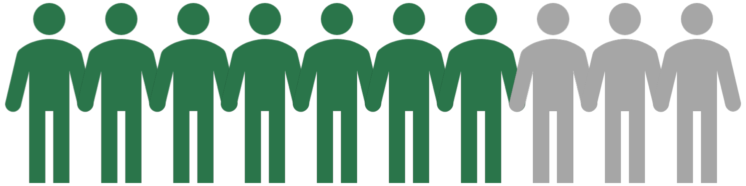
Sustainability in food production and packaging are definite issues of concern for consumers. Although information provision appears to be improving there remains potential to further help consumers access information on the sustainability of food production.



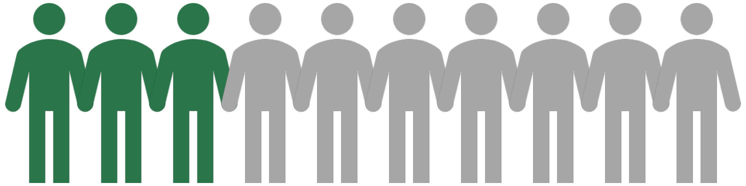
76% consider it important that their food is produced in a sustainable and environmentally friendly way



47% feel they can access clear information to know if food has been produced in a sustainable way



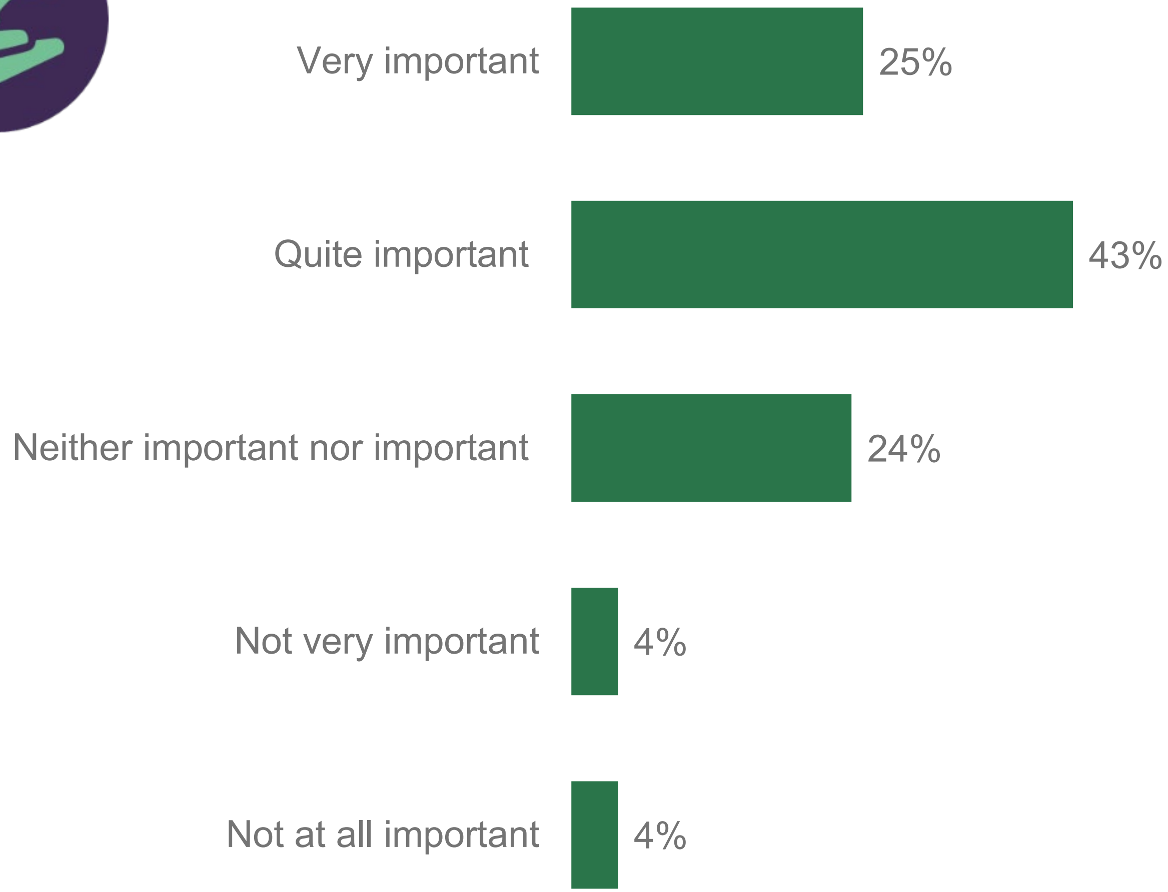
66% are concerned about the impact of food production and packaging on the environment



30% recognise sustainability to be part of FSS' remit

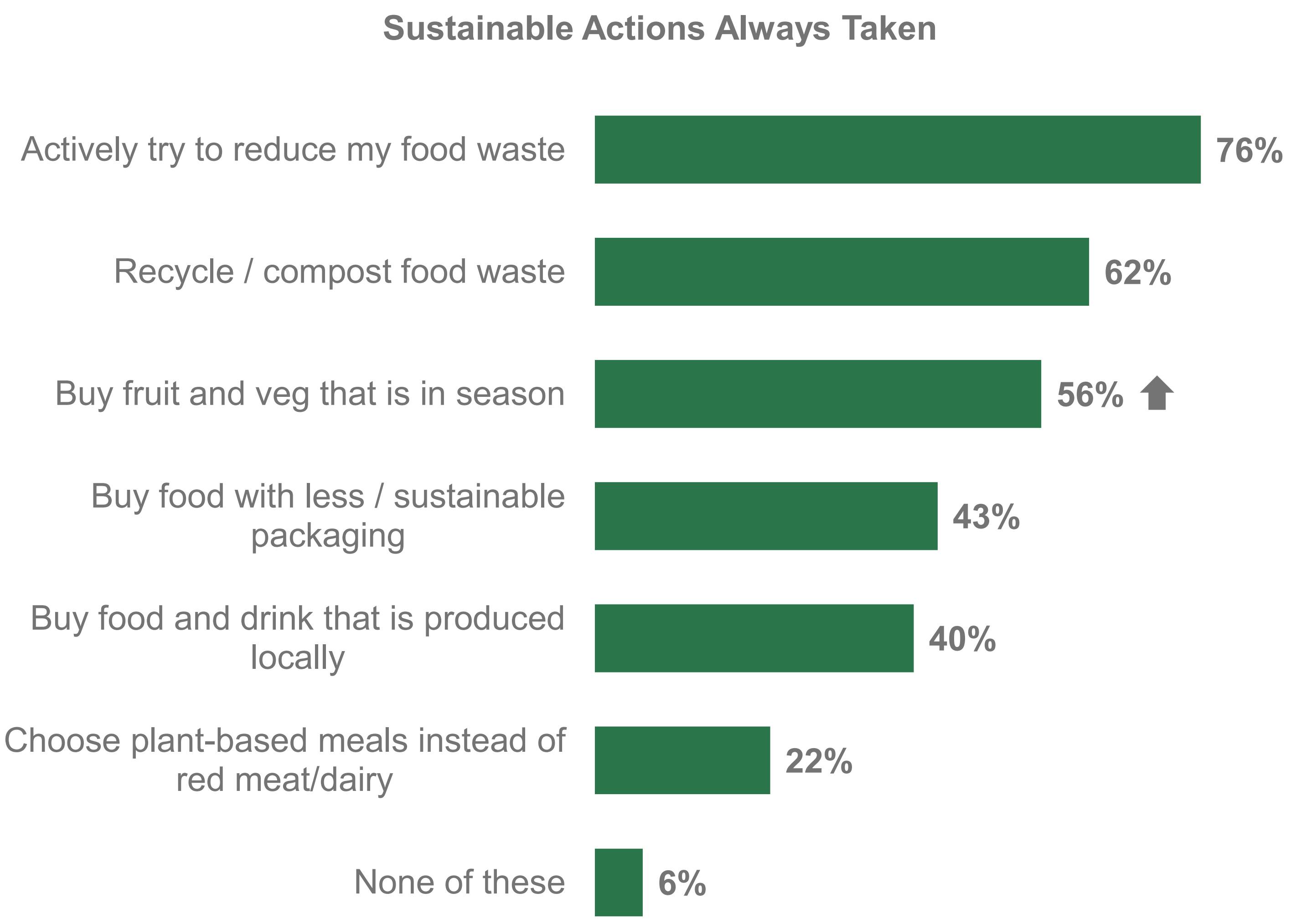
Q12 Please sort each of these issues according to whether or not they cause you concern or do not cause you concern. Base: All respondents W14 1051
Q15 How important is it to you that the food you eat is produced in a sustainable and environmentally friendly way? Base: W14 1051
Q14 Do you have clear information on...? Base: All respondents W14 1051
Q9 Which of these issues do you think Food Standards Scotland is responsible for? Base: Those aware of FSS W14 860

Two thirds of consumers say sustainability is important when they are planning, buying and preparing meals.



Q17b In general, when planning, buying and preparing meals for your family, how important is environmental sustainability? Base: W14 1051

Reducing and recycling food waste are the most common sustainable behaviours undertaken by consumers, consistent with previous data. The number buying fruit and veg in season has increased this wave, suggesting a seasonal pattern.



- Females and those in older age groups (55+yrs) are more likely to engage in most of these actions
- 9% of those in DE socio-economic groups say they are doing none of these actions

Q16 Which, if any, of the following do you always do? Base: W14 1051

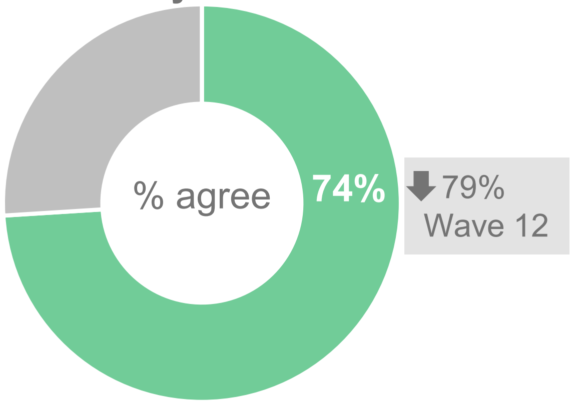
Issues of Concern to Consumers – Summary

- It is clear that the cost of living increases are front of mind for consumers
  - Food pricing is the number one concern
  - 4 in 10 say they have worried about being able to afford food in the past 12 months
  - And a fifth have skipped meals as a result of lack of money
- While concerns are evident across all demographic groups, it is those in the lower socio-economic groups (DE) and younger people (16-34yrs) who are most likely to be experiencing the impacts
- Concerns over food prices and availability are also evident in relation to Brexit and there is an increasing sense that consumers are experiencing negative impacts of Brexit across other aspects of the food environment
- Sustainability remains an important topic for consumers – in terms of food production and packaging
- And consumers take this into consideration when planning, buying and preparing food, actively trying to reduce their food waste, recycling food waste and buying in season being the key actions taken.

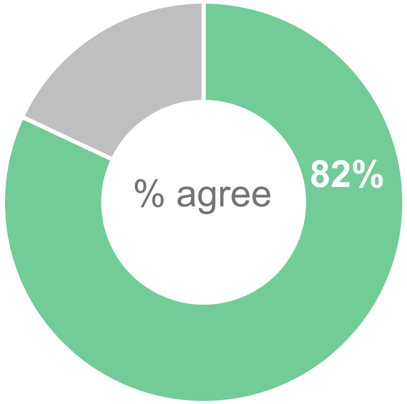
Healthy Eating – Attitudes, Knowledge & Behaviour

Most consumers feel that obesity and unhealthy eating are a problem in Scotland, albeit at a slightly lower level than last year. Two-thirds believe government should take action to prevent obesity.

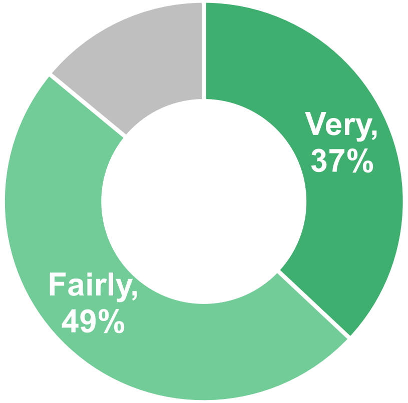
There are too many people who eat unhealthily in Scotland



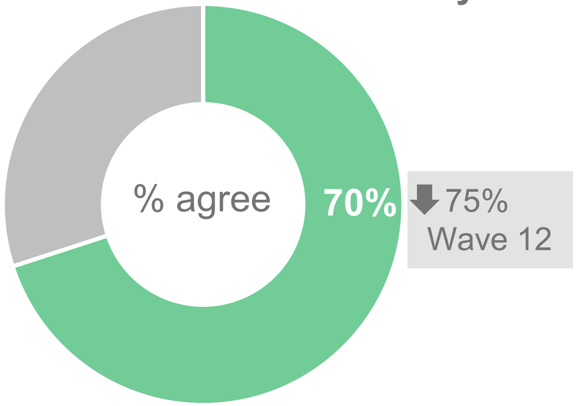
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease



How serious a problem is obesity in Scotland

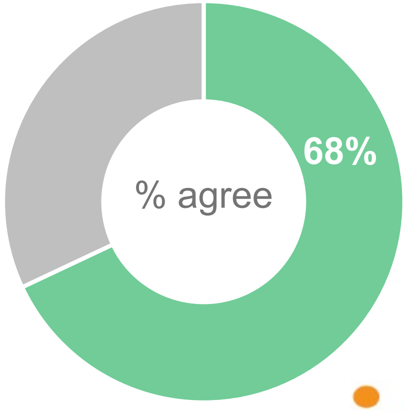


I know that in Scotland, we have to make some significant changes to what we eat to be more healthy



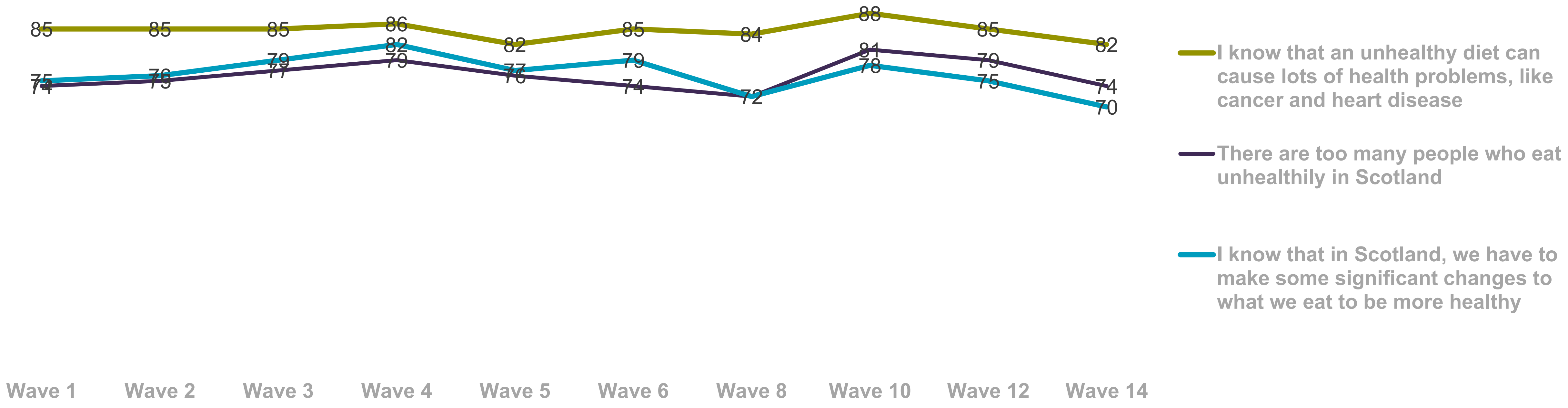
- Those aged 45+ are more likely to agree with statements about unhealthy diets and obesity than other groups.

