




Food in Scotland Consumer Tracking Survey Wave 15

Presentation of Results

Feb 2023



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 new 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 15 (food safety & authenticity).
- 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 **1,013** Scottish adults



30mins questionnaire length

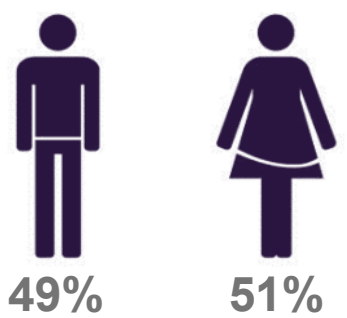


5th – 18th December 2022

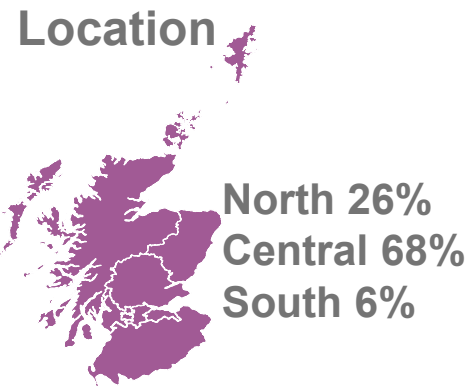
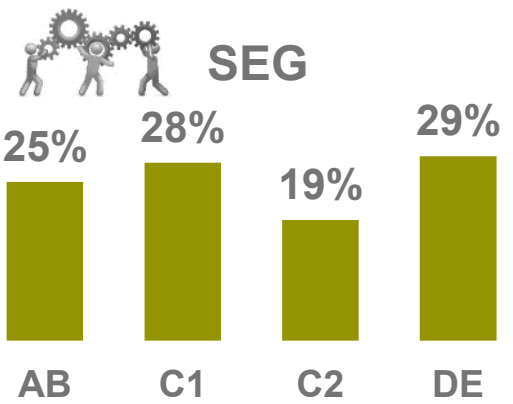
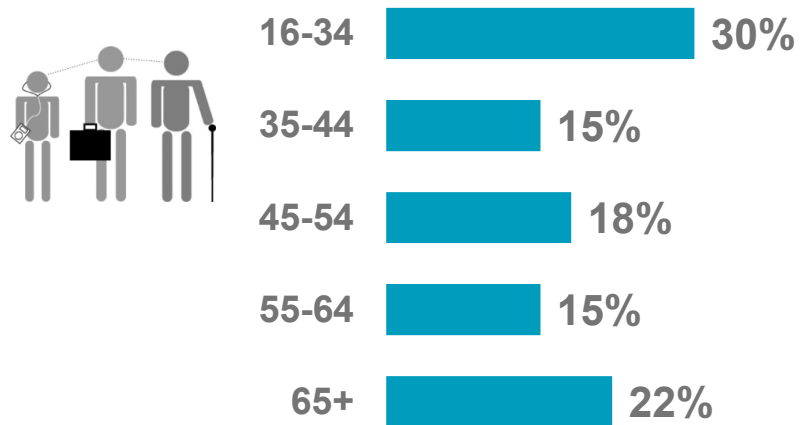
- All research was undertaken in strict accordance with MRS Code of Conduct and GDPR legislation

Sample is representative of the Scottish population – data was weighted on key demographics to match previous waves.

Gender

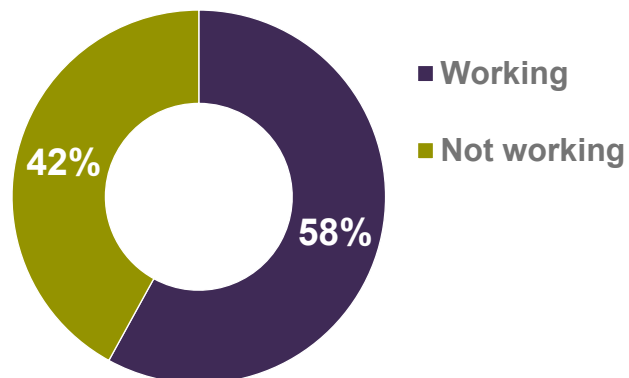


Age



Sample Profile

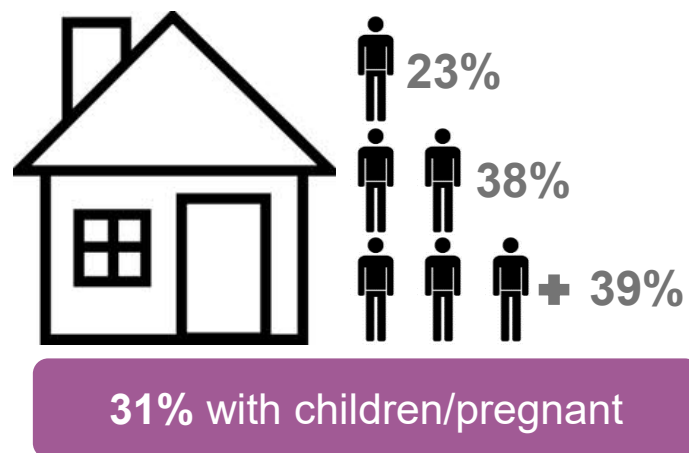
Working status



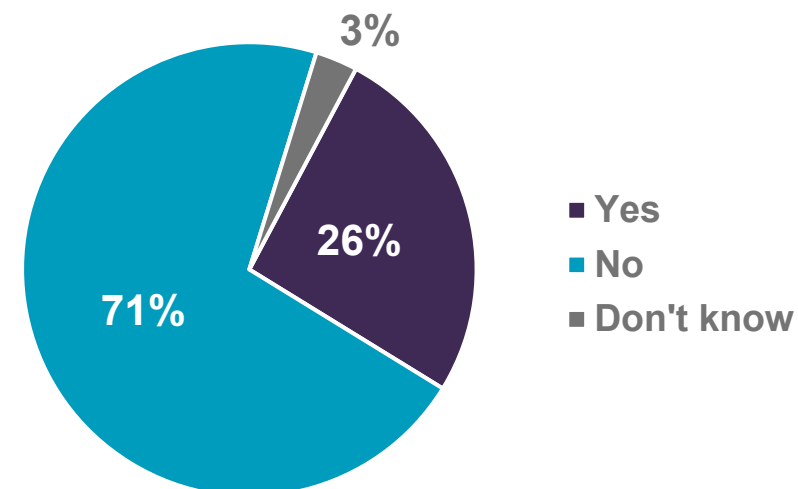
Ethnic Group

Net: White	94%
Net: Mixed or Multiple Ethnic Groups	3%
Net: Asian, Asian Scottish or Asian British	1%
Net: African	1%
Net: Caribbean or Black	0%
Net: Other ethnic group	0%
Would prefer not to say	1%

Household composition



Health issues



Awareness, Knowledge & Visibility of FSS



8 in 10 adults in Scotland have heard of Food Standards Scotland and over half of them feel they understand FSS' remit. Data is consistent with previous waves.

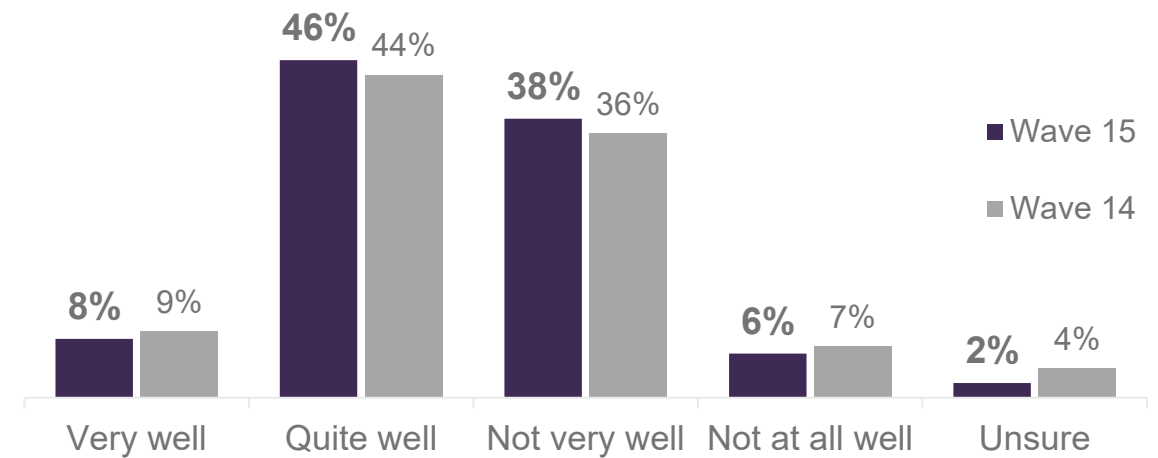


80% have heard of FSS

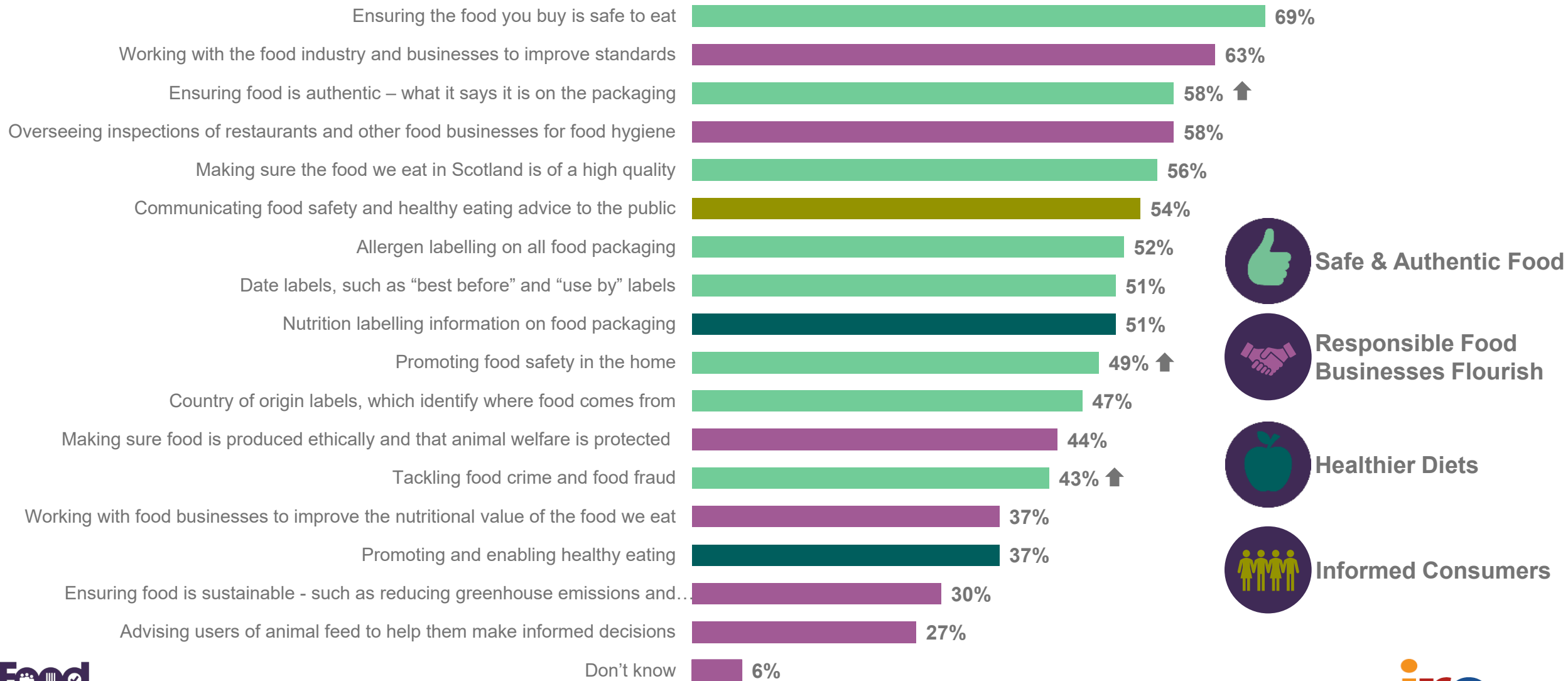
82% Wave 14

- Awareness was higher amongst older age groups (over 55yr olds 85% aware vs 16-44yr olds 76%).

Understand FSS role/remit (those aware of FSS)



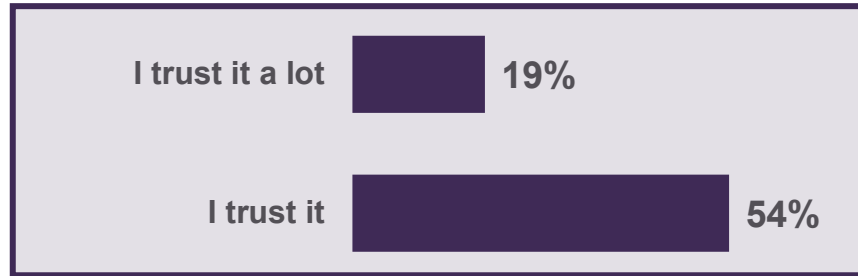
More than two-thirds think FSS is responsible for ensuring the food they buy is safe to eat, and over half also mention aspects relating to authenticity and labelling. Work with industry to improve standards and oversee inspections is also recognised.



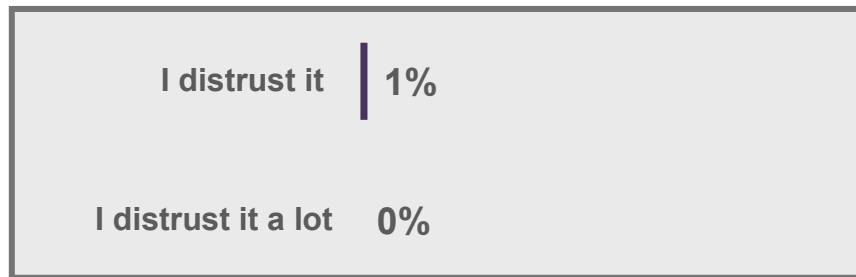
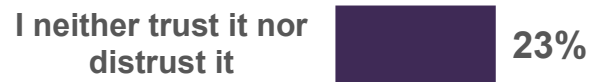
Almost three-quarters of those aware of FSS trust the organisation to do its job. Trust correlates with knowledge – the more people understand about FSS’ remit, the stronger their levels of trust in the organisation.



Levels of Trust in FSS



Trust 73%



Distrust 1%



- Females (22%) and those with children at home (25%) were more likely than others to ‘trust a lot’

Consumers rate FSS highly particularly on key food safety measures. The organisation is also clearly regarded as having consumer interests at heart and having expertise in provision of healthy eating advice – both ratings increased this wave.

% rating 'Excellent', 'Very good' or 'Good'



Safe & Authentic Food



Healthier Diets



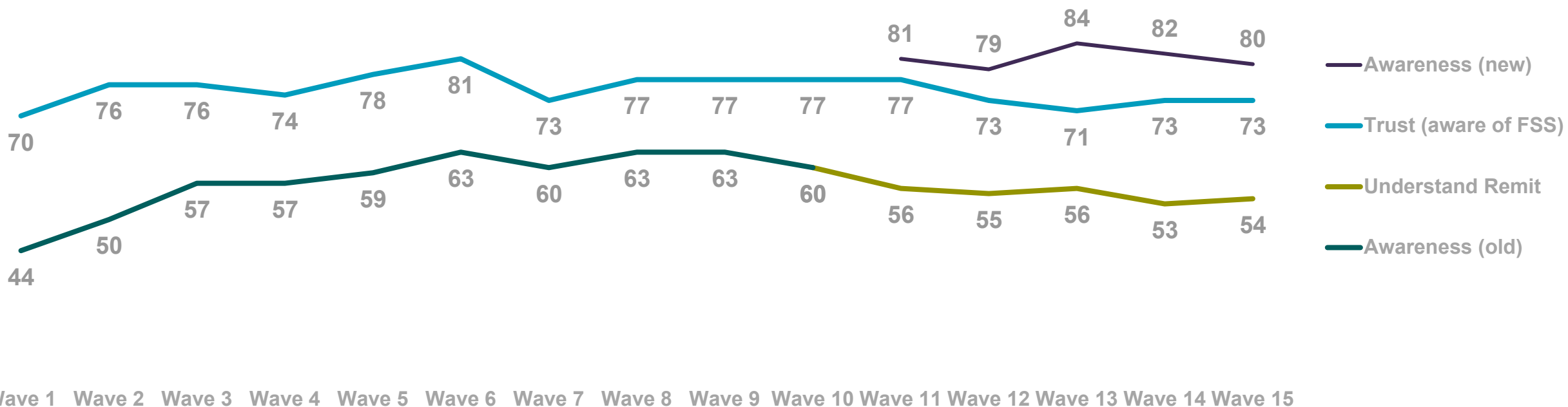
Informed Consumers



Q11 How do you rate Food Standards Scotland in terms of...? Base: Those aware of FSS W15 813



Awareness, Trust and Knowledge of FSS have remained fairly consistent in recent 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 remains high with 8 in 10 adults in Scotland having heard of the organisation
- Over half of those who are aware of FSS say they understand the organisation's remit very or quite well
 - With understanding largely focused on food safety and authenticity aspects
- Almost three-quarters of those who are aware of FSS trust the organisation to do its job, and data shows the more people know about FSS' role, the stronger their levels of trust
- Performance ratings across all individual aspects of FSS' remit are positive – particularly those relating to the more well known elements around food safety
 - The organisation is also clearly regarded as having consumer interests at heart

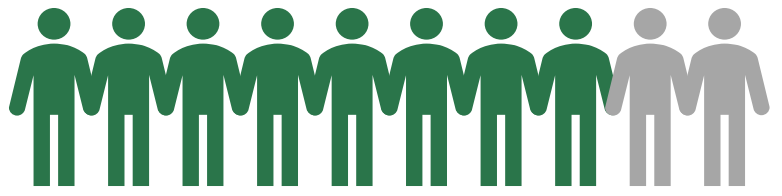
Positive results highlighting the strong position FSS is in with high levels of trust and strong performance ratings – and a reputation for representing consumers' best interests.

Growing understanding about the role and remit of FSS can further cement positive sentiment towards the organisation.

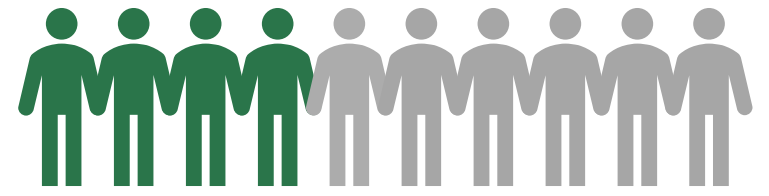
Issues of Concern to Consumers



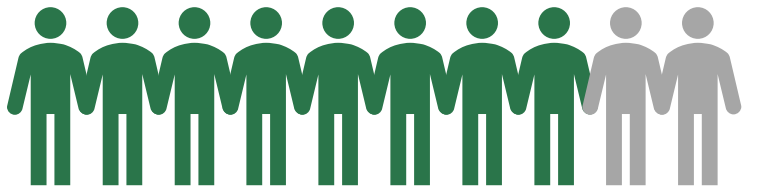
Three-quarters of consumers think sustainability in food production is important and more than two-thirds are concerned about this. There remains an opportunity to increase information provision around food sustainability, and to establish FSS' role.



