

The 2014

FOOD and YOU

Survey

Scotland Bulletin 4
Experience of food poisoning
and attitudes towards food
safety and food production

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Experience of food poisoning and attitudes towards food safety and food production

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Official Statistics

The statistics presented in this bulletin meet the requirements of the UK Code of Practice for Official Statistics¹.

Further information on Official Statistics can be found on the UK Statistics Authority website².

¹ <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>

² <http://www.statisticsauthority.gov.uk/national-statistician/types-of-official-statistics/index.html>

Foreword

This bulletin presents a descriptive overview of selected findings from Wave 3 of the Food and You survey for Scotland, commissioned by the Food Standards Agency (FSA or the Agency). Much of the Agency's work with the public is concerned with informing and influencing the ways in which food is purchased, stored, prepared and consumed. Food and You provides data about the prevalence of different reported behaviours, attitudes and knowledge relating to these topics.

Waves 1 and 2 of the Food and You survey were carried out in 2010 and 2012 respectively. Wave 3 was conducted in 2014 and consisted of 3,453 interviews from a representative sample of adults aged 16 and over across the UK, including 475 interviews in Scotland on which this report is based. Wave 3 builds on and extends the previous findings.

The key findings for Scotland from Wave 3 have been published in six separate bulletins, one for each of the following main topics:

- Eating, cooking and shopping
- Food safety in the home
- Eating outside the home
- Experience of food poisoning and attitudes towards food safety and food production
- Advice on healthy eating
- Eating and health

In addition to the bulletins, an executive summary has been published which presents key findings for Scotland from across the entire survey.

This bulletin provides a descriptive overview of the key findings for Scotland from Wave 3 in relation to experience of food poisoning and attitudes towards food safety and food production.

Background and objectives

Role of the FSA and FSAS

The FSA was created in 2000 as a non-ministerial, independent government department governed by a Board whose members have extensive knowledge and experience in a wide range of sectors relevant to the FSA. The Agency was set up to protect public health from risks which may arise in connection with the consumption of food, and otherwise to protect the interests of consumers in relation to food.

The FSA is responsible for food safety and hygiene across the UK, and is committed to ensuring the general public can have trust and confidence in the food they buy and eat. The FSA in Scotland is additionally responsible for nutrition policy and food labelling.

In providing guidance on food safety to consumers, the Agency aims to minimise the risk of food poisoning. Advice generally relates to four aspects of food hygiene: cleaning, cooking, avoiding cross-contamination and chilling (collectively known as the '4 Cs'), with advice provided on each aspect. Guidance is also given on the use of date labels (such as 'use by' and 'best before' dates) and storage instructions on foods to help ensure the safety of food eaten at home.

The Food Standards Agency in Scotland is also tasked with the provision of diet and nutrition advice to encourage healthier eating. The FSA in Scotland will become a devolved public food body for Scotland on 1 April 2015, and will be renamed Food Standards Scotland. Its remit will remain broadly the same but with a particular focus on the needs of the Scottish nation.

The Food and You survey

In 2009, the FSA commissioned a consortium comprising TNS BMRB, the Policy Studies Institute (PSI) and the University of Westminster to carry out Wave 1 of Food and You. The main aim of this survey was to collect quantitative information as a baseline on the UK public's reported behaviour, attitudes and knowledge relating to food issues (such as food safety and healthy eating). The results from this survey provided an extensive evidence base to support policy making at the FSA and across other government departments.

Waves 1 and 2 of the Food and You survey were conducted by the same consortium in 2010 and 2012 respectively. Reports of the findings and methodological details are available on the FSA website³. Specific examples of use of the findings include results from Wave 1 being used to determine the theme of the 2012 FSA Food Safety Week⁴ and findings from Wave 2 informing FSA public campaigns on food safety. Secondary analysis of the Waves 1 and 2 data has explored domestic food safety practices⁵ and the relationships between nutrition and food safety⁶. Wave 3 was carried out in 2014 by TNS BMRB.

Prior to 2010, the FSA was responsible for food safety and nutrition policy across the UK. Accordingly, Wave 1 of the Food and You survey contained questions covering both healthy eating and food safety, and the findings were reported together. During Wave 1, responsibility for nutrition policy (healthy eating) was transferred in England and Wales to the Department of Health (DH) and the Welsh Government respectively. Nutrition policy in Scotland and Northern Ireland remains the responsibility of the Agency. Waves 2 and 3, therefore, included a question module on healthy eating for respondents in Scotland and Northern Ireland, but focussed solely on food safety issues for respondents in England and Wales.

The objectives for Wave 3 of the Food and You survey were to collect quantitative information to enable the Agency to:

- Explore public understanding of, and engagement with, the Agency's aim of improving food safety
- Identify specific target groups for future interventions (e.g. those most at risk or those among whom FSA policies and initiatives are likely to have the greatest impact)
- Monitor changes over time (compared with data from Waves 1 and 2 or from other sources) in reported attitudes and behaviour
- Broaden the evidence base and develop indicators to assess progress in fulfilling the Agency's strategic plans, aims and targets.
- Assess differences between, and areas for increased focus, across the national agencies in Scotland, Wales, Northern Ireland and England.

About this bulletin

Self-reported behaviours

Interviews as a data collection method do not necessarily capture people's actual practices. What respondents say in interviews about what they do and think is necessarily *reported* for a number of reasons, including recall not being accurate, certain behaviours being habitual and therefore possibly difficult to recall, and desirability bias – described further below. Here self-reported behaviour is used as a proxy for actual behaviour. Where the report refers to behaviour, attitudes or knowledge, the fact that the data refer to reported behaviour must always be borne in mind.

