



Food
Standards
Agency
food.gov.uk



**Food and You 2:
Moving FSA's flagship
survey online**

17/09/2021
Lucy King

Principal Research Officer, FSA

Who are we?

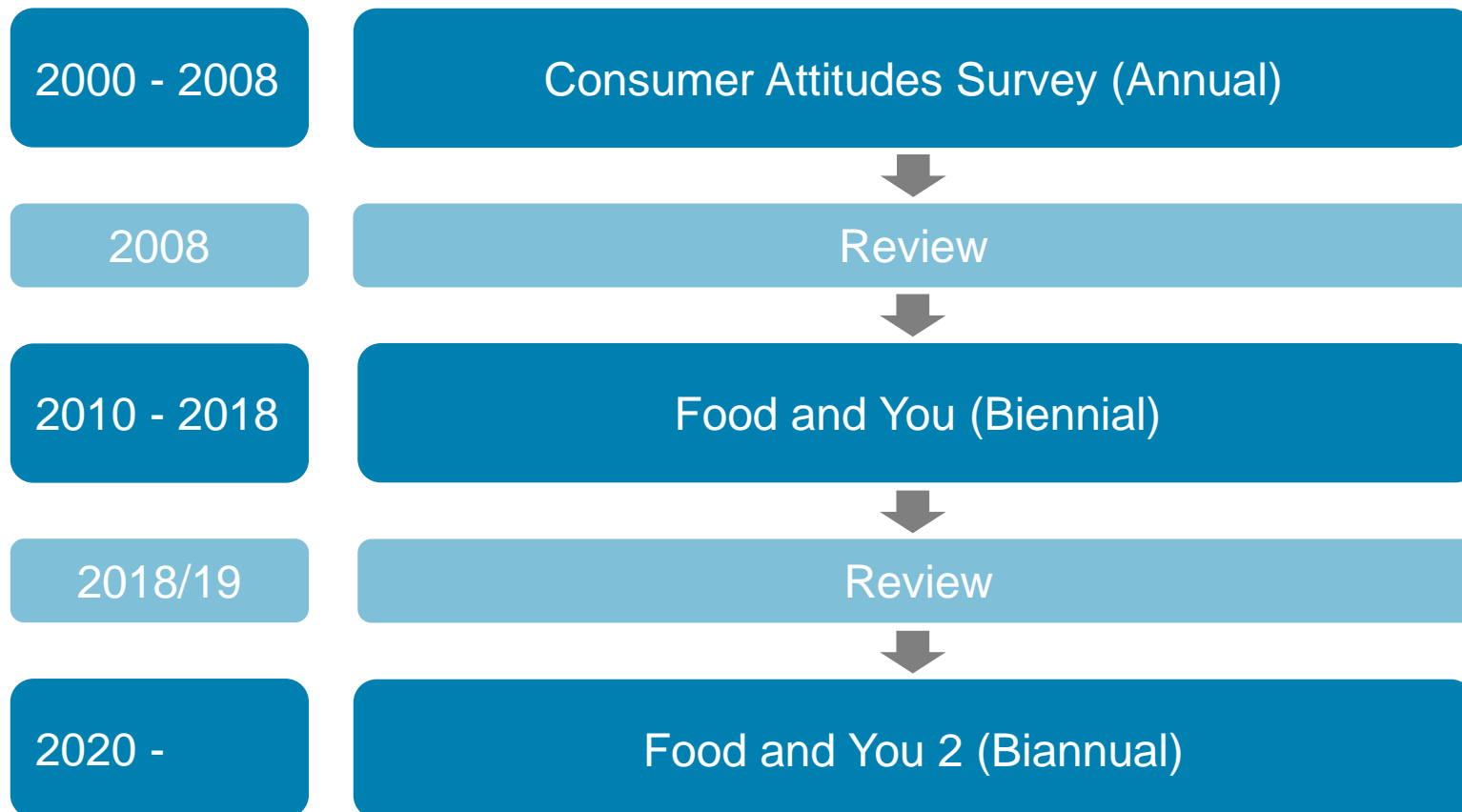
- Independent government department
- Established in 2000
- Protect public health and consumers' wider interests in relation to food
- Work across England, Wales and Northern Ireland



What is Food and You?

- FSA's flagship survey with consumers (official statistic)
- Measures consumers' knowledge, attitudes and behaviour relating to food (e.g. food safety in the home, shopping and eating out habits, food security, food concerns, allergies and intolerances etc.)
- Used to inform policy decision making and communication campaigns