Government should take action to prevent obesity in Scotland



Q20 How much do you agree or disagree with each of these statements? Base: W14 1051
Q32 How serious a problem do you think obesity is in Scotland today? Base: W14 1051
Q33 To what extent do you agree or disagree that government should take action to prevent obesity in Scotland? W14 1051

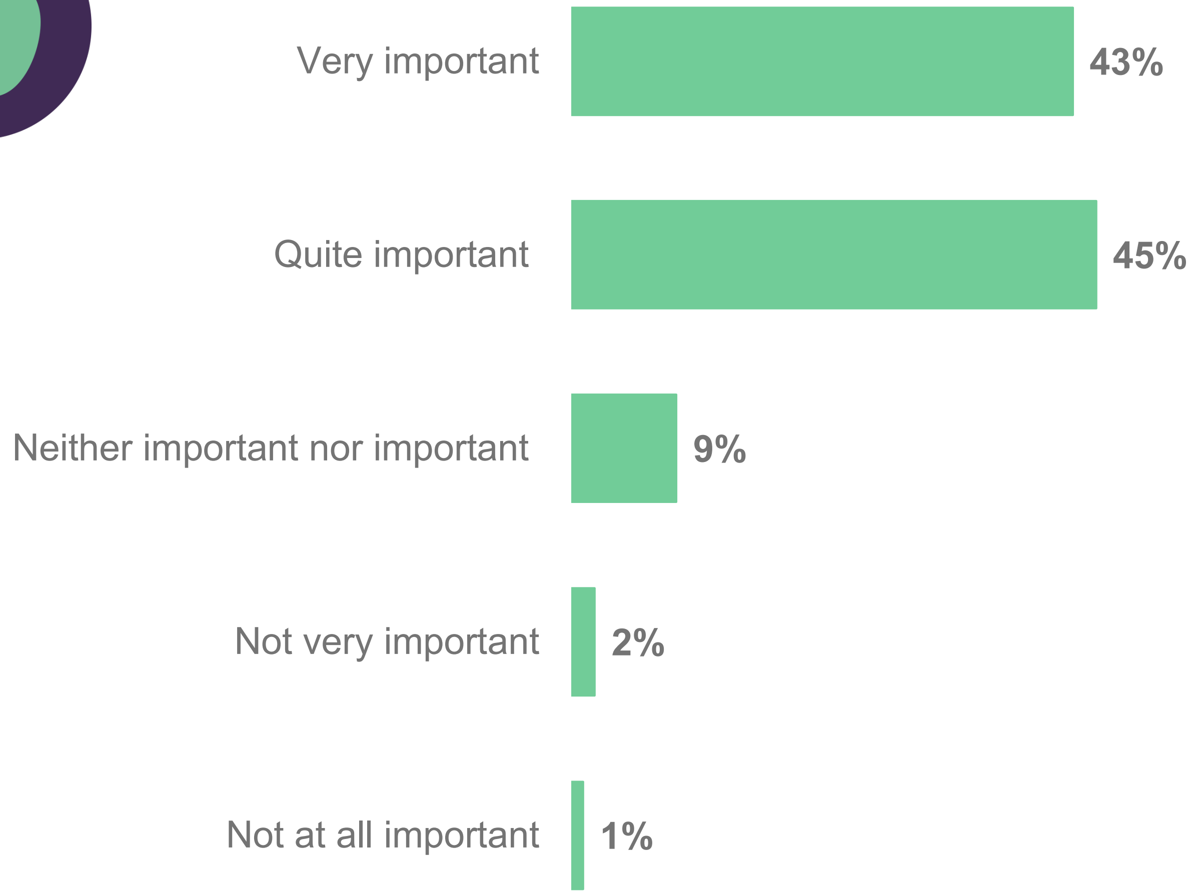
Attitudes are fairly consistent over time.



Q20 How much do you agree or disagree with each of these statements? Base: W14 1051

Previous base sizes:
W1 (1003); W2 (1000); W3 (1000); W4 (1000); W5 (1000); W6 (1002); W8 (1069); W10 (1015); W12 (1009)

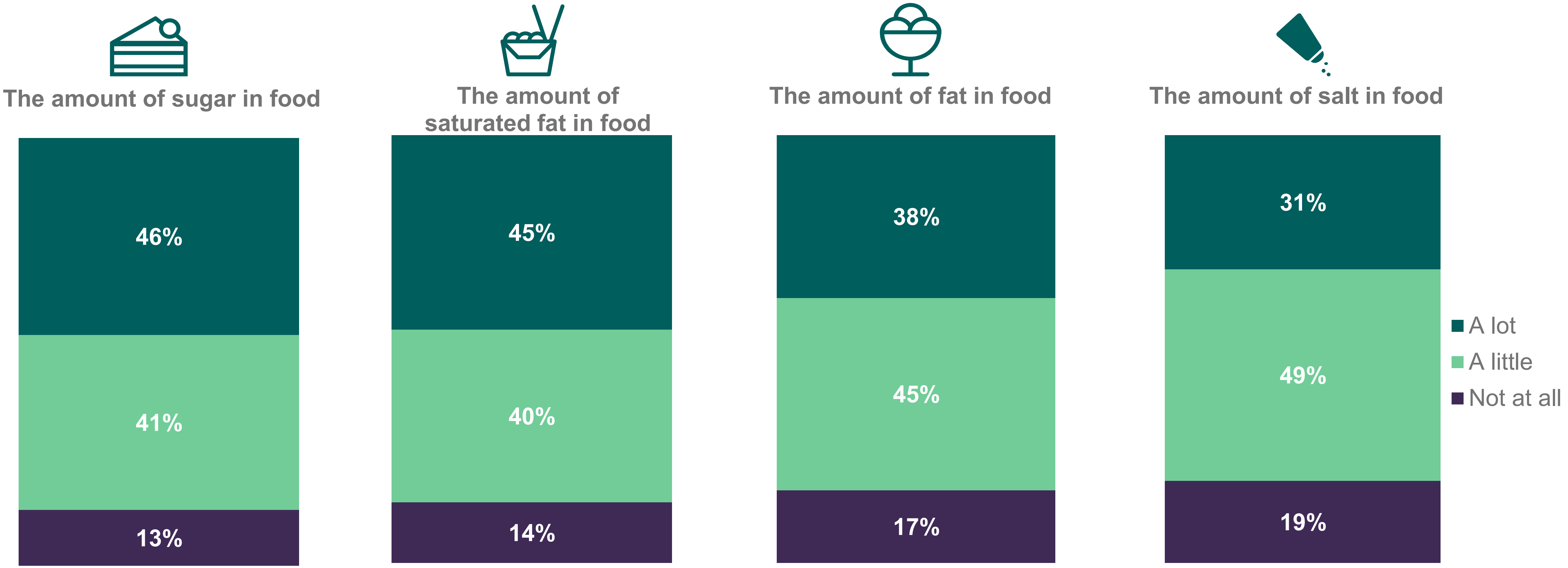
At a personal level, most say healthy eating is an important consideration when planning, buying and preparing meals for the family.



- Those in higher socio-economic groups (AB) are most likely to say very important (49%)
- As are those with kids at home (48%)

Q17a In general, when planning, buying and preparing meals for your family, how important is healthy eating? Base: W14 1051

Consumers do indicate some concern about the nutritional composition of food, particularly relating to sugar and fat content. Data is very consistent with previous years.



Concerned 'a lot'
- Females (52%)

Concerned 'a lot'
- Females (49%)

Concerned 'a lot'
- Females (42%)
- DEs (45%)

Concerned 'a lot'
- Kids at home (38%)
- DEs (39%)

Food Standards Scotland

Q20 Please indicate how much each of these concerns you? Base: W14 1051

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Overall, almost two-thirds feel the food they (and their children) eat is at least 'quite' healthy. Those in the lowest socio-economic groups are much less likely to feel their diet is healthy than those in the highest socio-economic groups.

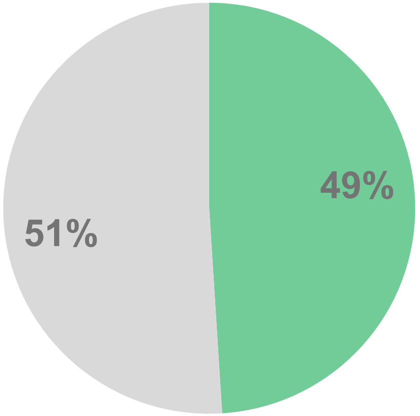
65% say the kind of foods they eat are very / quite healthy

Demographic groups most likely to say 'very healthy':
- those with kids at home (17%)
- those with allergies in h/h (21%)

Significant difference by SEG:
- AB 75% → DE 59% very/quite healthy

64% say the kinds of food their children eat are very / quite healthy

Significant difference by SEG:
- AB 83% → DE 52% very/quite healthy



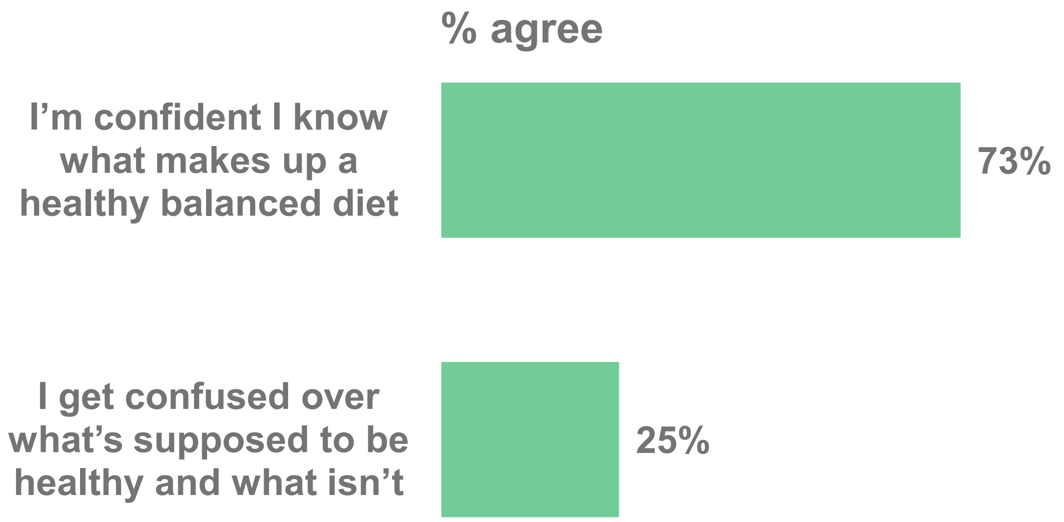
I'm worried about the types of food my child(ren) is / are eating

⬇55% Wave 12

Q18 Thinking about the kind of foods you normally eat and drink at the moment (both for meals and snacks), how healthy do you feel these are? Base: All respondents W14 1051
Q18a And thinking about the kinds of foods your children eat and drink at the moment (both for meals and snacks), how healthy do you feel these are? Base: W12 286 (those with children)
Q20 How much do you agree or disagree with each of these statements? Base: W14 309 (those with children)

Consistent with previous years, almost three-quarters feel confident they know what a healthy balanced diet is, and 9 in 10 feel they have clear information about this. Confusion is more prevalent in younger age groups and lower socio-economic groups.

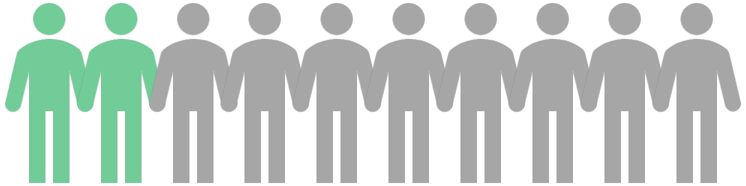
89% say they have clear information on eating a healthy balanced diet



- Those in younger age groups (16-44yrs) and lower socio-economic groups (C2DE) were least confident, and most likely to get confused

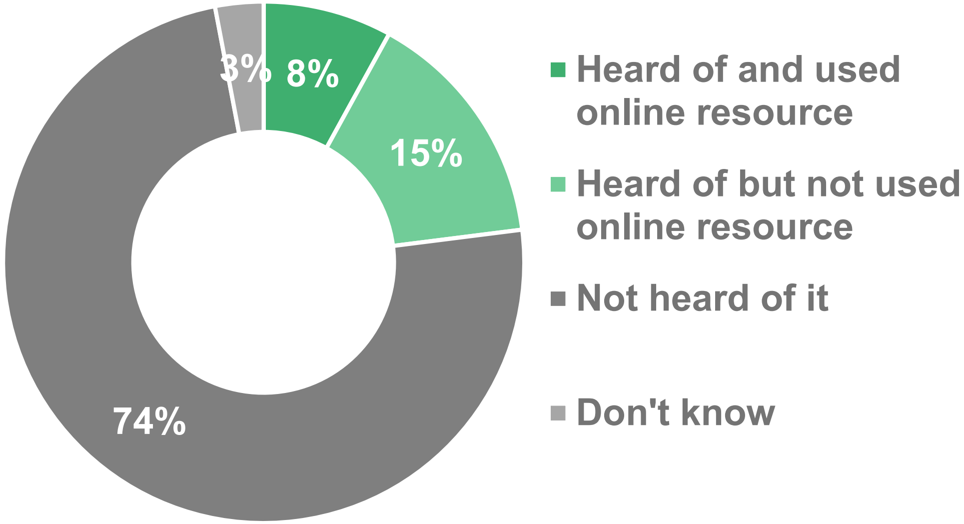
Q20 How much do you agree or disagree with each of these statements? Base: W14 1051
Q14 Do you have clear information on...? Base: All respondents W14 1051

Almost a quarter recognised Eat Well Your Way, with 8% having used the online resource.