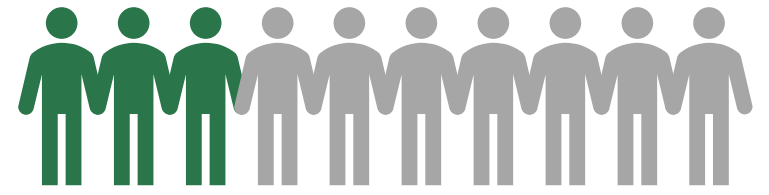
76% consider it important that their food is produced in a sustainable and environmentally friendly way



44% feel they can access clear information to know if food has been produced in a sustainable way



69% are concerned about the impact of food production and packaging on the environment

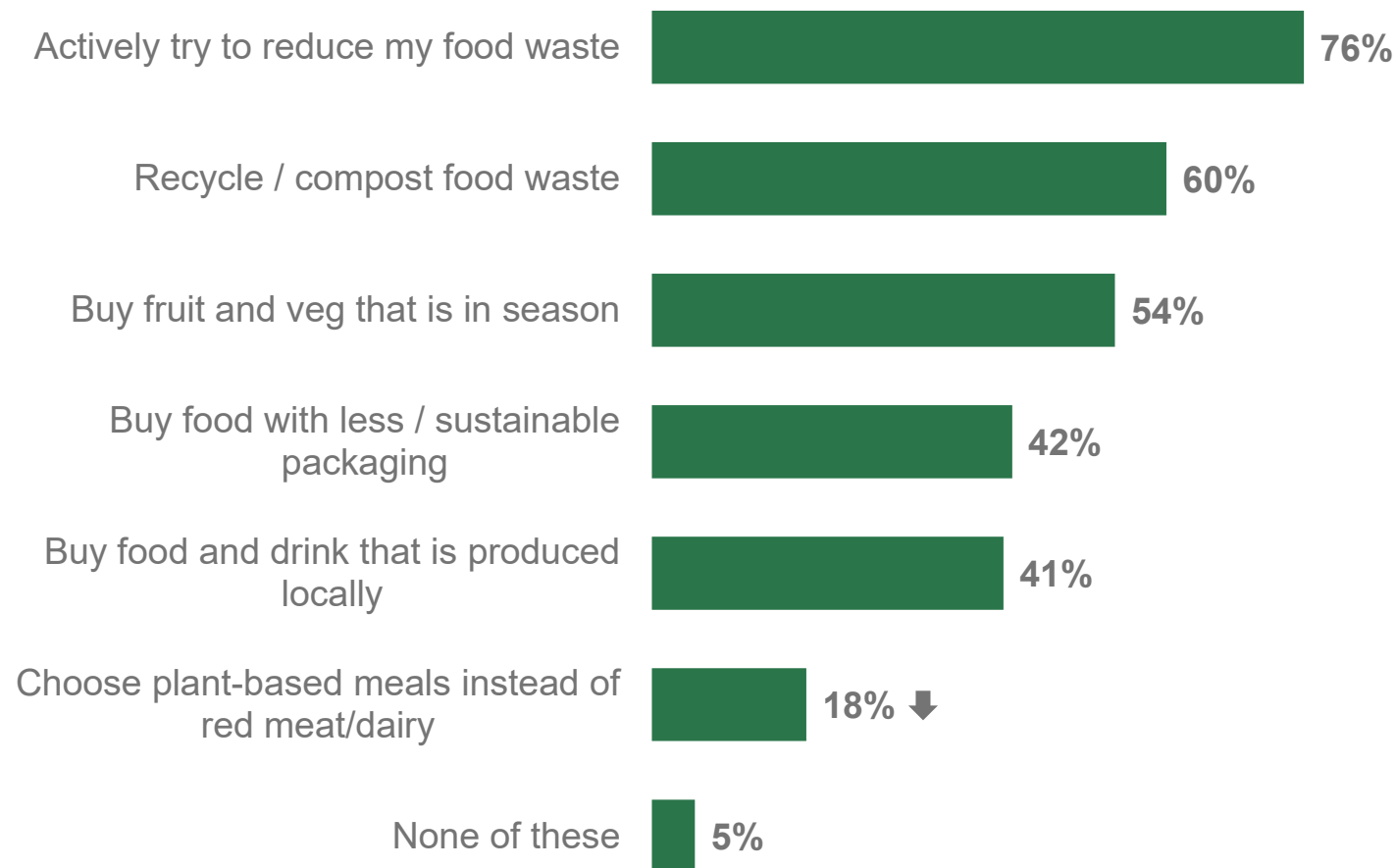


30% recognise sustainability to be part of FSS' remit

Consumers are undertaking a range of sustainable actions – with those relating to food waste most common. Fewer in this wave say they are choosing plant-based meals.



Sustainable Actions Always Taken



- Those in older age groups (55+yrs) are more likely to reduce or recycle food waste; buy in season and buy local
- 9% of those in DE socio-economic groups say they are doing none of these actions

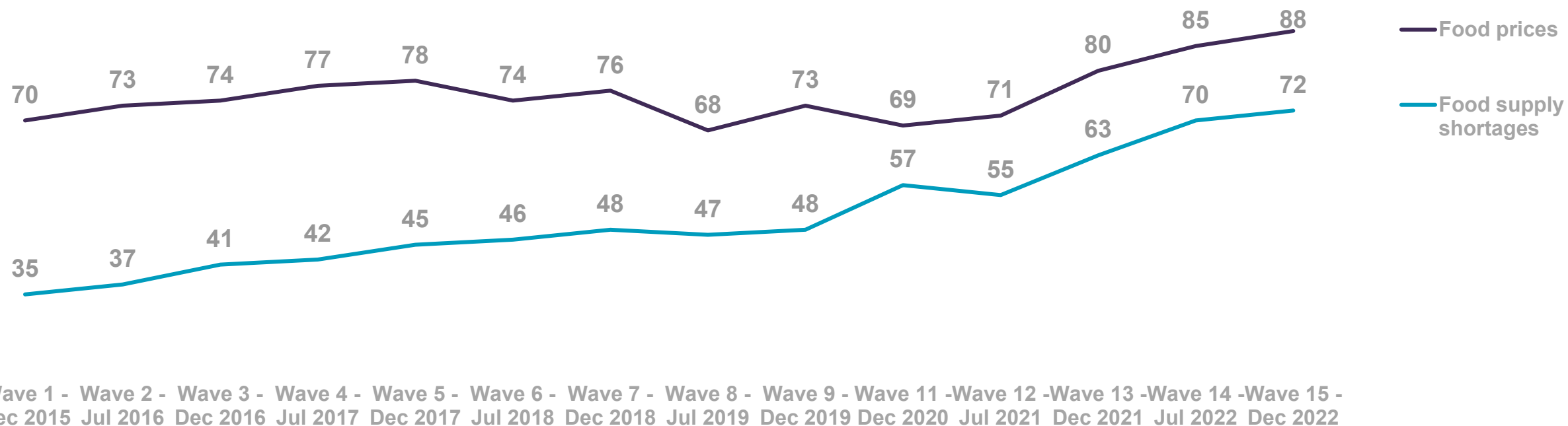
Food prices remain the top area of concern for consumers – mentioned by almost 9 in 10. The way food is produced, animal welfare, and food authenticity are also of significant concern. Levels of concern about food poisoning and food standards have risen this wave.

Top 10 Areas of Concern

% saying 'causes concern'



Levels of concern about food prices and food supply shortages continue on an upward trajectory with very high levels of concern shown by consumers over the past year.

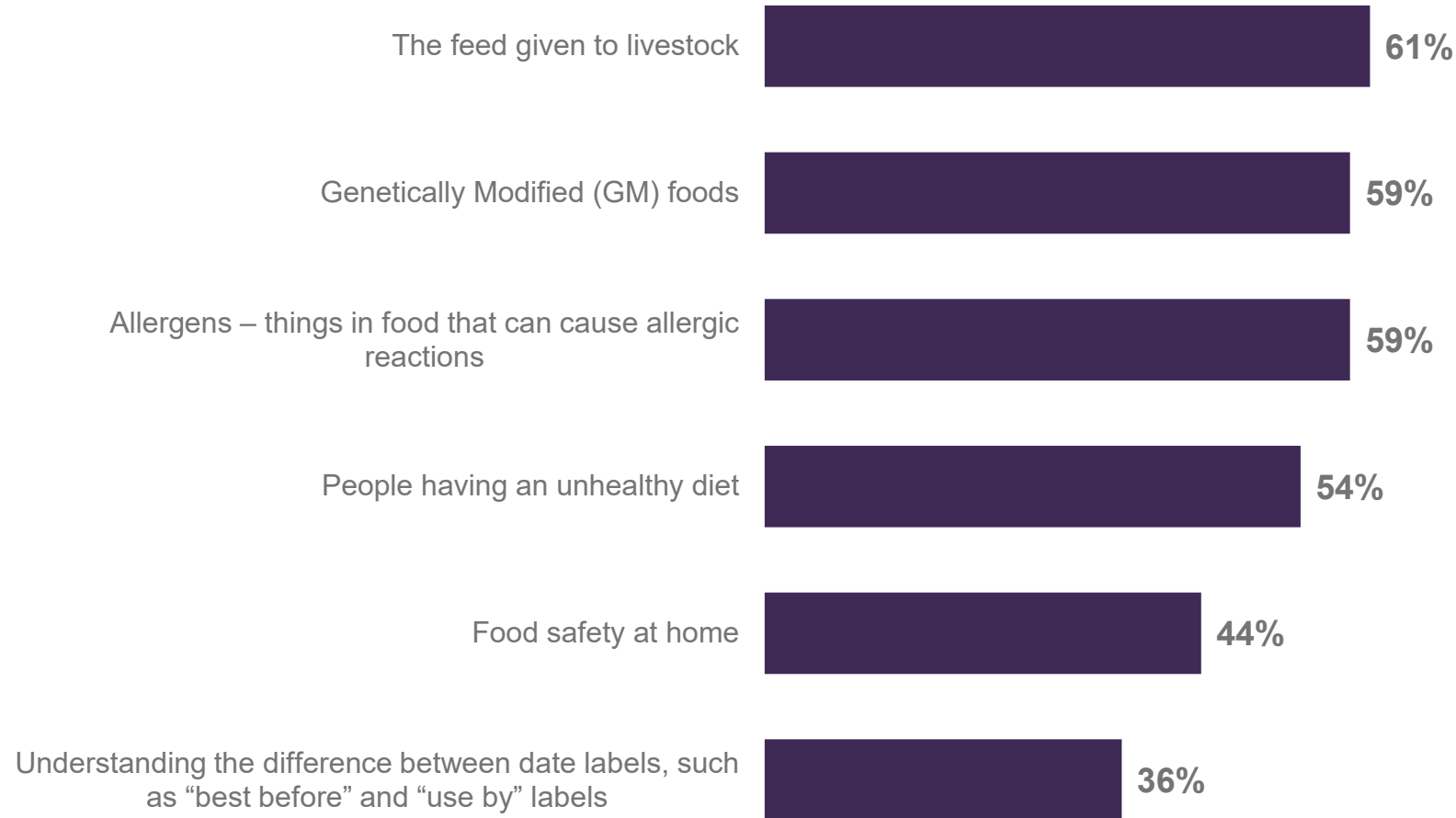


Wave 1 - Wave 2 - Wave 3 - Wave 4 - Wave 5 - Wave 6 - Wave 7 - Wave 8 - Wave 9 - Wave 11 - Wave 12 - Wave 13 - Wave 14 - Wave 15 -
 Dec 2015 Jul 2016 Dec 2016 Jul 2017 Dec 2017 Jul 2018 Dec 2018 Jul 2019 Dec 2019 Dec 2020 Jul 2021 Dec 2021 Jul 2022 Dec 2022

Aspects of the food environment causing least concern to consumers relate to food safety at home and understanding the difference between date labelling.

Other Areas of Concern

% saying 'causes concern'



There are some interesting patterns in the data relating to areas of concern between different demographic groups – particularly those experiencing food insecurity

Younger age groups (18-34yrs)

- More likely to be concerned about:
 - Food supply shortages (79%)
 - Food safety at home (53%)
 - Understanding date labels (46%)

Those with children at home

- More likely to be concerned about:
 - Food poisoning (85%)
 - Food safety OOH (76%)
 - Allergens (69%)
 - Food safety at home (58%)
 - Understanding date labels (47%)

Those who worried about affording food P12M

- More likely to be concerned about:
 - Food prices (95%)
 - Food poisoning (85%)
 - Food supply shortages (82%)
 - Food safety OOH (78%)
 - Food safety at home (51%)
 - Understanding date labels (46%)

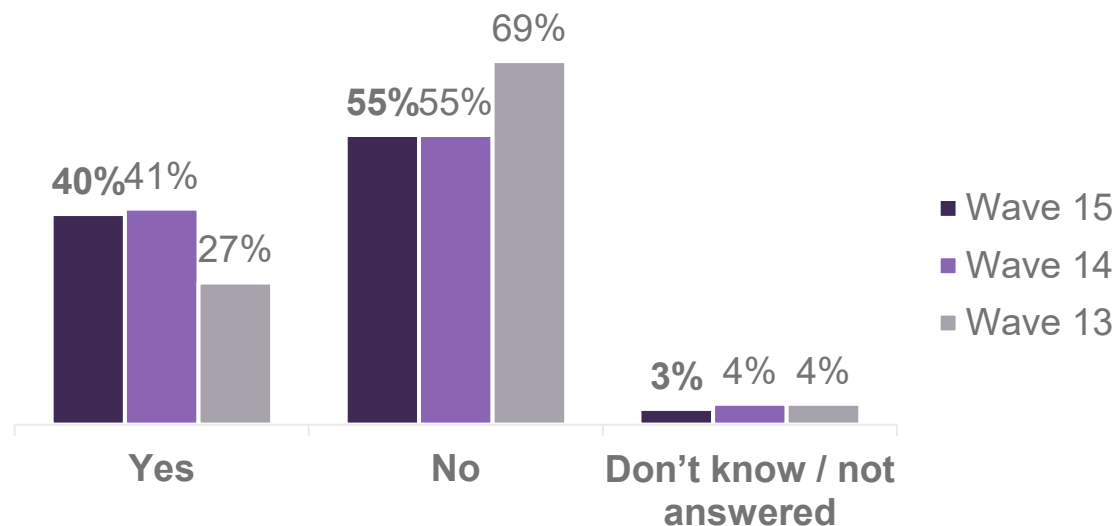
Those who skipped meals due to lack of money P12M

- More likely to be concerned about:
 - Food prices (93%)
 - Food poisoning (84%)
 - Food supply shortages (83%)
 - Food safety OOH (77%)
 - Food safety at home (50%)
 - Understanding date labels (49%)

→ Food safety concerns amplified by food insecurity?

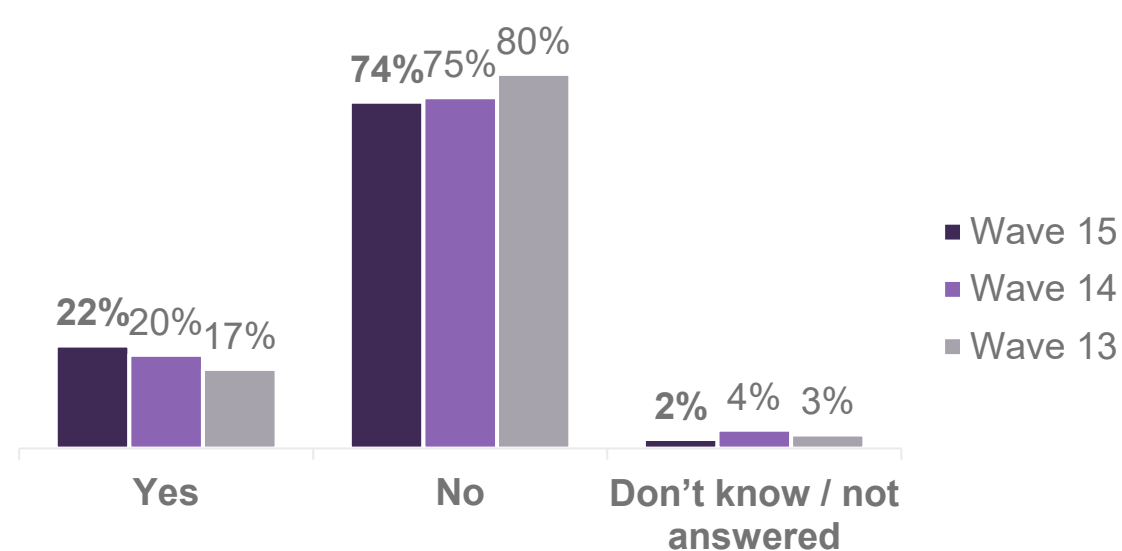
4 in 10 were worried about being able to afford food over the past year, and just over a fifth skipped meals due to lack of money.

Worry About Affording Food P12M



- 16-34yrs (53%); those in DE socio-demographic groups (51%); females and those with children at home (48% both) were most likely to have worried about affording food

Skipped Meals P12M



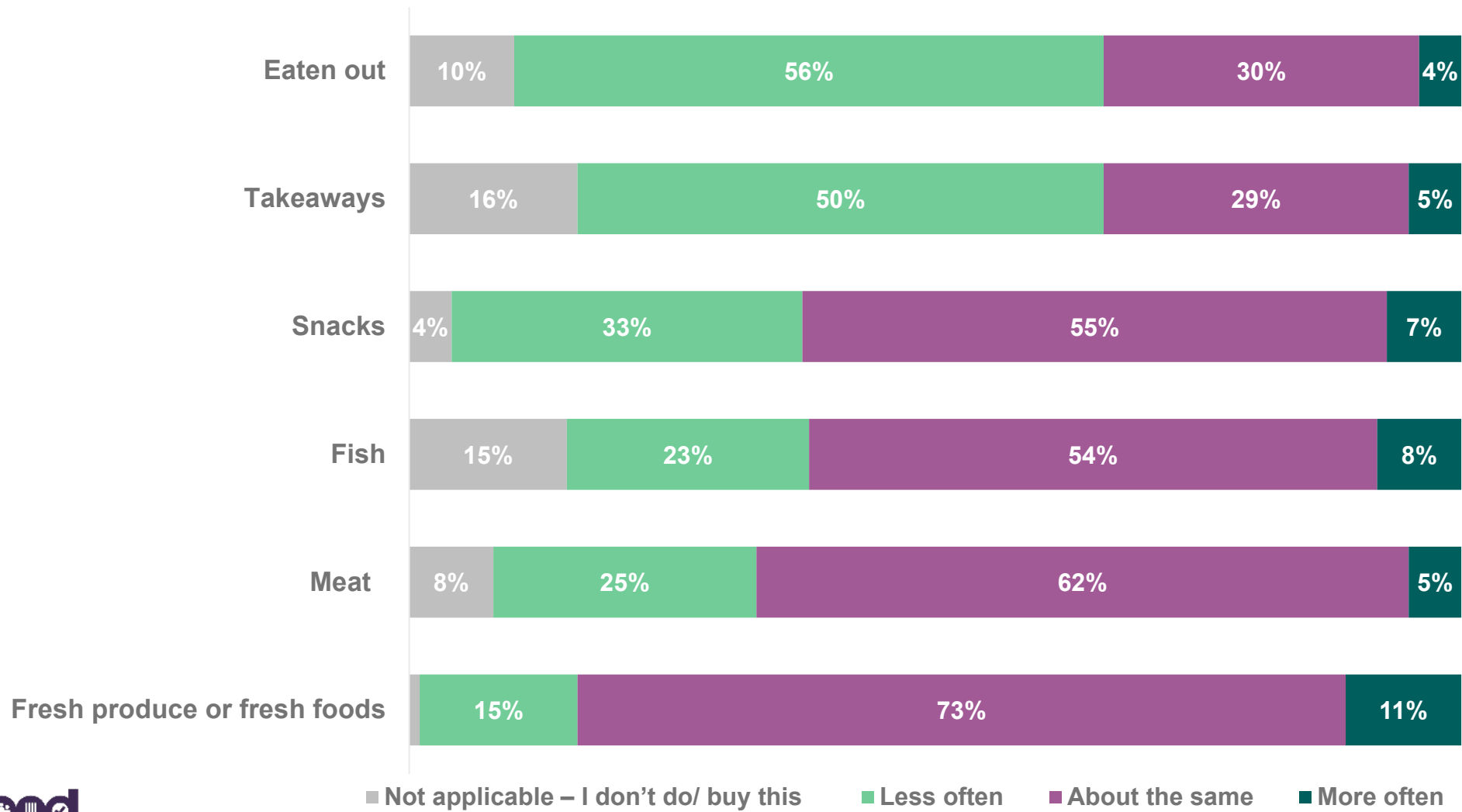
- 16-34yr olds (36%); DEs (31%); those with kids (31%) and females (26%) were also the groups most likely to have skipped meals

Consumers have done more 'trading down' when shopping to save money in the past 6 months. There is also evidence of bulking out meals and batch cooking; while around a quarter have skipped meals or / reduced portion sizes or used the sniff test more.

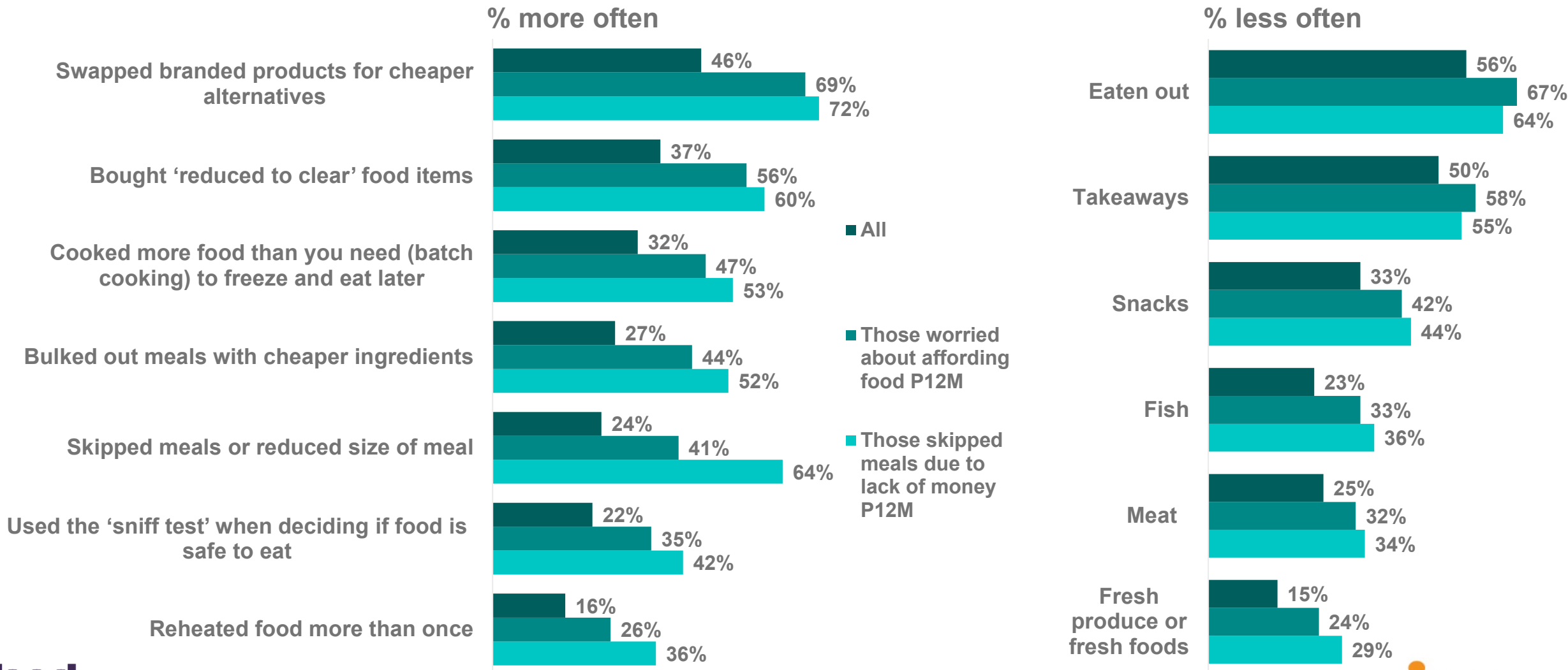


• Females and 16-34yr olds were more likely to say they had done all of these actions more often

More than half of consumers have eaten out less often in the past 6 months and half have had fewer takeaways, to save money. Around a quarter have bought less meat or fish for the same reason.

