

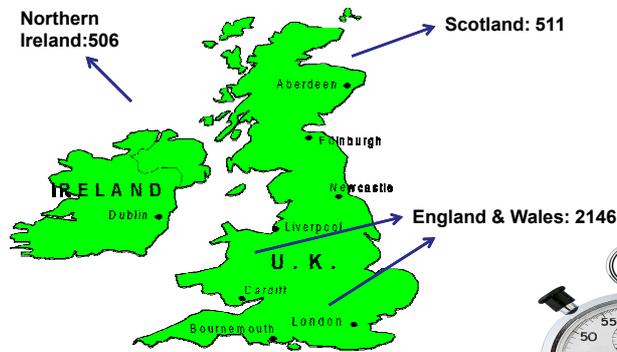


Food and You Survey

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Introducing Food and You



Improving health
and well-being



About the findings

Attitudes + Knowledge + Reported behaviour =
23% had food poisoning once, 16% more than once

- Food Safety and the 4 C's
- Not about 'right or wrong'



Knowledge and behaviours, the 4 C's



Chilling

- “At the room temperature” most common means of defrosting food (82% versus 63% in the fridge and 47% microwave)
- Almost half (48%) never check the temperature of their fridge
- Just under half know what the temperature should be (46%)

Knowledge and behaviours, the 4 C's



Cross-contamination

- Four out of ten always wash raw meat or poultry (41%) & a quarter never do (26%)
- Four out of ten always wash raw fish or seafood (42%) & a fifth never do (20%)
- More than eight out of ten always wash hands after handling raw meat / fish (84%)
- Over eight out of ten always wash hands before food preparation (84%)

Knowledge and behaviours, the 4 C's



Cleaning

- Over eight out of ten always wipe surfaces after food preparation (84%)
- Two thirds change dishcloths/ sponges once a week (65%)
- Almost two thirds clean sink/ draining board thoroughly every day (63%)



Knowledge and behaviours, the 4 C's

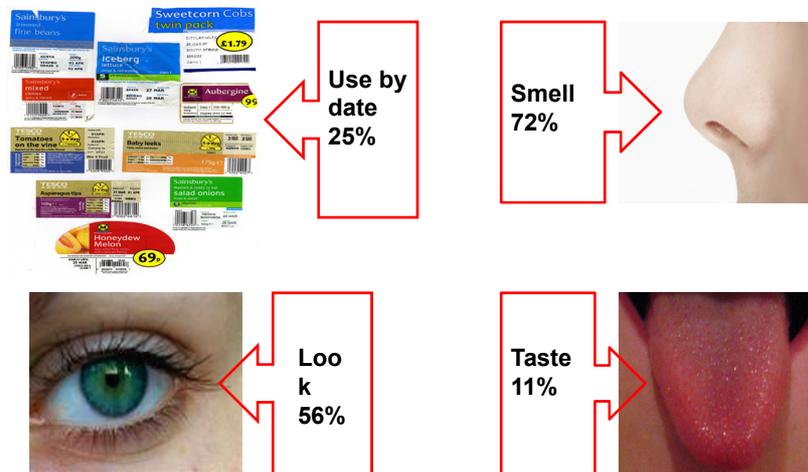


Cooking

- Eight out of ten always cook food until steaming throughout (80%)
- A minority (6%) ever eat chicken, turkey or pork if pink or with pink/ red juices



How to tell if food is safe to eat



Food safety: me or them?

“Restaurants and catering establishments should pay more attention to food safety and hygiene”
47% (82%)

“I am unlikely to get food poisoning from food prepared in my own home”
38% (72%)

“I often worry about whether the food I have is safe to eat”
6% (24%)



Of course not everyone is the same

AGE

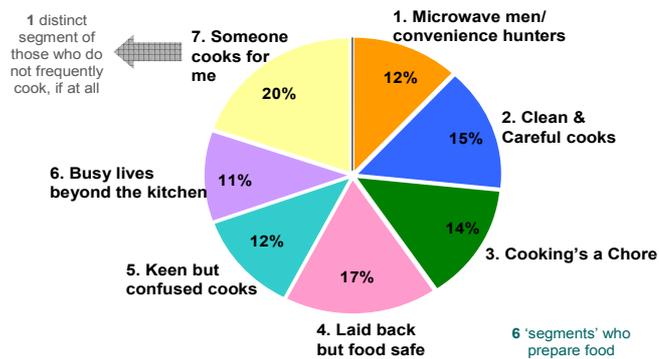
GENDER

INCOME

VALUES, ATTITUDES, BELIEFS



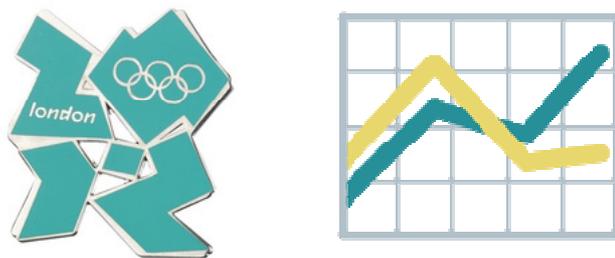
Different motivations for similar practices



How do we measure actual behaviour?



Food and You in the future



Exploring attitudes to “risk”