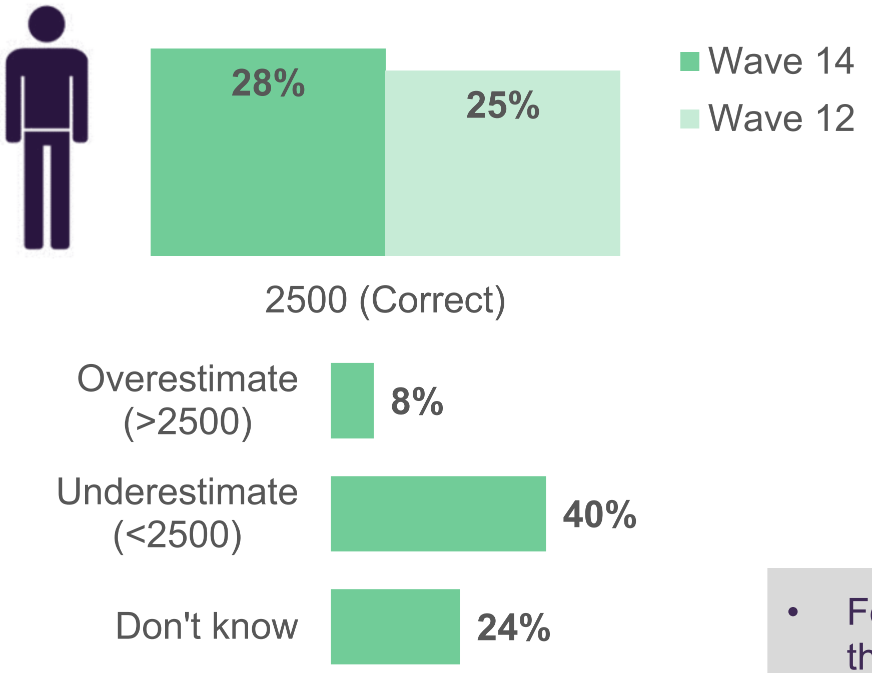
23% have seen / heard of Eat Well Your Way

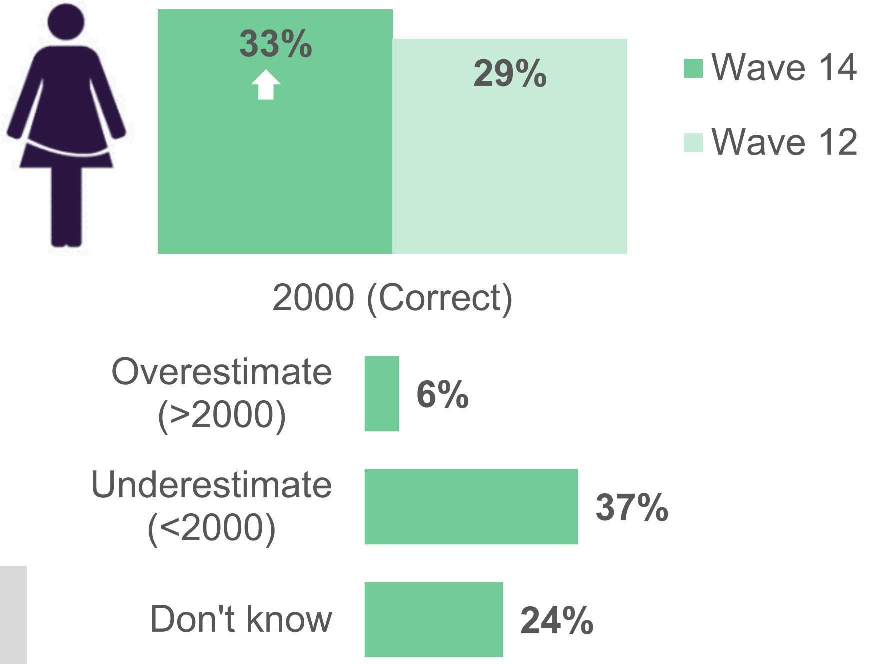
- Highest awareness = 16-34yrs (34%)



Q36 Have you seen/ heard of Eat Well, Your Way? Base: W14 1051

Just over a quarter correctly stated the recommended calorie intake for males and a third knew the recommended intake for females, the latter significantly up on last year. Many simply don't know the amount, but a significant minority underestimate.





- Females were more likely to know the correct figure for females (39%)
- Over 65s were more likely than others not to know the recommended number for males or females

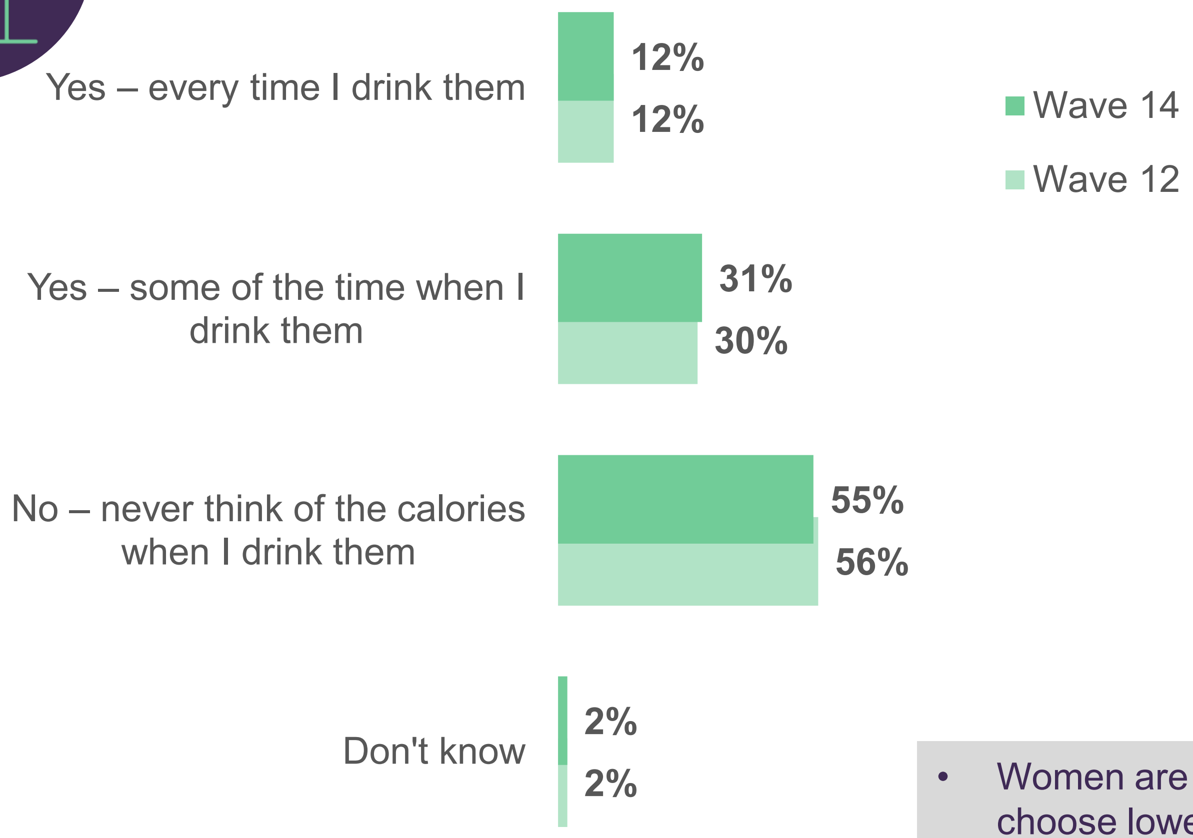
Food Standards Scotland

Q22 How many calories should an average man have per day? Base: W12 1009, W14 1051
Q23 How many calories should an average woman have per day? Base: W12 1009, W14 1051

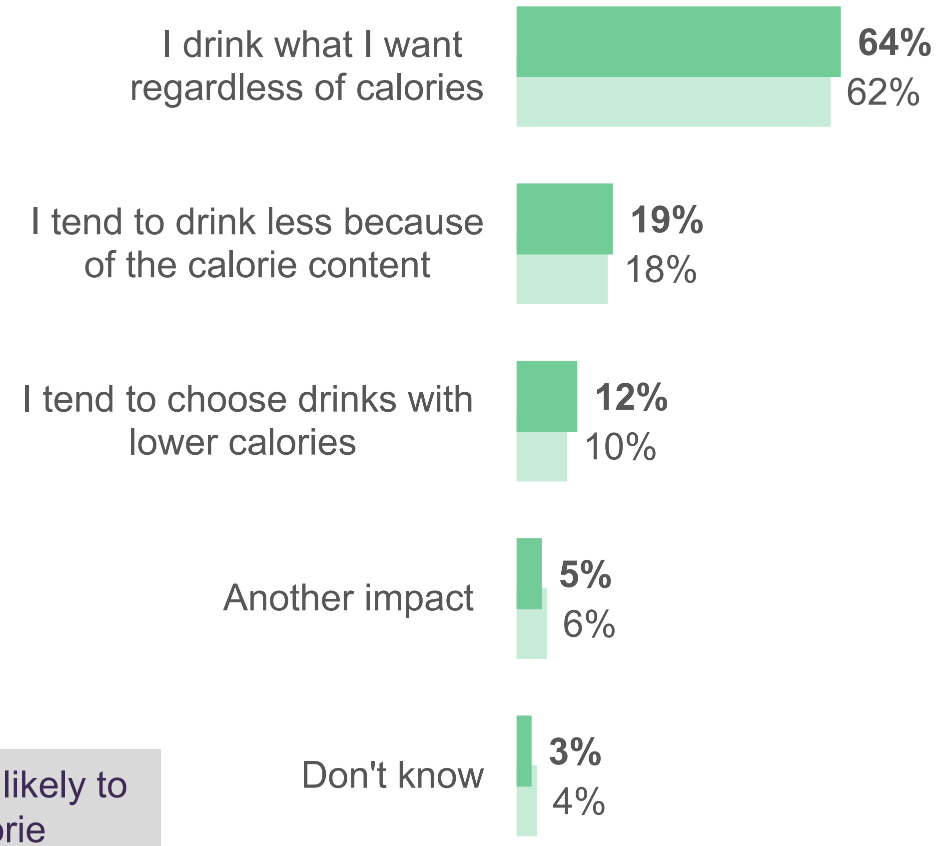
jrs the research consortium

More than half of those who drink alcohol never think of the calories, consistent with previous years. While most will drink what they want regardless of calories, almost 1 in 5 will drink less due to calorie content and 1 in 10 choose lower calorie drinks.

Aware of Calories in Alcoholic Drinks



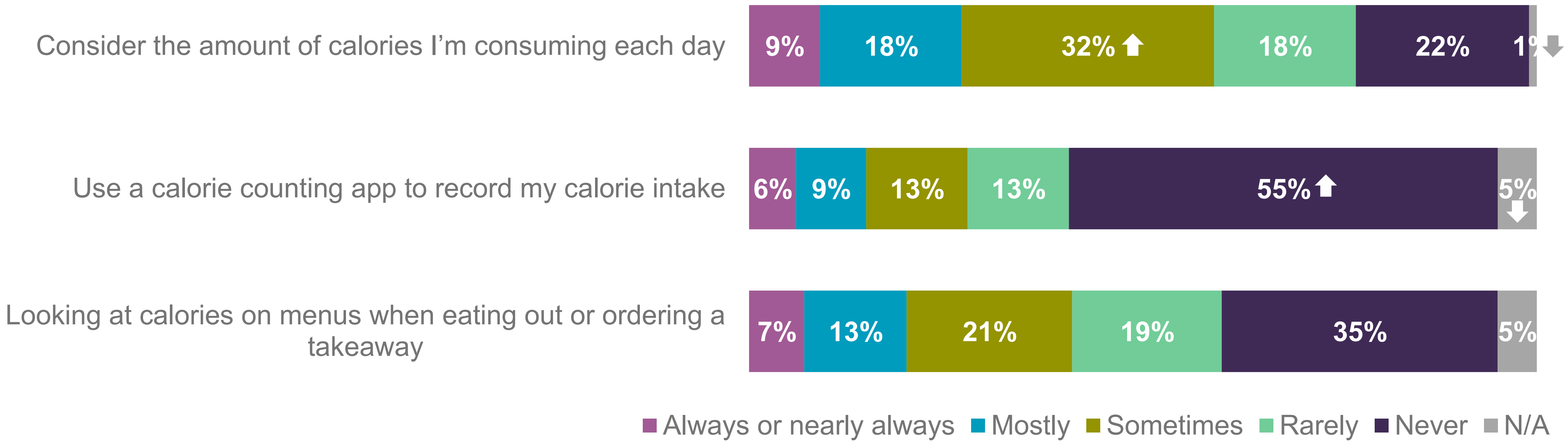
Impact of Calories on Drinking Behaviour

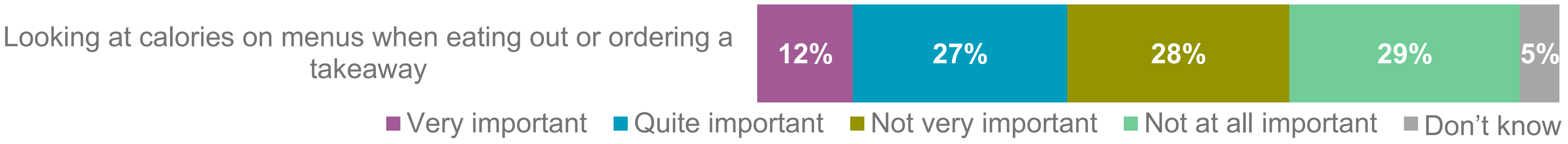


- Women are more likely to choose lower calorie drinks while 16-34yr olds say they would drink less

Q26 If you drink alcoholic drinks, are you aware of how many calories are in them? Base: (those who drink alcohol) W12 796, W14 802
Q26a Do the calories in alcohol have any impact on what or how much you drink? W12 796, W14 802