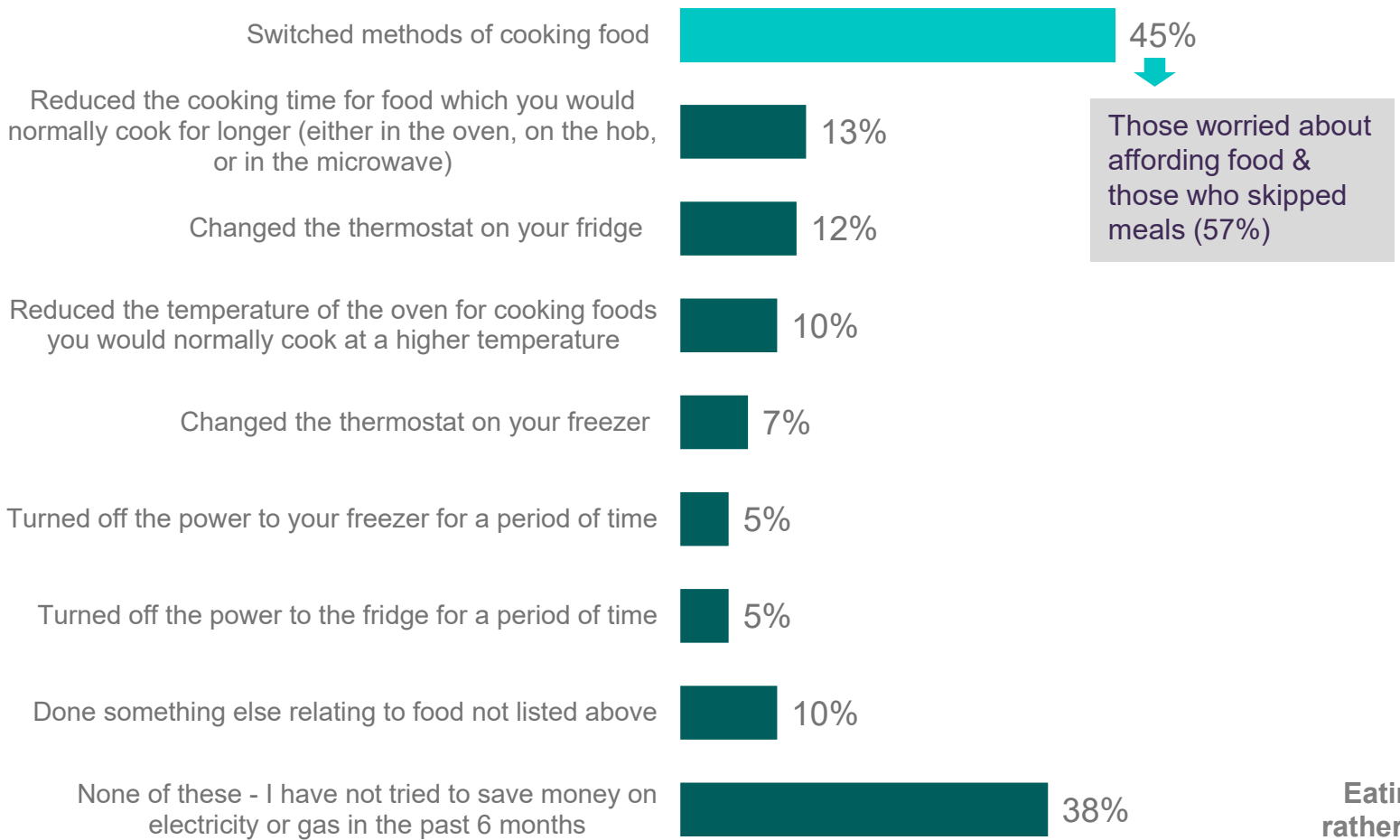


Those who worried about affording food, or skipped meals due to lack of money in the past year were significantly more likely than average to have changed their behaviour in order to save money.

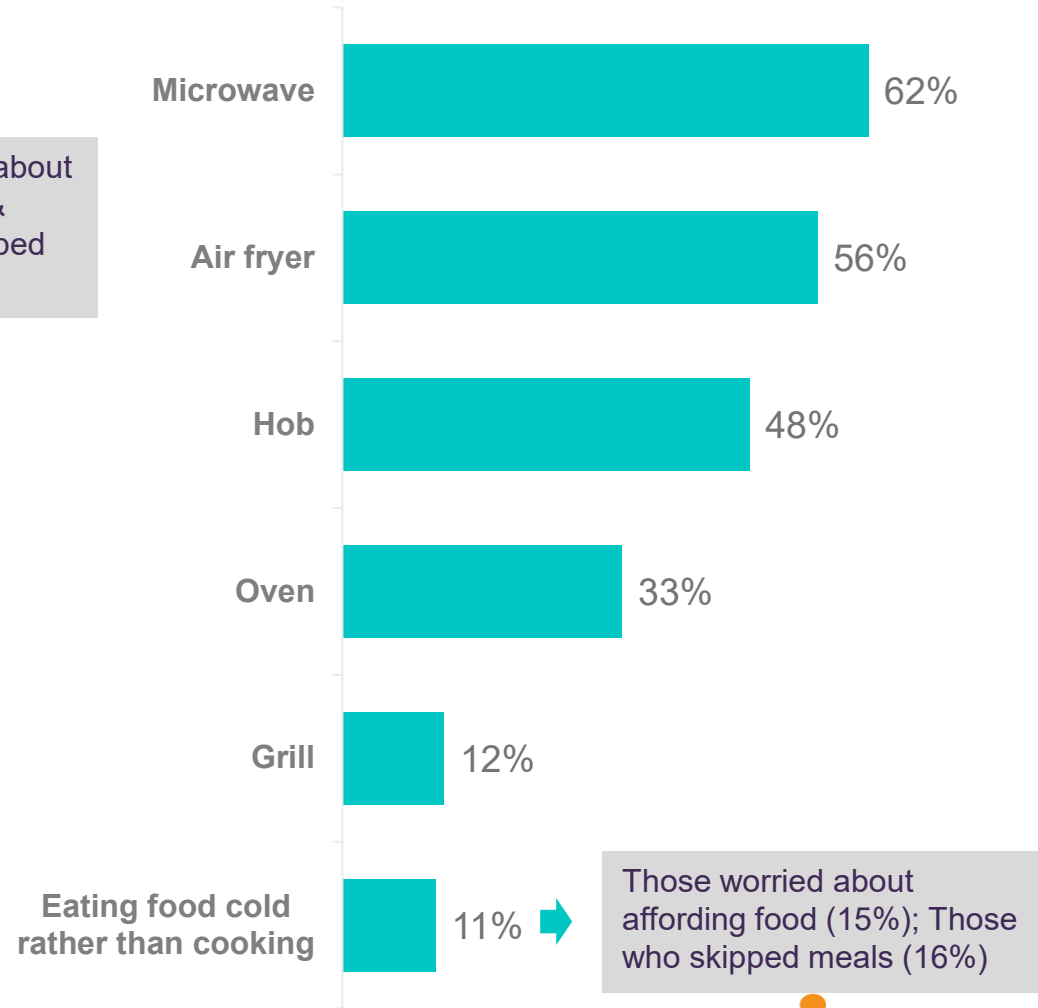


More than 6 in 10 consumers had taken some action over the past 6 months to reduce home energy consumption. Most common was switching cooking methods – and many now report using microwave, air fryer and hob most often.

Action Taken to Save Money on Energy



Most Frequent Cooking Methods

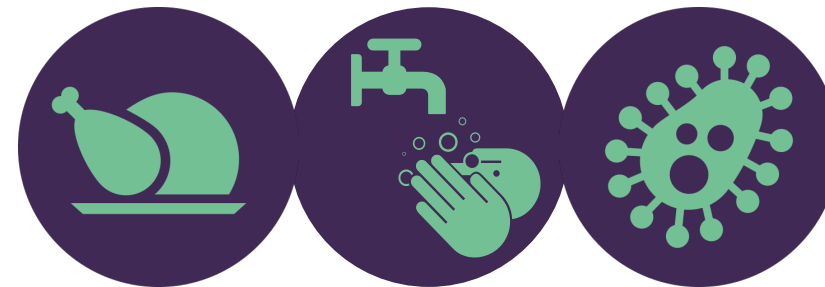


Issues of Concern to Consumers – Summary

- Sustainability remains an issue of concern for consumers – along with other aspects like food production, food authenticity and food safety and standards
- However, the cost of living situation is clearly overshadowing other concerns – with food prices the number one issue for consumers at the moment
- Data shows a significant number of adults in Scotland (40%) have worried about being able to afford food over the past year, and half of them skipped meals as a result
- Across the sample there is evidence of behaviour change as a result of the cost of living situation, particularly in terms of shopping and cooking habits
- Worryingly, there are also some food safety implications – with consumers using the sniff test more often, reheating leftovers more than once and cooking food for less time or at lower temperatures than usual
- From a dietary perspective there is good and bad news – reduced frequency of eating out and ordering takeaways, but some skipping meals and reducing portion sizes more often.

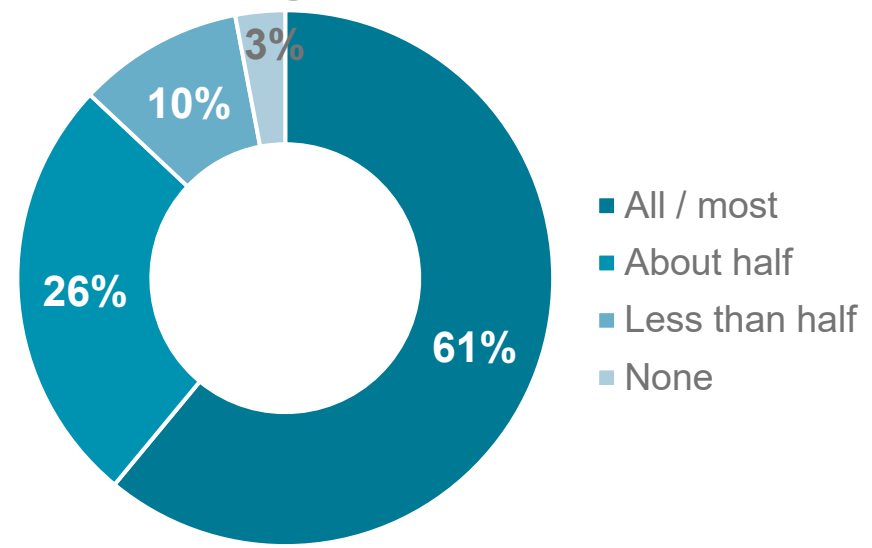
Changing consumer behaviour driven by cost of living concerns has implications for FSS in food safety and diet & nutrition areas.

Food Safety



Respondents were responsible for at least half of the cooking and food prep at home. They reported high levels of confidence and felt they had sufficient information about cooking safely and hygienically at home – particularly females and over 55 year olds.

Responsible for Cooking/ Preparing Food



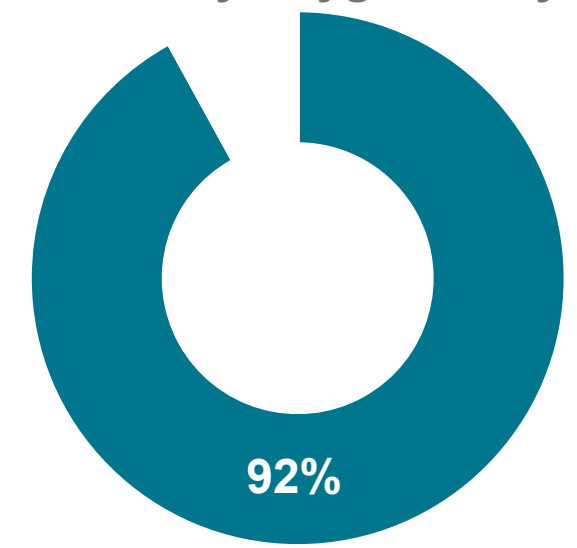
- Females (71%) and DEs (70%) were more likely to be responsible for all cooking.

Cooking Confidence Scale: 1-10



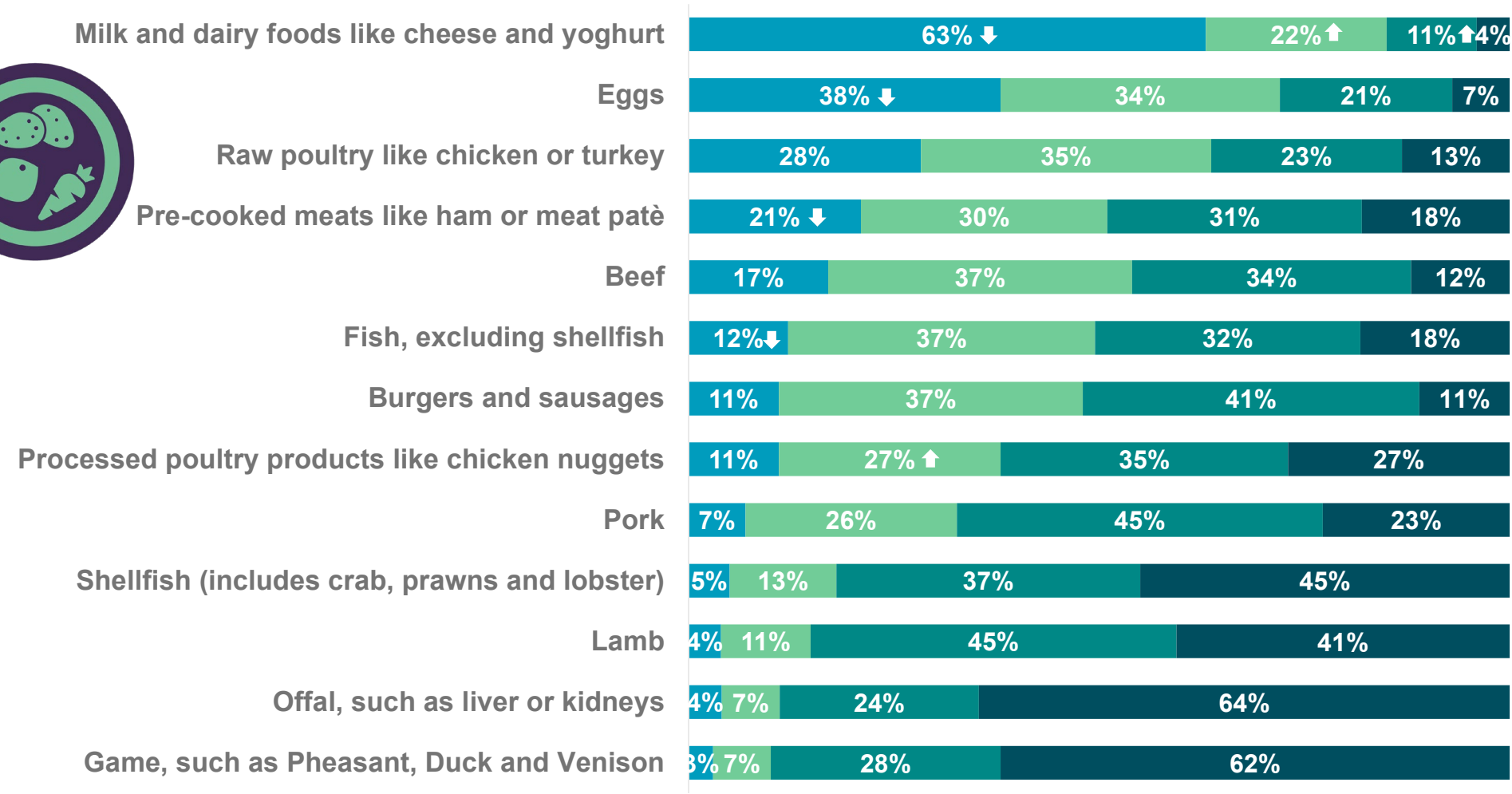
- Confidence levels were highest amongst older age groups (55-64yrs and 65+yrs) and females.

Clear Information on Cooking Safely / Hygienically



- Those in older groups (55-64yrs and 65+yrs) and females were most likely to feel they had clear food safety information.

Milk and dairy remain the most frequently consumed foods followed by eggs and raw poultry. Frequency of consuming dairy, eggs, pre-cooked meats and fish has decreased since last wave, whilst processed poultry has increased.



- Those worried about affording food/ or who had skipped meals in the past 12 months were more likely than average to be consuming burgers / sausages (53%, 55%) and processed poultry (47%, 52%) once a week or more often.

7 in 10 consumers do not buy offal. In contrast just 1 in 10 do not buy processed meat. Most meat products are bought fresh, with breaded chicken, skinless chicken portions and processed meat most likely to be bought frozen.