History



Changing methods



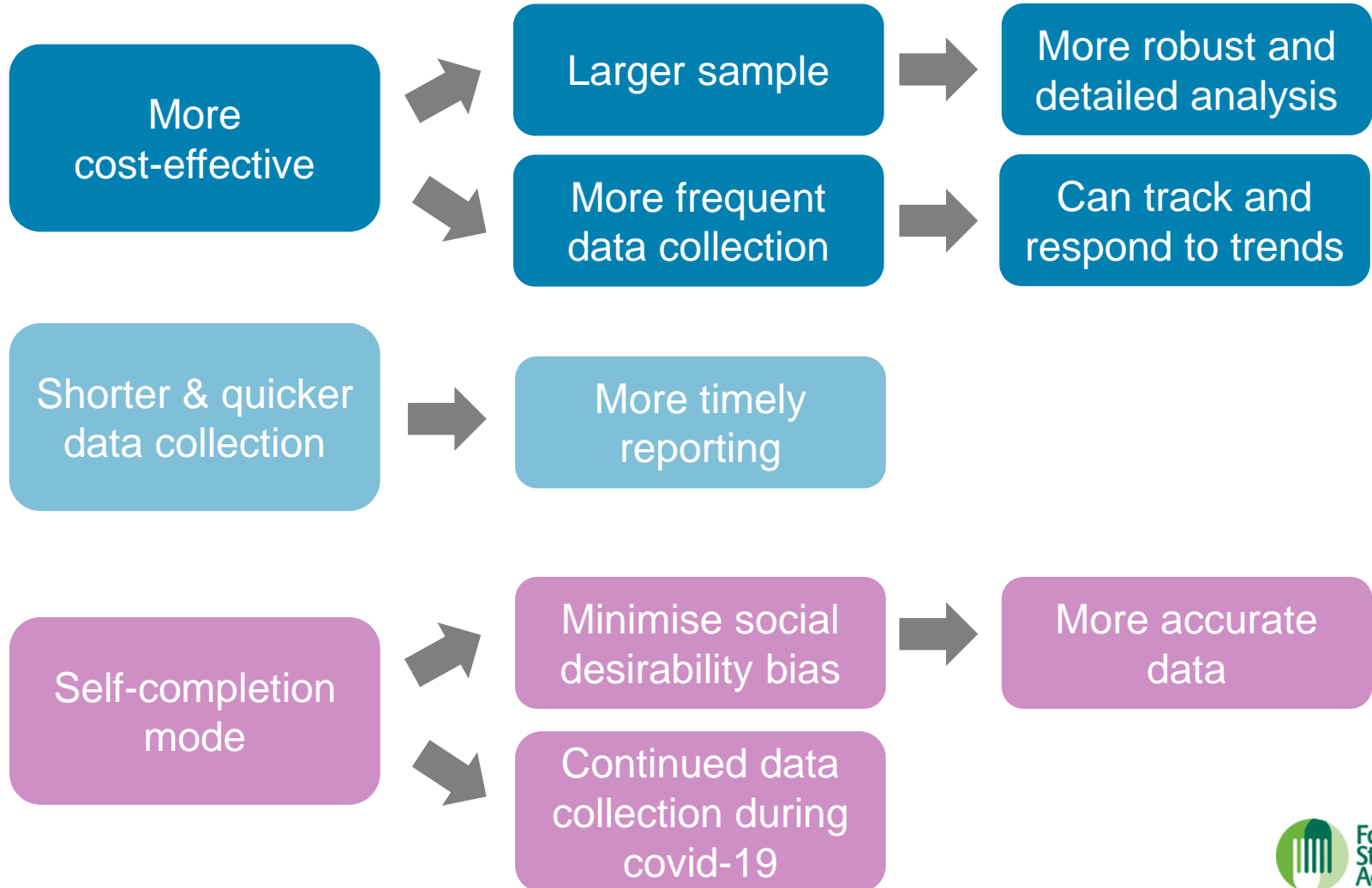
	Consumer Attitudes Survey	Food and You	Food and You 2
Mode	Face to face	Face to face	Push-to-web (online/ postal)
Frequency	12 months	24 months	6 months
Sample size	c.3,000	c.3,000	c.6,000
Sampling design	Quota	Random probability	Random probability
Official statistic?	✘	✓	✓

Why we decided to move to push-to-web?

- Survey review in 2018/19 – involving stakeholder consultation and a review of social research literature
- Our Advisory Committee recommended:

“In line with the Government’s Data Collection Transformation Programme, to plan to move F&Y from face to face interviewing to online employing the methodology of Web-push mixed-mode surveying.”

Benefits of this new approach



How we maximise data quality and minimise error

High coverage sample
frame (PAF)

Random probability
sampling

Offline (postal)
option available

Two postal versions to
maximise coverage

Mobile-first approach

Consistency between
online/ offline mode

Usability testing and pilot

Cognitive testing

How it works



Addresses randomly selected from PAF



Selected addresses receive invitation inviting up to 2 adults (16+) to go online and complete the survey



Reminder letter sent to non-responding households



Second reminder sent to non-responding households with paper questionnaire enclosed



Final reminder sent to non-responding households

.....

How it's going so far...

	Number of adults	Number of households	Response rate (address level)	% online	% postal
Target	5,600	4,000	19%	N/A	N/A
Wave 1 (Jul-Oct 20)	9,319	6,408	30%	64%	36%
Wave 2 (Nov 20-Jan 21)	5,900	3,955	28%	64%	36%

A quick word on time series



- Decided not value for money to investigate differences between two surveys
- So accepted a break in the time series

.....

Thanks for listening!

Further information: www.food.gov.uk/research/food-and-you-2

Contact: Lucy.king@food.gov.uk