When developing the Food and You questionnaire, it was apparent that the risk of social desirability bias was high i.e. respondents tended to answer questions based on what they thought they ought to say, rather than reflecting what they actually do, know or think. In particular, there were a number of

³ The Wave 1 report can be found at: http://www.foodbase.org.uk/admintools/reportdocuments/641-1-1079_Food_and_You_Report_Main_Report_FINAL.pdf and the Wave 2 report can be found at: http://www.foodbase.org.uk/admintools/reportdocuments/805-1-1460_Wave_2_Main_Report.pdf

⁴ <http://www.food.gov.uk/news-updates/campaigns/germwatch/>

⁵ <http://www.food.gov.uk/science/research/ssres/fs409012>

⁶ <http://www.food.gov.uk/science/research/ssres/crosscutss/fs307014>

topics in the questionnaire for which respondents might be reluctant to report behaviour which goes against a generally well known 'best practice' (for example, not washing their hands before cooking or preparing food). The Food and You questionnaire was carefully designed to limit this as far as possible by asking questions about behaviour in specific time periods (e.g. asking whether a respondent did something 'in the last seven days' rather than 'usually') and framing questions in a neutral way.

Questionnaire changes between waves

To reflect the changing responsibilities of the FSA, the focus of the survey content was changed between Wave 1 and Wave 2. To minimise any effects caused by changing the order of the questions attempts were made to keep the structure of the questionnaire as similar as possible between the waves. Despite this, the removal of the healthy eating questions in England and Wales, and further revisions of the food safety questions introduced unavoidable differences between the two waves of the survey. As the context in which survey questions are asked is known to influence the way respondents reply we cannot rule out the possibility that differences in responses between Waves 1 and 2 may have been partly or wholly because of changes to the questions. Further changes were made to the questionnaire at Wave 3. Again, whilst efforts were made to keep the structure of the questionnaire as similar as possible to the Wave 2 questionnaire, unavoidable differences were introduced between these two waves of the survey. That observed differences could be an effect of changes to the questionnaire should be kept in mind when considering the findings.

Where questions have remained consistent across the waves of the survey, statistical analysis has been used to determine whether results have changed significantly over time. Although having three data points now means it is possible to see trends starting to emerge, doing so is inevitably still tentative, whereas further waves of data collection would allow greater confidence in identifying trends.

At Wave 1 of the survey, in order to cover additional topics without over-burdening respondents, three question modules (eating arrangements, eating out and shopping patterns) were each asked of a random third of respondents. At Waves 2 and 3, all question modules were asked of all respondents. The larger sample sizes for these modules at Waves 2 and 3 mean that smaller differences observed between Waves 2 and 3 are statistically significant compared with differences between Wave 1 and Waves 2 or 3.

The Food and You Technical Report⁷ provides a summary of questionnaire changes between Wave 2 and Wave 3.

Reporting conventions

Unless stated otherwise, where comparisons are made in the text between different population groups or variables, only those differences found to be statistically significant at the five per cent level are reported. In other words, differences as large as those reported have no more than a five per cent probability of occurring by chance.

Percentages may not add to 100% as a result of rounding.

Topics covered

The Food and You survey collected data on a wide range of topics. As a result it is not feasible for this series of bulletins to present detailed analysis of all of the questions. In particular, only selected socio-demographic variables have been analysed to uncover statistically significant differences. These variables were identified by the FSA as of key interest, providing the most useful information about sub-group variation at this initial stage of data analysis. The identified variables were: age, gender, and the Scottish Index of Multiple Deprivation (SIMD).⁸ Variation by age and gender has been

⁷ <http://www.food.gov.uk/sites/default/files/food-and-you-2014-uk-bulletin-technical-report.pdf>

⁸ The Scottish Index of Multiple Deprivation (SIMD) is the official measure of area deprivation in Scotland which considers deprivation across income, employment, health, education, skills and training, housing, geographic access and crime. Areas are grouped into quintiles based on their 2012 SIMD score, with quintile 1 the most deprived areas across Scotland and quintile 5 the least deprived areas.

considered across all three waves, while only Wave 3 data was examined for variation by SIMD. Full data are available in the UK Data Archive⁹ and at data.gov.uk¹⁰ for further analysis.

