



Food in Scotland Consumer Tracker Wave 11

Food Safety Module
Results



1. Introduction

- 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:
- 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 11 (food safety).
- Statistically significant differences (at 95% confidence level) compared with the previous relevant wave are highlighted with ↑↓

2. Methodology

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



Online survey



Representative sample of
1,016 Scottish adults



30mins questionnaire length



8th – 22nd December 2020

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



3. Key Findings



Awareness, Knowledge & Trust

- Most adults in Scotland are aware of FSS and just under half feel they understand the organisation's remit
 - Although data shows consumers feel they understand FSS' remit 'quite' rather than very well
- Whilst FSS' work on food safety and with the food industry is reasonably well known, fewer understand the healthy eating and authenticity aspects of the organisation's remit
- For those who are aware of FSS, levels of trust in the organisation remain consistently high
- And FSS' performance across all measures is rated highly
- The public in Scotland is concerned with a range of issues related to food, and concern is increasing in areas relating to food safety, GM foods and food shortages
 - Perhaps relating to Brexit or Covid-19
- Indeed, the impact of Brexit is largely anticipated to be negative particularly in terms of food prices and availability
 - Although a significant minority are also concerned that fraud, food standards, sustainability and food safety will also be negatively impacted
- Awareness of advertising or publicity on food related issues is high, potentially driven by Covid-19 related messaging on hand hygiene and vitamin D supplements.

Food Safety

- The public in Scotland generally feel well informed and confident about food hygiene and safety practices at home
 - Although data suggests that this is increasingly a concern, perhaps as Covid-19 has resulted in more cooking at home
- Adherence to food safety practices is mixed, with those relating to hygiene and cooking most consistently followed
- Stubborn areas of poor practice exist, such as using the 'sniff' test to determine if food is safe, defrosting meat outside the fridge and washing chicken / poultry
 - 16-34yr olds are particularly prone to committing 'kitchen crimes'
- Food poisoning remains often blamed on food eaten out of home, and a significant proportion believe they are unlikely to get food poisoning at home
- Almost 4 in 10 have heard of campylobacter and most of them know a bit about it, but further education is required for many.

Food Labelling, Authenticity & Food Crime

- Food labels are clearly increasingly important sources of information for consumers
 - Particularly relating to use-by / best before dates, cooking and storage
 - But also country of origin labelling – the importance of which is increasing likely related to Brexit
- Information on food labels is largely viewed as understandable and trustworthy, although some do have concerns around authenticity
- Most consumers check and understand use-by dates
 - But as highlighted previously, appearance / smell is often used in practice to determine whether food is safe to eat
- Food crime is not something most consumers understand well, but once explained, almost half do feel it is a serious issue
- Awareness of the Food Crime Hotline continues to increase.

Covid-19

- The impacts of Covid-19 are clearly still being felt across Scotland, in terms of:
 - Shopping habits
 - Cooking
 - Diet
 - Physical activity
- While several positive behaviours have continued – like meal planning, eating as a family and cooking more from scratch, negative behaviours also remain evident, such as increased eating and snacking on discretionary foods
- Understanding of the benefits and recommendation to take a vitamin D supplement are growing as is the number taking a supplement – likely in part due to an increase in awareness of communications.

Food Establishments & Eating Out

- While half of consumers feel they have access to information on food safety when eating out of home, half do not
- Improvements are evident in awareness and usage of FHIS
 - And this remains a useful tool in deciding which establishments are selected by consumers

Allergens

- A significant minority of households in Scotland contain someone with a food allergy
- Most feel they can access information needed to ascertain whether ingredients can cause allergic reactions
- Although finding information about allergens remains easier for in-store purchases than out of home eating
- And most would like to see an improvement in the information provided about allergens in the Out of Home environment
- Attitudes amongst the general public towards those with allergies remain broadly supportive

4. FSS Awareness, Knowledge & Trust

This question set is designed to measure performance on the following strategic priorities:

- FSS is a trusted organisation
- FSS is efficient and effective

This section also seeks to understand the wider context in which FSS is operating - looking at issues causing concern for consumers, including Brexit.



The vast majority of Scottish consumers are aware of Food Standards Scotland, and those who know of FSS show high levels of trust in the organisation.



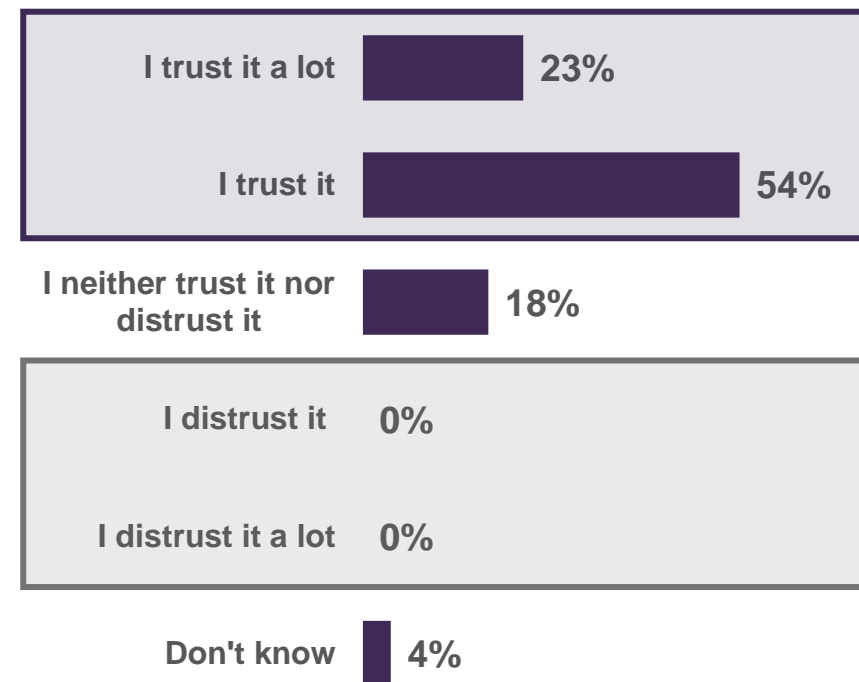
81% are aware of FSS*

Awareness levels were highest amongst:

- Those who have children at home (88%)
- Females (84%)
- Those personally responsible for at least half of the cooking at home (84%)

***Note: new question wording this wave**

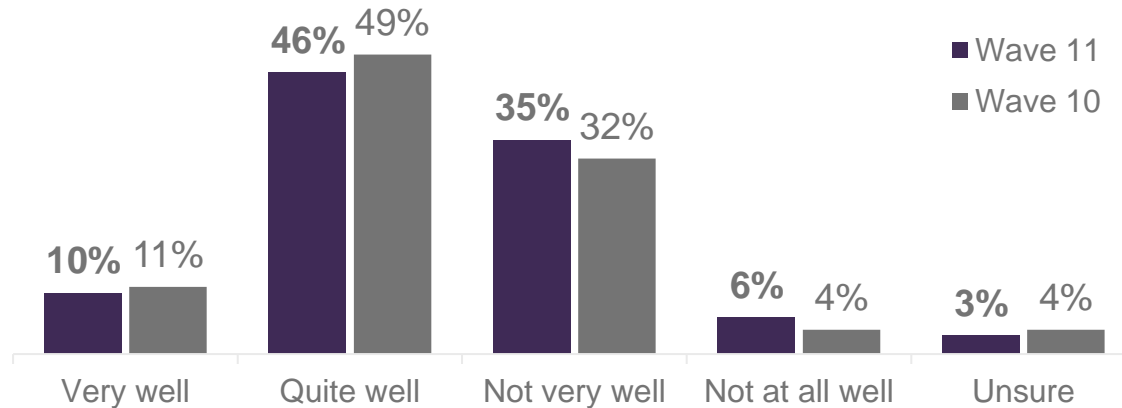
Levels of Trust in FSS



- Levels of trust were consistent across demographic groups

56% of those who are aware of FSS feel they understand the organisation's role/remit well, which equates to almost half of all adults in Scotland.