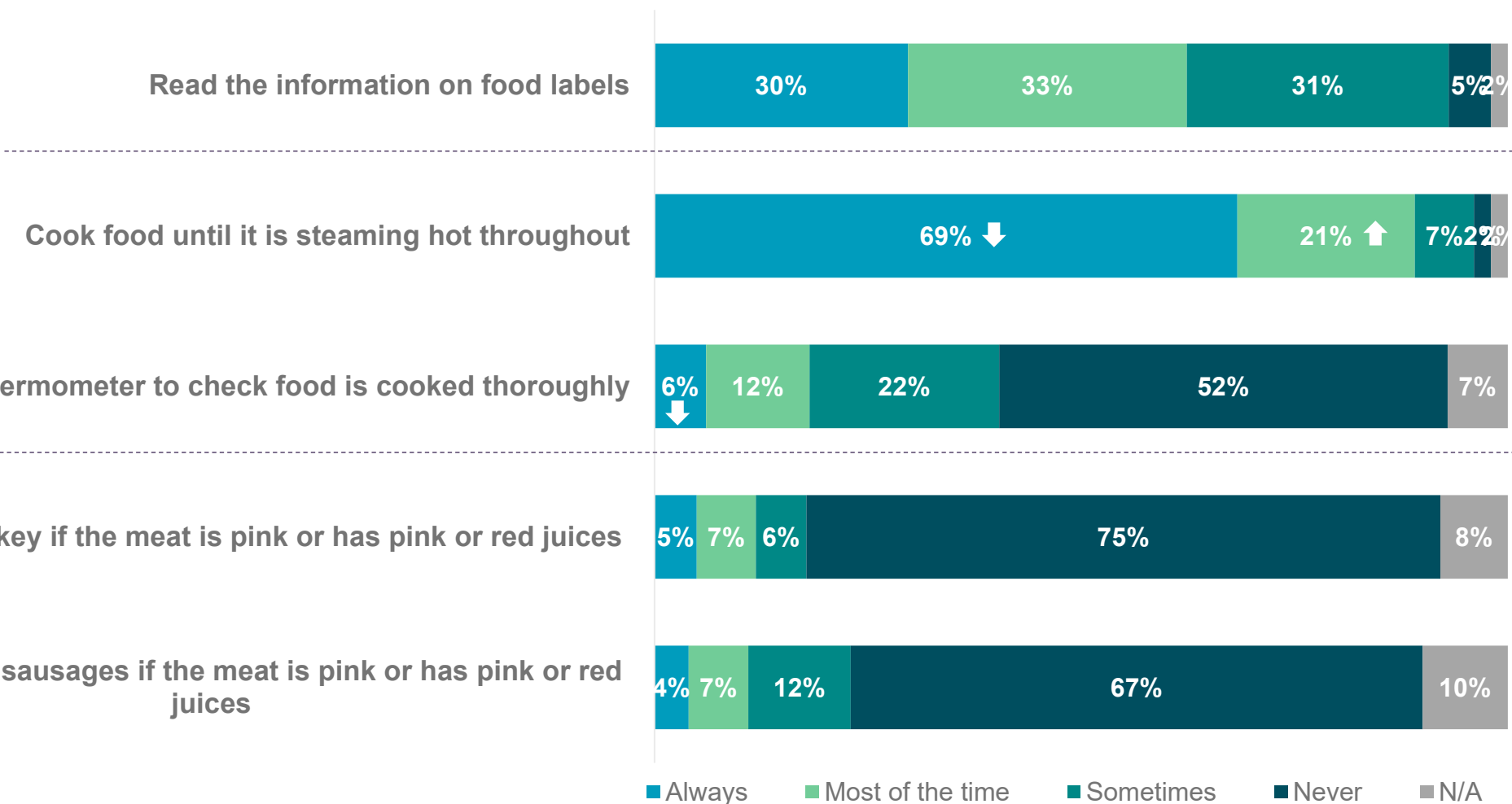
97% of respondents are responsible for at least some shopping for the household



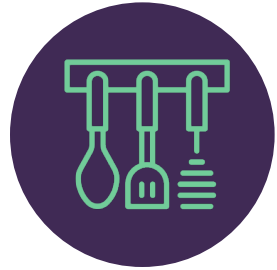
	Fresh	Frozen	Both	Do not buy
Offal (e.g. liver, kidneys)	20%	5%	5%	70%
Skin-on chicken portions	42%	7%	15%	36%
Joints (e.g. of beef, lamb, pork, etc.)	51%	8%	13%	28%
Breaded chicken portion	22%	24%	27%	26%
Whole chicken or other poultry	55%	7%	15%	23%
Meat portion (e.g. steak or chops)	62%	8%	14%	16%
Minced	65%	7%	13%	15%
Skinless chicken portions	58%	8%	20%	14%
Processed (e.g. sausages or bacon)	56%	10%	22%	12%

- Those in younger age groups (16-34) are more likely to buy frozen, than other groups

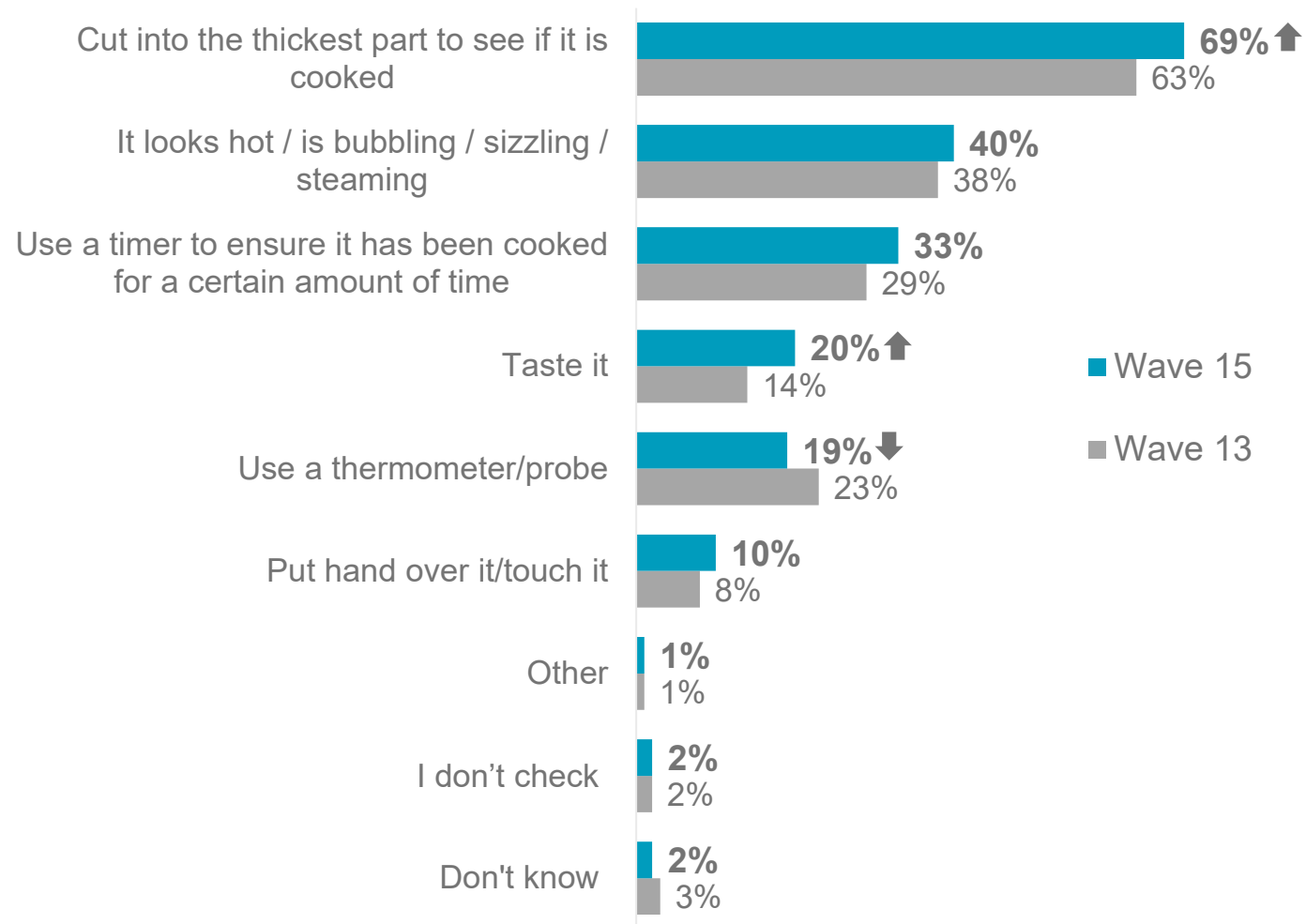
Most never eat poultry or processed meat if pink, consistent with previous data. We see some differences in cooking practices with fewer always cooking food until steaming hot, and fewer always using a food thermometer, perhaps to save energy?



Most check if food is cooked properly by cutting into the thickest part, or judging if it looks hot. More consumers this wave are cutting into food or tasting it to check if it's cooked, while fewer are using a thermometer.



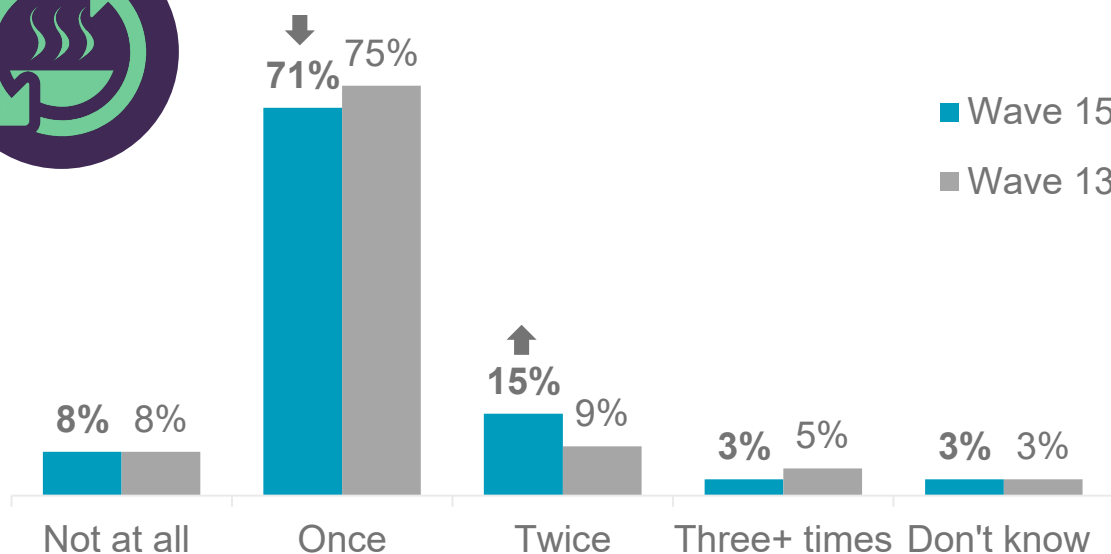
Checking Food Is Cooked Properly



While most will only reheat food once, after it is cooked for the first time, this wave sees an increase in the number who would reheat food twice.



Times Reheat



- Younger people (18-34yrs 24%) and those worried about affording food (18%) were most likely to reheat twice
- Those with kids at home (6%) were more likely than others to reheat three or more times

Cleaning practices remain positive with most using clean cloths and towels, cleaning worktops, and using different chopping boards and utensils for raw and other foods.



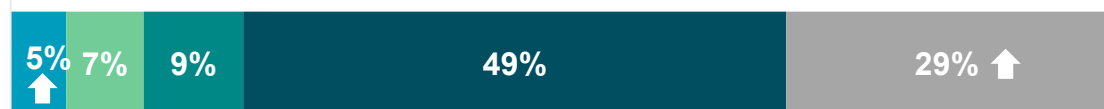
Regularly change / wash dish cloths / tea towels



Clean worktops before preparing food



Allow pets on to kitchen surfaces



Use different chopping boards for raw & ready to eat foods or wash chopping board when switching



Use the same utensils for moving / cutting raw meat and for vegetables



Always Most of the time Sometimes Never N/A

Good hand hygiene is widely practiced, and most store food in a way that avoids cross contamination, although almost two fifths do regularly store open tins in the fridge. A third persist in washing chicken most or all of the time.



Wash hands before starting to prepare or cook food



Wash hands immediately after handling raw meat, poultry or fish



Store raw and cooked food separately in the fridge



Store raw meat / poultry uncovered in the fridge



Store open tins in the fridge

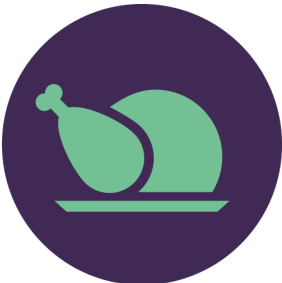


Wash raw chicken or poultry



Always Most of the time Sometimes Never N/A

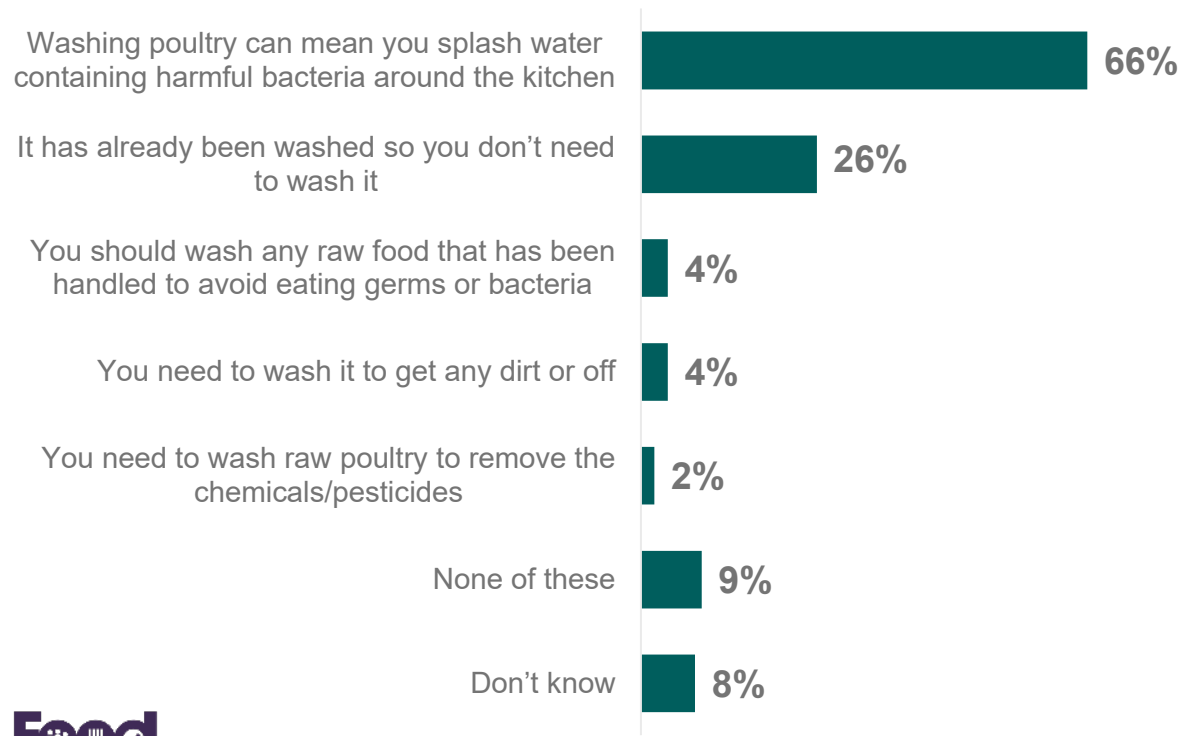
Two thirds of those who never wash raw poultry understand that doing so can spread harmful bacteria. Those who DO wash raw poultry give a variety of reasons including removing germs, avoiding food poisoning and habit. Those aged 55+yrs are most likely to do so out of habit.



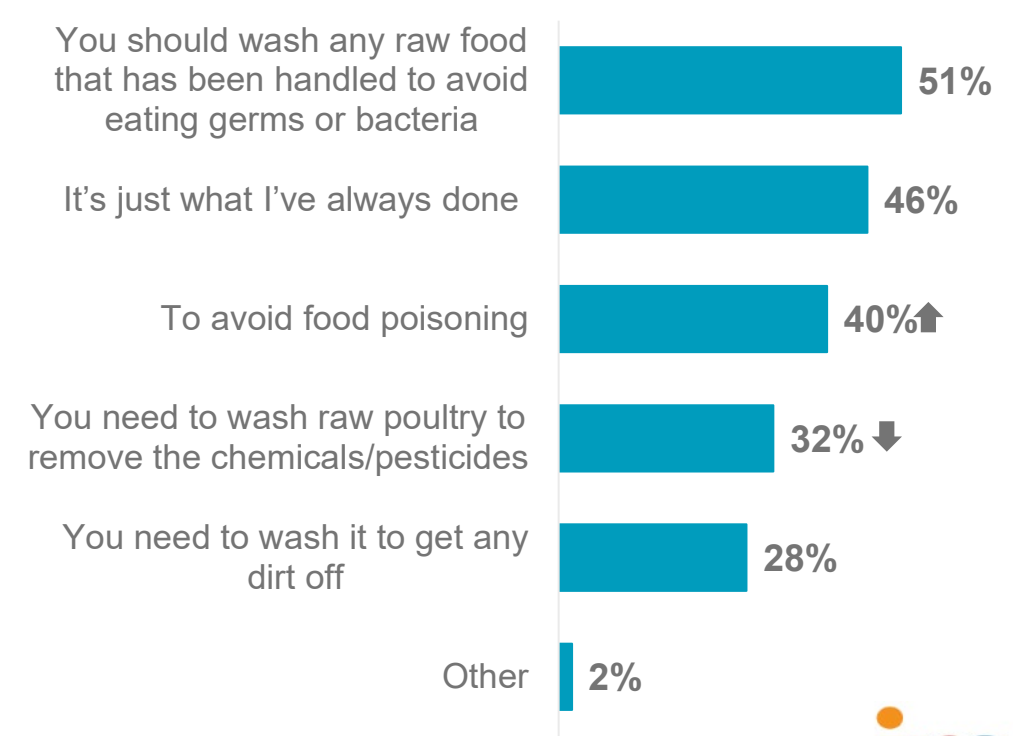
45% NEVER wash raw poultry

45% wash raw poultry at least sometimes

Agreement with Poultry Washing Statements



Reasons for Washing Raw Poultry



Most wash fruit and veg before eating them raw, although fewer say they always do it in the latest wave. Positively, fewer are *always* using the sniff test to check if food is safe, although it is still common; conversely use of the 5 second rule has increased.⁶⁵



Wash fruit or vegetables (including salad) which are going to be eaten raw



Check if food is safe to eat by smelling it



Use the '5 second rule' to decide if something is safe to eat after being dropped on the floor



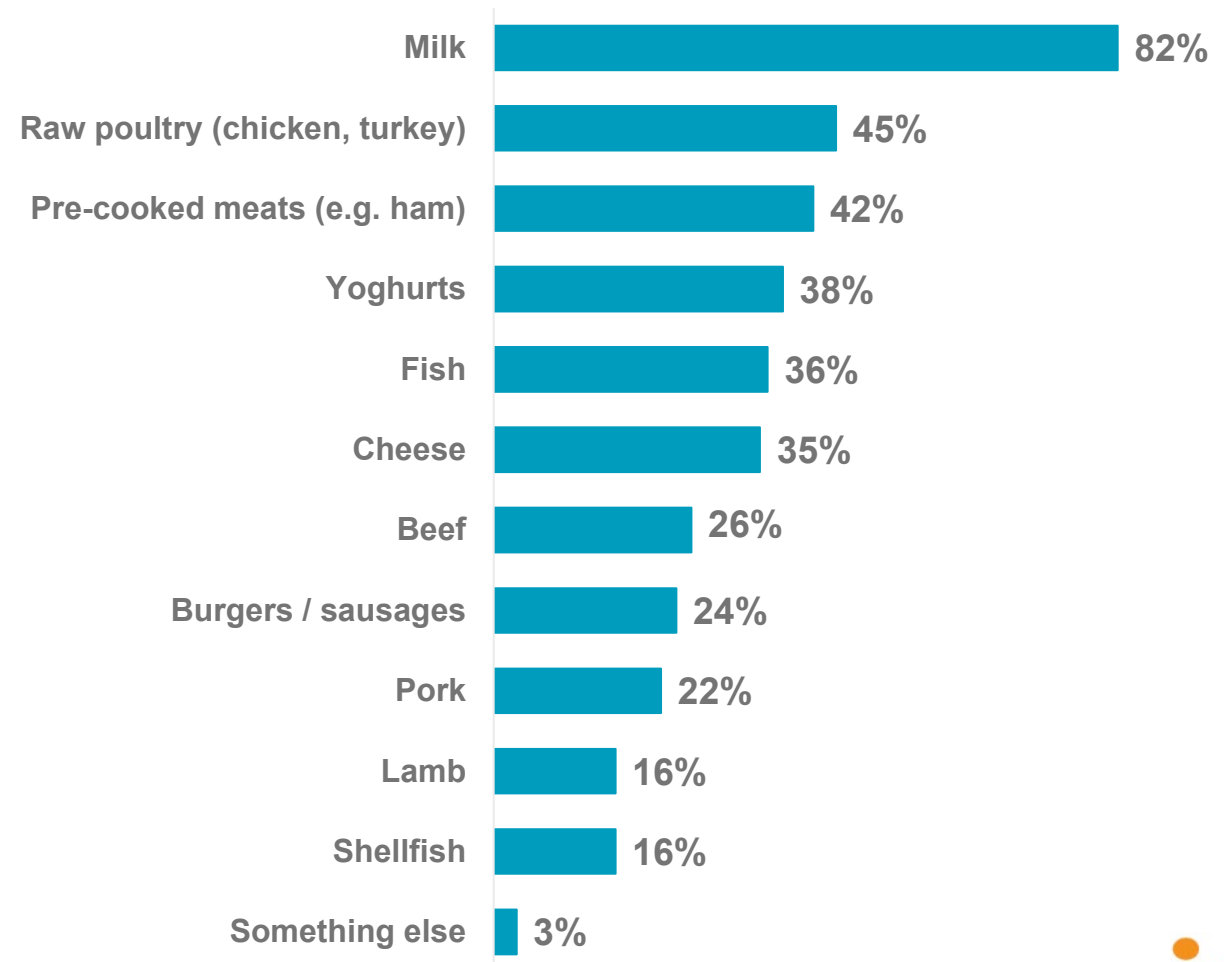
Always Most of the time Sometimes Never N/A

The sniff test is still used at least sometimes by most consumers, across a range of foods – most commonly milk. There is also a fairly widespread use of this approach for checking if raw poultry and pre cooked meats are safe to eat.



85% use the 'sniff test' at least sometimes to check if food is safe to eat

Types of Food Use Sniff Test



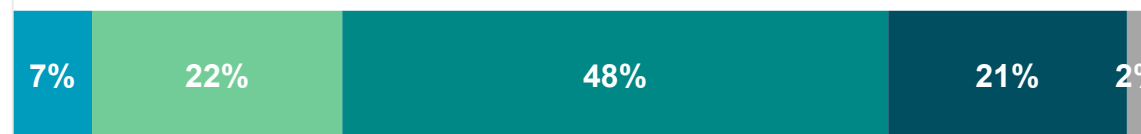
Data shows some changes in behaviour relating to fridge temperatures with significantly fewer turning down the temperature to make their fridge colder when full (-15% compared with Wave 13) despite a similar proportion who fill their fridge.