⁹ <http://www.data-archive.ac.uk/>

¹⁰ <http://data.gov.uk/>

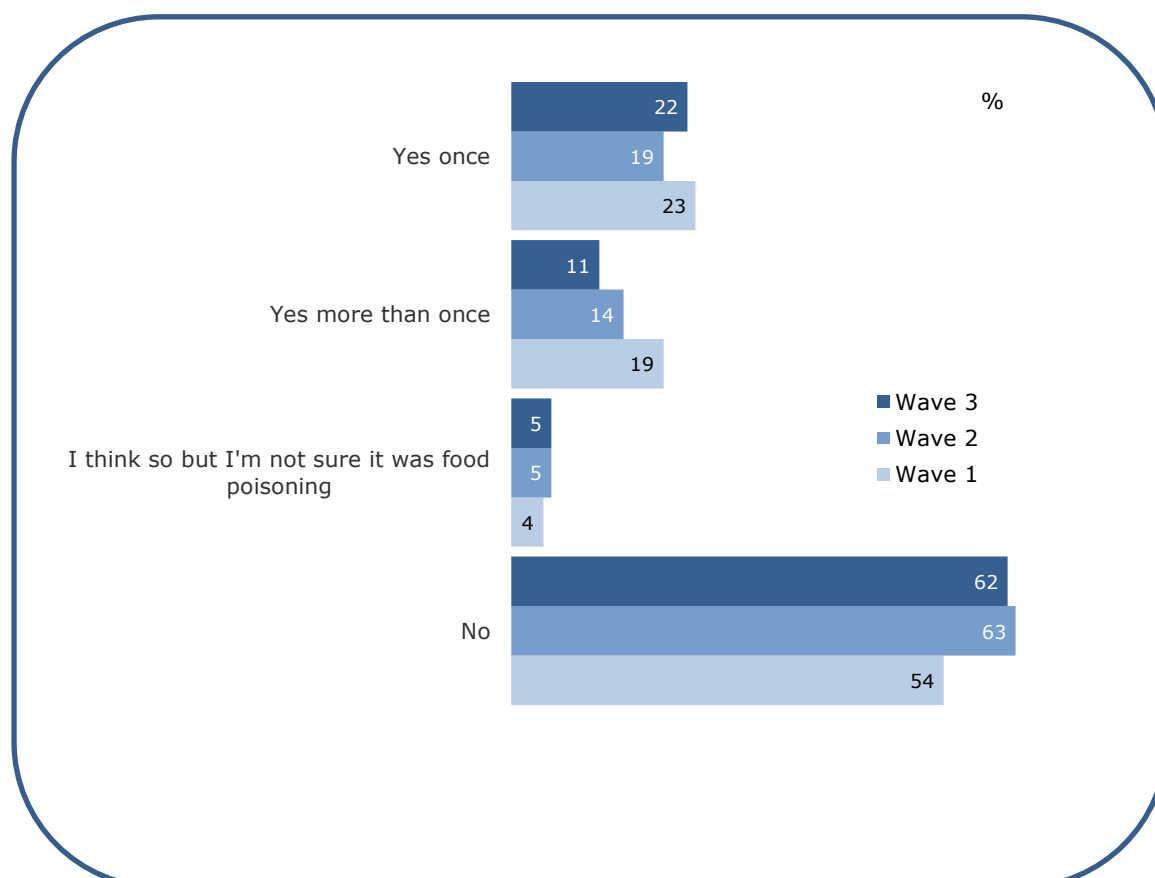
Key Findings

- Around a third of respondents (32%) reported experiencing food poisoning in the past, with 11% reporting having had it more than once (compared with 19% at Wave 1). Four per cent of respondents reported having had food poisoning in the past year, with one per cent reporting having had it more than once during this time.
- Women were no less likely than men to report having ever experienced food poisoning, but they were more likely to report having had it just once (27% of men reported having food poisoning more than once compared with 16% of women).
- As a consequence of having had food poisoning, 32% of respondents reported that they had stopped eating at certain food establishments.
- Around three-quarters of respondents (78%) agreed with the statement 'I am unlikely to get food poisoning from food prepared in my own home' and twenty-three per cent agreed that 'it is just bad luck if you get food poisoning'. Around four in ten respondents (38%) agreed that 'if you eat out a lot you are more likely to get food poisoning'. Around seven in ten respondents (71%) agreed with the statement 'restaurants should pay more attention to food safety and hygiene', compared with 82% at Wave 2.
- Around half (54%) of respondents said they always avoid throwing food away. Around six in ten (58%) agreed with the statement 'a little bit of dirt won't do you any harm', and around one in five respondents (19%) agreed that they often worried about whether the food they have is safe to eat.
- Respondents in the least deprived areas were more likely than those in the most deprived areas to definitely agree that 'you are unlikely to get food poisoning at home' (62% of respondents in quintile five compared with 36% in quintile one), and that you are more likely to get food poisoning if you eat out a lot (20% in quintile five compared with six per cent in quintile one). Respondents in less deprived areas were more likely to definitely agree that a little bit of dirt won't do you any harm compared with those in the most deprived areas (32% of respondents in quintiles four and five compared with 16% in quintile one).
- Respondents were more likely to express concern about food imported from outside the UK (64%) than about food produced in the UK (34%). Greater concern was reported about meat than about fruit and vegetables: 64% of respondents said they were concerned about imported meat and 31% that they were concerned about meat produced in the UK, while 37% said they were concerned about imported fruit and vegetables and 20% about UK produced fruit and vegetables.
- Respondents in more deprived areas (quintiles one to three) were more likely than those in less deprived areas (quintiles four and five) to say that they were unconcerned about the safety of food in general produced in the UK (53% compared with 38%).

1. Food poisoning

1.1 Experience of food poisoning

Figure 1.1 Incidence of food poisoning (Waves 1, 2 and 3)



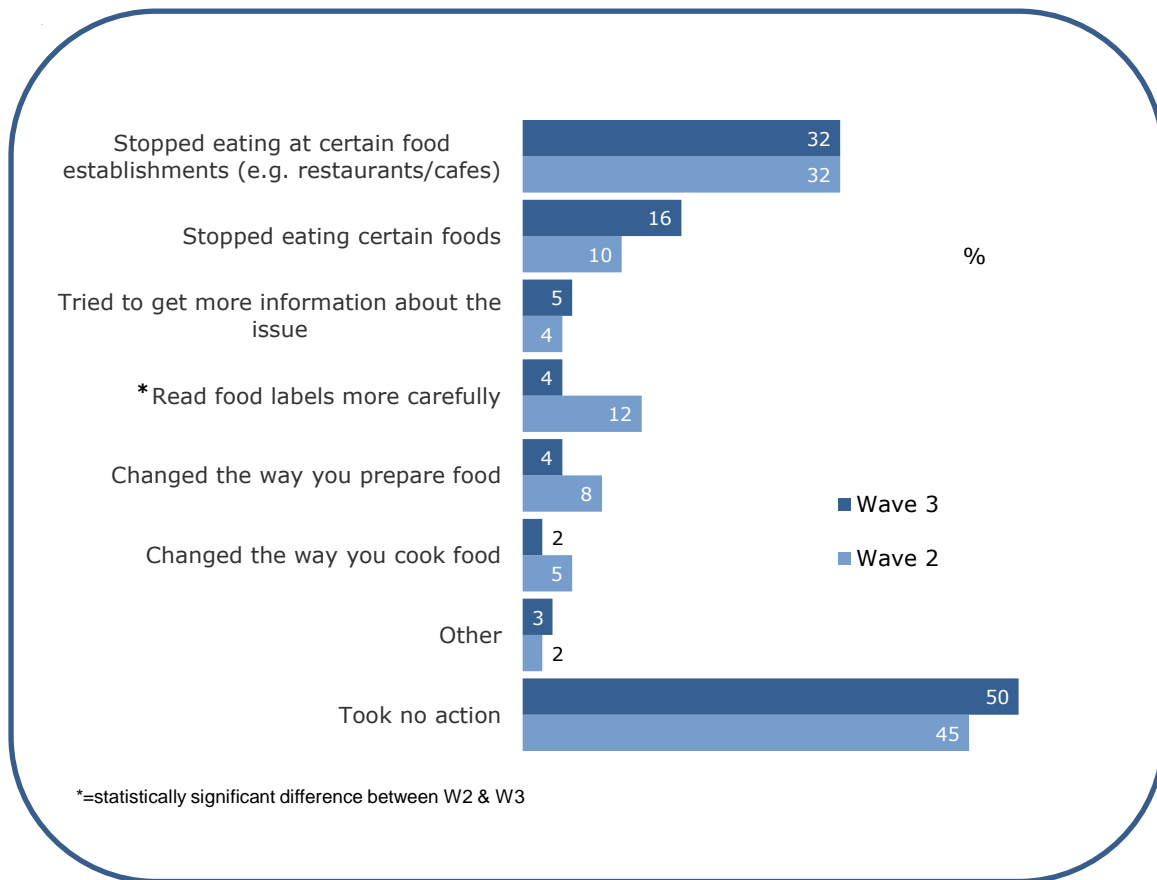
Source: Q4_28 Have you personally ever had food poisoning?