Understand FSS role/remit (those aware of FSS)



- Those who understand FSS role best are those with children at home (67%)
- In contrast, over 65 year olds were most likely to say they did not understand FSS' role (52% not well).

Amongst Scottish Public



Understand FSS' remit 45%

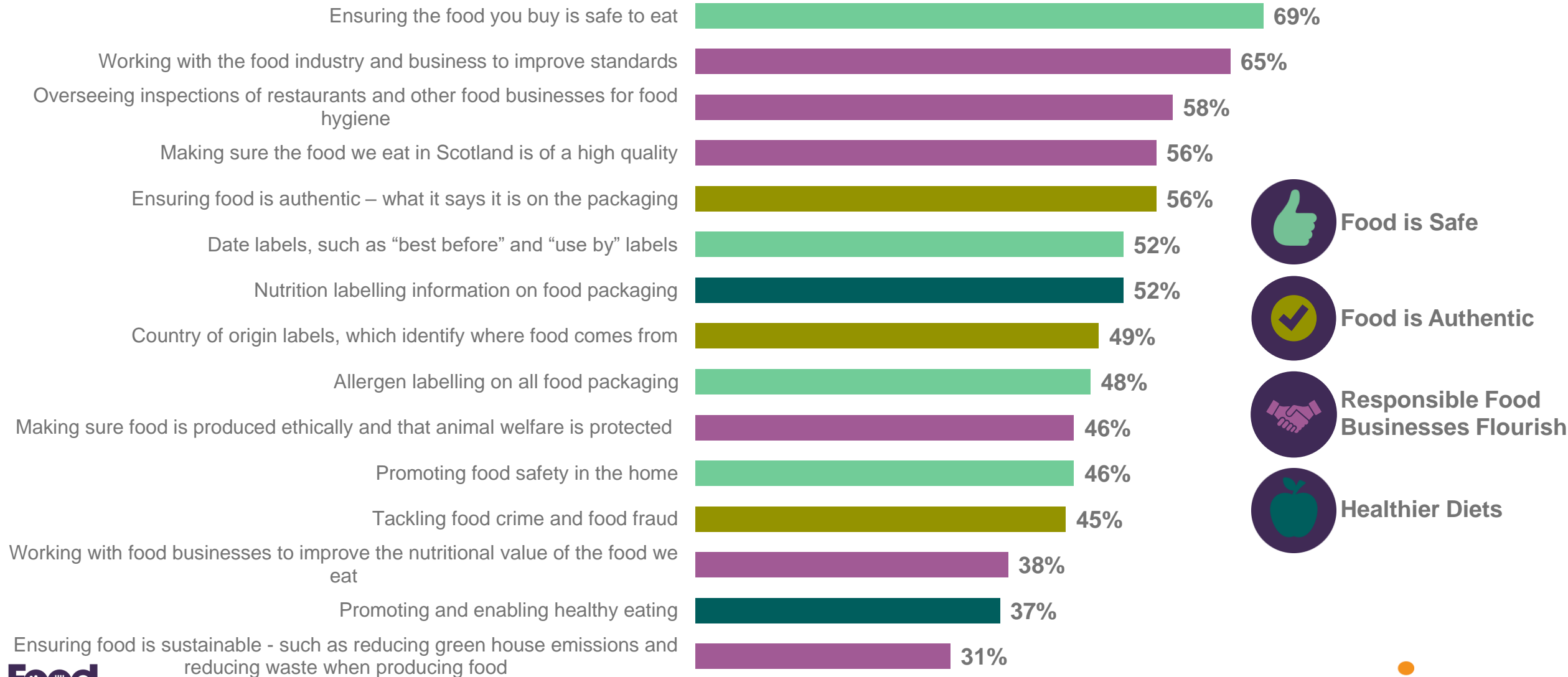


Do not understand remit 36%



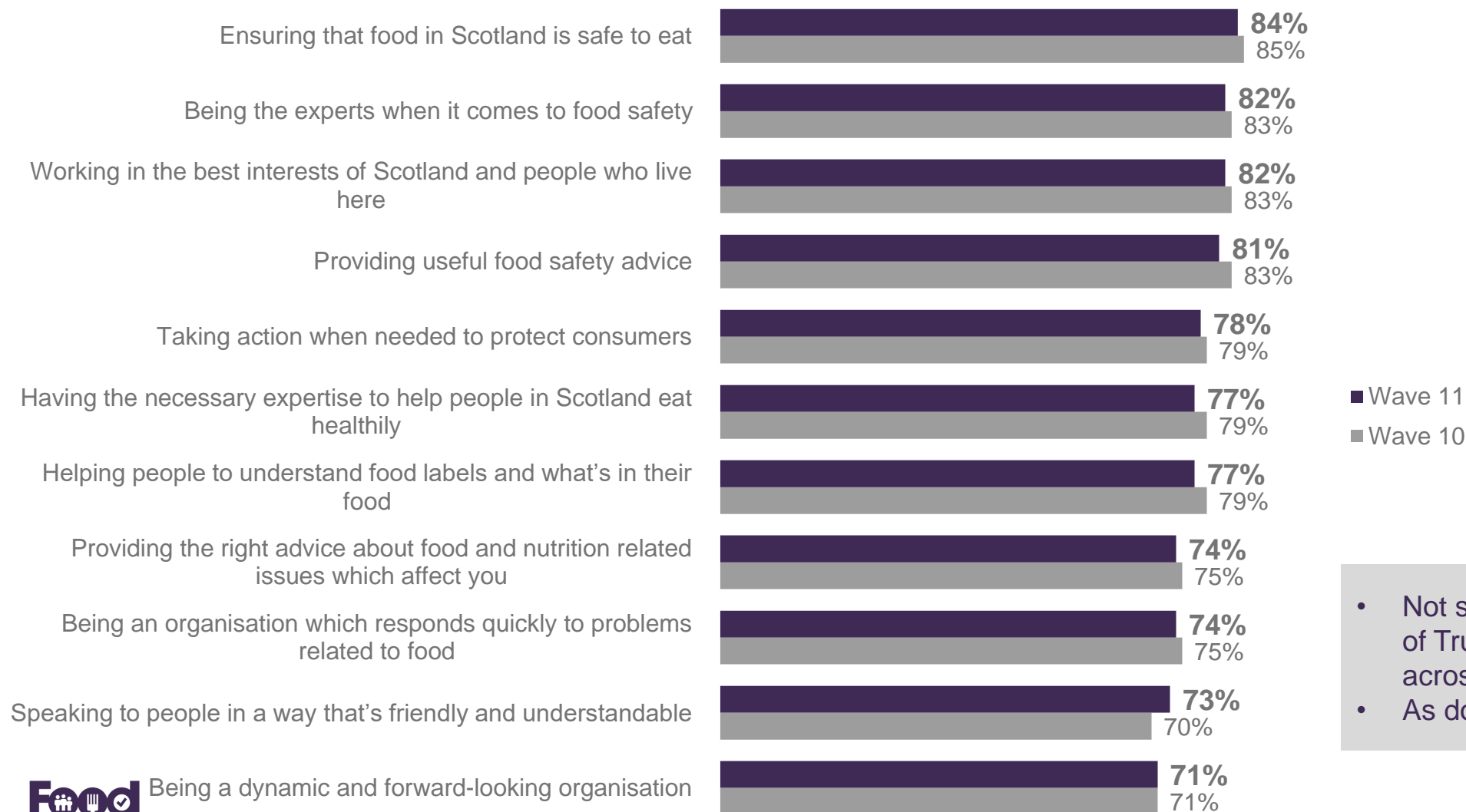
Unaware of FSS 19%

Those aware of FSS understand the organisation's role spans a range of responsibilities. Food safety and working with the food industry are the areas most associated with FSS.