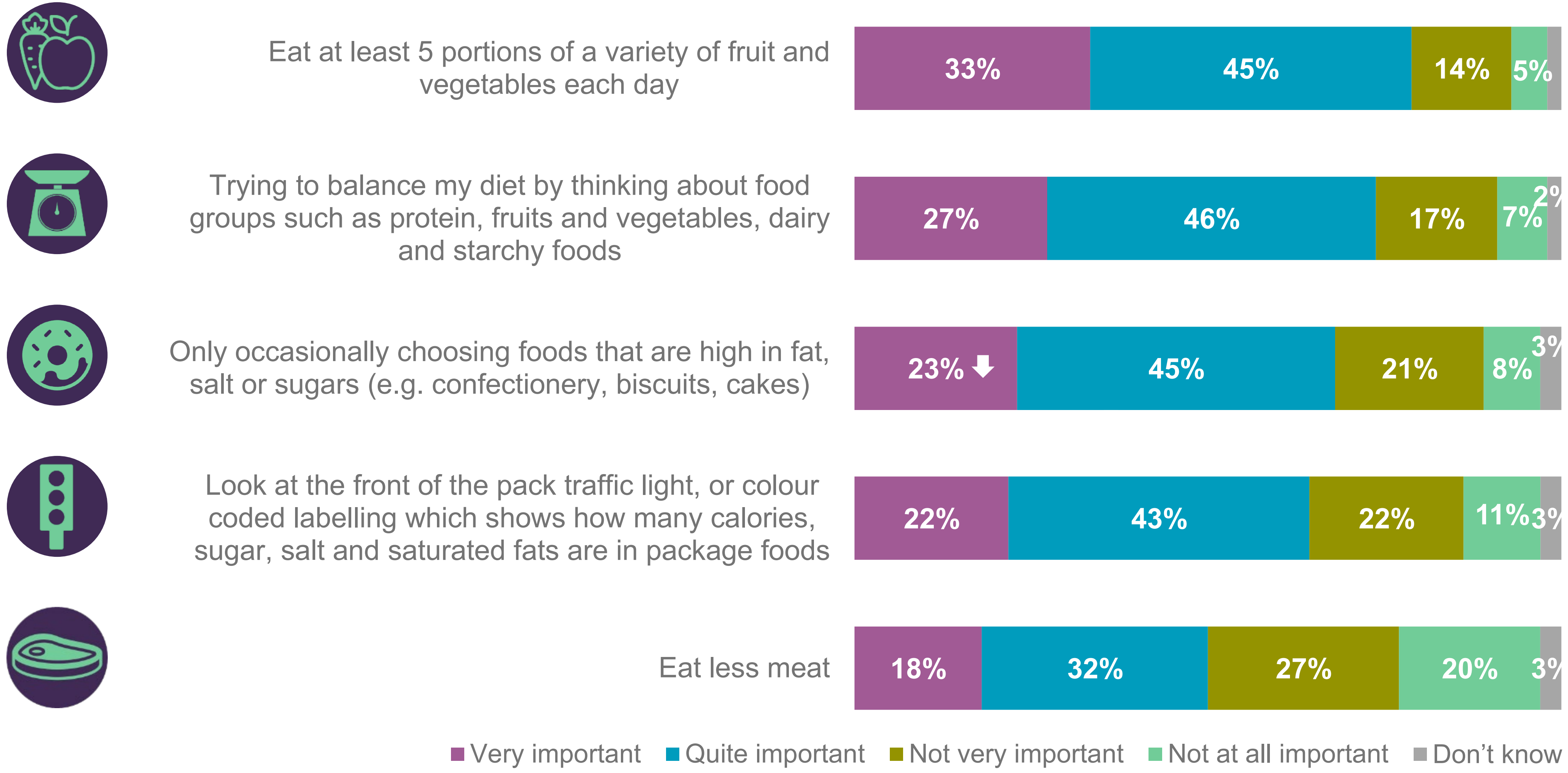
Just over a quarter (27%) regularly consider the amount of calories they consume daily, 15% using an app to monitor. While 4 in 10 think it is important to look at calories on menus, just 20% regularly do this.





Q21 Looking at each of these statements, please indicate how regularly you do this? Base: W14 1051
Q22 How important are these to you when thinking about what you eat and drink? Base: W14 1051

The majority of consumers consider it important to try to eat a balanced diet, including 5 portions of fruit & veg a day. Two-thirds say it is important to look at nutrition labelling and to only occasionally choose discretionary foods.



42% ABs say very important

31% males say not important

30% 65+ say very important

40% males & 38% 65+ say not important

26% males & 27% 55+ say not at all important

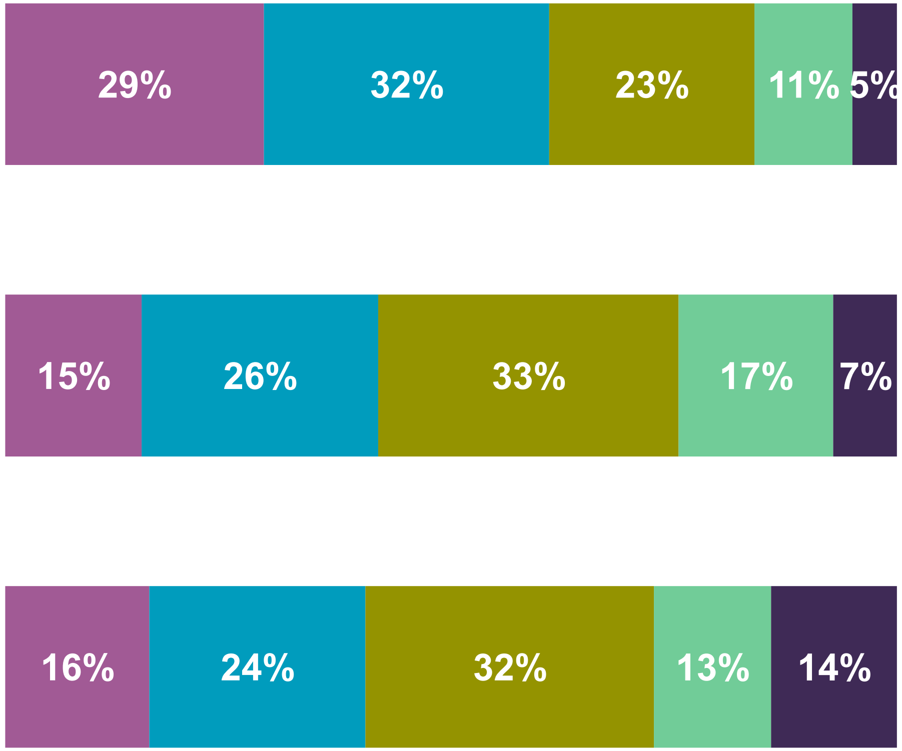
Q22 How important are these to you when thinking about what you eat and drink? Base: W14 1051

Over half regularly manage to drink sufficient fluids and two-fifths eat at least 5 portions of fruit and veg each day. 4 in 10 say they look at on pack nutritional information mostly or always.

Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.)

Eat at least 5 portions of a variety of fruit and vegetables each day

Look at the front of pack traffic lights, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods



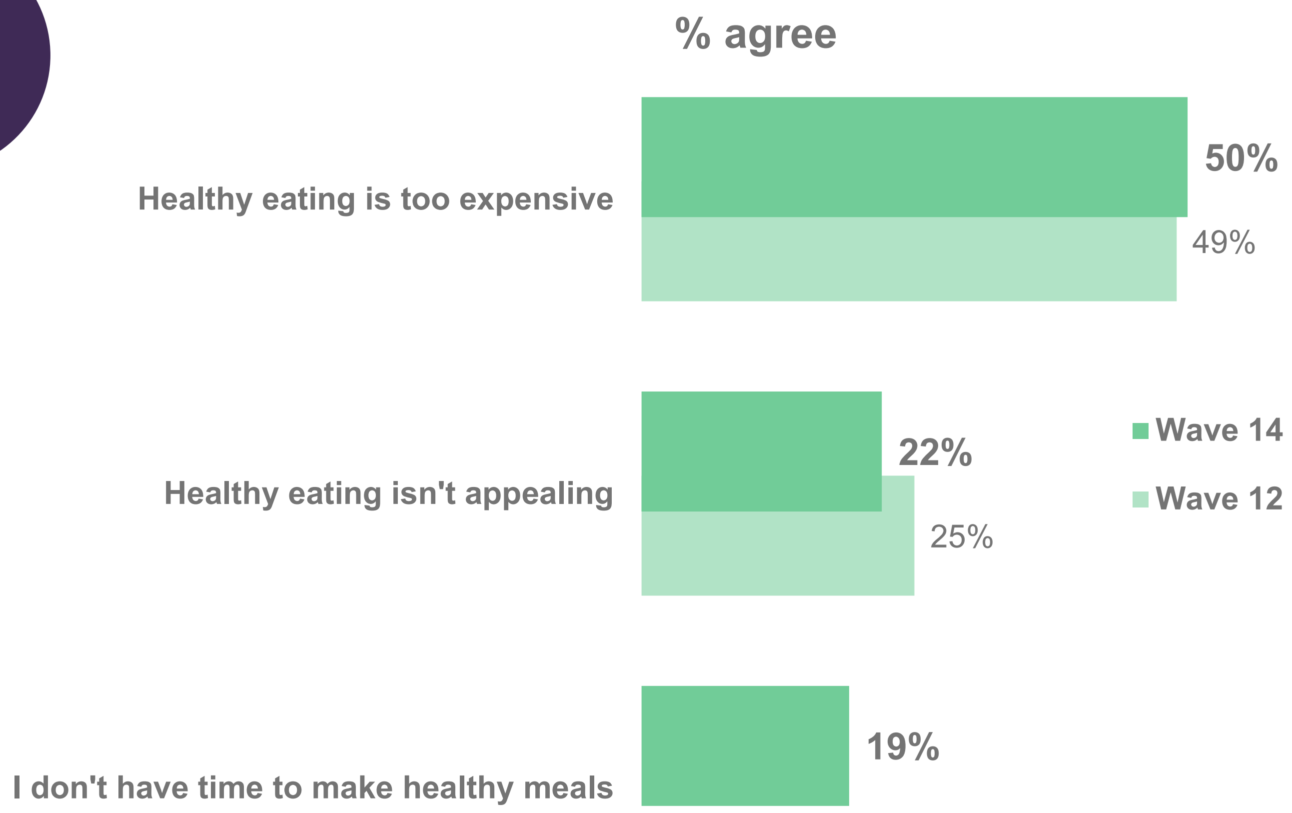
23% ABs always vs 29% DEs rarely/never

35% DEs & 32% males rarely/never

Always or nearly always · Mostly · Sometimes · Rarely · Never

Q21 Looking at each of these statements, please indicate how regularly you do this? Base: W14 1051

Cost remains the biggest perceived barrier to healthy eating, particularly for those in younger age groups, lower socio-economic groups and those with kids at home.



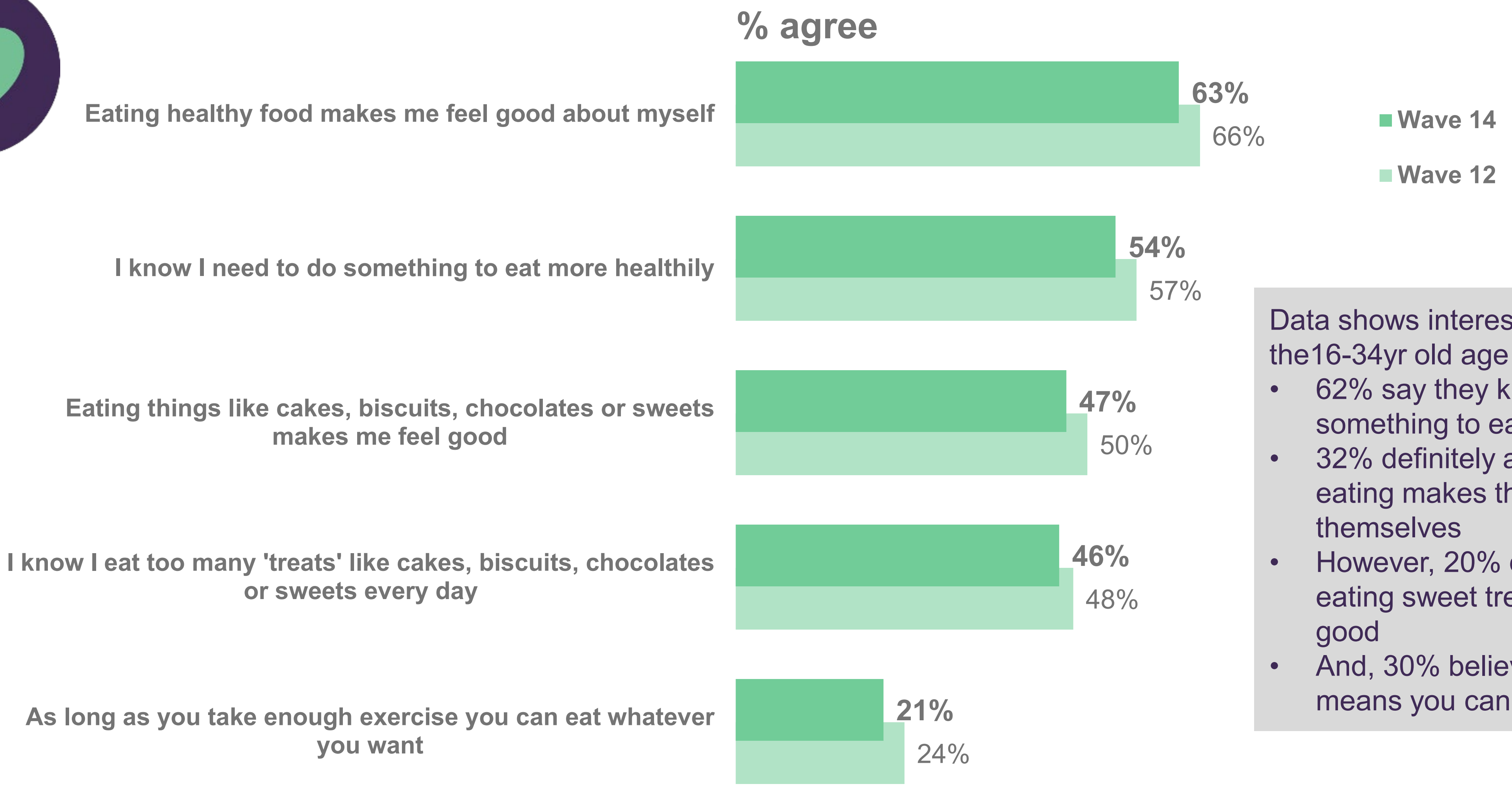
Cost is cited as a particular barrier for:
- 16-44yr olds, DEs and those with kids at home

Time is a particular barrier for:
- 16-34yr olds and those with kids at home

Healthy eating holds least appeal for:
- 16-44yr olds and those with kids at home

Q20 How much do you agree or disagree with the following statements that other people have made? Base: W12 1009, W14 1051

More than half agree they need to eat more healthily and 6 in 10 acknowledge healthy food makes them feel good about themselves. However, eating too many treats is common, and makes consumers feel good.