Base: Q4_28 All Scotland respondents – Wave 1 (511); Wave 2 (507); Wave 3 (475)

- Overall, around a third (32%) of respondents reported ever having food poisoning (22% once and 11% more than once, compared with 19% at Wave 1).
- Sixty-two per cent of respondents reported they had never had food poisoning, compared with 54% at Wave 1, and five per cent at Wave 3 said that they were not sure.
- Four per cent of respondents said they had experienced food poisoning in the last year¹¹, with one per cent reporting they had experienced it more than once during this time.

¹¹ In total, 19 respondents said that they had experienced food poisoning in the past year. These respondents were asked further questions about their food poisoning experience, but these findings are not reported here due to the small base.

Figure 1.2 Action taken as a result of having food poisoning on most recent occasion (Waves 2 and 3)



Source: Q4_28b In response to when you had food poisoning (most recently) have you done any of the following?

Note: respondents were able to give multiple answers

Base: All Scotland respondents who have had food poisoning – Wave 2 (180); Wave 3 (182) (Question not asked at Wave 1)

- As a consequence of having had food poisoning, 32% of respondents reported that they had stopped eating at certain food establishments and 16% reported that they had stopped eating certain foods, similar to Wave 2. Four per cent of respondents reported that they read food labels more carefully, compared with 12% at Wave 2.
- Half (50%) of respondents who had experienced food poisoning reported that they had taken no action as a consequence, similar to Wave 2.

1.2 Variation in experience of food poisoning by different groups in the population¹²

Variation by gender and age, including differences between the survey waves

- Variation by **gender** in experience of food poisoning was observed. Whilst women were no more likely than men to report having ever experienced food poisoning, they were more likely to report having had it just once (27% compared with 16%). Similar findings were observed at Wave 2, with no variation by gender at Wave 1.
- Variation by **age** was observed. Respondents aged 65 and over and those aged 16-44 were less likely to report having ever experienced food poisoning (22% and 26% respectively)¹³, while 47% of respondents aged 45-64 reported ever having had food poisoning. At Wave 2, respondents aged 65 and over and those aged 16-24 were less likely than those aged 25-64 to report having ever experienced food poisoning (16% and 22% compared with 40%).

Other variation at Wave 3

- Experience of food poisoning did not vary by **Scottish Index of Multiple Deprivation (SIMD)**.

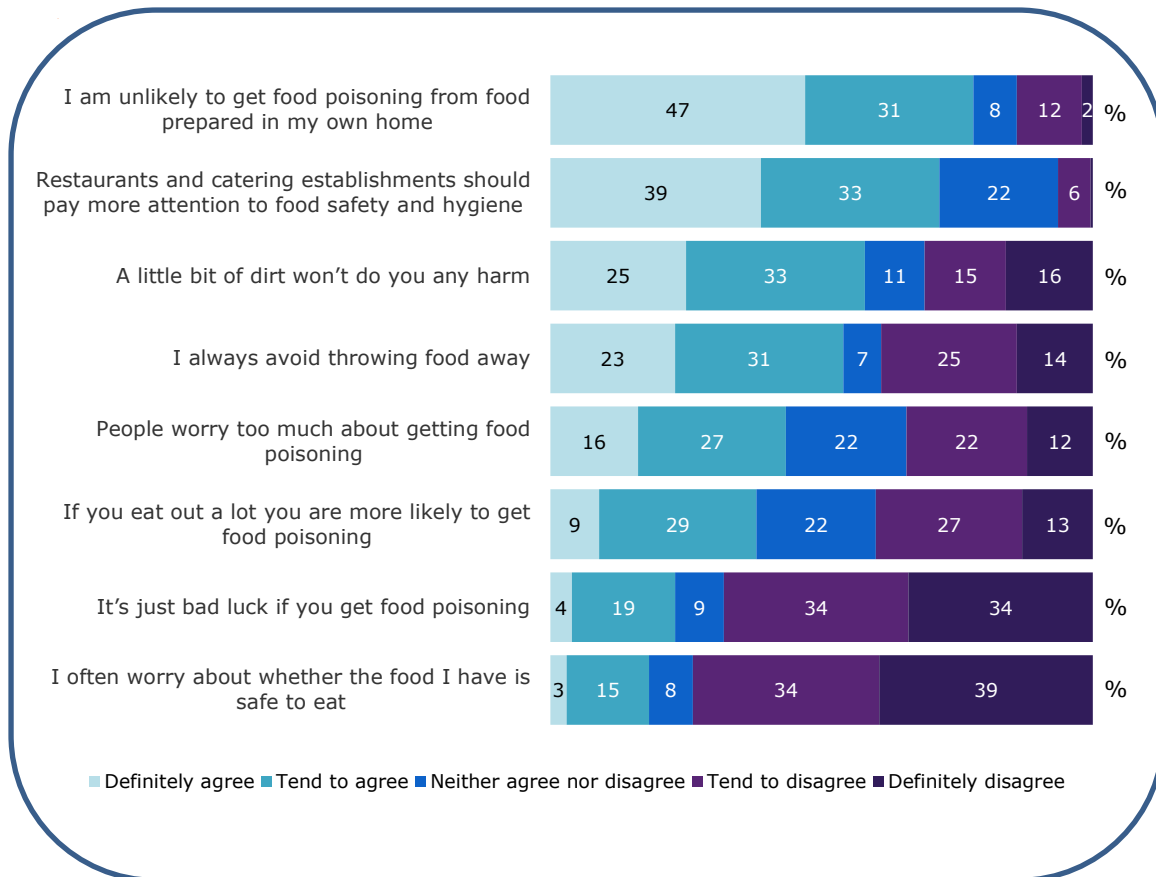
¹² The following variables were analysed to identify statistically significant differences: age, gender and SIMD. No statistically significant differences were found for SIMD.