Check the temperature of my fridge



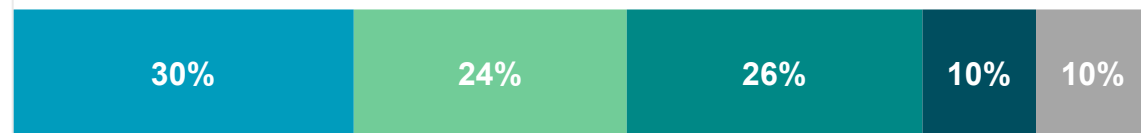
Completely fill my fridge



Turn down the temperature to make my fridge colder when it is full



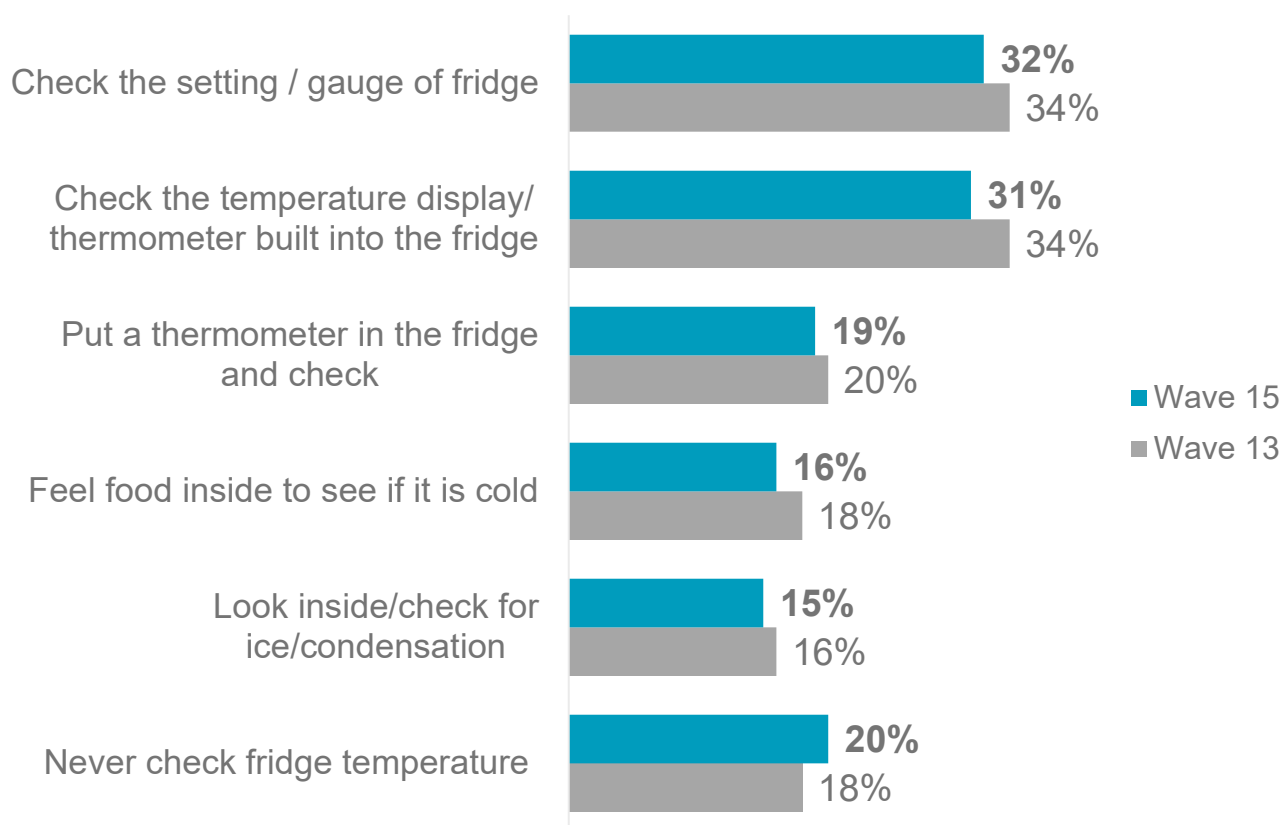
Defrost meat at room temperature



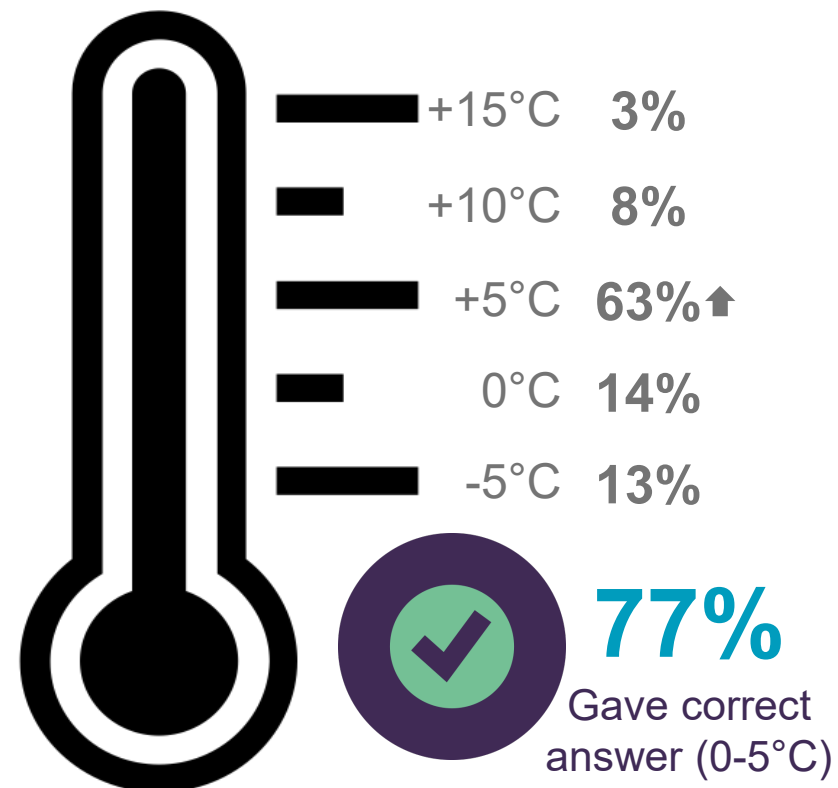
■ Always ■ Most of the time ■ Sometimes ■ Never ■ N/A

Most know what the correct temperature for their fridge is, and while a fifth never check this, those who do tend to use the in-built thermometer or settings.

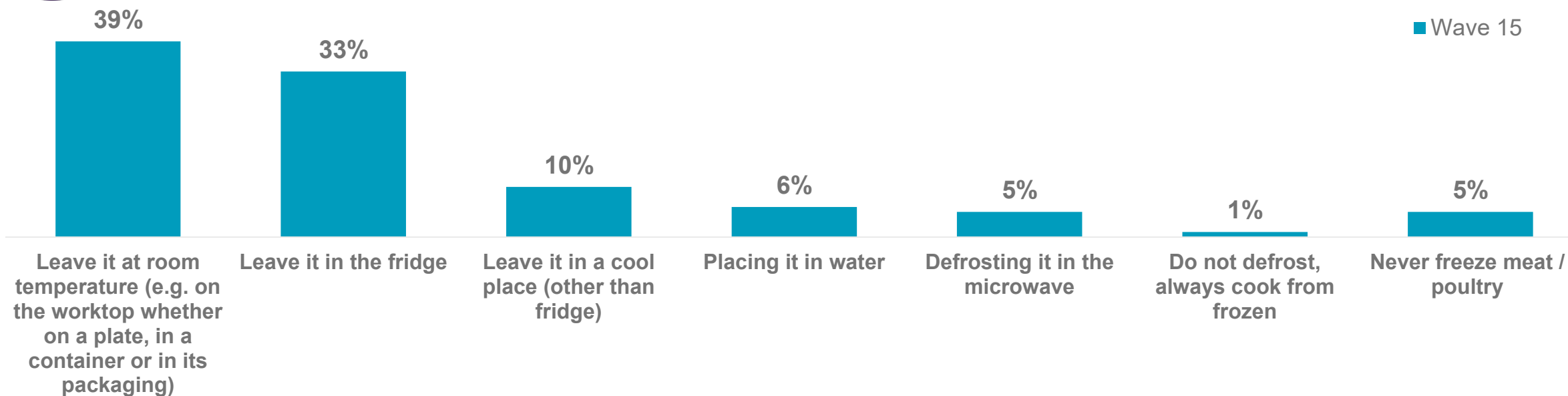
Method for Checking Temperature



Correct Temperature



Almost 4 in 10 leave meat at room temperature to defrost; while a third (correctly) defrost it in the fridge.

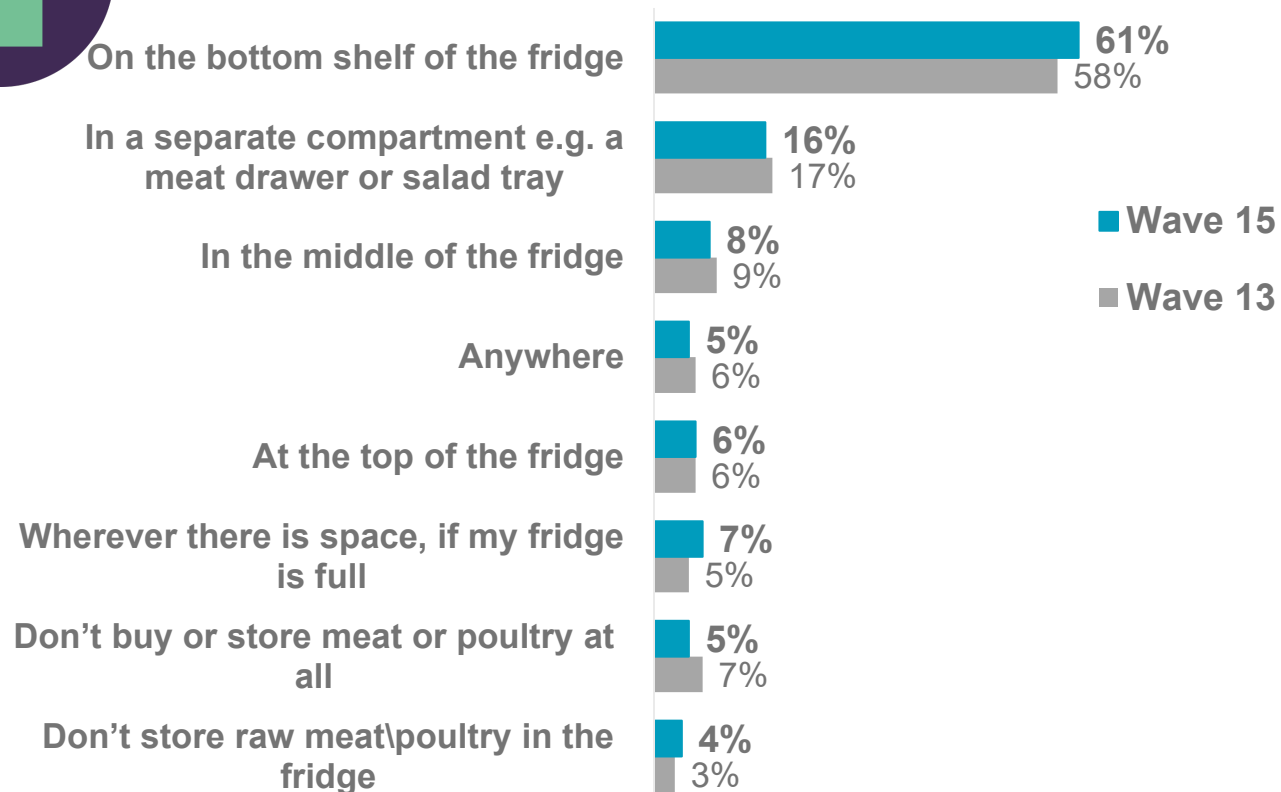


Note: FSS guidance states meat should be defrosted covered or in a sealed container on the bottom shelf of the fridge.

6 in 10 store raw meat on the bottom shelf of the fridge, and most either keep it in its packaging or store in a covered container.

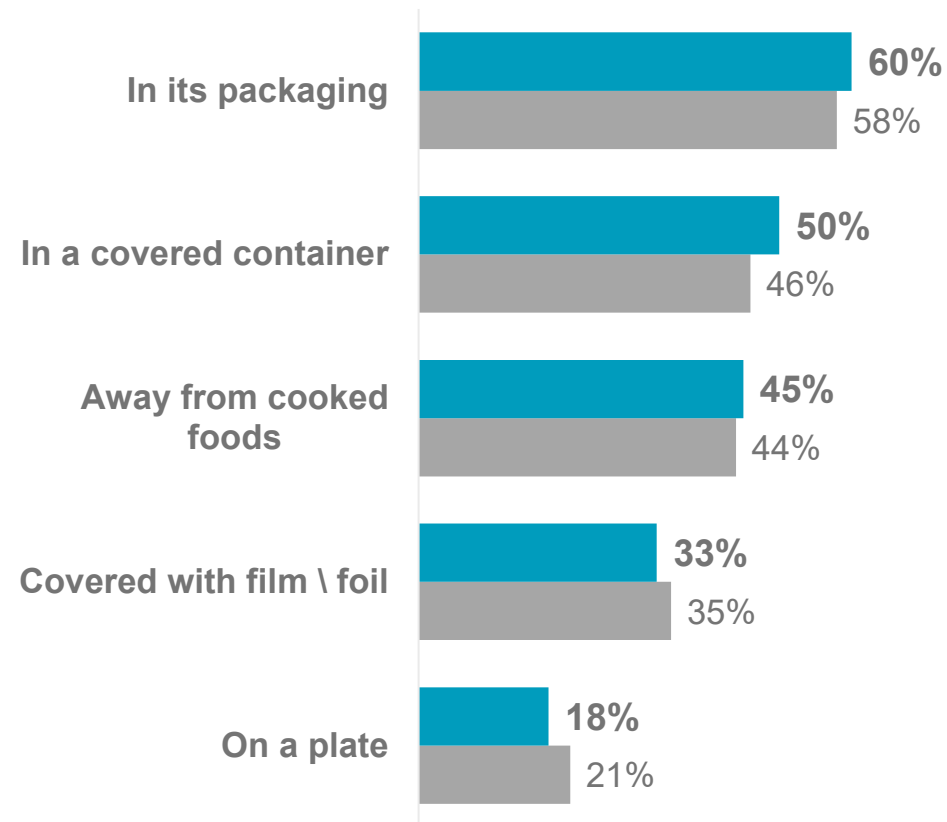


Where Raw Meat Stored in Fridge



Note: FSS guidance states meat should be stored in a sealed container on the bottom shelf of the fridge.

How Raw Meat Stored in Fridge



5% said they had experienced food poisoning in the past year, half of them visited their GP and campylobacter was confirmed for 1 in 10. Most thought they got food poisoning from a takeaway or café/restaurant from food not cooked properly or general poor hygiene.



5% experienced food poisoning in the past year

10% 16-34yrs



51% of them visited GP



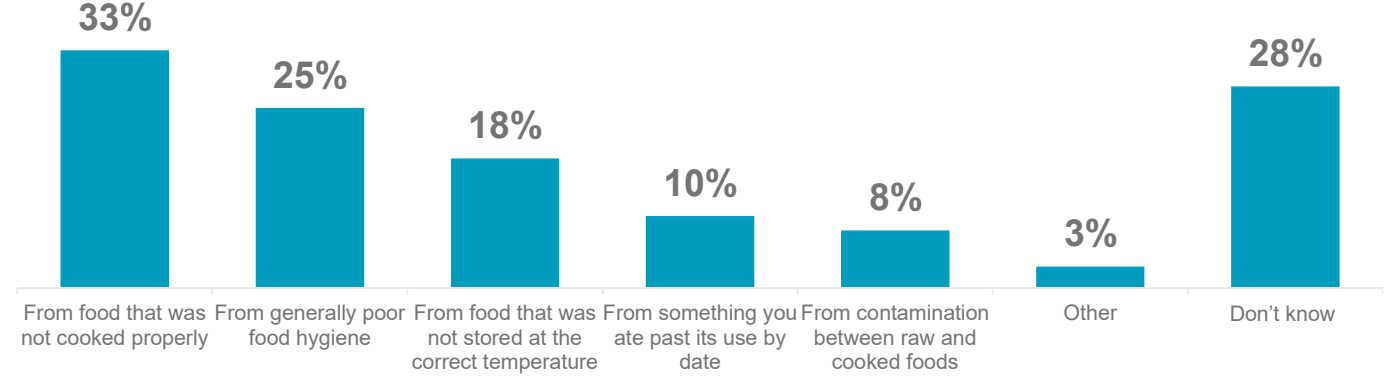
Food poisoning was confirmed for **27%**

With **9%** told it was campylobacter

Source of Food Poisoning

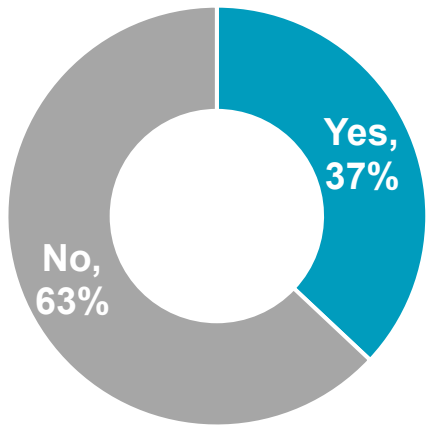


Reason for Food Poisoning



Almost two-fifths had heard of campylobacter, particularly those in older age groups and higher socio-economic groups. Most who had heard of it knew campylobacter was a bacteria, most commonly found in chicken and serious for key risk groups.

Heard of Campylobacter



Recognition highest amongst 45+yr age groups, and AB socioeconomic groups

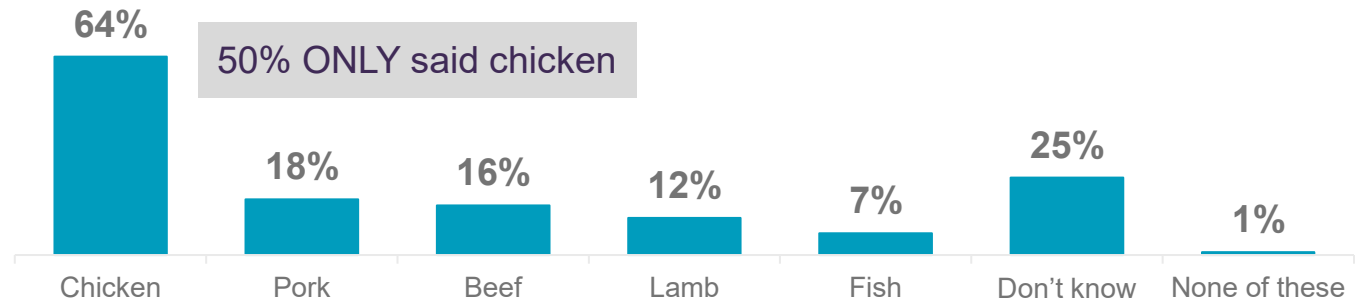


87% knew campylobacter

was a bacteria **82% ONLY** said bacteria

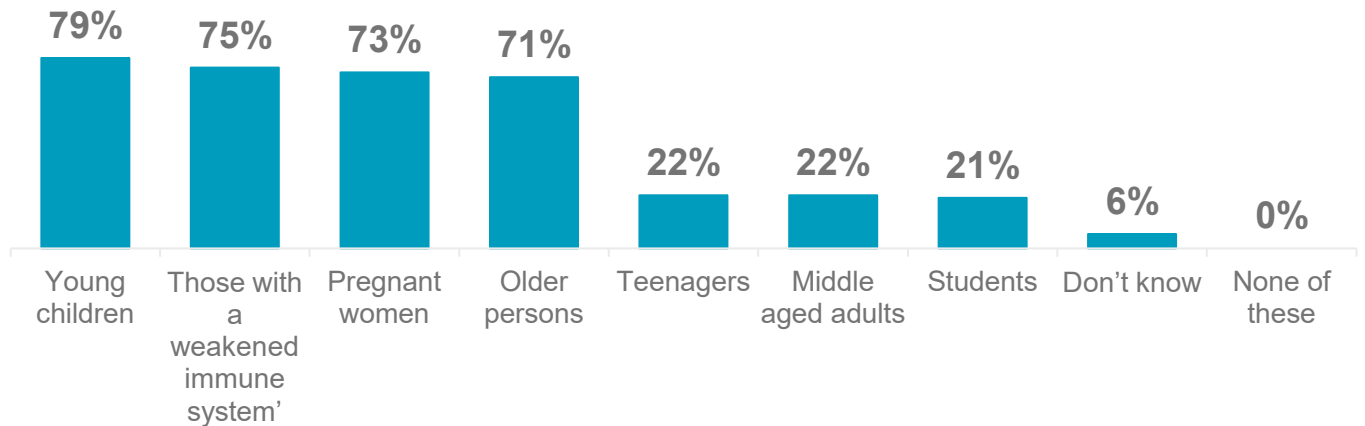
- 8% parasite
- 7% virus
- 3% fungi
- 3% pesticide
- 4% don't know