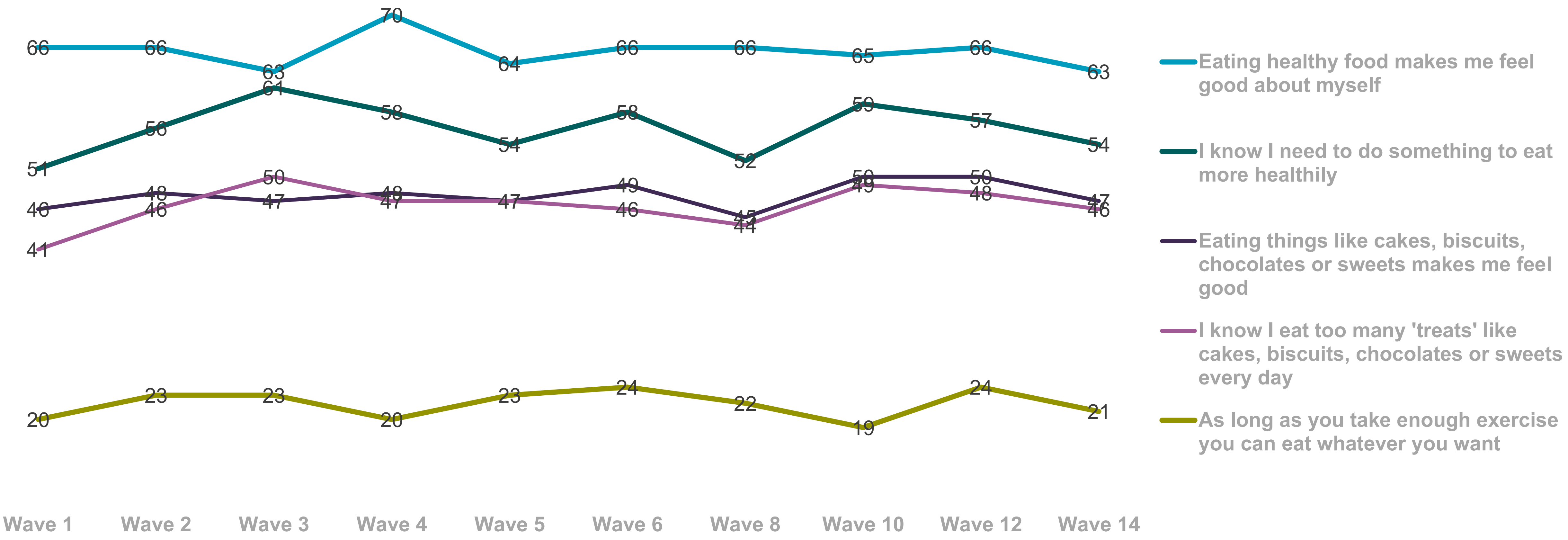


Data shows interesting patterns for the16-34yr old age group:

- 62% say they know they need to do something to eat more healthily
- 32% definitely agree that healthy eating makes them feel good about themselves
- However, 20% definitely agree that eating sweet treats makes them feel good
- And, 30% believe enough exercise means you can eat what you want

Q20 How much do you agree or disagree with each of these statements? Base: W12 1009, W14 1051

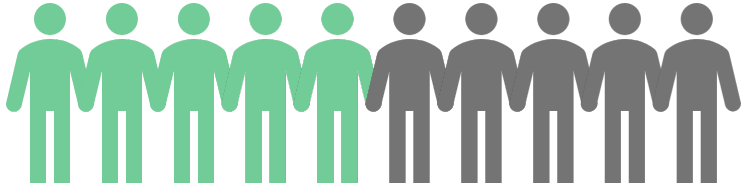
Attitudes are fairly consistent over time.



Q20 How much do you agree or disagree with each of these statements? Base: W14 1051

Previous base sizes:
W1 (1003); W2 (1000); W3 (1000); W4 (1000); W5 (1000); W6 (1002); W8 (1069); W10 (1015); W12 (1009)

Almost two-thirds acknowledge it's easy to buy large packs of treats then eat the whole pack themselves, however support for any restrictions on promotional offers or reduction in portion size has significantly declined – likely due to cost of living issues.



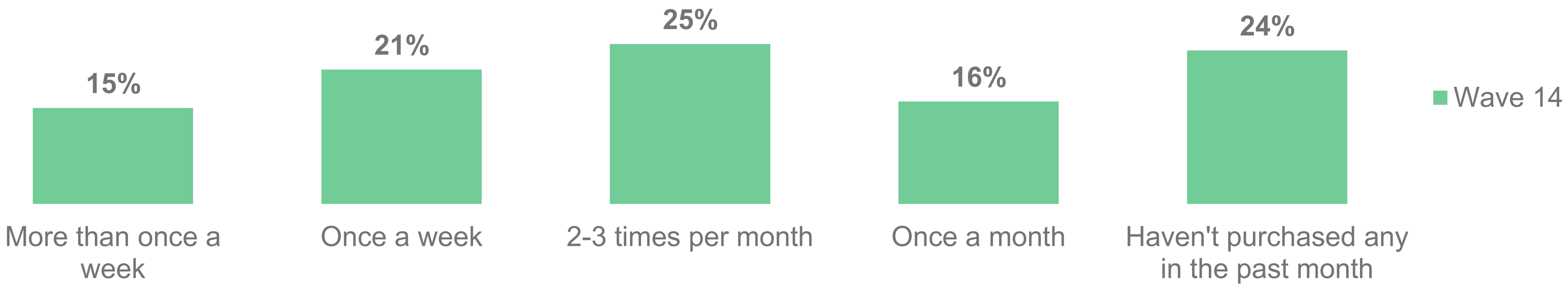
49% would support restricting the marketing / promotion of some unhealthy food/drink

↓ 57% Wave 12

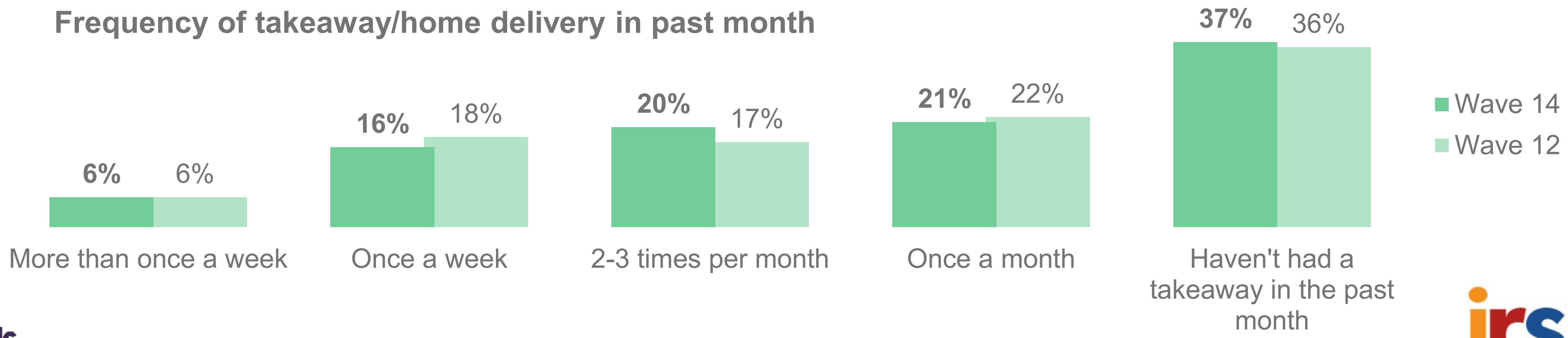
Q35 Would you support restricting the marketing / promotion of some unhealthy food/drink inside shops / supermarkets or online? Base: W14 1051
Q34 These statements are about food and drink in the shops and/or online food shops. Please indicate how much you agree or disagree with each Base: W12 1009, W14 1051

Over a third (36%) had purchased food to eat out of home and 22% had purchased takeaways at least once a week over the previous month. 16-34 year olds were the most frequent purchasers of both.

Frequency of purchasing food to eat out of home in past month

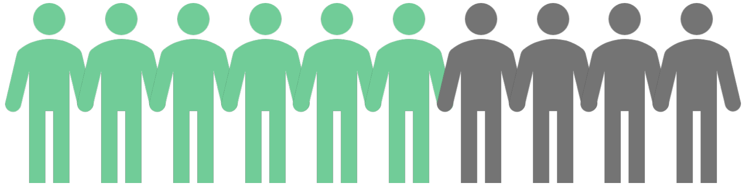


Frequency of takeaway/home delivery in past month

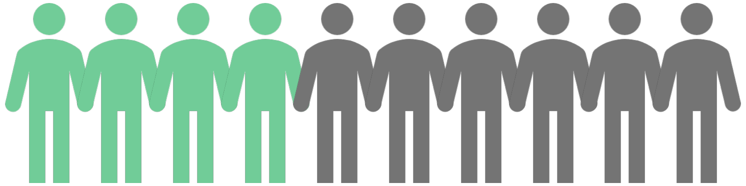


Q27 How often have you purchased food to eat out of home in the past month? This includes snacks or coffees as well as meals W14 1051
Q28 How often have you had takeaway/home delivery food in the last month? Base: W12 1009, W14 1051

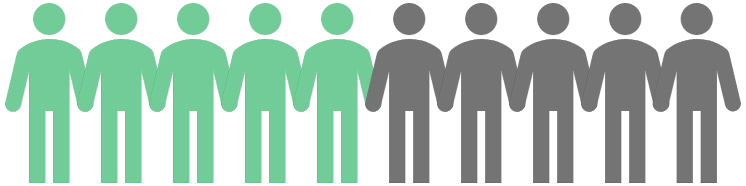
Eating less healthily when eating out is common, partly as consumers don’t always want to think about making healthy choices but also partly due to lack of healthy options and difficulty in understanding what is healthy and what is not.



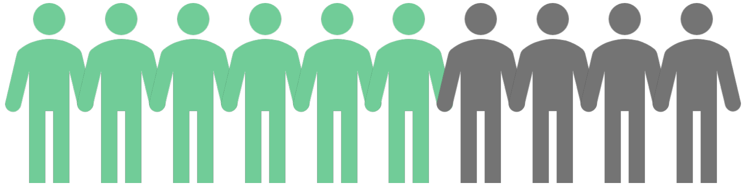
55% say they tend to eat less healthily when eating out



31% say they find it difficult to know which options are healthy and which are not healthy when eating out



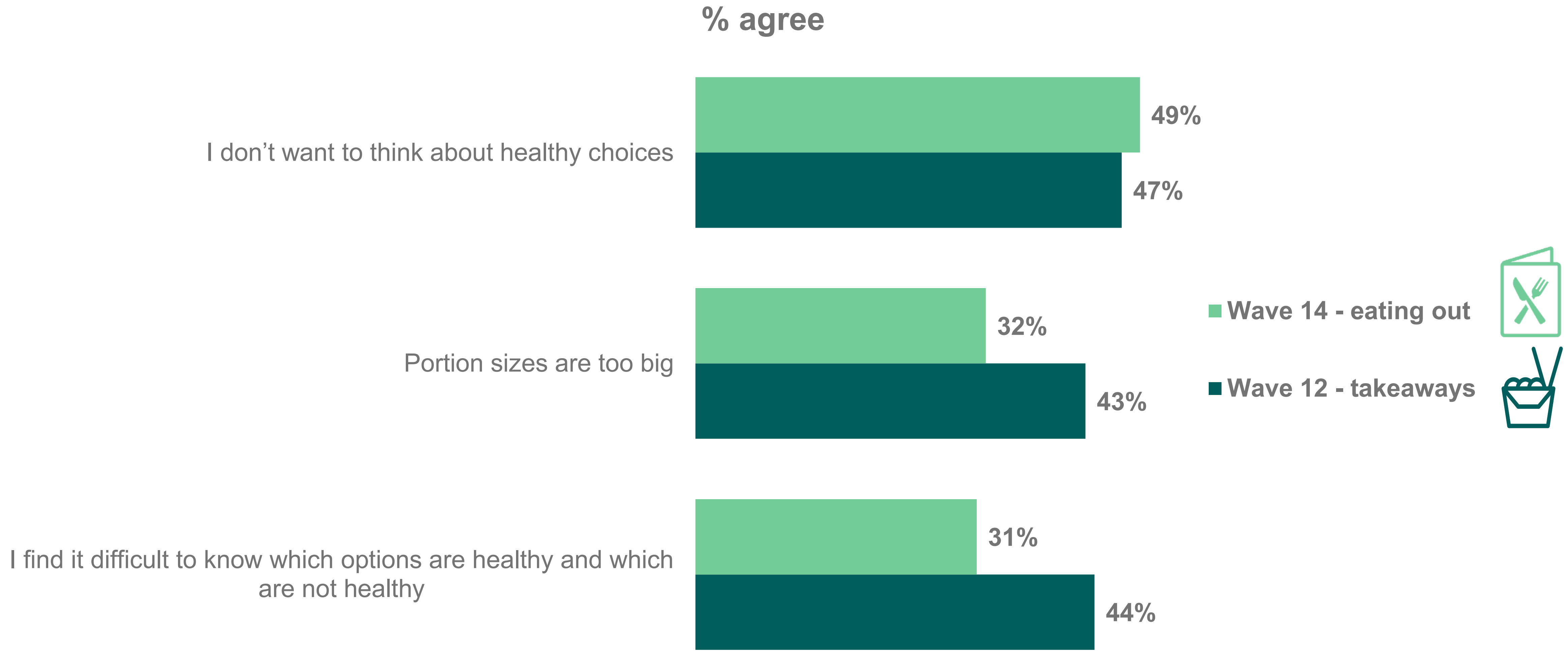
49% agree they don’t want to think about healthy choices when eating out