¹³ For older respondents, it is thought that this may be an artefact of lower recall, whereby older respondents do not remember having had food poisoning, or association, whereby they do not think that what they experienced would be classed as food poisoning.

2. Attitudes towards food safety

2.1 Level of agreement with statements about food safety

Figure 2.1 Attitudes towards food safety (Wave 3)



Source: Q4_27 And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them?

Base: All Scotland respondents (475)

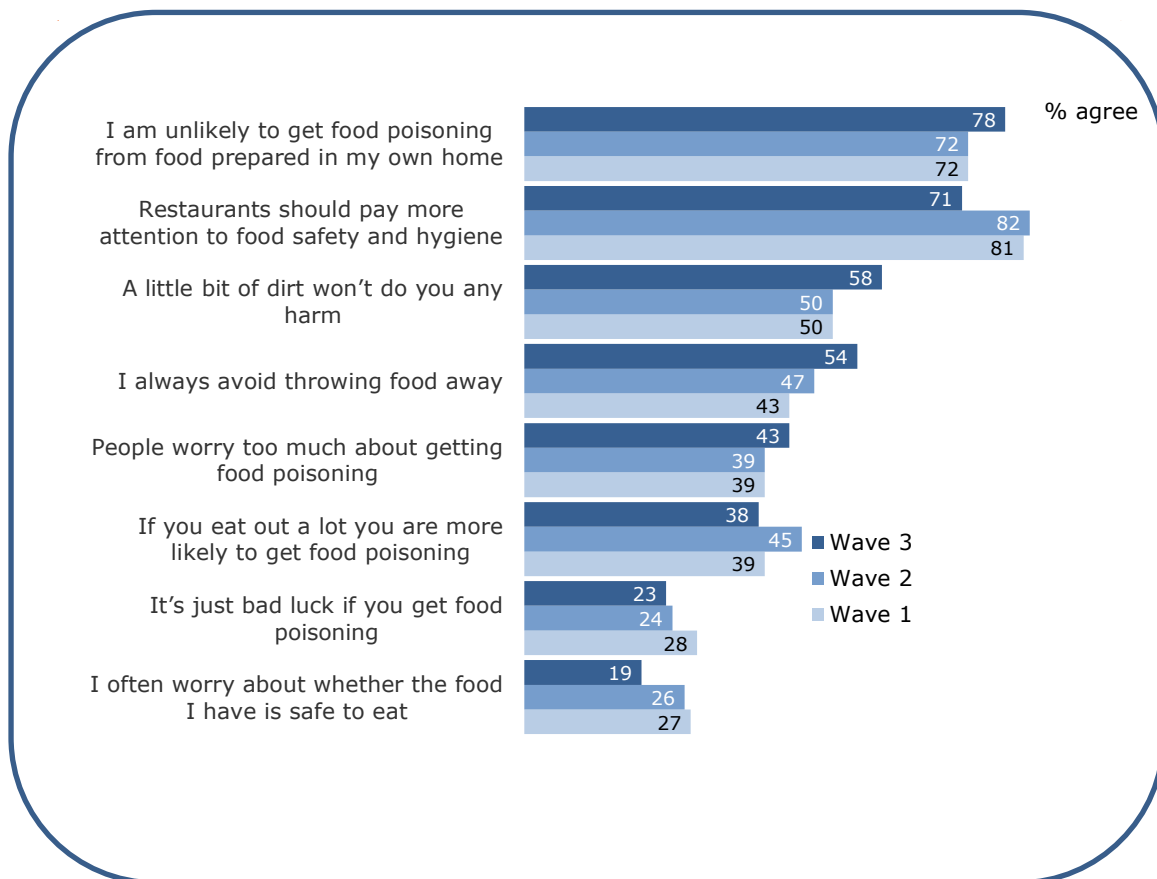
- Around half of respondents said they definitely agreed that they were unlikely to get food poisoning from food prepared in their own home (47%), and around four in ten said they definitely agreed that restaurants and catering establishments should pay more attention to food safety and hygiene (39%). Around three in four agreed¹⁴ with each statement (78% and 71% respectively).
- Around a quarter of respondents said they definitely agreed that a little bit of dirt will not do you any harm (25%) and that they always avoid throwing food away (23%) and over half agreed with each of these statements (58% and 54% respectively).

¹⁴ 'Agreed' includes those who responded either 'Definitely agree' or 'Tend to agree'. This definition applies throughout this bulletin.

- While around one in ten respondents (nine per cent) definitely agreed, 38% agreed that if you eat out a lot you are more likely to get food poisoning, while 40% disagreed.¹⁵ Around a quarter (23%) agreed that it is just bad luck if you get food poisoning while 68% said they disagreed.
- Around one in five (19%) agreed that they often worry about whether the food they have is safe to eat, and three per cent definitely agreed. Forty-three per cent of respondents agreed that people worry too much about getting food poisoning.