Where Campylobacter Commonly Found

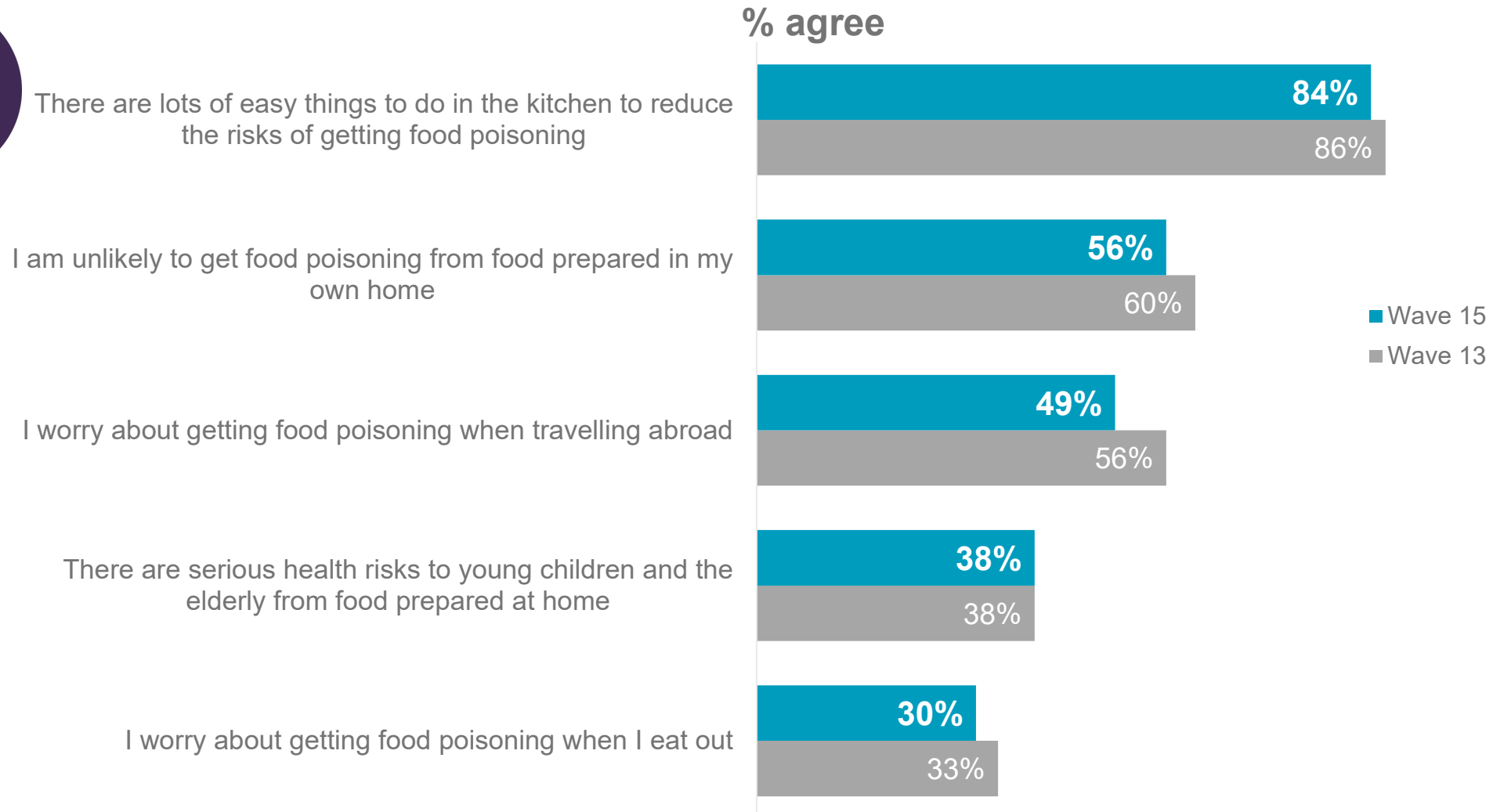


50% ONLY said chicken

Campylobacter Serious for Whom



While almost half worry about getting food poisoning when travelling and 30% worry about it when eating out, most feel they are unlikely to get food poisoning at home, perhaps due to feeling there are many actions they can personally take to reduce the risk at home.



Food Safety – Summary

- In general, consumers feel confident about food safety at home and reported behaviour remains fairly consistent with previous years
- Cleaning, hygiene and storage practices are generally fairly positive albeit with some key issue areas – including a significant minority who persist in washing poultry
- The latest dataset does show some shifts that may be as a result of the cost of living situation:
 - Fewer cooking food until steaming hot
 - Fewer turning down the fridge temperature when full
 - Increase in those who reheat leftovers more than once
 - More frequent use of the ‘5 second rule’
- Use of the sniff test at least sometimes is also widespread, with this approach being used mostly for checking milk, raw poultry and pre cooked meats
- Data on food poisoning and campylobacter remains consistent with previous waves
 - Those who have heard of campylobacter largely understand it is a bacteria, but more could be done to educate others, and to reinforce chicken as the main source.

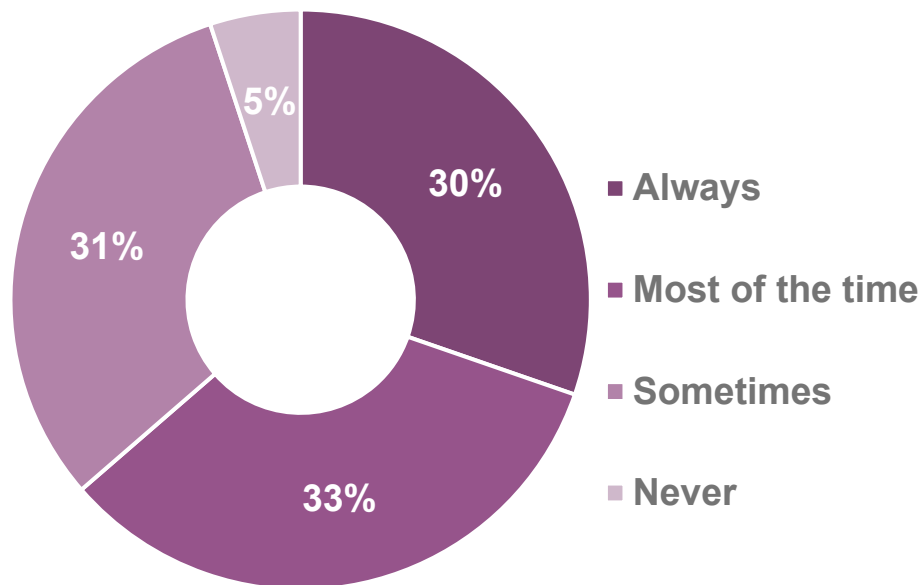
While many positive behaviours are exhibited by consumers, some issues persist, and it seems the cost of living situation is resulting in further risks being taken regarding food safety at home.

Food Labelling & Use-By Dates

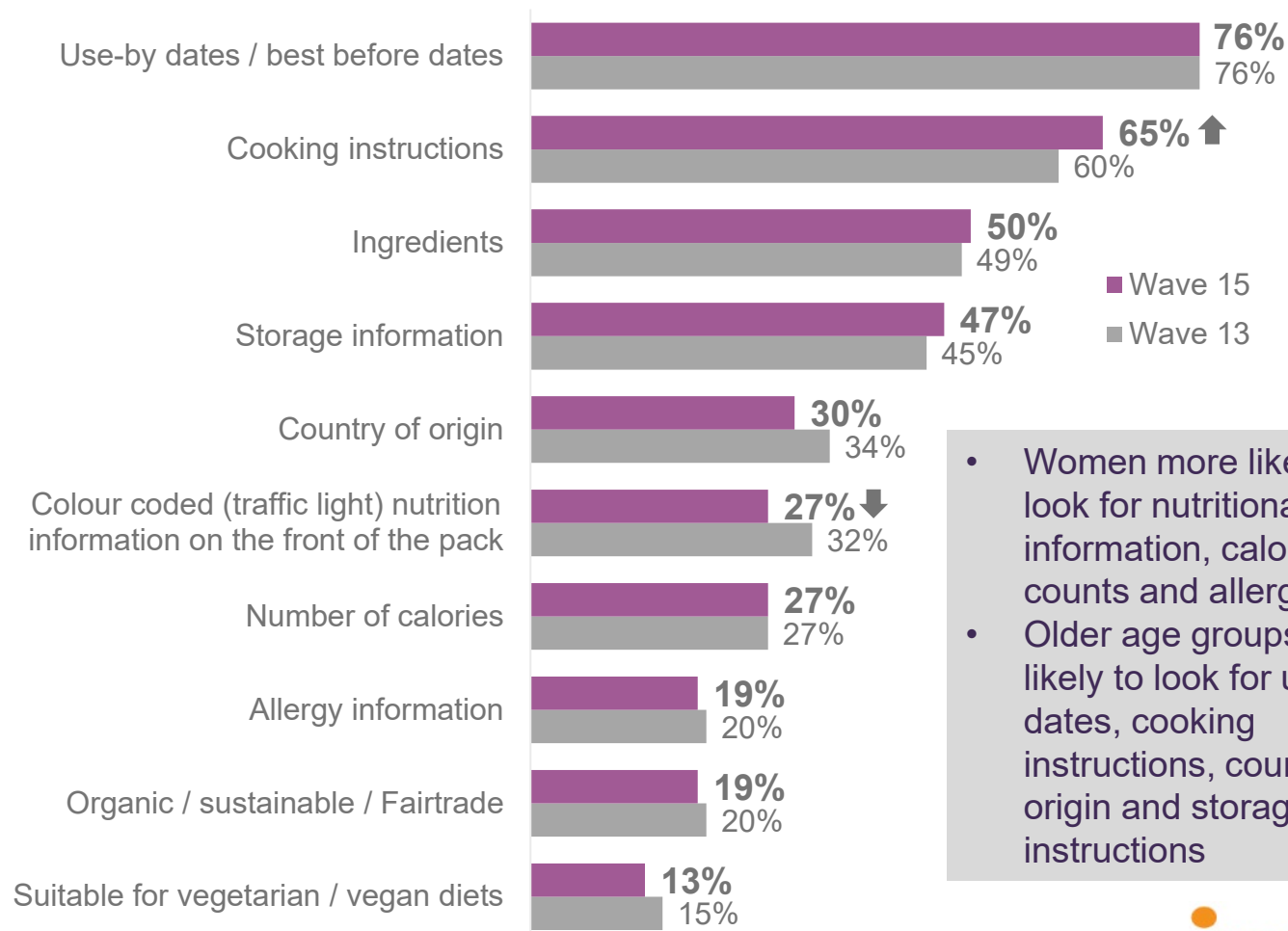


More than 6 in 10 say they mostly or always read the information on food labels. Consumers are looking for a range of types of information from labels – use-by dates and cooking instructions are the most common.

Read Food Labels

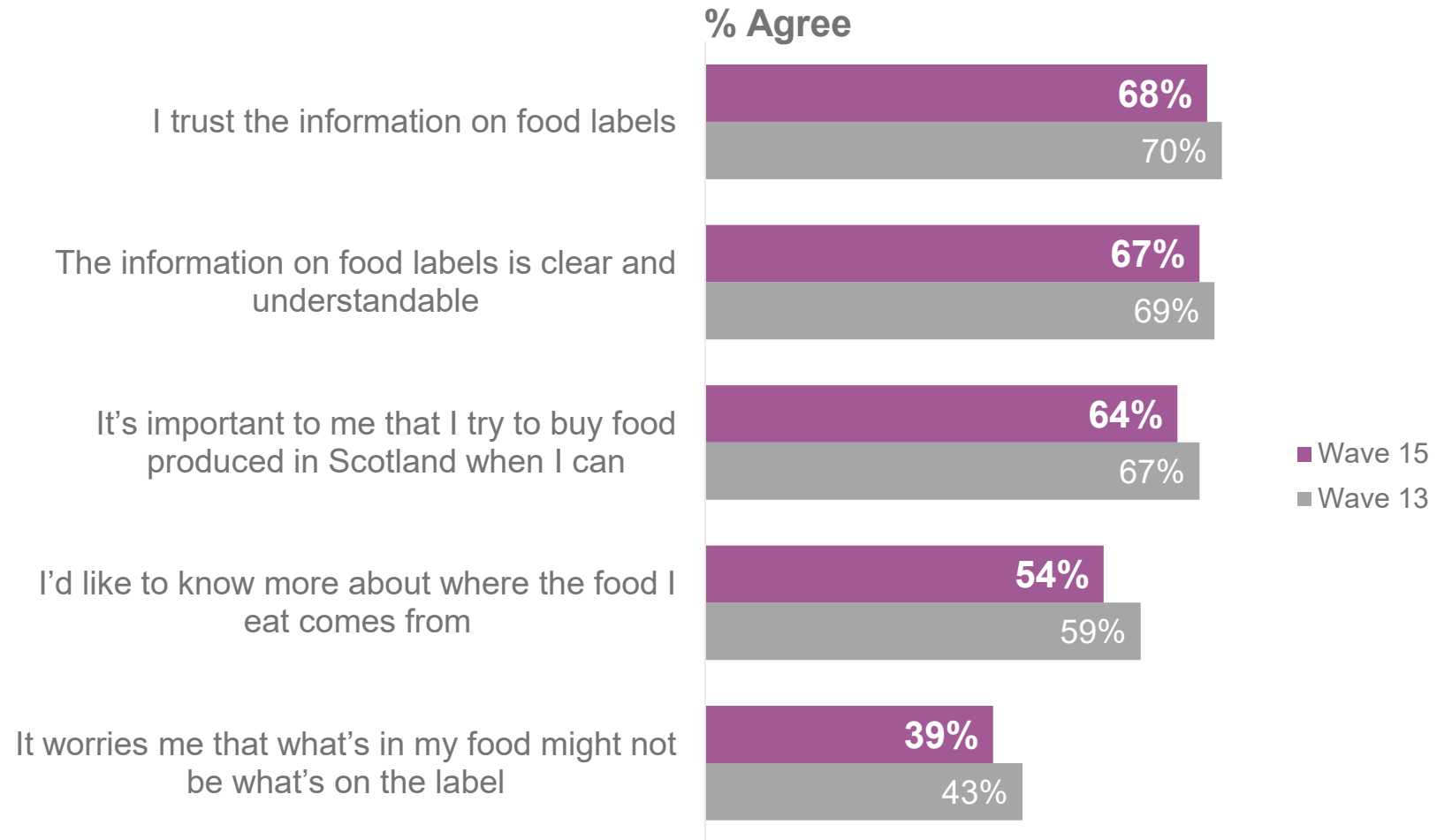


Info Gained from Food labels



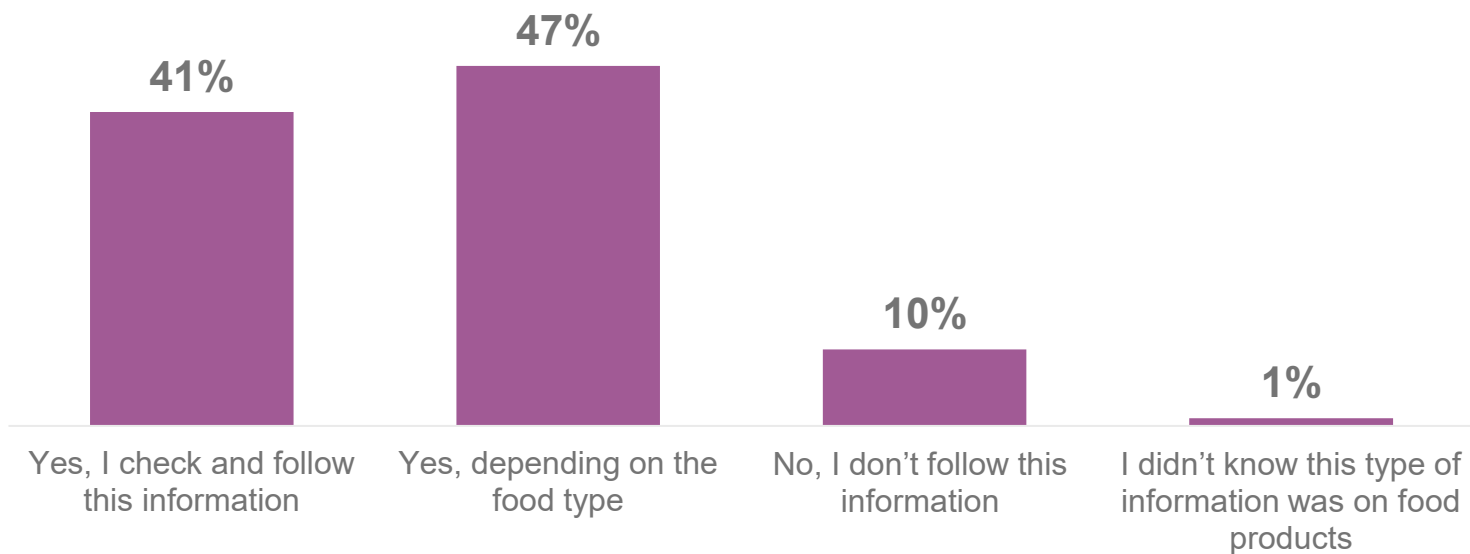
- Women more likely to look for nutritional information, calorie counts and allergens
- Older age groups more likely to look for use-by dates, cooking instructions, country of origin and storage instructions

Consumers largely find the information on food labels understandable and trustworthy, however a significant minority do have some concerns about food fraud. Country of origin labelling is important for more than half – and helps those who want to buy local.



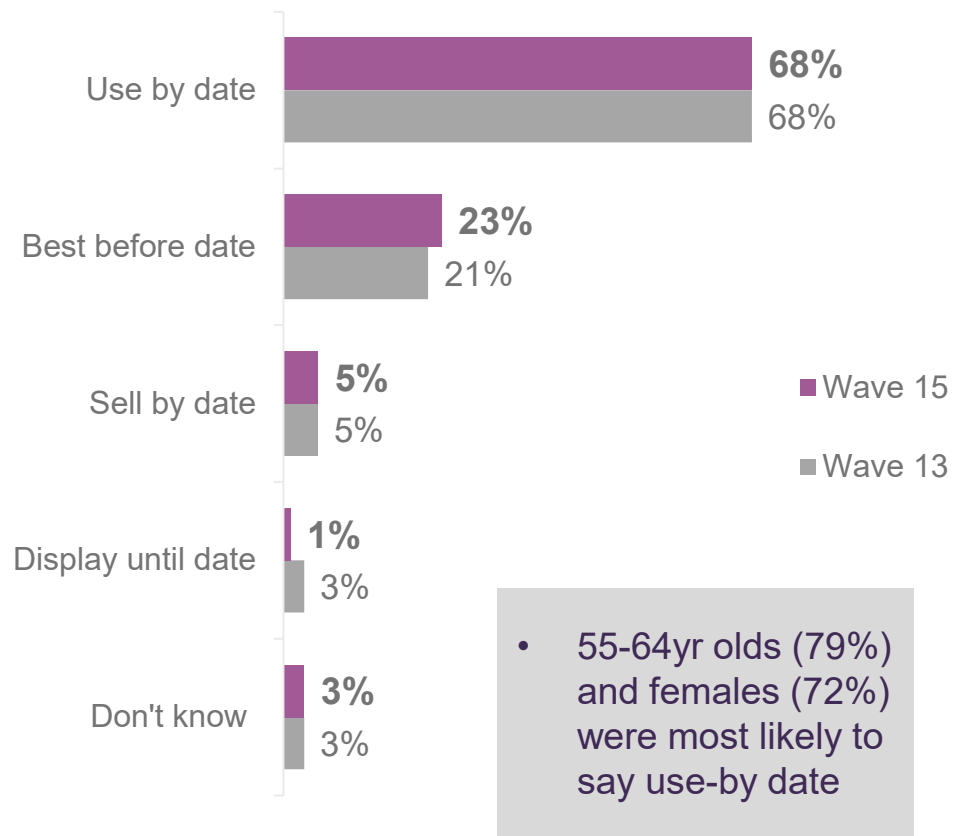
Most consumers claim to follow storage information on food products – with around half saying this depends on the food type.

Follow Storage Information on Food Products

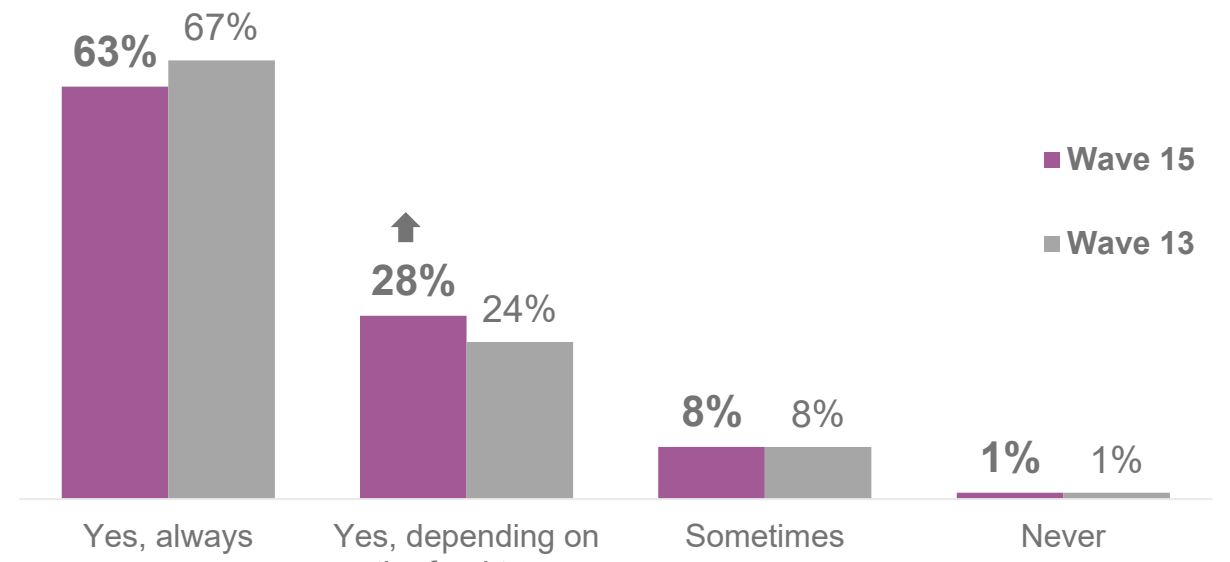


Two-thirds know the use-by date is the best indicator of whether food is safe to eat and around 6 in 10 always check these when cooking or preparing food, with a further 28% doing so depending on the type of food.