38% agree there are not enough healthy choices when eating out

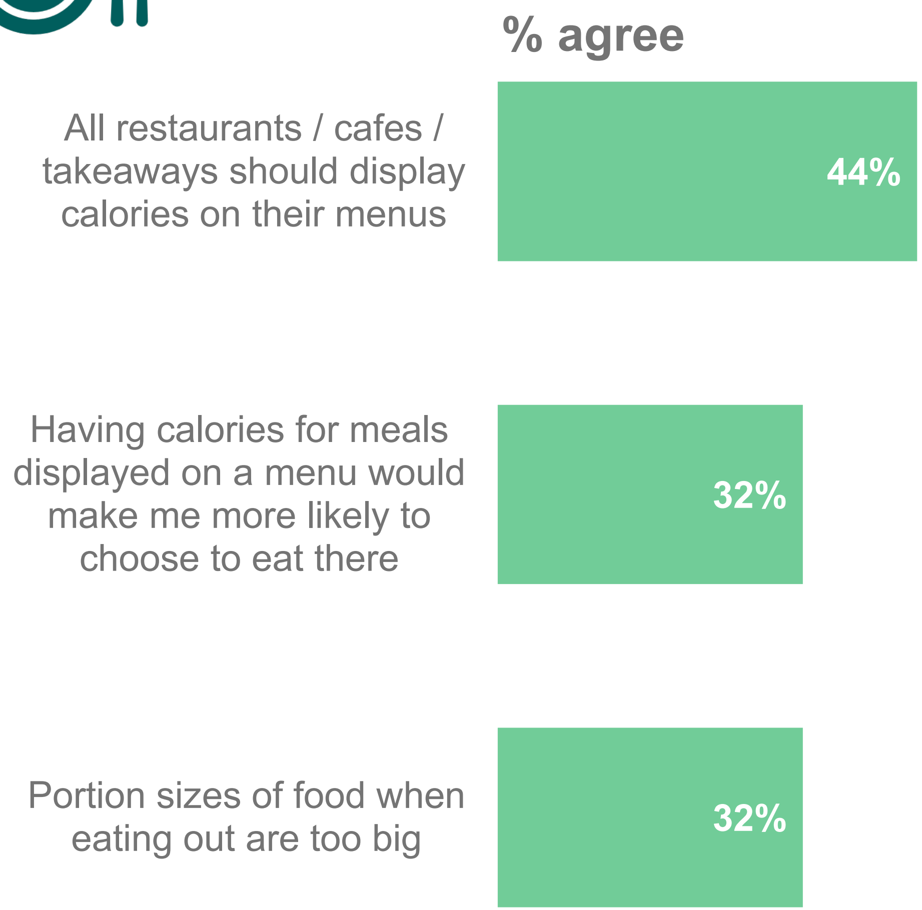
Q28 How much do you agree or disagree with the following statements? Base: W14 1051
Q29 Which, if any, of the following would make it easier for you to eat healthily when eating out? Base: W14 1051

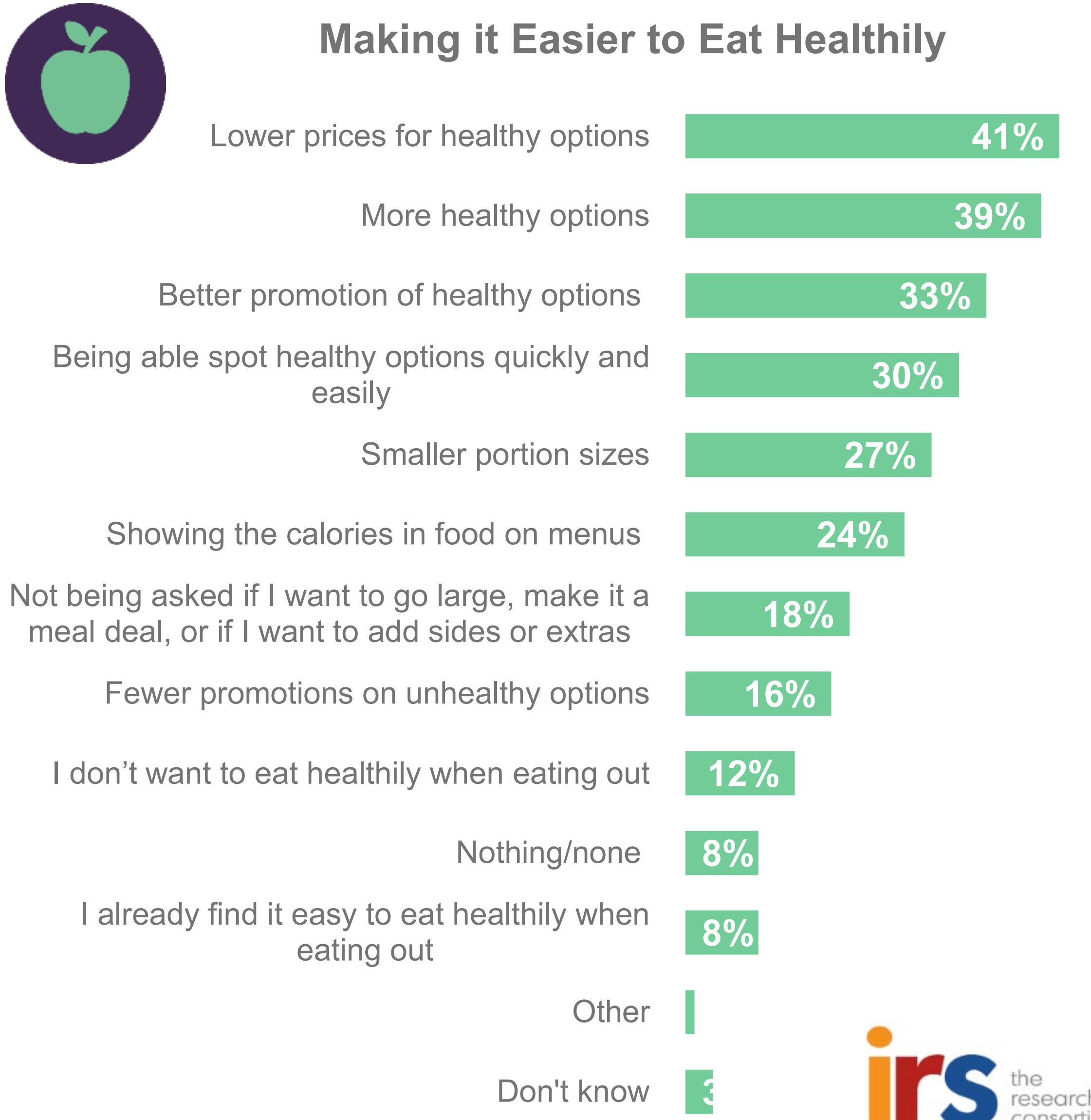
Comparing the data with last year where questions focused only on takeaways / delivery food, it is clear that consumers find it more difficult to eat healthily when ordering takeaway food than when eating out in general.



Q35 Would you support restricting the marketing / promotion of some unhealthy food/drink inside shops / supermarkets or online? Base: W14 1051
Q34 These statements are about food and drink in the shops and/or online food shops. Please indicate how much you agree or disagree with each Base: W12 1009, W14 1051

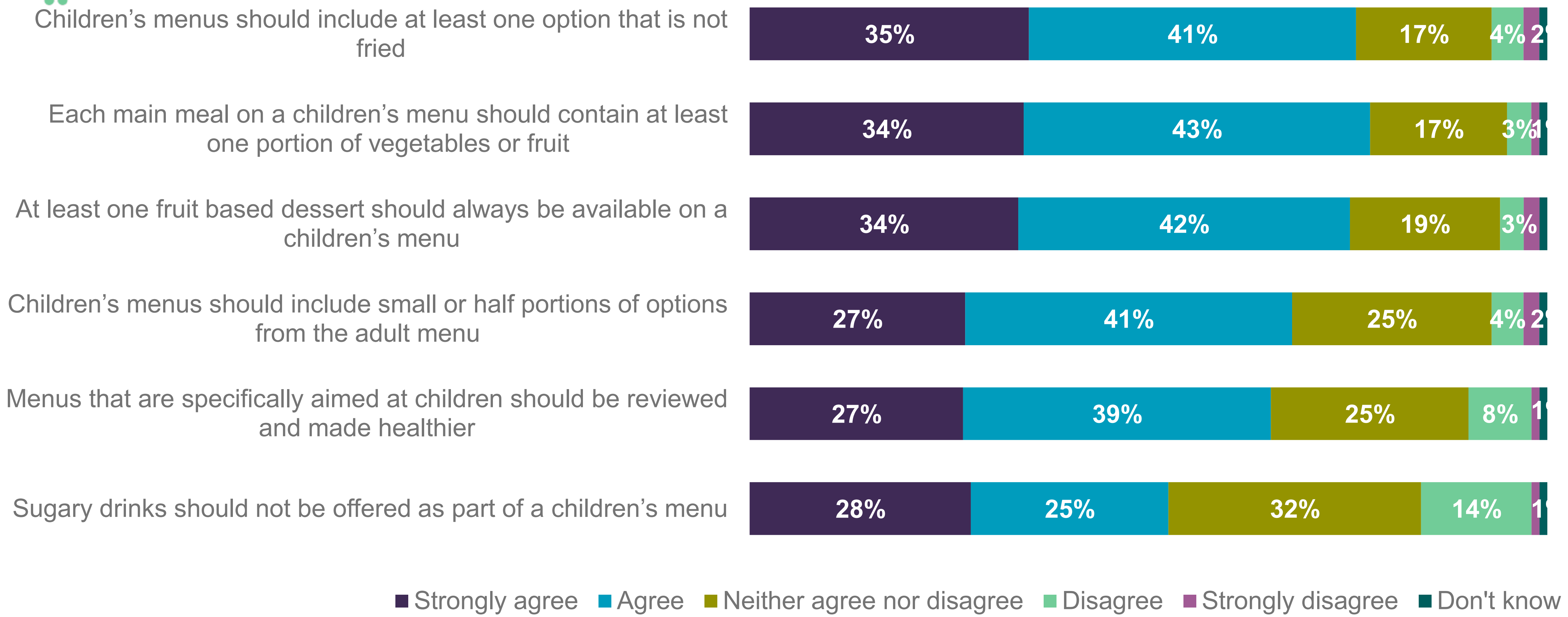
Displaying calories on menus, keener pricing, better promotion and increased availability of healthy options are the key levers to making it easier to eat healthily when eating out.





Q28 How much do you agree or disagree with the following statements? Base: W14 1051
Q31 Which, if any, of the following would make it easier for you to eat healthily when ordering a takeaway or delivery? Base: W14 1051

Parents / carers agree that children's menus should be improved, particularly by offering non-fried food and vegetables or fruit with every meal / dessert. While most do agree that sugary drinks should not be offered, there is more dissent on this point.



Q30 Now thinking specifically about eating out with children, and children's menus, to what extent do you agree or disagree with the following statements? Base: W14 309 (those with children)

Healthy Eating – Attitudes, Knowledge & Behaviour – Summary

- At an overall level, the public recognise that obesity and unhealthy diets are a problem in Scotland
  - They also understand the potential health issues related to unhealthy diets
  - Healthy eating is seen to be important, and most feel they understand what constitutes a healthy balanced diet

→Knowledge at this level does not seem to be a significant barrier

- The issue is more in terms of intention-behaviour gap
- Many feel their diets are already fairly healthy, although there is also an acknowledgement that they could / should potentially do more to eat healthily
  - and half recognise that discretionary foods are being consumed too frequently

→Potential need for a reality check / honest evaluation of what they are eating

- And while barriers remain consistent – with the cost of healthy eating the key issue – it is difficult to identify a real, strong motivation for change
- While many support the idea of changes to the out of home environment to encourage healthier eating, in the context of the cost of living issues any solutions which involve increasing costs of unhealthy foods, restricting promotional pricing and reducing portion sizes are not in favour.

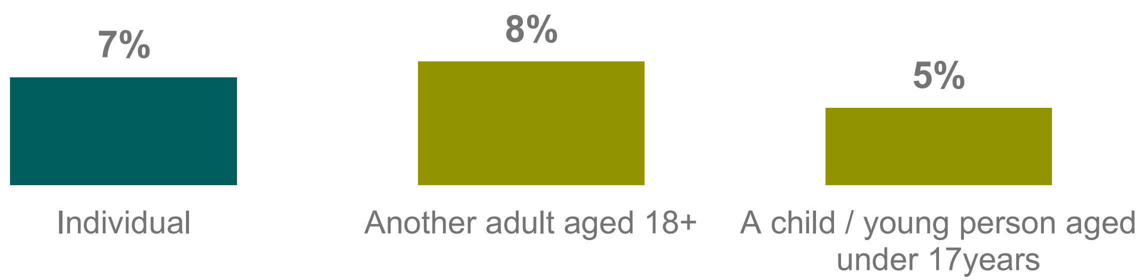
Cost of living issues will impact on how FSS needs to communicate with the public – in terms of content (e.g. healthy eating on low budgets) and tone – recognising the greater challenge of food affordability

Allergens

Just over 1 in 10 households in Scotland contain at least one person with a food allergy. Milk, nuts and peanuts were the most common causes, at this wave.

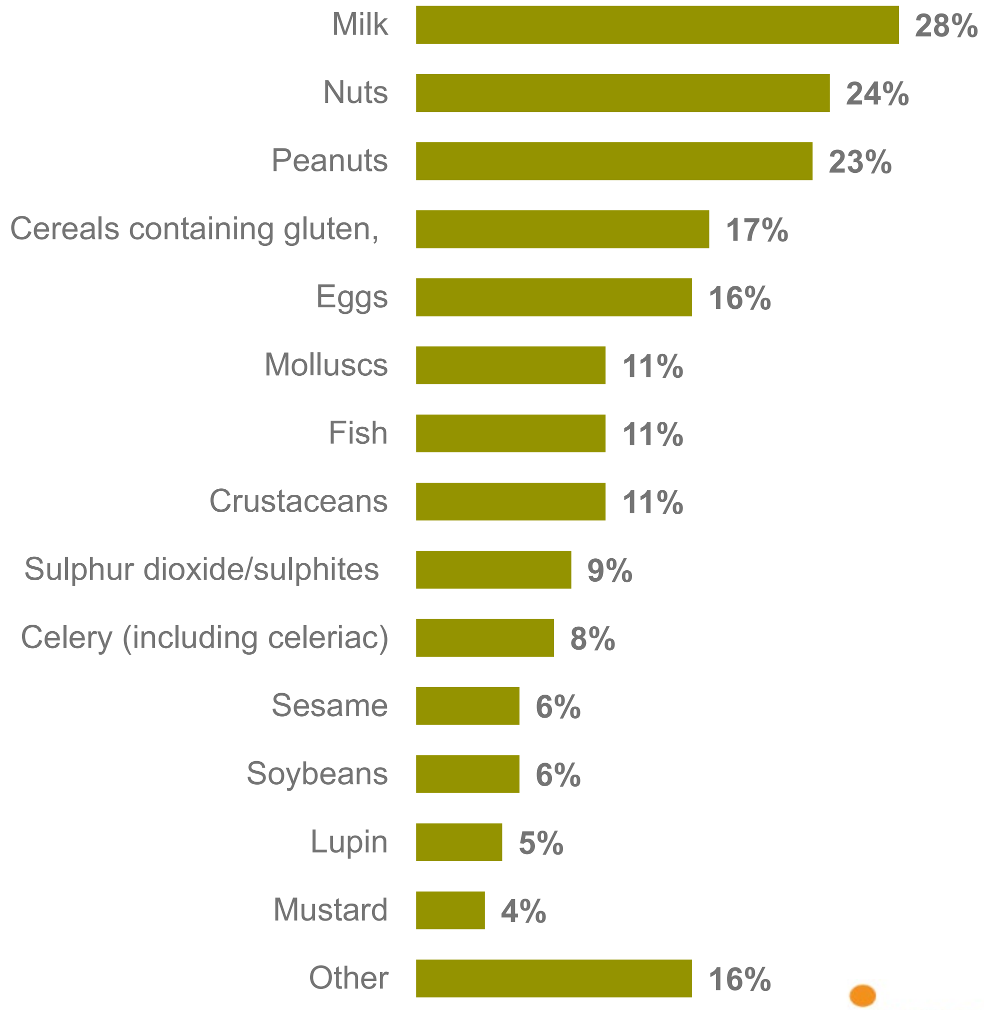
14% of Scottish households include at least one person with a food allergy

Food Allergies in Household



69% buy food for those with an allergy

Type of Food Allergy



Q42 Does anyone in your household, other than you, have a food allergy? Base: W14 10251
Q43 Do you ever buy food for this person with the allergy? Base: W14 133 (all with someone else in household with a food allergy)
Q41 What are you allergic to? Q44 What is this person in your household allergic to? W14 133 (all with someone else in household with a food allergy)

Half of those with household food allergies are aware of the alert system and nearly a third have signed up. 40% of those with allergies would still eat food which may contain an ingredient they are allergic to, and a quarter never carry an auto injector.