¹⁵ 'Disagreed' includes those who responded either 'Definitely disagree' or 'Tend to disagree'. This definition applies throughout this bulletin.

Figure 2.2 Attitudes towards food safety (Waves 1, 2 & 3)



Source: Q4_27 And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them?

Base: All Scotland respondents - Wave 1 (511); Wave 2 (507); Wave 3 (475)

- These statements were also included at Waves 1 and 2 of the Food and You survey, allowing changes in attitudes over time to be monitored.
- Agreement with the statement 'I always avoid throwing food away' was higher at Wave 3 (54%) than at Wave 1 (43%), but similar to that at Wave 2 (47%). The difference was greatest in the proportion of respondents who definitely agreed with the statement (23% at Wave 3 compared with 16% at Wave 1).
- The proportion at Wave 3 agreeing that restaurants and catering establishments should pay more attention to food safety and hygiene was 71% at Wave 3, compared with 82% at Wave 2 and 81% at Wave 1.
- Agreement with the statement 'A little bit of dirt won't do you any harm' was higher at Wave 3 (58%) than at Wave 2 (50%), but similar to that at Wave 1 (54%).
- The proportion of respondents who agreed that they often worry about whether the food they have is safe to eat was smaller than that at Waves 1 and 2 (19% compared with 27% and 26% respectively).

2.2 Variation in attitudes towards food safety by different groups in the population¹⁶

Variation by gender and age, including differences between the survey waves

- There was little variation in attitudes towards food safety by **gender**, although men were more likely than women to agree that if you eat out a lot you are more likely to get food poisoning (44% compared with 33%), unlike at Waves 1 and 2 where there was no statistically significant variation.
- The proportion of women agreeing that 'I always avoid throwing food away' was higher at Wave 3 than at Wave 1 (56% compared with 40%).
- There was also variation in attitude by **age**. In general, respondents aged 75 and over were less likely than other age groups to provide responses that could suggest they were concerned about food safety. In particular, 95% of those aged 75 and over agreed that you are unlikely to get food poisoning at home, compared with 76% of 16-74 year olds. These were similar to findings at Waves 1 and 2. Forty-six per cent agreed it is just bad luck if you get food poisoning, compared with 21% of 16-74 year olds. There was no variation by age for this measure at Wave 2, but at Wave 1, 39% of those aged 55 and over agreed with the statement compared with 23% of 16-54 year olds.
- There was also variation by age at Wave 3, compared with Wave 2, in the proportion of respondents agreeing that you are more likely to get food poisoning if you eat out a lot: 25% of 16-44 year olds agreed with this statement compared with 48% of those aged 45 and over. At Wave 1, 33% of 16-64 year olds agreed compared with 61% of those aged 65 and over.
- Agreement with the statement 'I always avoid throwing food away' varied by age with 30% of 16-24 year olds agreeing with the statement compared with 56% of those aged 25-74 and 74% of those aged 75 and over. The proportion of respondents agreeing with this statement was similar to that at Wave 1 among all age groups except those aged 75 and over; 74% of this age group agreed with the statement at Wave 3 compared with 50% at Wave 1.

Other variation at Wave 3

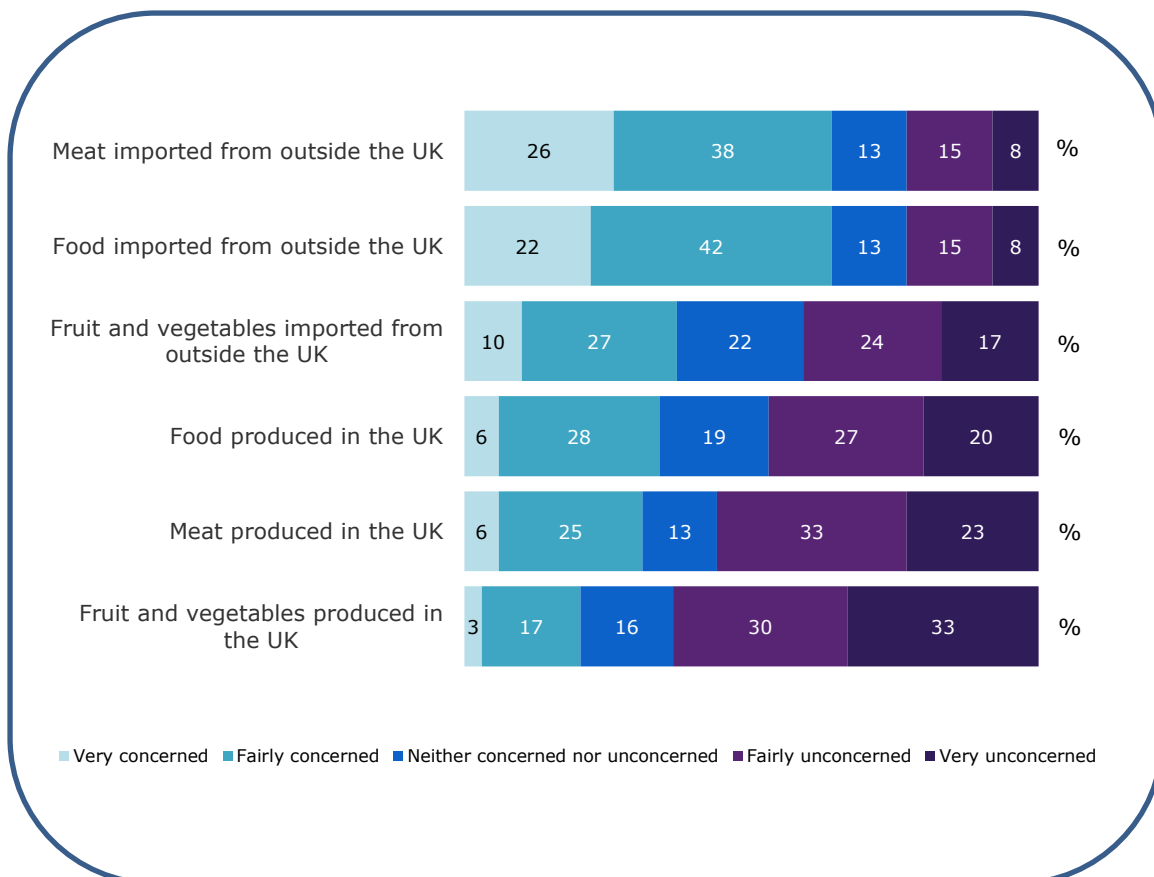
- Variation in attitude by **Scottish Index of Multiple Deprivation** was observed. Respondents in the least deprived areas were more likely than those in the most deprived areas to definitely agree that 'you are unlikely to get food poisoning at home' (62% of respondents in quintile five compared with 36% in quintile one), that you are more likely to get food poisoning if you eat out a lot (20% in quintile five compared with six per cent in quintile one). Respondents in less deprived areas were more likely to definitely agree that a little bit of dirt won't do you any harm compared with those in the most deprived areas (32% of respondents in quintiles four and five compared with 16% in quintile one).