Consumers rate FSS highly across the full range of measures, as has been the case in previous waves. Food safety elements are rated particularly highly, and the organisation is clearly viewed as working in the best interests of Scotland.

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

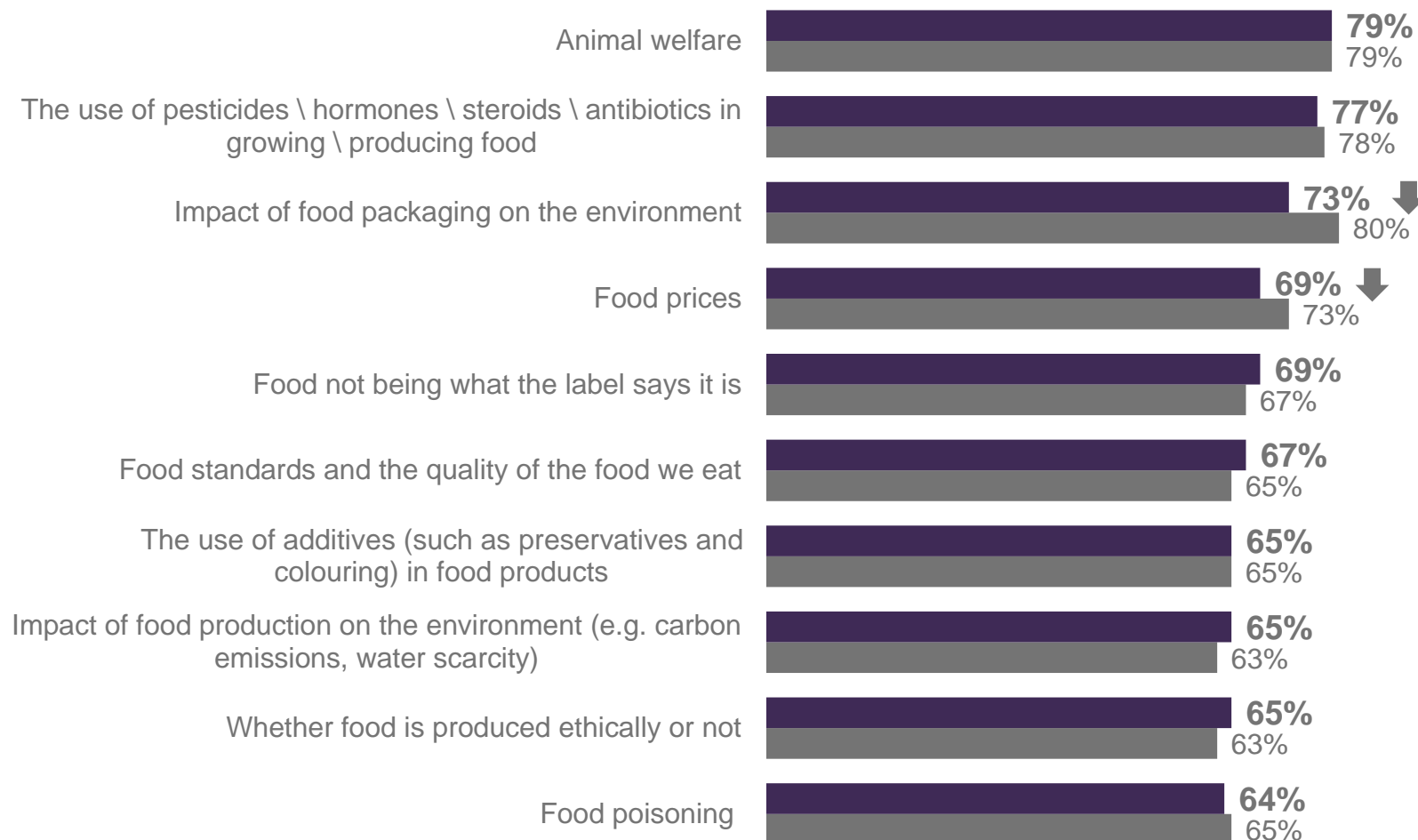


- Not surprisingly, those with higher levels of Trust in FSS, give higher ratings across these measures
- As do those with kids at home

Consumers are concerned about a wide range of food related issues, with animal welfare and the use of chemicals in food production of particular concern.

Top 10 areas of concern

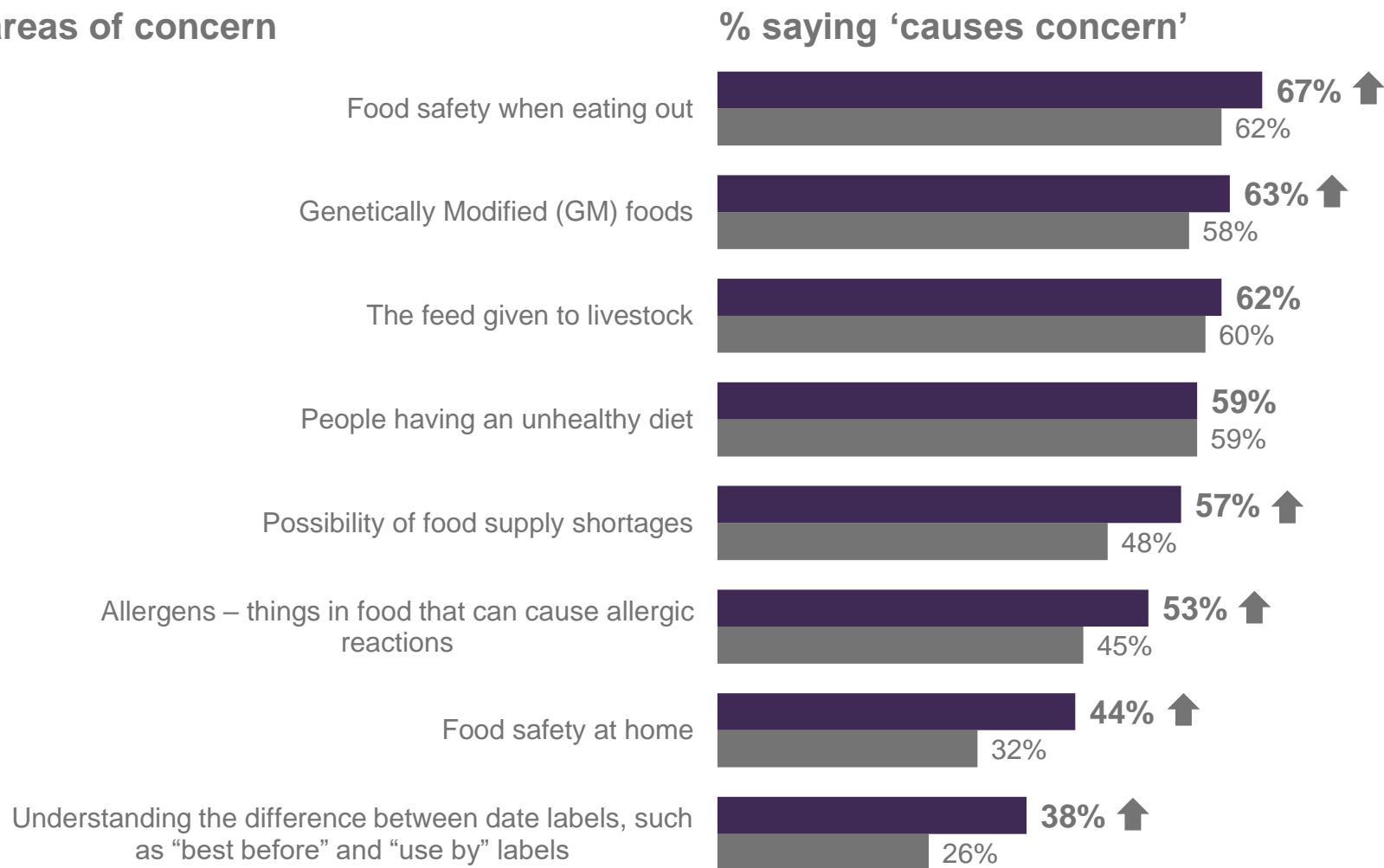
% saying 'causes concern'



- Females significantly more concerned than males on issues relating to the environment, ethics, food production and animal welfare
- Older ages (65+yrs) more concerned than others about food crime (labels)
- Those with kids more concerned than those without kids about food poisoning
- Lower SEGs (DE) more concerned about food prices than other groups

Data shows increased levels of concern on a number of issues such as food safety, GM foods, allergens and food supply shortages compared with last year.