49% are aware of the allergen alert system

31% have signed up for alerts

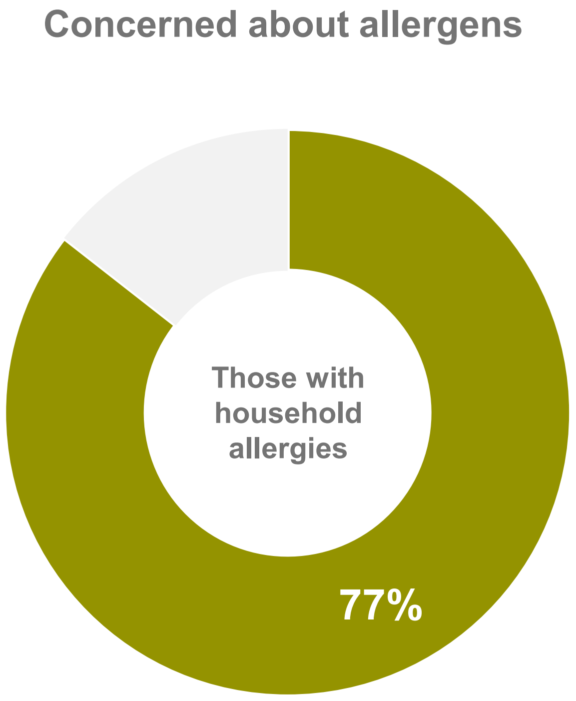
40% would still eat food with a label saying 'may contain' something they are allergic to

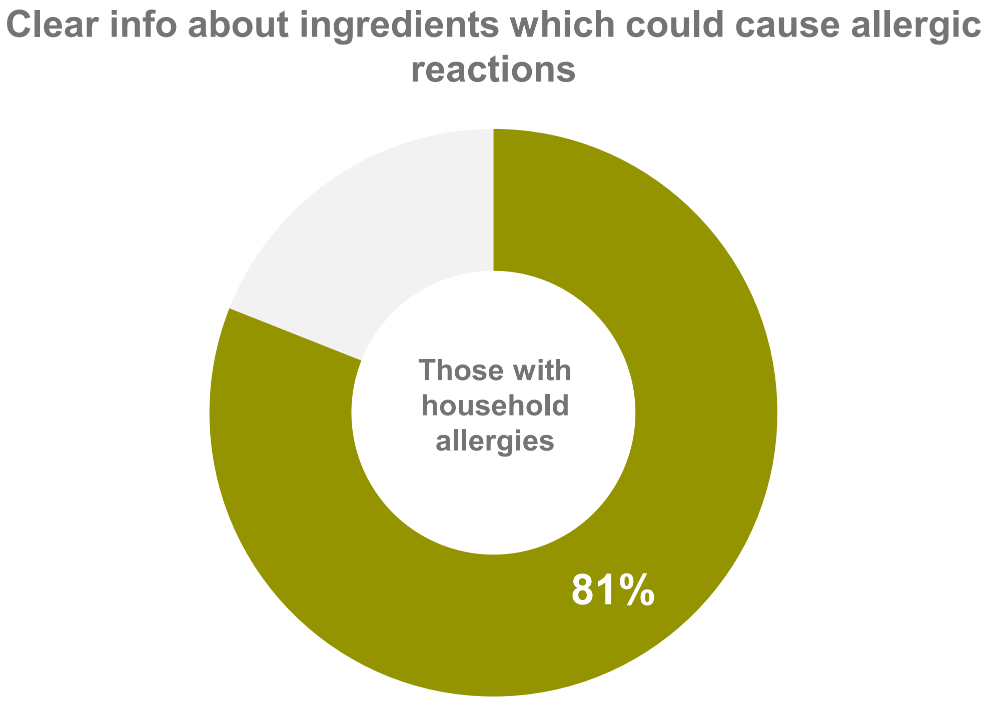
Frequency of carrying Epipen / Auto injector

25% always
16% sometimes
26% never
33% do not need one

Q45 Do you carry an Epipen or other auto-injector with you when you are eating out, in case of an allergic reaction to food? Base: W14 177 (all with allergy)
Q50 Are you aware that there is a text / email alert system to notify consumers of issues with missing or incorrect allergen information on food labels? Base: W14 177 (all with allergy)
Q65 To what extent do you agree or disagree with the following statements about your food allergies? Base, W14 74 (respondents with an allergy)

More than three-quarters of those in households with food allergies are concerned about allergens in food; however the vast majority feel they can access information about ingredients which could cause allergic reactions.

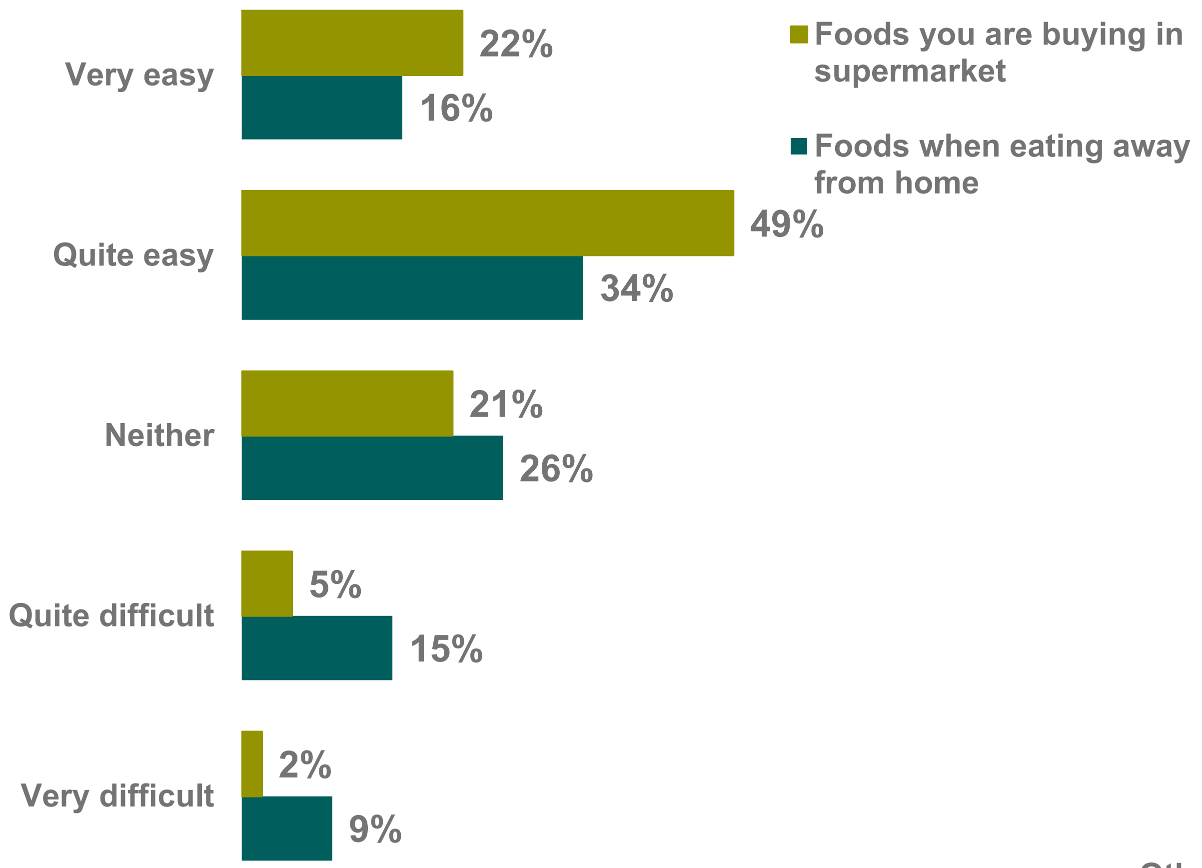




Q14 Do you have clear information on...? W14 1051
Q12 Please sort each of these issues according to whether or not they cause you concern or do not cause you concern. W14 1051

More than 7 in 10 find it easy to find allergy information on food bought in shops/ supermarkets compared with just 50% when eating out of home. Written information on food labels and menus are the most used sources.

Ease of Finding Allergy Info

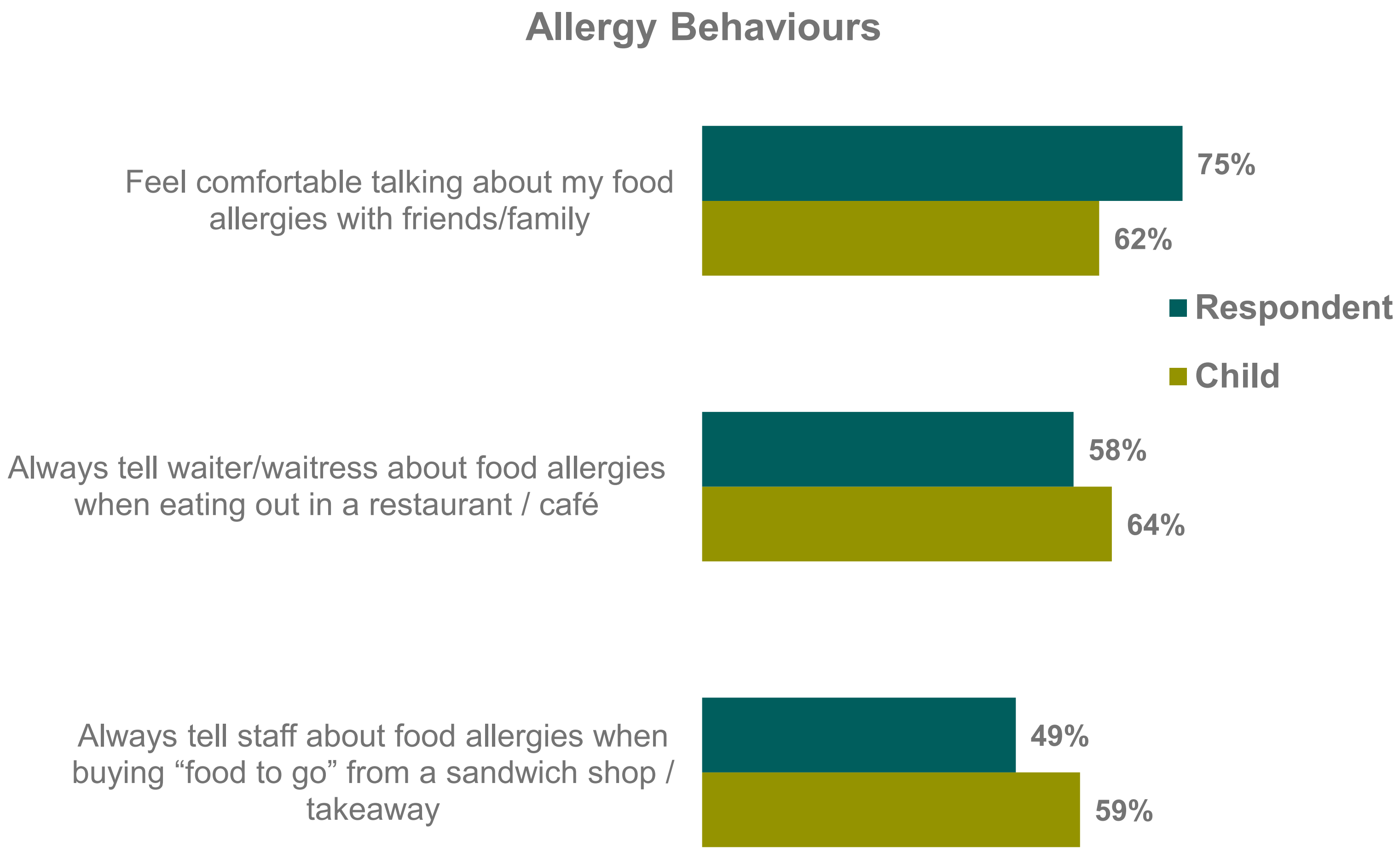


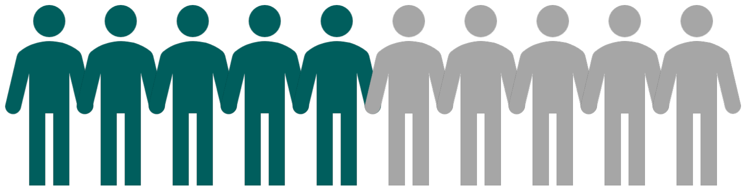
Main Sources of Allergy Info

	Shopping	*Eating out of home*
Ask staff for info	30%	48%
Labels on food	77%	47%
Info on menus	n/a	47%
Restaurant/store website/app	11%	10%
Other in restaurant/store info	20%	15%

Q46 How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets? Base: W14 177 (all with household food allergy)
Q47 How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or restaurant, or when ordering a take-away?
Q48 Where do you mainly get allergy information when shopping? Q49 Where do you mainly get food allergy information when eating out of the home?

As seen in previous waves, adults are largely comfortable discussing their food allergies with others, children slightly less so. However, children with food allergies are more likely than adults to always mention their allergies when eating out or buying food to go.