¹⁶ The following variables were analysed to identify statistically significant differences: age, gender and SIMD.

3. Concern about where food is produced

3.1 Levels of concern about where food is produced

Figure 3.1 Concern about the safety of food produced in the UK and imported from outside the UK (Wave 3)



Source: Q9_2 Please tell me the extent to which you are concerned or unconcerned by each of the following issues...

Base: All Scotland respondents (475)

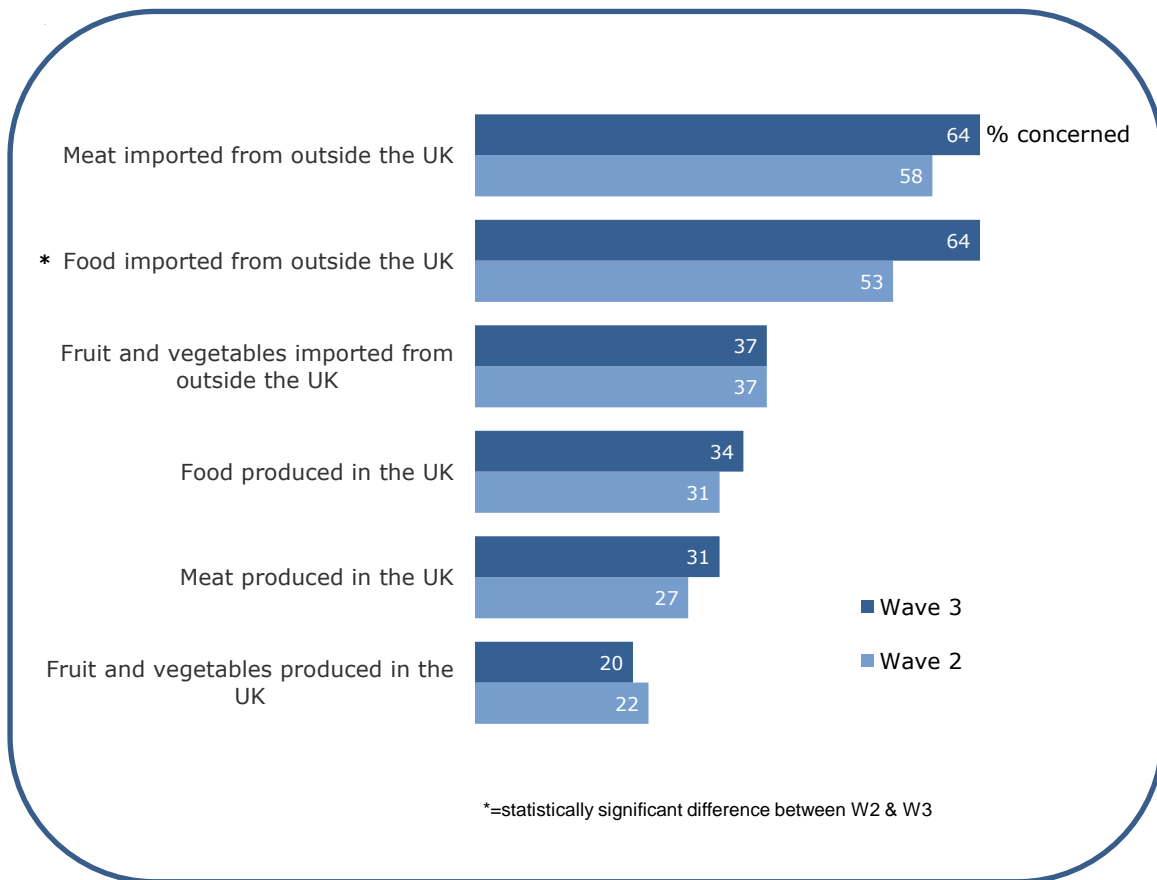
- Respondents were most likely to report concern about the safety of food imported from outside the UK, especially meat. Around two in three respondents were concerned¹⁷ about each type of import (64% about food, 64% about meat) and 26% were very concerned about the safety of imported meat. There was less reported concern about the safety of imported fruit and vegetables (37%, with 10% very concerned).

¹⁷ 'Concerned' includes those who responded either 'Very concerned' or 'Fairly concerned'. This definition applies throughout this bulletin.

- Around a third of respondents were concerned about the safety of food produced in the UK (34%) with six per cent reporting being very concerned. As with imported food, greater concern was reported about the safety of meat produced in the UK (31%, with six per cent very concerned) than about fruit and vegetables (20% concerned). Around two thirds (64%) said they were unconcerned¹⁸ about the safety of UK fruit and vegetables.

¹⁸ 'Unconcerned' includes those who responded either 'Very unconcerned' or 'Fairly unconcerned'. This definition applies throughout this bulletin.

Figure 3.2 Concern about the safety of food produced in the UK and imported from outside the UK (Waves 2 and 3)



Source: Q9_2 Please tell me the extent to which you are concerned or unconcerned by each of the following issues...