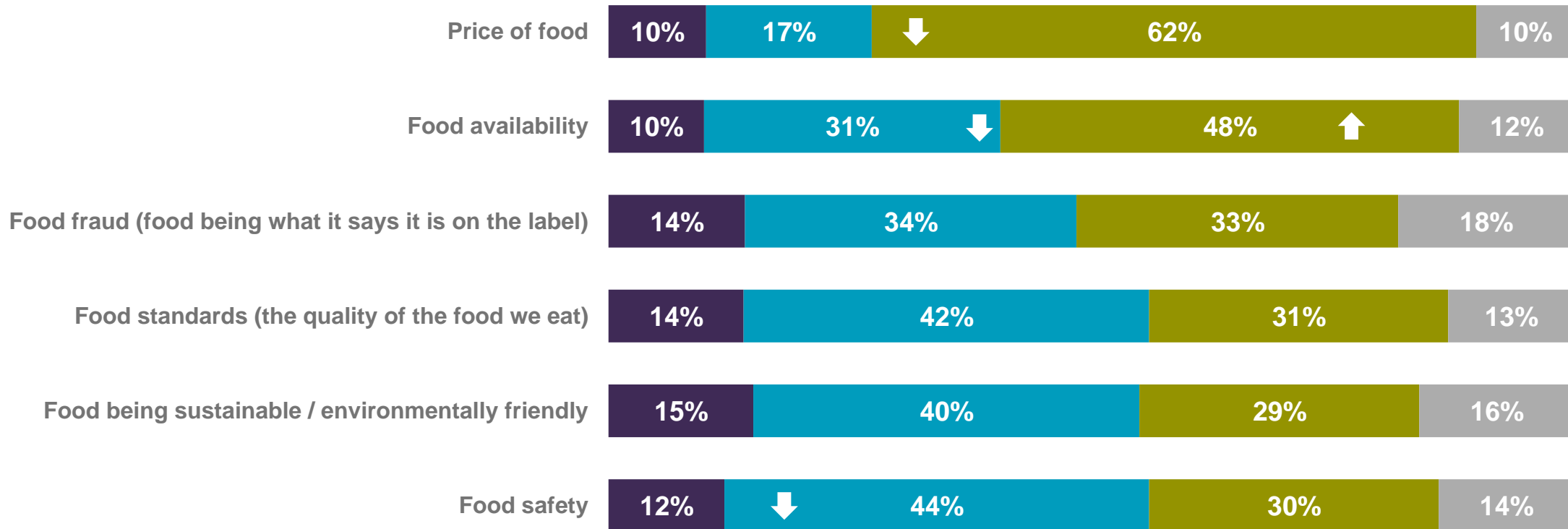
Other areas of concern



- Females were more concerned than males about food safety OOH, GM foods and livestock feed
- Younger ages (16-34yrs) and those with kids at home were most likely to be concerned about food safety at home
- DE socio-economic groups more concerned about food shortages than other groups

Few expect Brexit to improve food related issues. In fact, 6 in 10 expect a negative impact on food prices and almost half think food availability will get worse – a significant increase on the previous wave.

■ It will improve ■ There will be no change ■ It will get worse ■ Don't know



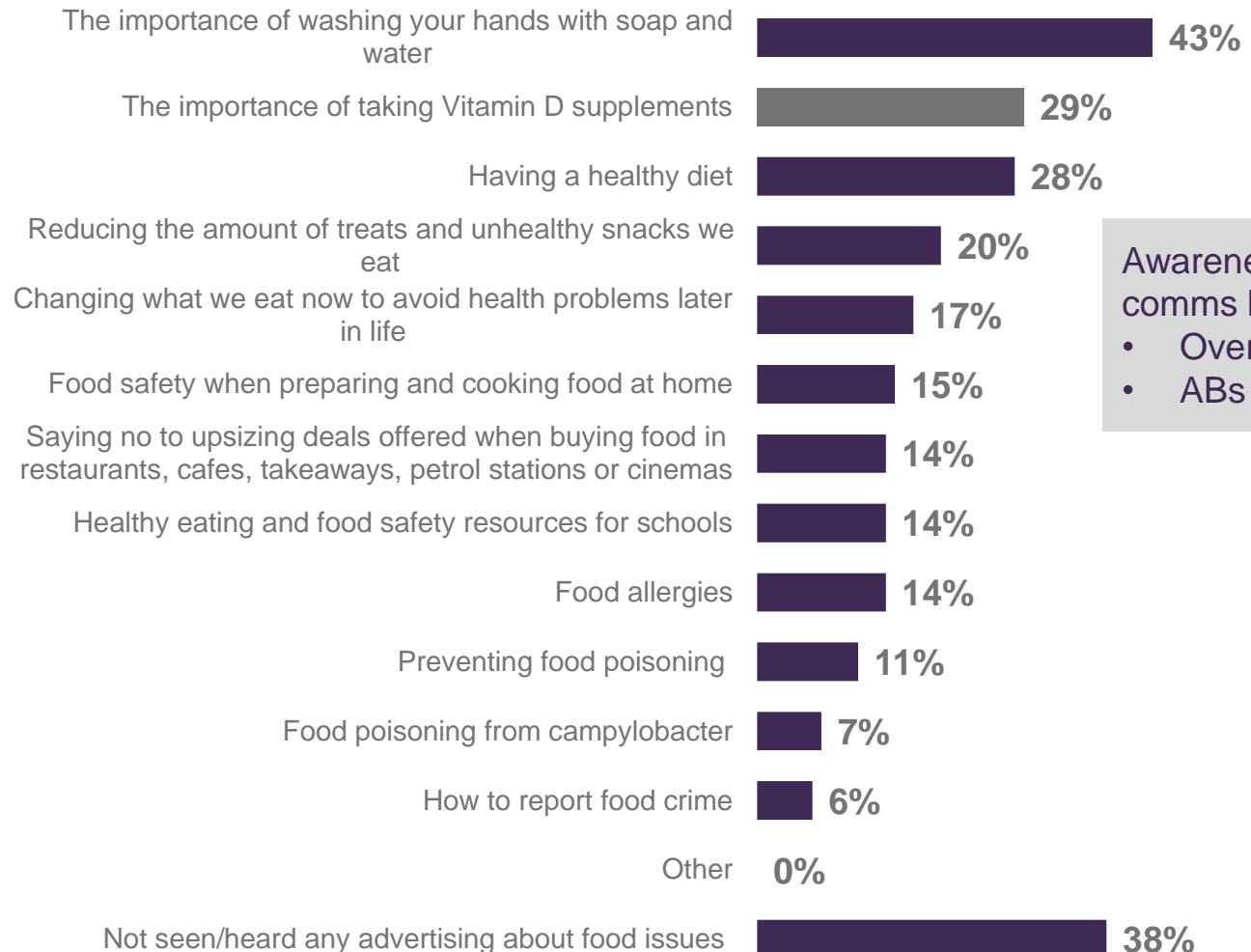
6 in 10 consumers recalled seeing advertising or publicity on food issues recently. The most commonly recalled topics related to hand hygiene, Vitamin D and healthy diets.