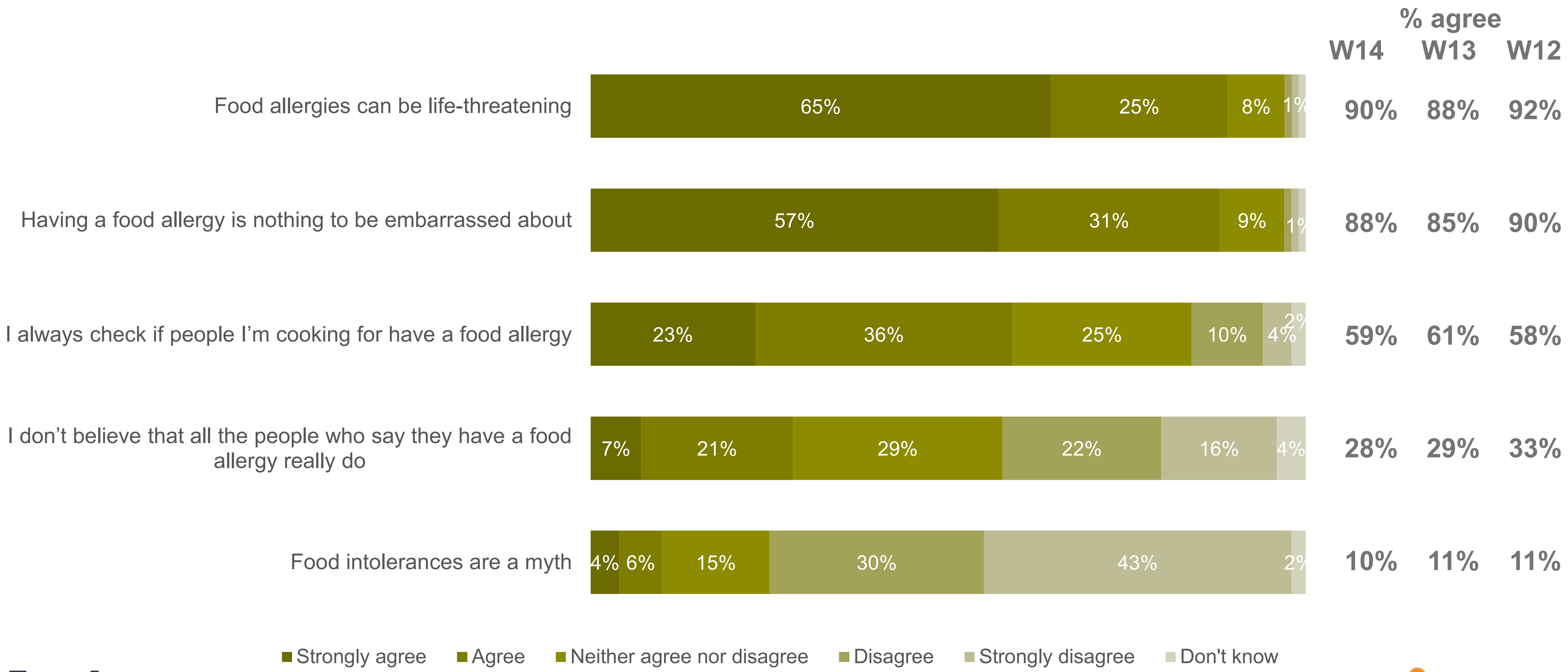




48% of those who have food allergies think it’s easy to avoid food allergens when ordering a take-away

Q51 To what extent do you agree or disagree with the following statements about your food allergies? Base, W14 74 (respondents with an allergy)
Q52 Thinking now about your child(ren) with food allergies, to what extent do you agree or disagree with the following statements? Base, W14 55 (those with kids with an allergy)

Attitudes towards food allergies remain consistent, with most recognising they can be serious, and that there should be no stigma to having a food allergy. 1 in 10 believe food intolerances are a myth, and more that a quarter don't believe everyone who says they have a food allergy.



Q53 To what extent do you agree or disagree with the following statements about food allergies? Base: All respondents W12 1009, W13 1029, W14 1051

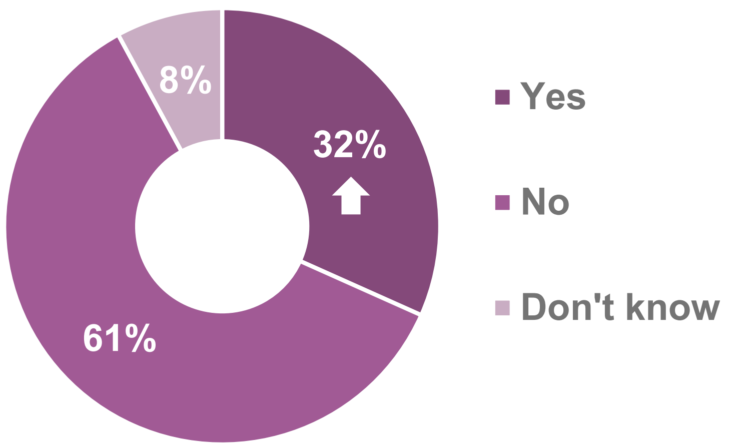
Allergens – Summary

- Data on allergens is very consistent with previous waves, with just over 1 in 10 households in Scotland experiencing food allergies
- Not surprisingly for these households allergens are a concern, however most feel they can access information about ingredients that could cause allergic reactions
- It remains easier to find information about allergens in food purchased in retail outlets – through food labelling - than when eating out, where consumers use a variety of methods
- Most adults with food allergies feel comfortable discussing these with family and friends, but will not always mention their allergies when eating out – especially when grabbing food on the go
- Parents report that their children with food allergies are overall a bit less comfortable discussing these, but are more likely than adults to disclose when eating out
- Attitudes amongst the general public regarding food allergies remain consistent with previous years, with most understanding the potential severity and agreeing that there should be no stigma around food allergies.

Other topics

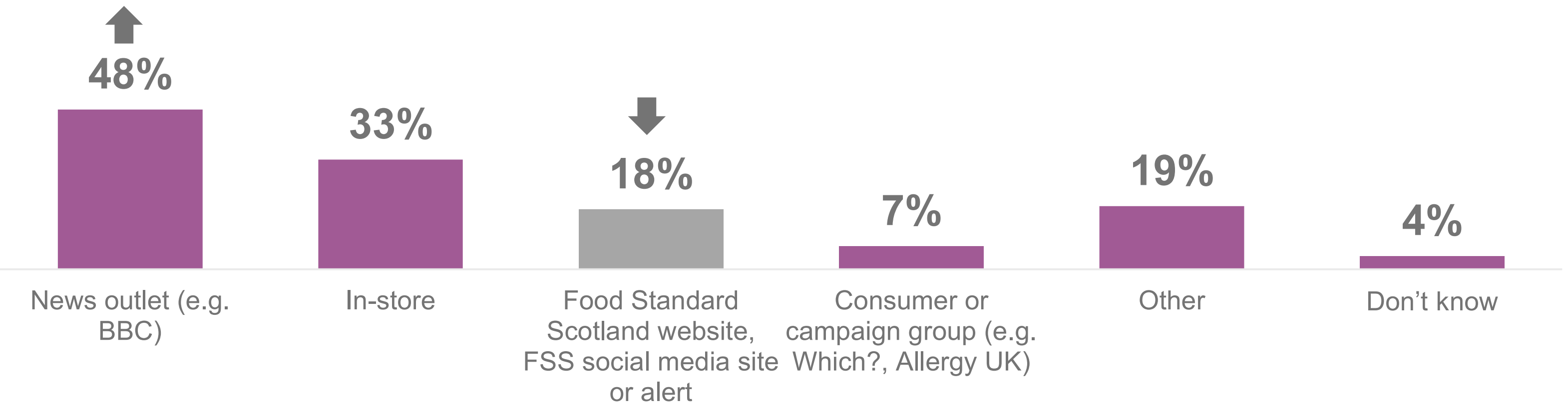
A third of consumers remember seeing food recall alerts, a significant increase on last wave. The source of most awareness is news outlets, or seeing signage in stores, however just under a fifth mentioned FSS.

Remember any alerts about food recall



23% aware of text alert system to notify consumers of products being recalled

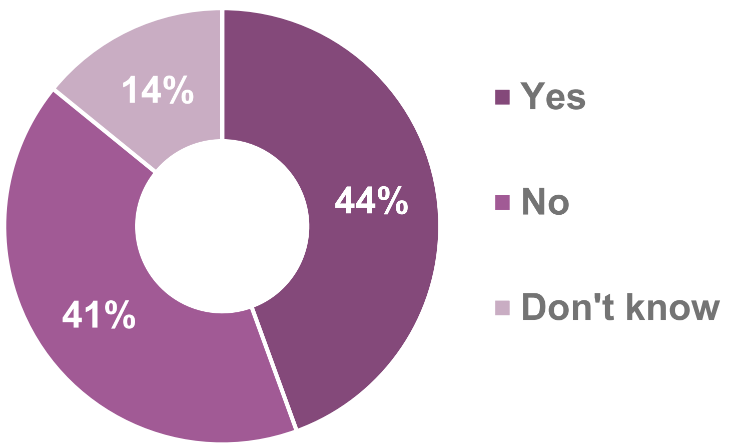
8% aware & have signed up

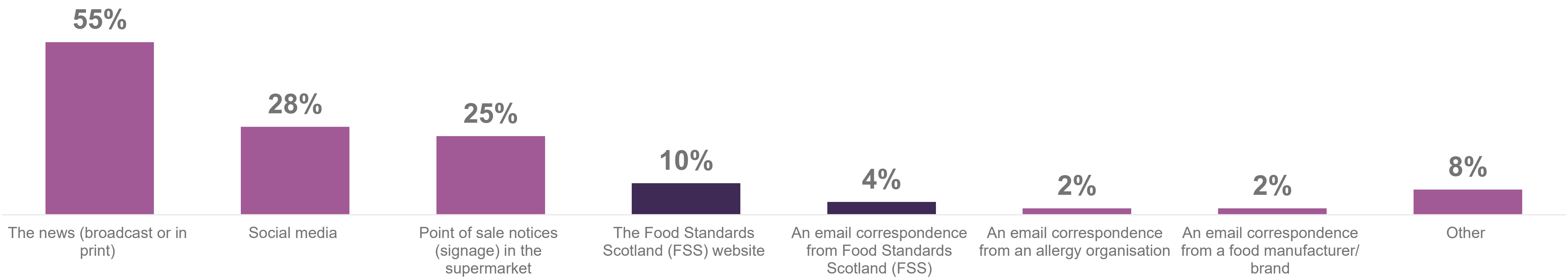


Q54 Do you recall any news or social media alerts about any foods being recalled from sale in the past 12 months? Base: W14 1051
Q5 To the best of your knowledge, where did you see the recall? Base: 334 (those who remembered an alert)
Q70 Are you aware that there is a text alert system to notify consumers of products which are being recalled? Base: W14 1051

Just over two-fifths of consumers are aware that rapeseed oil is being used in place of sunflower oil in some food production as a result of the conflict in Ukraine. News media is the main source, with social media and point of sale notices also driving awareness. 1 in 10 mentioned the FSS website and 4% had received an email from FSS.

Aware of rapeseed oil instead of sunflower oil





Q57 Are you aware that, due to the conflict in Ukraine and the related shortage of sunflower oil, some producers of processed foods may be using rapeseed oil as an alternative ingredient without it being explicitly stated on the food label? Base: W14 1051
Q58 From where did you hear about this need for some producers of processed foods to use rapeseed oil as an alternative to sunflower oil? Base: W14 1051

Food Standards Scotland
Pilgrim House
Aberdeen AB11 5RL

01224 285100

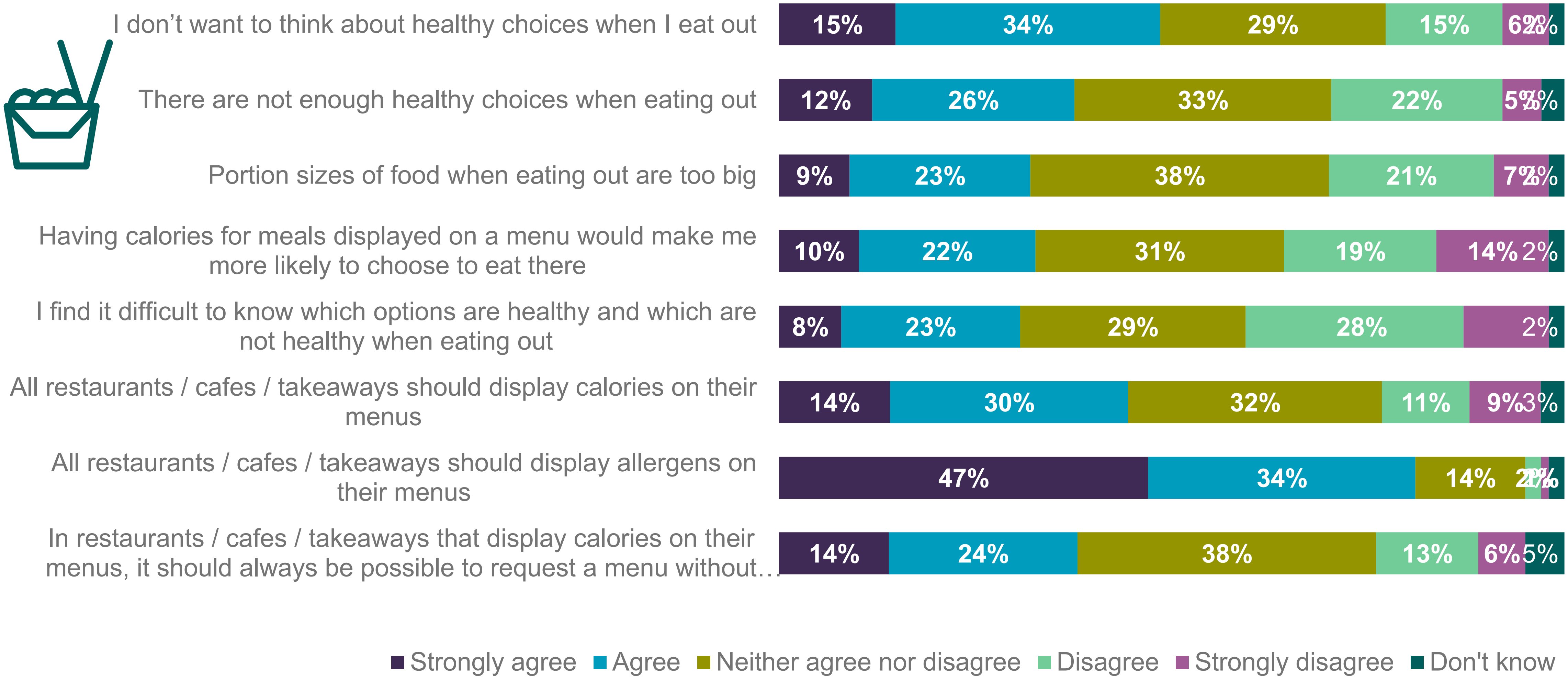
marketing@fss.scot

foodstandards.gov.scot

Availability of Clear Information on Key Topics

Q14 Do you have clear information on...? Base: All respondents W12 (1009) W13 (1029) W14 (1051)

Eating Out Statements



Q29 How much do you agree or disagree with the following statements? Base: W14 1051