Base: All Scotland respondents - Wave 2 (507); Wave 3 (475) (Question not asked at Wave 1)

- Compared with Wave 2, there was little variation in concern about the safety of food at Wave 3, although 64% of respondents at Wave 3 reported being concerned about the safety of food in general imported from outside the UK compared with 53% at Wave 2.

3.2 Variation in concern about where food is produced by different groups in the population¹⁹

Variation by gender and age, including differences between the survey waves

- Some variation by **gender** was observed, which was not observed at Wave 2. Men were more likely than women to report that they were unconcerned about the safety of meat produced in the UK (65% compared with 48%) and fruit and vegetables produced in the UK (71% compared with 57%).
- While there was no statistically significant variation by gender at Wave 3 in concern about imported food, 64% of men reported concern at Wave 3, compared with 50% at Wave 2.
- Variation was also observed by **age**. Respondents aged 16-44 were generally less likely than those aged 45 and over to be concerned about food safety. Fifty-three per cent of those aged 16-44 said that they were concerned about the safety of food imported from outside the UK (compared with 71% of those aged 45 and over), and this was higher than at Wave 2 (39%). The proportion of those aged 45 and over reporting concern about imported food at Wave 2 (65%) was similar to that at Wave 3.
- Respondents aged 16-44 were less likely than those aged 45 and over to say they were concerned about the safety of food produced in the UK (24% compared with 42%).
- Younger respondents were less likely than older respondents to be concerned about the safety of fruit and vegetables imported from outside the UK (27% of 16-44 year olds reported being concerned, along with 41% of 45-74 year olds and 63% of those aged 75 and over) and those aged 16-44 were less likely than those aged 75 and over to say that they were concerned about the safety of meat imported from outside the UK (56% compared with 81%).

Other variation at Wave 3

- Variation by **Scottish Index of Multiple Deprivation** was also observed at Wave 3. Respondents in more deprived areas (quintiles one to three) were more likely than those in less deprived areas (quintiles four and five) to say that they were unconcerned about the safety of food in general produced in the UK (53% compared with 38%).

¹⁹ The following variables were analysed to identify statistically significant differences: age, gender and SIMD.

4. Comparisons between Scotland and the rest of the UK

Table 4.1 Incidence of food poisoning, by country (Wave 3)

Incidence of food poisoning	Scotland	England	Wales	Northern Ireland
Yes more than once	11%	17% ^{S NI}	13%	8%
Yes once	22%	23% ^{NI}	22%	17%
I think so but I'm not sure it was food poisoning	5%	6%	4%	4%
No	62% ^E	54%	61% ^E	71% ^{E W S}
Total Yes	32%	40% ^{S NI}	35% ^{NI}	25%
<i>Base</i>	<i>(475)</i>	<i>(1,951)</i>	<i>(503)</i>	<i>(524)</i>

Source: Q4_28 Have you personally ever had food poisoning?

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in Scotland were more likely than those in England and less likely than those in Northern Ireland to report never having experienced food poisoning (62% compared with 54% and 71% respectively).
- The small number of respondents within each country experiencing food poisoning within the last year means it is not feasible to conduct additional comparisons.

Table 4.2 Attitudes towards food safety, by country (Wave 3)

% agreeing that ...	Scotland	England	Wales	Northern Ireland
I am unlikely to get food poisoning from food prepared in my own home	78%	77%	73%	77%
Restaurants and catering establishments should pay more attention to food safety and hygiene	71%	75%	75%	82% ^{EWS}
I always avoid throwing food away	54%	58%	58%	64%
A little bit of dirt won't do you any harm	58%	56%	54%	53%
If you eat out a lot you are more likely to get food poisoning	38%	42%	41%	53% ^{EWS}
People worry too much about getting food poisoning	43%	40%	44%	44%
It's just bad luck if you get food poisoning	23%	23%	22%	19%
I often worry about whether the food I have is safe to eat	19%	23%	25%	24%
<i>Base</i>	<i>(475)</i>	<i>(1,951)</i>	<i>(503)</i>	<i>(524)</i>

Source: Q4_27 And now I will read out a few statements people have made and would like you to tell me whether or not you agree with them?

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in Scotland were less likely to agree that if you eat out a lot you are more likely to get food poisoning (38%) and to agree that restaurants and catering establishments should pay more attention to food safety and hygiene (71%) compared with those living in Northern Ireland (53% and 82% respectively).

Table 4.3 Concern about where food is produced, by country (Wave 3)

% concerned about safety of ...	Scotland	England	Wales	Northern Ireland
Meat imported from outside the UK	64%	66%	68%	74% ^{E S}
Food imported from outside the UK	64%	65%	69%	64%
Fruit and vegetables imported from outside the UK	37%	42%	46% ^{S NI}	36%
Food produced in the UK	34%	43% ^S	46% ^S	40%
Meat produced in the UK	31%	39% ^S	42% ^S	40% ^S
Fruit and vegetables produced in the UK	20%	26% ^S	27% ^S	25%
<i>Base</i>	<i>(475)</i>	<i>(1,951)</i>	<i>(503)</i>	<i>(524)</i>

Source: Q9_2 To what extent are you concerned or unconcerned by the safety of...?

Base: All respondents

NB. E / W / S / NI indicates that the result is statistically significantly higher than the result for the country indicated by the initial

- Respondents living in Scotland were less likely to report being concerned about the safety of meat imported from outside the UK (64%) compared with those living in Northern Ireland (74%).
- They were less likely to be concerned about the safety of fruit and vegetables imported from outside the UK compared with respondents living in Wales (37% compared with 46%). Those in Scotland were less likely than those in England and Wales to be concerned about the safety of food produced in the UK overall (34% compared with 43% and 46% respectively) and the safety of fruit and vegetables produced in the UK (20% compared with 26% and 27% respectively).
- Those living in Scotland were less likely than those in any of the other countries to report being concerned about the safety of meat produced in the UK (31% compared with 39% in England, 42% in Wales and 40% in Northern Ireland).