**62% were
spontaneously aware
of advertising**

Note: Not designed to track ad awareness. Total awareness figure not directly comparable with previous waves

Aware of Advertising on Food Issues



Awareness of VitD comms higher amongst:

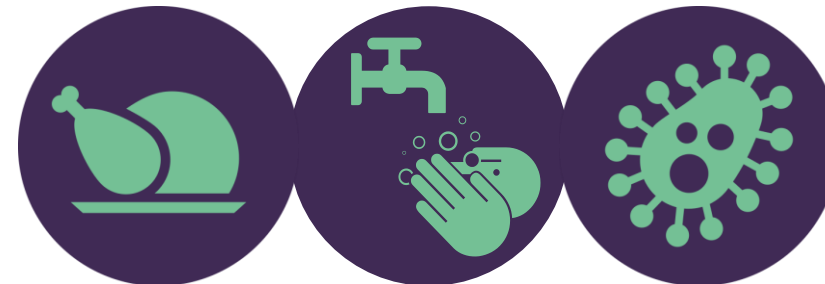
- Over 65yrs (47%)
- ABs (44%)

5. Food Safety

This question set is designed to measure performance on the following strategic priorities:

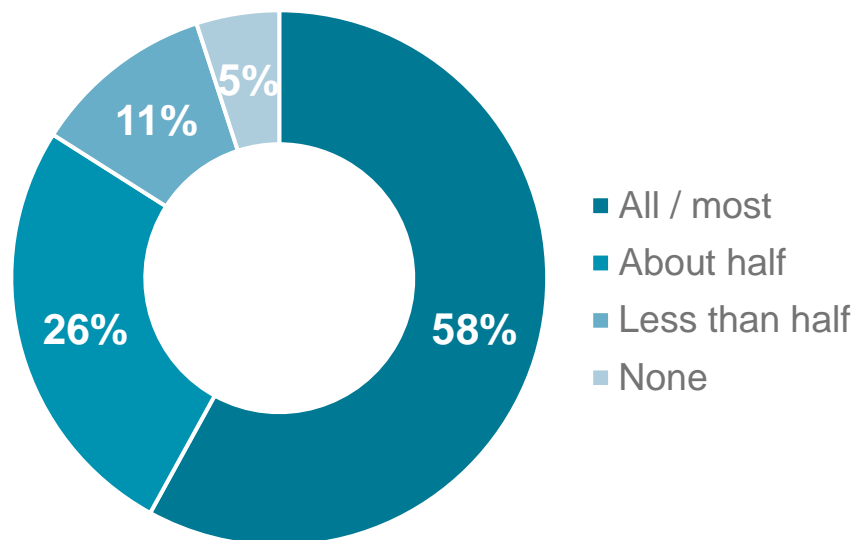
→ Food is safe

This incorporates food safety and hygiene behaviours when preparing and cooking food at home, as well as measuring incidence and suspected sources of food poisoning.



More than 8 in 10 respondents had responsibility for at least half of the cooking in their household. Confidence levels are high and consumers feel they have clear information on safety and hygiene when preparing / cooking food.

Responsible for Cooking/Prep



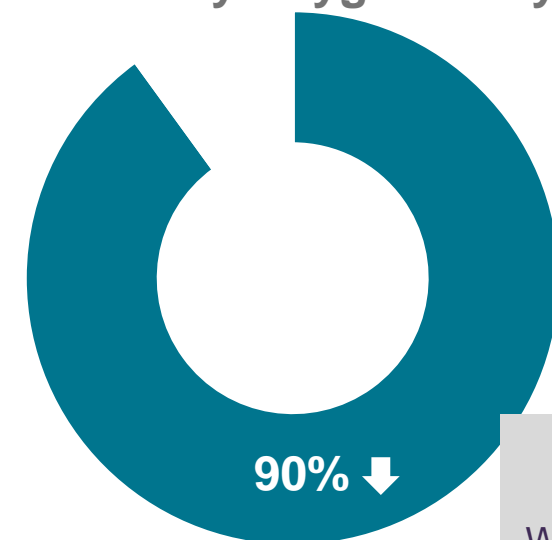
- Females more likely to have responsibility for all/most cooking.

Cooking Confidence Scale: 1-10



- Confidence highest among females, older age groups (55+yrs) and higher SEGs.
- Compared to previous waves, a higher proportion scored their confidence as 10/10.

Clear Information on Cooking Safely / Hygienically

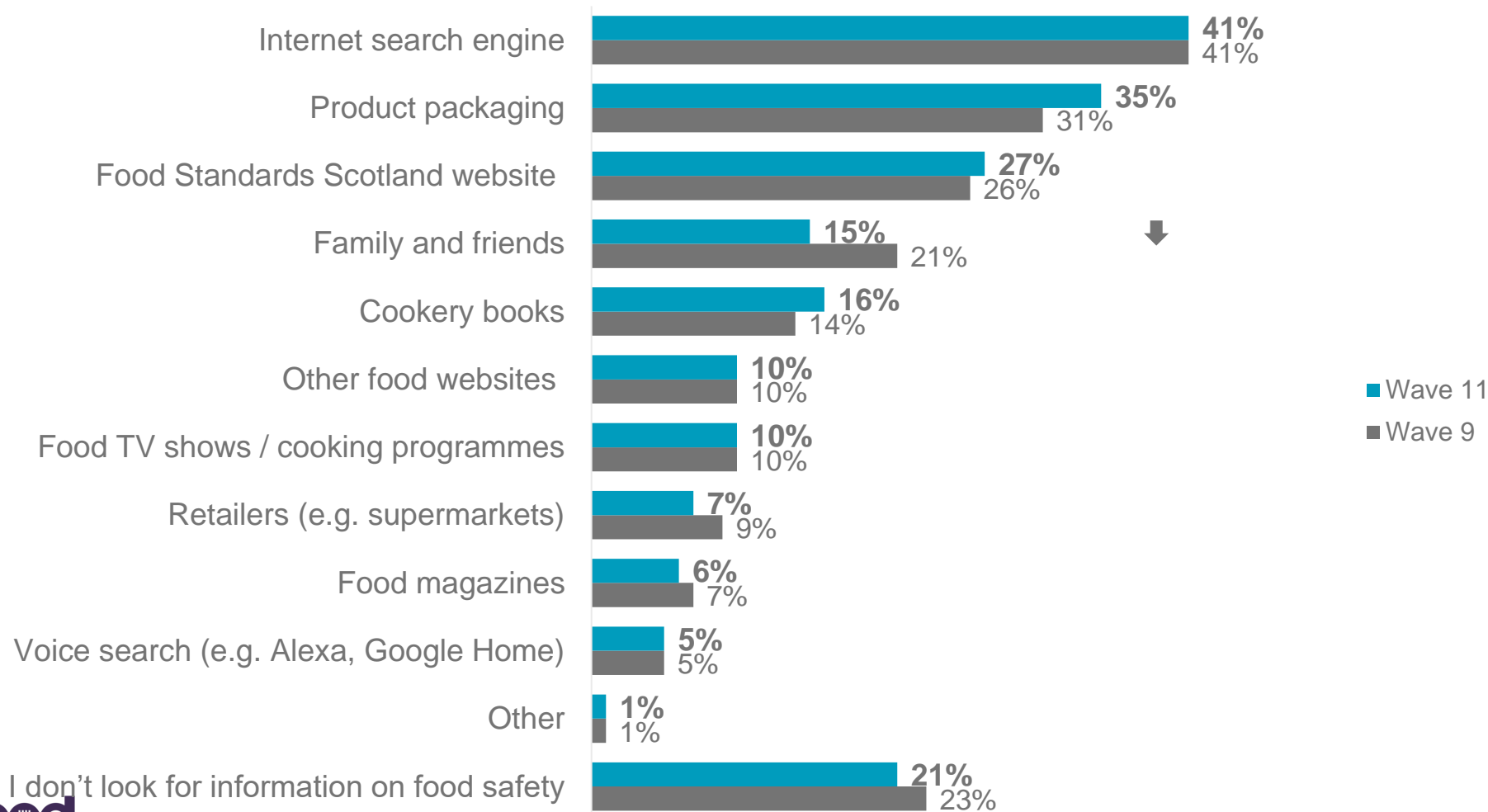


vs
93%
Wave10

- More confident cooks and those with all / most responsibility for cooking were most likely to say yes.