Best Indicator Food is Safe to Eat



Check Use-by Dates When Cooking

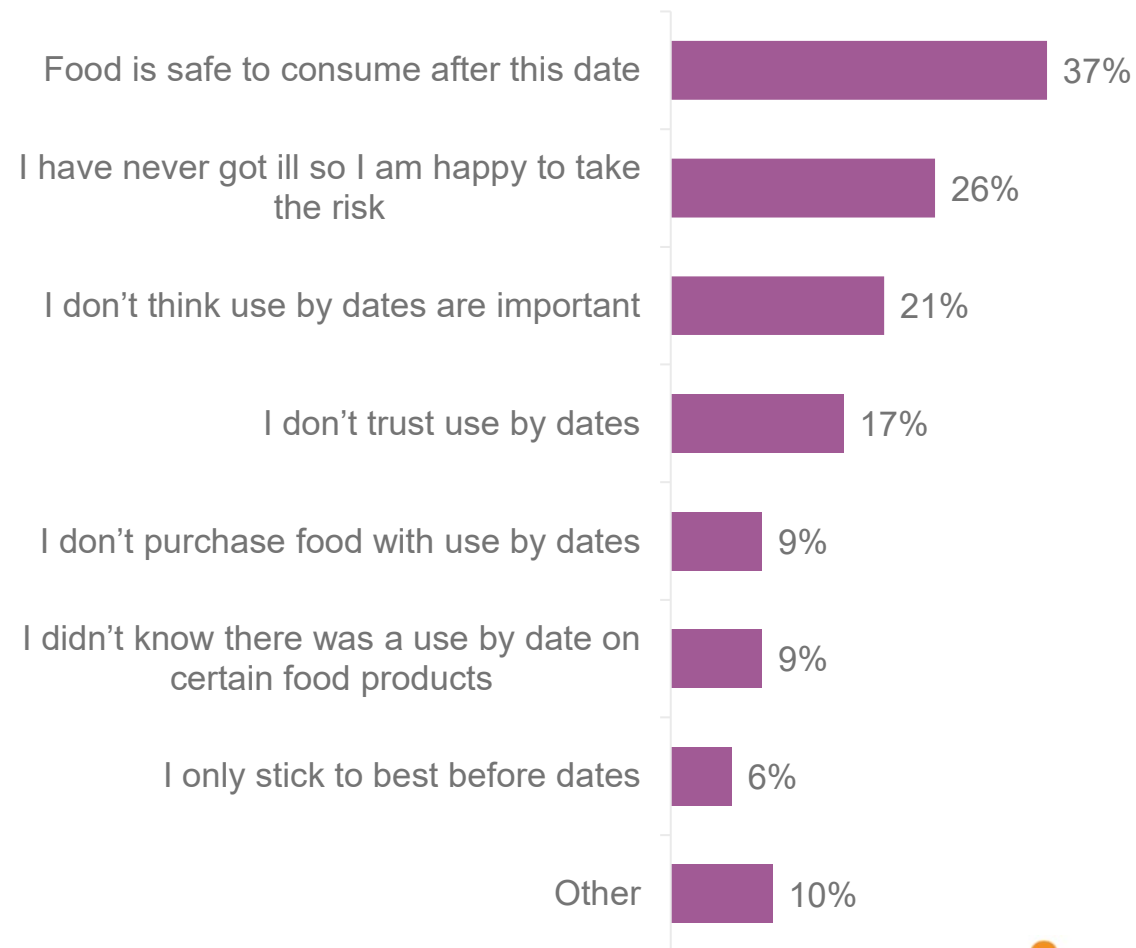


9% don't always follow use-by dates when cooking or preparing food, giving a variety of reasons including believing food is safe to eat after this date, the fact they have never been ill as a result, or not believing or trusting use-by dates.



Almost **1 in 10 (9%)** say they never or only sometimes check use-by dates when cooking / preparing food

Reasons Don't Always Following Use-by Date

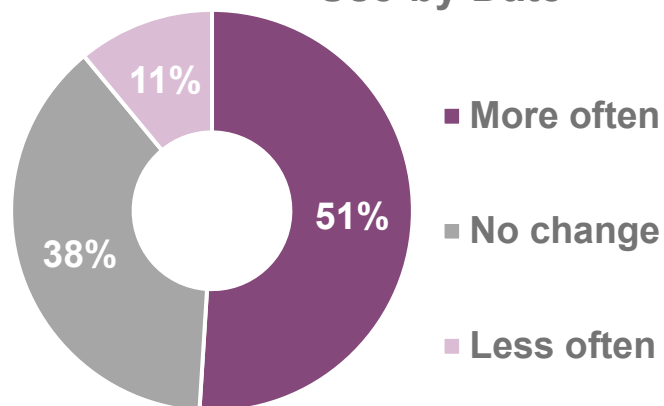


Just over two-fifths have consumed food past the use-by date in order to save money, since April 2022 – half of them saying they have done this more often than usual. Dairy products and pre-cooked meats were the foods most likely to be consumed past their use-by date.

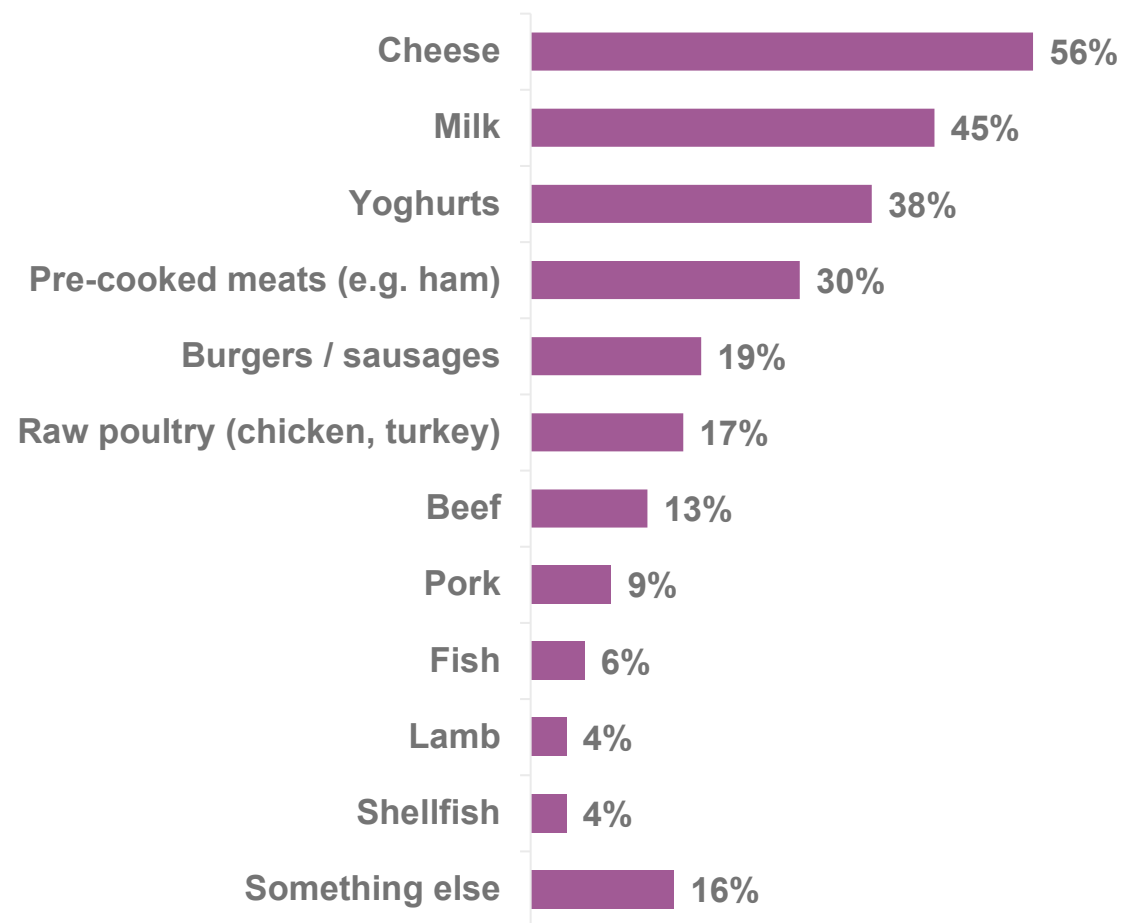


43% have consumed products past the use-by date since April in order to save money

Frequency of Consuming Food Past Use-by Date



Foods Consumed Past Use-by Date

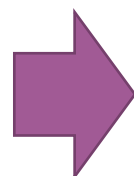


More than half feel they have clear information about food recalls, while just 24% remember seeing a food recall alert in the past year, mostly via news outlets or in-store. Just over a fifth are aware of the text notification system with 7% signed up to this.



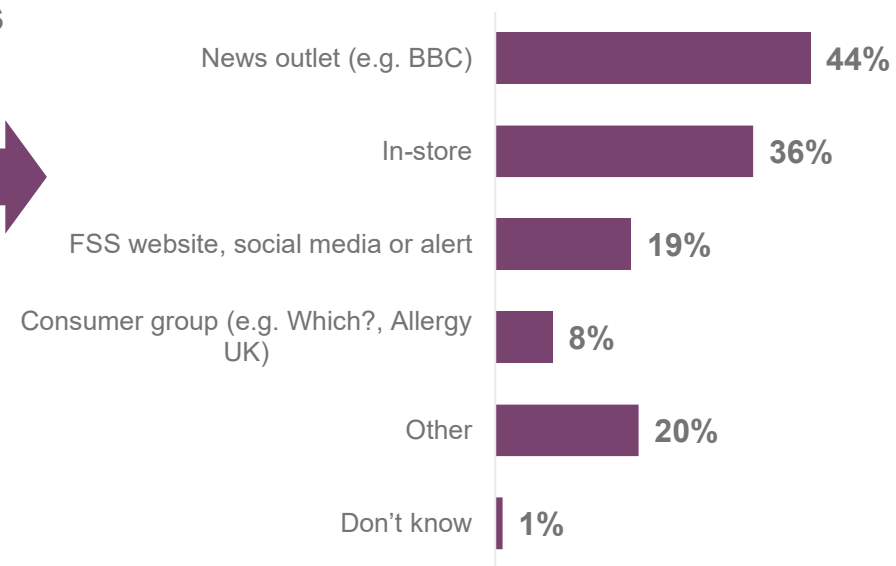
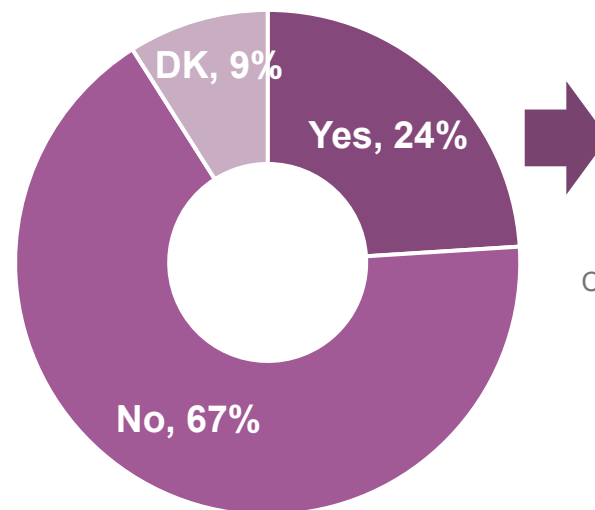
58% feel they have clear information about food products which are being recalled for safety & standards reasons

22% aware of text alert system to notify consumers of products being recalled



7% aware & have signed up

Remember Food Recall Alerts



Food Labelling & Use-By Dates – Summary

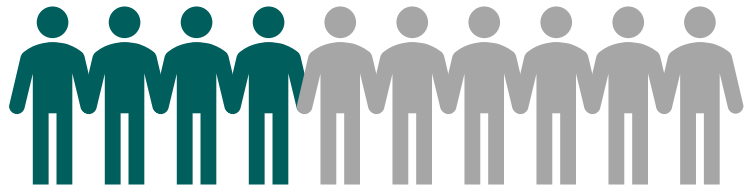
- Consumers look to (and trust) food labels for a variety of information – particularly use by dates and cooking instructions
- Most understand use by dates are the main indicator if food is safe to eat, but 1 in 10 say they never or only sometimes check these...
 - believing food is safe to consume after these dates, and reassuring themselves that they have never been ill as a result of eating food past the use by date before
- In fact, 4 in 10 say they've consumed products past the use by date since April last year – and for many this is happening more often due to the cost of living situation
 - Dairy products like cheese and milk are the most commonly consumed past the use by date, followed by yoghurts and pre cooked meat
- Data on food recalls is consistent with previous waves – around a quarter are aware of food being recalled and just over a fifth know of the text alert system.

While understanding the importance of use by dates, circumstances mean these are no longer always adhered to – potentially creating a food safety risk. Foods most commonly consumed past the use by date match those where consumers are using the sniff test – taking decisions into their own hands.

Food Safety Out of Home



Fewer than half of consumers feel they can access clear information about how to check if food is safe when eating out of home. While relatively few are worried about food poisoning, a majority think out of home establishments could improve hygiene.



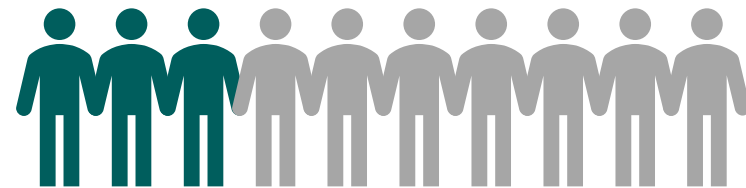
41% felt they had clear information on how to check if food eaten out of home is safe



45% agreed that out of home food establishments provide enough information to check food is safe to eat



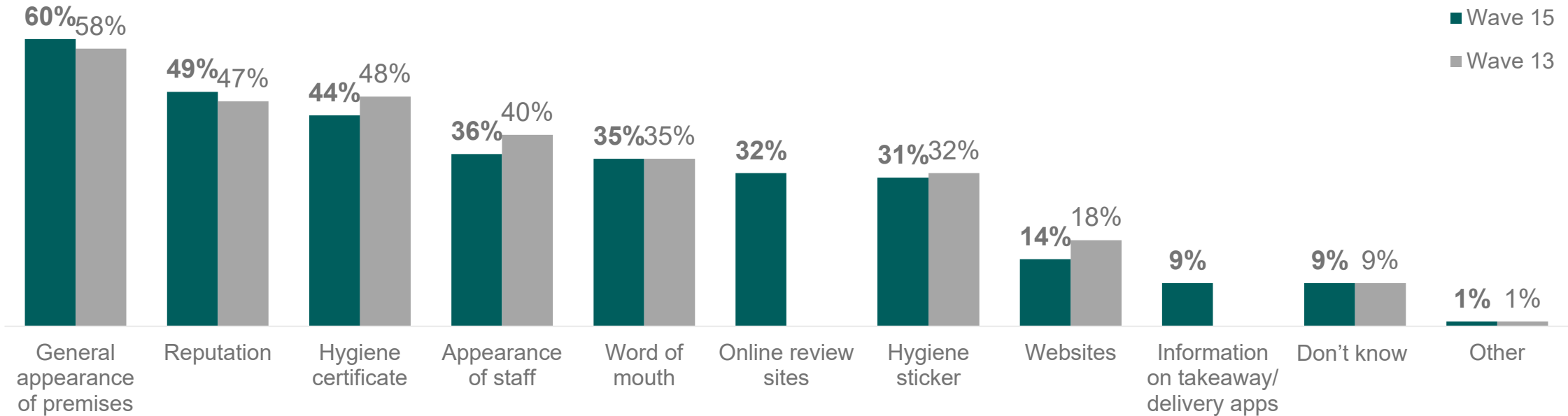
71% think restaurants / cafés / takeaways should pay more attention to food safety and hygiene



30% are concerned about getting food poisoning when eating out of home

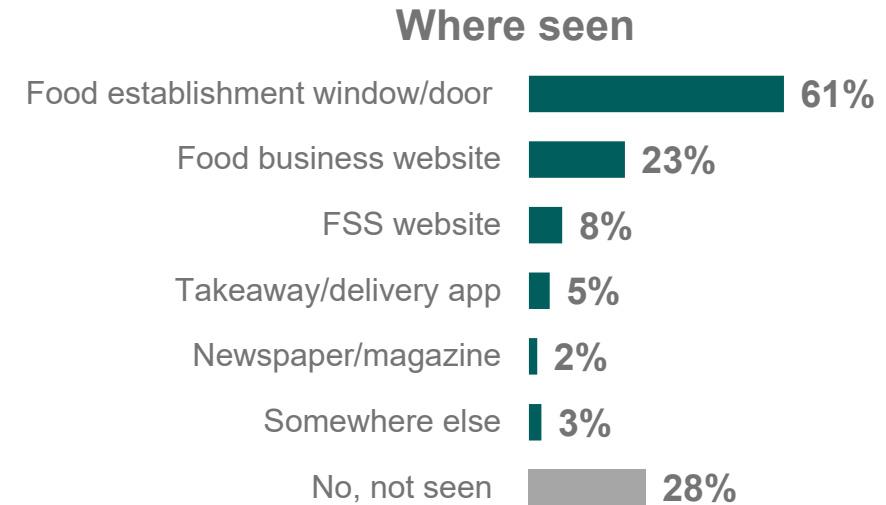
Consumers judge the hygiene standards of out of home establishments in a variety of ways, with general appearance of premises and reputation being important factors. 44% mention hygiene certificates and 31% hygiene stickers.

Judging Hygiene Standards



- Over 55yr olds were more likely than others to mention hygiene certificates (53%)

When shown FHIS sticker and certificate, almost three-quarters said they recognised⁵⁹ these – largely from food establishment premises – however only a quarter had used FHIS over the past year.



Consumers largely expect to be able to find information about a food business' hygiene inspection on FSS website. A fifth wouldn't know where to find this, and 1 in 10 say they would never look for this information.



Source of Food Hygiene Inspection Info



Food Safety OOH – Summary

- Consumers largely believe more could be done to improve hygiene standards, and food safety information provision when eating out of home
- Hygiene standards of food establishments are often judged on appearance and reputation, although some do mention hygiene certificates and stickers
- When prompted with images, most recognise the FHIS scheme from food establishment windows / doors
- A minority are specifically seeking this out to check the hygiene rating of a food business – although where used, it does have a significant impact on decision making

Allergens

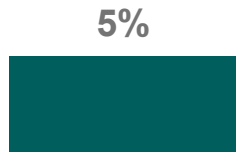


1 in 10 households in Scotland contain at least one person with a self-reported food allergy. A mix of allergies are covered with gluten, milk and peanuts most common this wave.