Consumers look to a range of sources to find out about food safety at home, including internet search, product packaging and FSS website. A fifth admit to not seeking out this type of information.

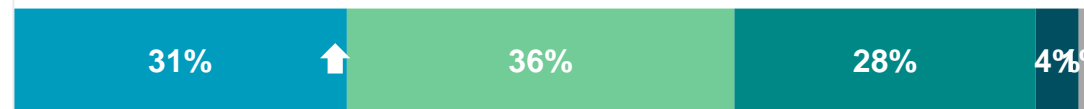
Sources of Information on Food Safety At Home



Most follow positive practices when cooking food – not eating poultry or burgers/sausages when pink and ensuring they cook food until steaming hot. Use of food thermometers has increased but could be further improved.



Read the information on food labels



Cook food until it is steaming hot throughout



Use a food thermometer to check food is cooked thoroughly



Eat chicken or turkey if the meat is pink or has pink or red juices



Eat burgers or sausages if the meat is pink or has pink or red juices

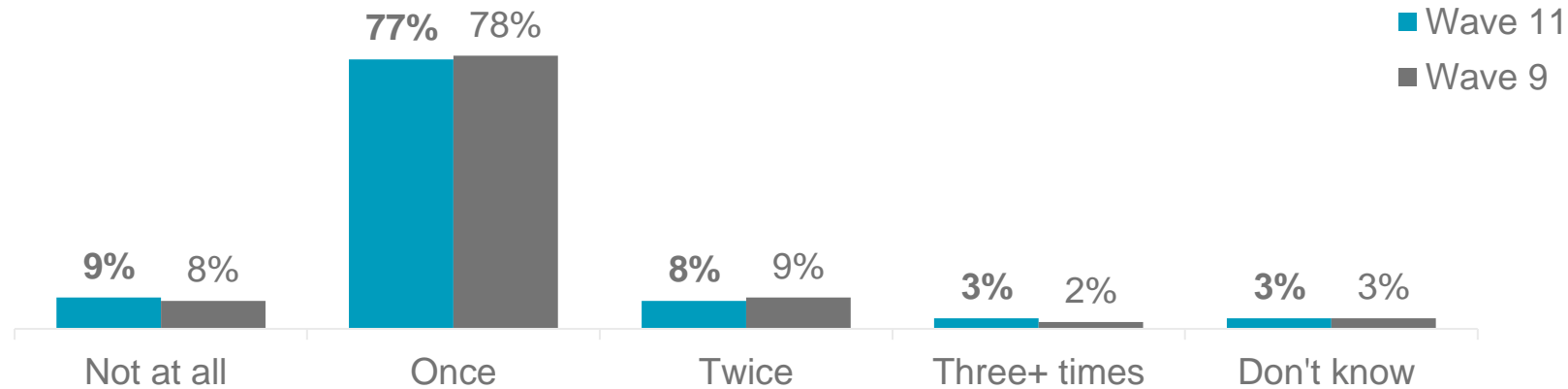


Always Most of the time Sometimes Never N/A

Consistent with previous waves, three-quarters of consumers say they would only reheat food once.



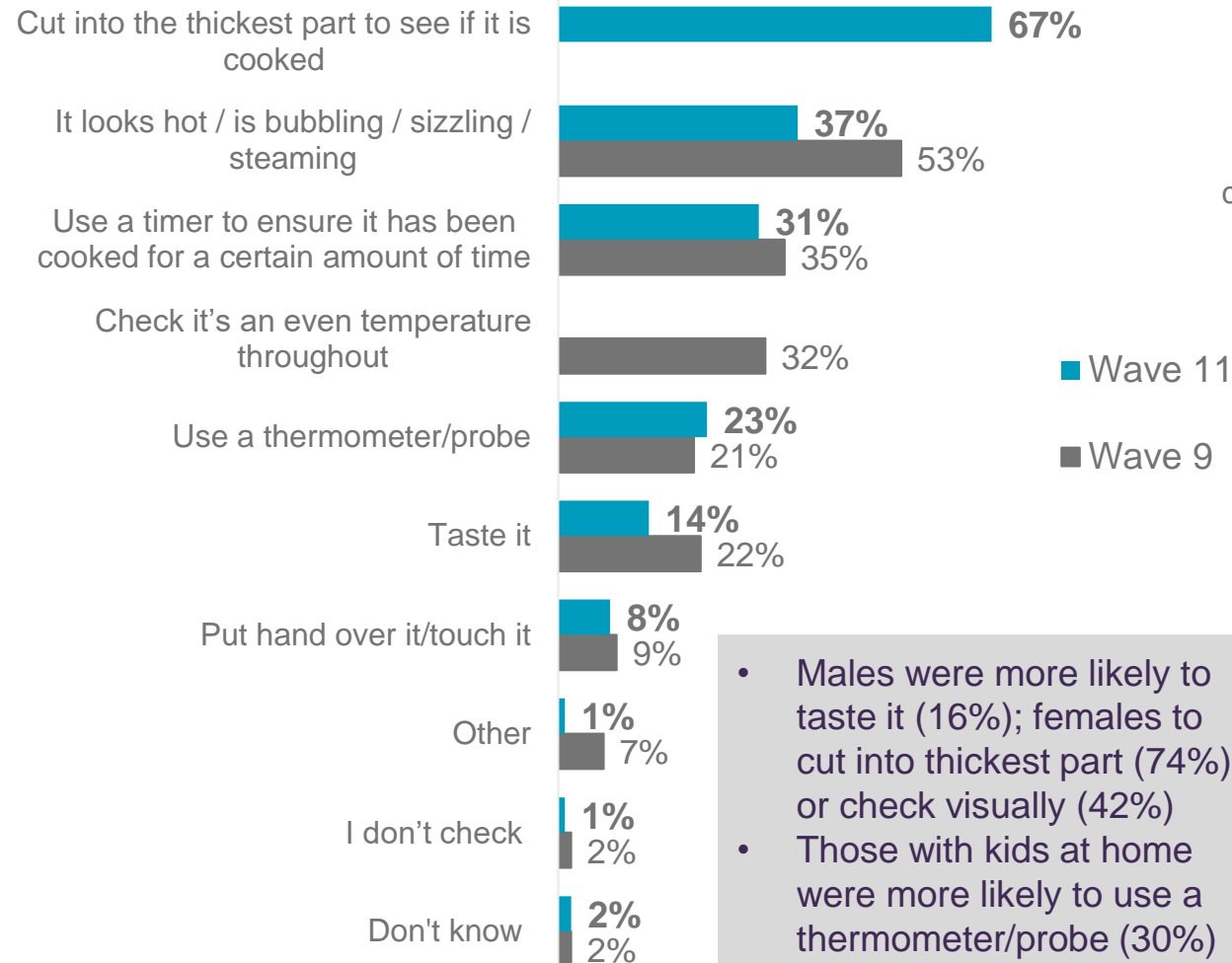
Times Reheat



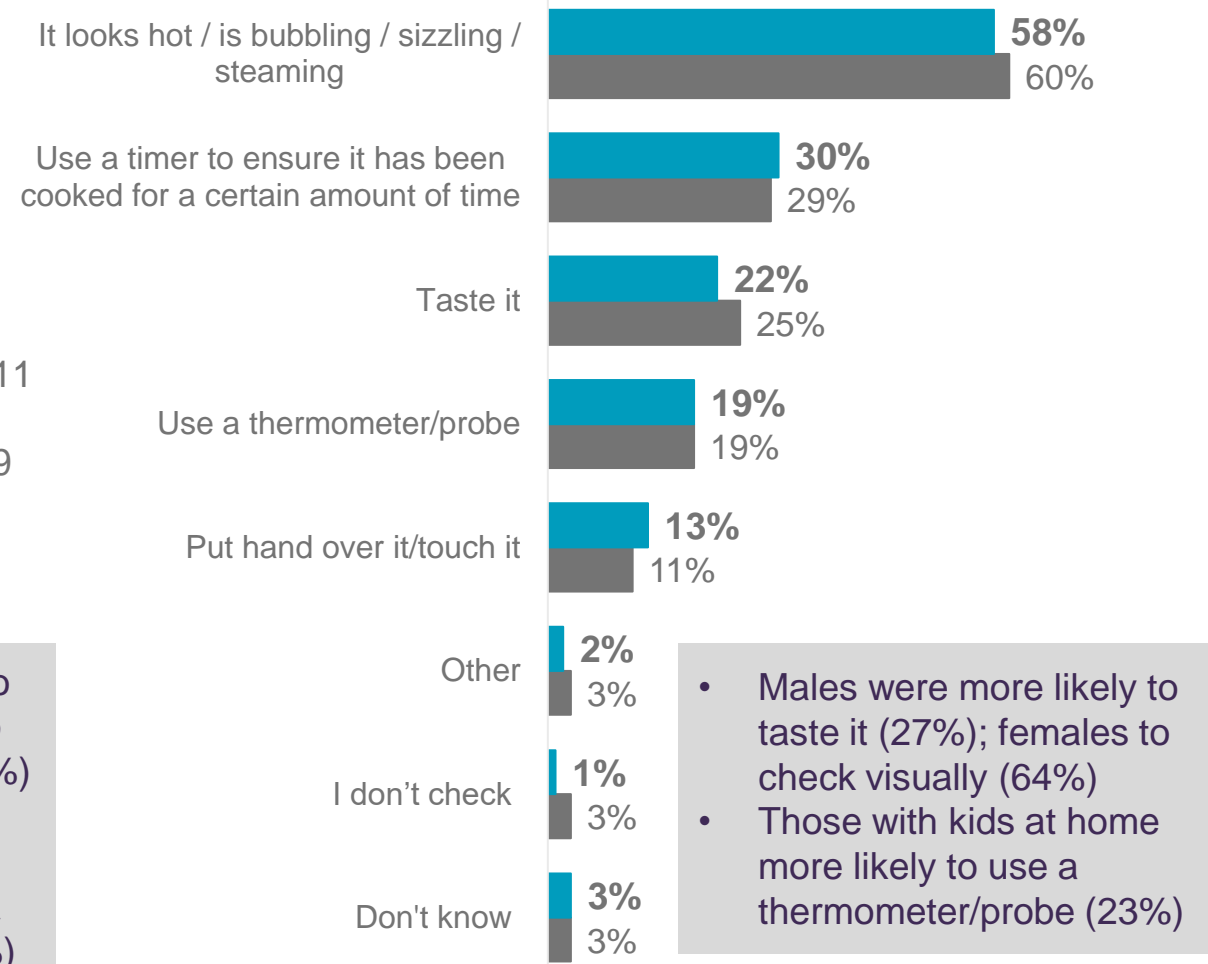
- 16-34yr olds more likely than other age groups to reheat twice or three times (16%)

When checking whether food is properly cooked two-thirds of consumers cut into the thickest part, although visual checks and use of timers are also fairly common. When reheating, most rely on whether the food looks hot.

Cooked Properly



Reheated Properly



Good hygiene practices are common – worktops, kitchen cloths and towels are *always* kept clean by the majority; few allow pets on kitchen surfaces and most are conscious of using different chopping boards and utensils for different foods.



Regularly change / wash dish cloths / tea towels



Clean worktops before preparing food



Allow pets on to kitchen surfaces



Use different chopping boards for different foods or wash chopping board when switching between foods



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



Always Most of the time Sometimes Never N/A

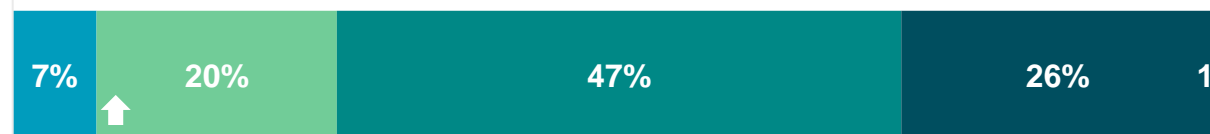
Fewer always adhere to the recommended behaviours relating to refrigeration and chilling. Some improvement this wave in the number who always turn down the temperature when their fridge is full.