10% of Scottish households include at least one person with a food allergy

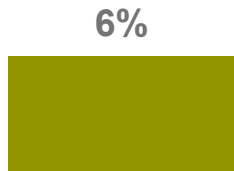
Food Allergies in Household



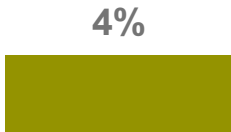
Individual



A third of them also reported having food intolerances



Another adult aged 18+

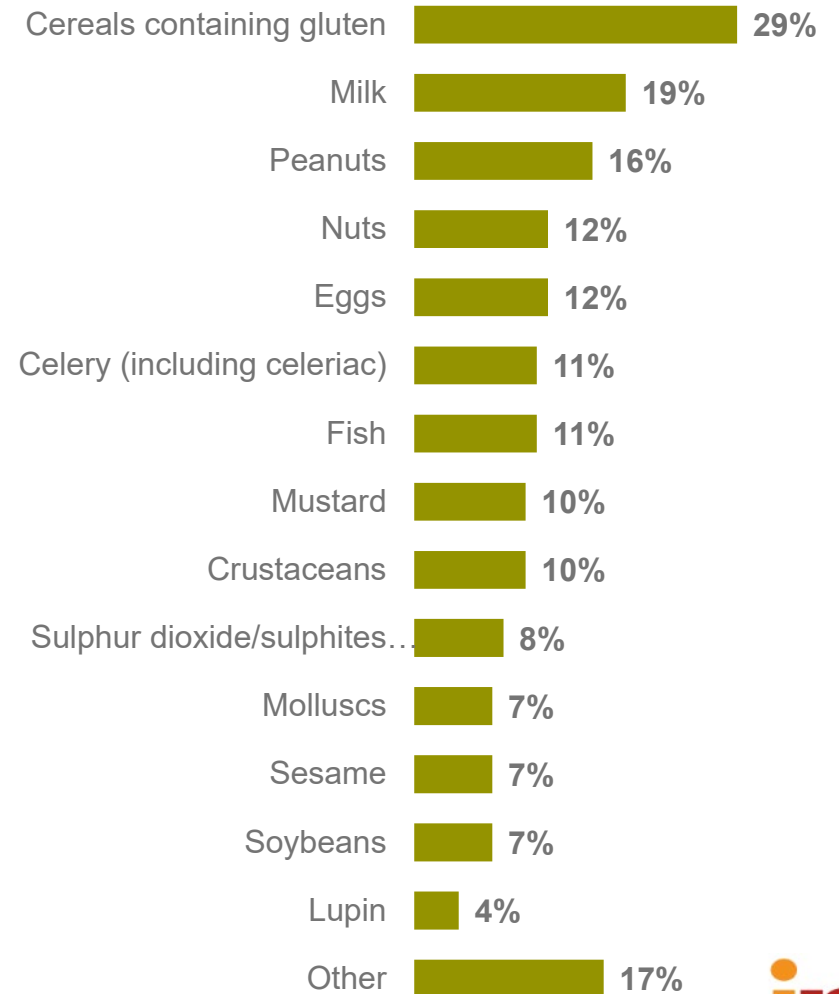


A child / young person aged under 17 years



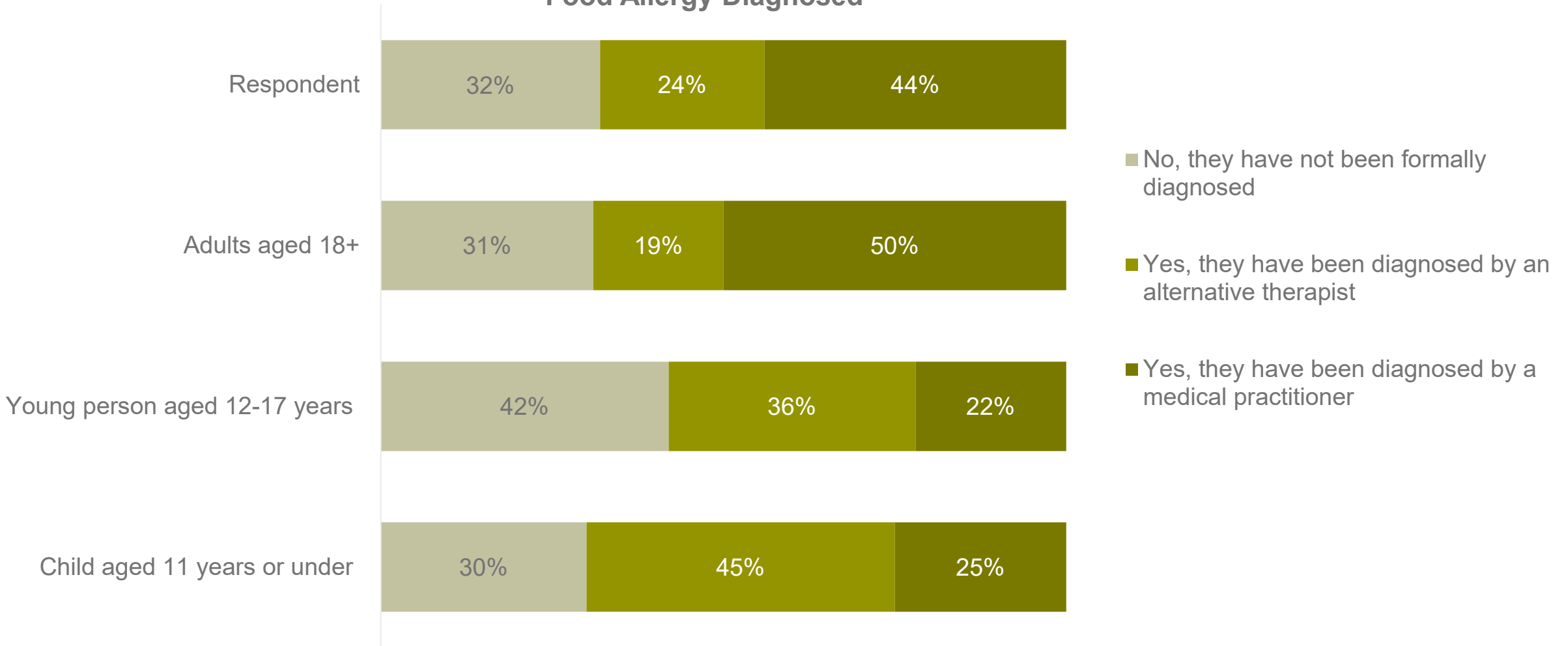
68% buy food for those with an allergy

Type of Food Allergy



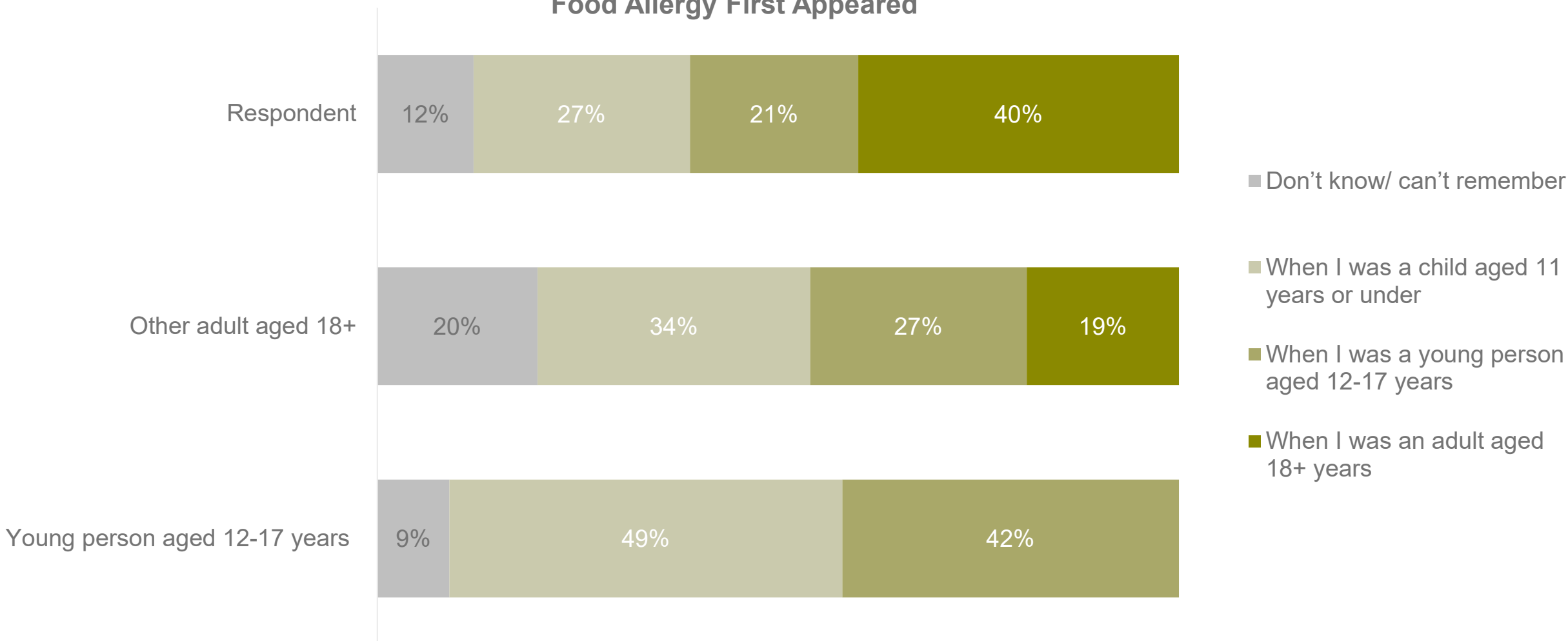
Formal diagnosis by a medical professional is most common amongst adults with food allergies; whilst those whose children have food allergies either have no formal diagnosis or have a diagnosis by an alternative therapist.

Food Allergy Diagnosed

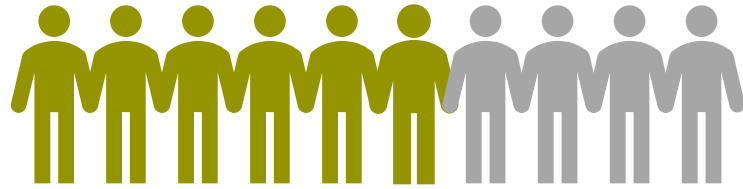


For many respondents answering on their own behalf, their food allergy symptoms first appeared as an adult. While less certain about other adults in their households, it appears allergy symptoms appearing as a child were more common.

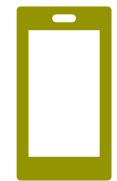
Food Allergy First Appeared



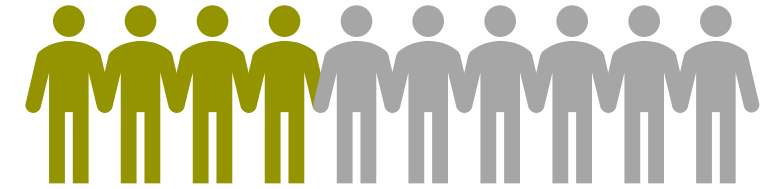
Over half of those with food allergies in the household are aware of the allergen alert service and half of them have signed up to it. More than a third would eat food that may contain an allergen and just under a quarter always carry an auto injector.



55% are aware of the allergen alert system



27% have signed up for alerts



36% would still eat food with a label saying 'may contain' something they are allergic to

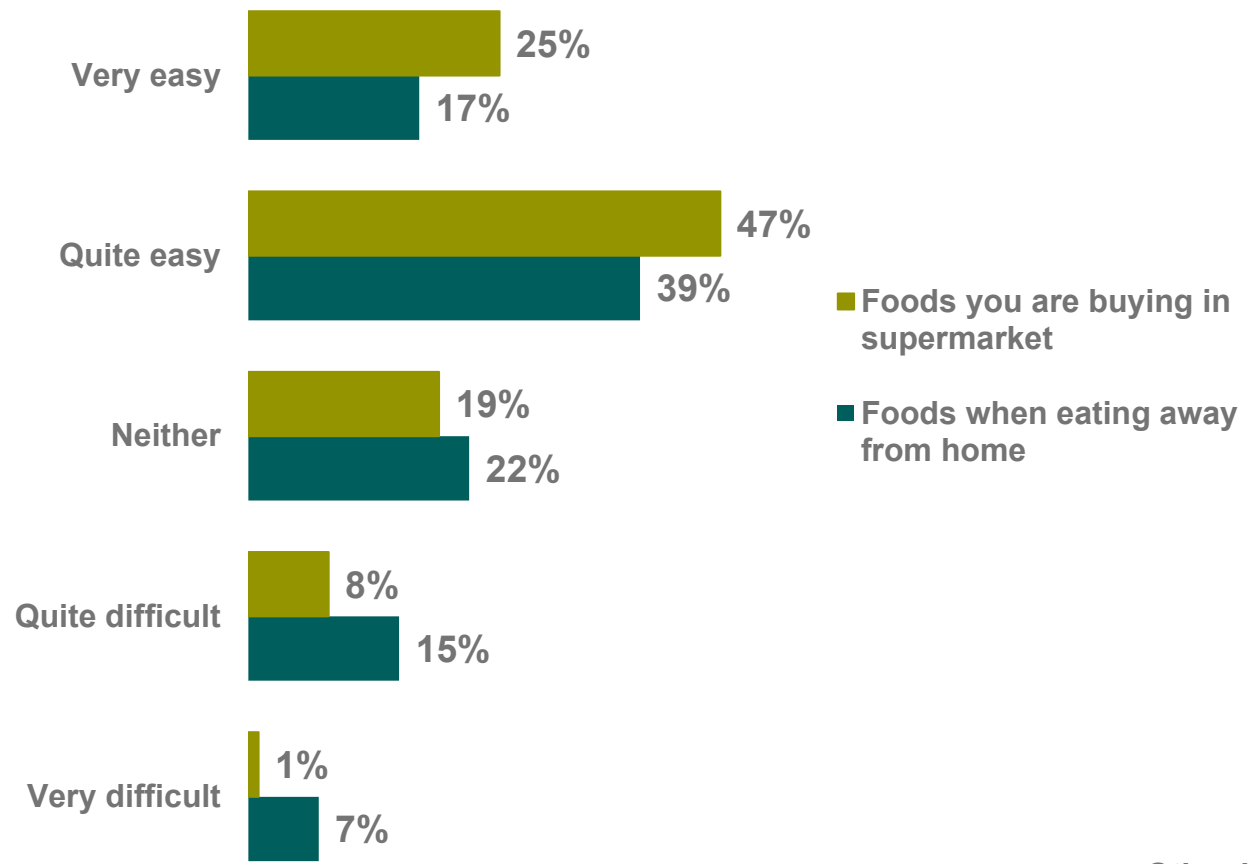


Frequency of carrying EpiPen / Auto injector

- 23%** always
- 14%** sometimes
- 43%** never
- 21%** do not need one

It remains quite rather than very easy to find allergy information about foods bought in a supermarket, and less easy when eating out of home. Food labels are the main source of allergy information while staff and menus are important when eating out.

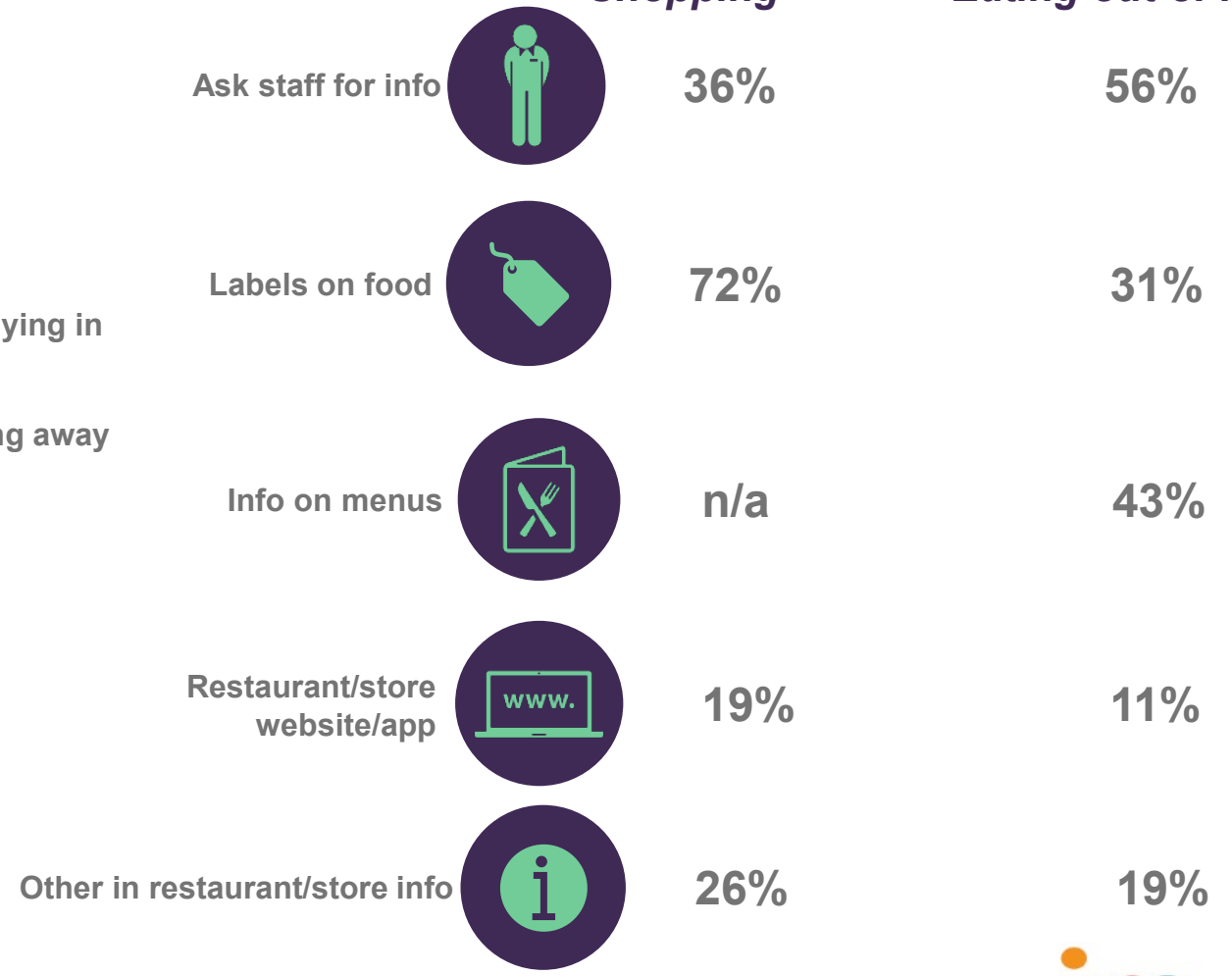
Ease of Finding Allergy Info



Main Sources of Allergy Info

Shopping

Eating out of home



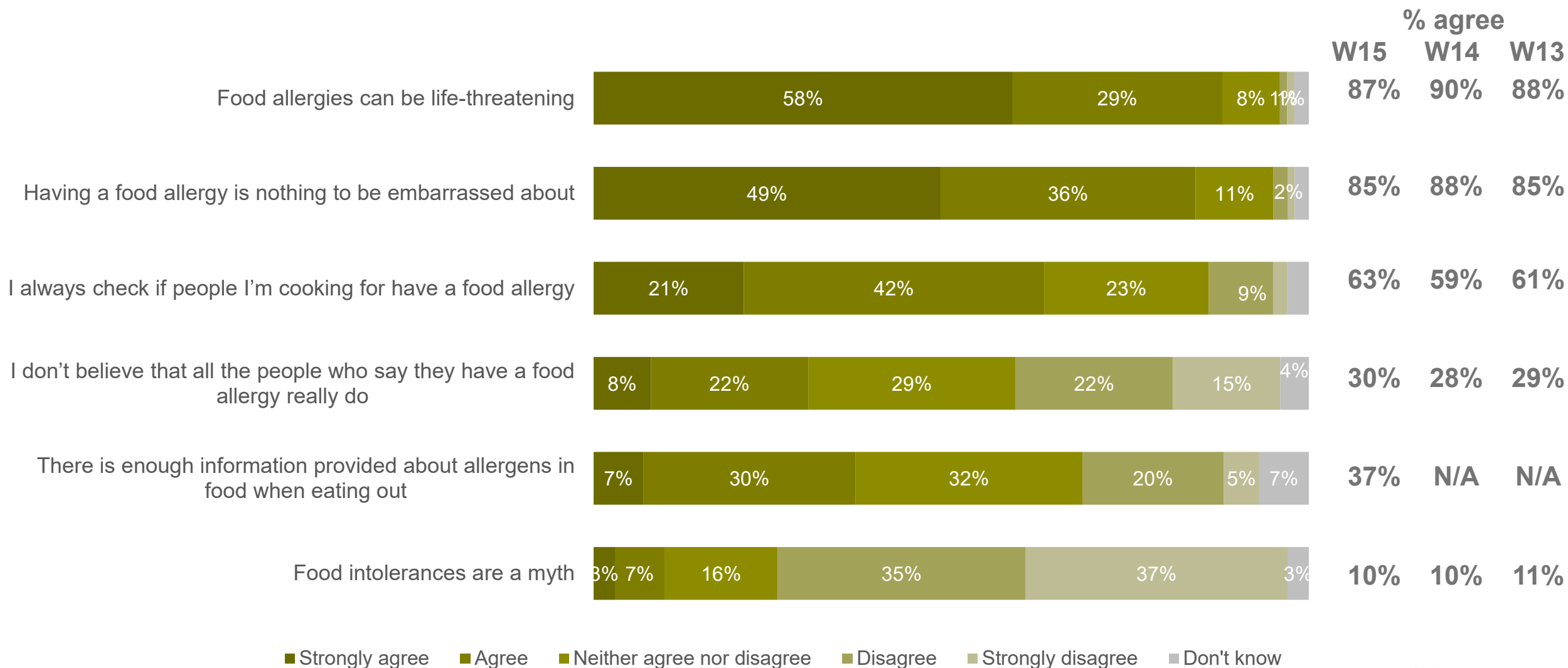
Most feel comfortable talking about their food allergies with friends. Children remain more likely to always alert staff about their allergies when eating out or buying food on the go, than adults. Just over a third feel it's easy to avoid allergens when ordering takeaway food.

Allergy Behaviours



37% of those who have food allergies think it's easy to avoid food allergens when ordering a take-away

The general public largely acknowledge that food allergies can be life threatening, and that there is no need to be embarrassed about having an allergy. Most also feel food intolerances are real. Attitudes have remained consistent over recent years.



Allergens – Summary

- Data on allergens is very consistent with previous waves, with 1 in 10 households in Scotland experiencing food allergies
- Formal diagnosis of allergies by a medical professional is more common for adults than for children
- The allergen alert service is fairly well known by those with allergies, but there is room for growth in the numbers signed up to this
- Consumers still find it more difficult to find information about allergens in food purchased out of home than when buying food from supermarkets – and no changes are yet evident in the data, despite the introduction of PPDS legislation
- 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 having a food allergy.



Food Standards Scotland
Pilgrim House
Aberdeen AB11 5RL

01224 285100

marketing@fss.scot

foodstandards.gov.scot