Check the temperature of my fridge



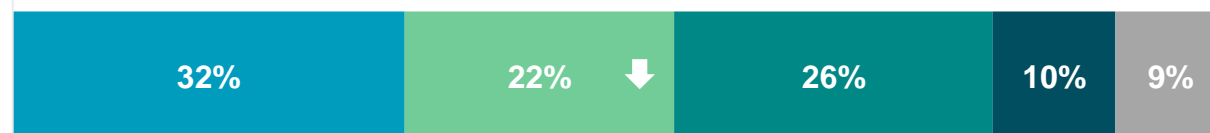
Completely fill my fridge



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



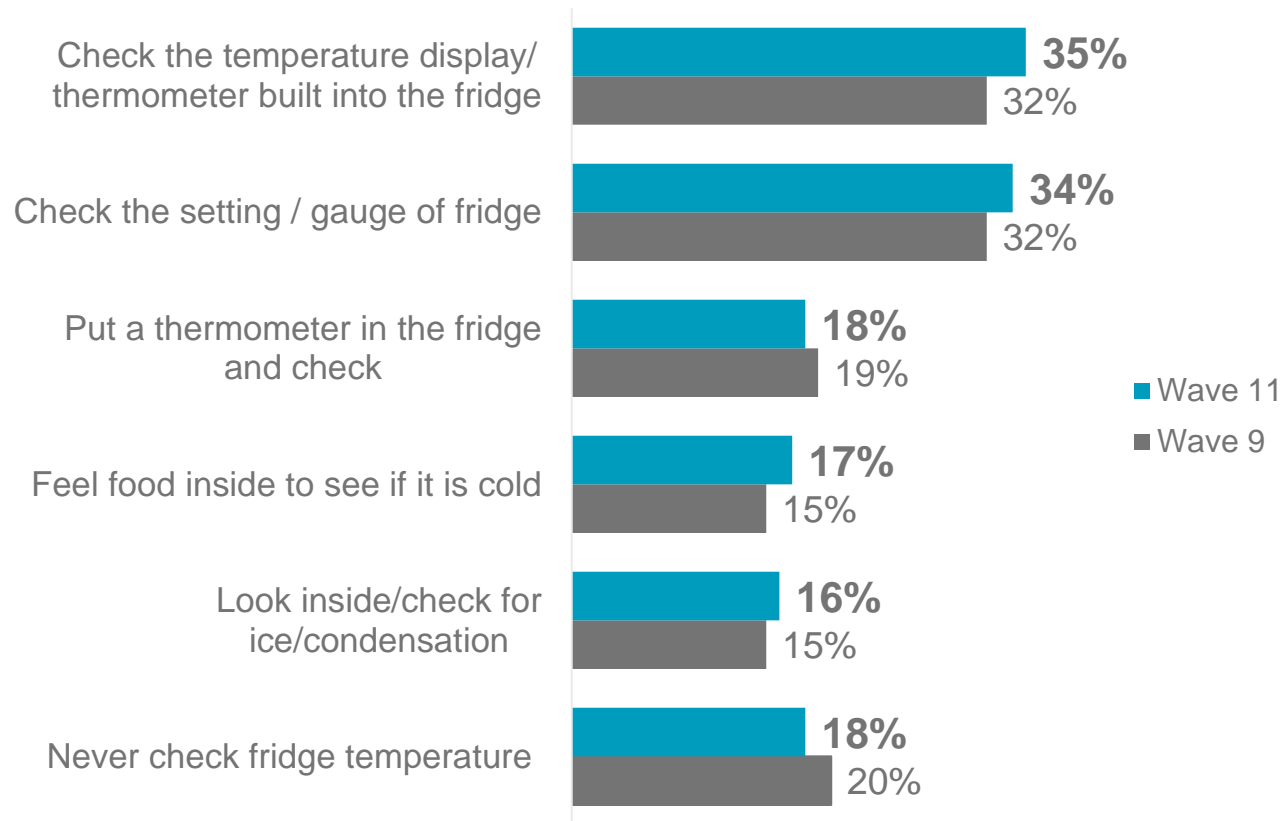
Defrost meat at room temperature



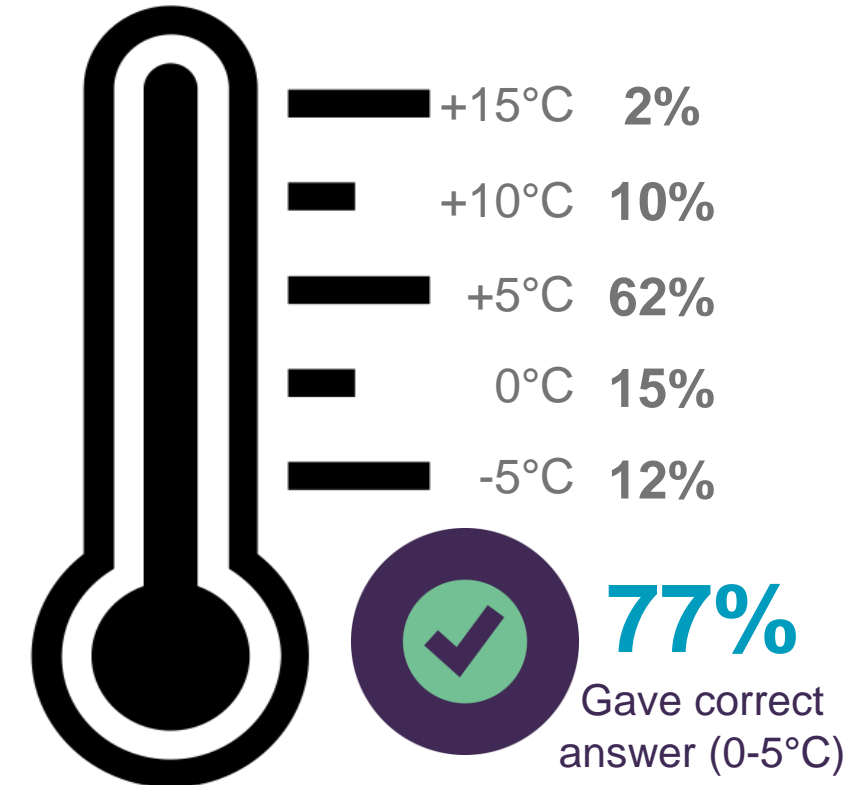
■ Always ■ Most of the time ■ Sometimes ■ Never ■ N/A

Three-quarters of consumers know the correct temperature for their fridge, and most check using the in-built display or by checking the fridge setting. Almost a fifth never check their fridge temperature.

Method for Checking Temperature

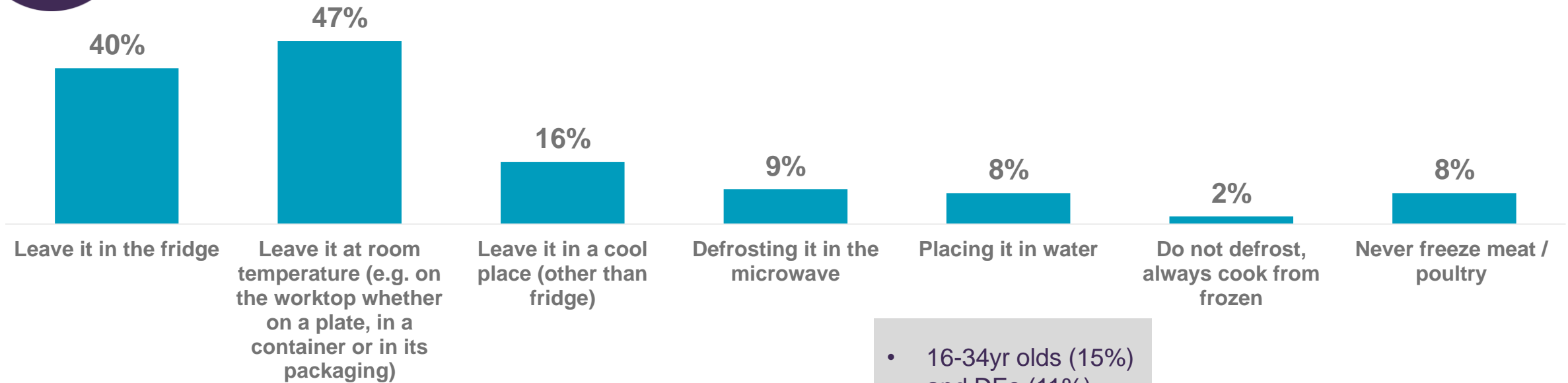


Correct Temperature



- Males (14%) and 65+yr olds (25%) were more likely than others to say -5°C

The most common approach to defrosting frozen meat or poultry is leaving it at room temperature. 40% of those with cooking responsibility defrost frozen meat correctly, by leaving 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.

- 16-34yr olds (15%) and DEs (11%) were more likely than others to defrost frozen meat by placing in water

Good hand hygiene when cooking remains ingrained for the vast majority. Most also follow correct fridge storage practices to avoid cross-contamination. Washing raw poultry remains an issue with almost a quarter *always* doing this.



Wash hands before starting to prepare or cook food

73%

16%

9%

2%

Wash hands immediately after handling raw meat, poultry or fish

76%

10%

6%

2%

6%

Store raw and cooked food separately in the fridge

69%

14%

7%

5%

5%

Store raw meat / poultry uncovered in the fridge

6%

5%

8%

74%

7%

Store open tins in the fridge

9%

8%

22%

58%

3%

Wash raw chicken or poultry

23% ↑

9%

13%

45% ↓

9%

Always

Most of the time

Sometimes

Never

N/A

- Males (39%), 16-34yrs (38%) and 65+yrs (37%) more likely to wash raw poultry always/most of the time

Half wash raw poultry at least sometimes. Many believe this is necessary to avoid eating germs, remove chemicals or get dirt off; but 4 in 10 have just always done it. 75% of those who don't wash poultry know it can splash harmful bacteria around.

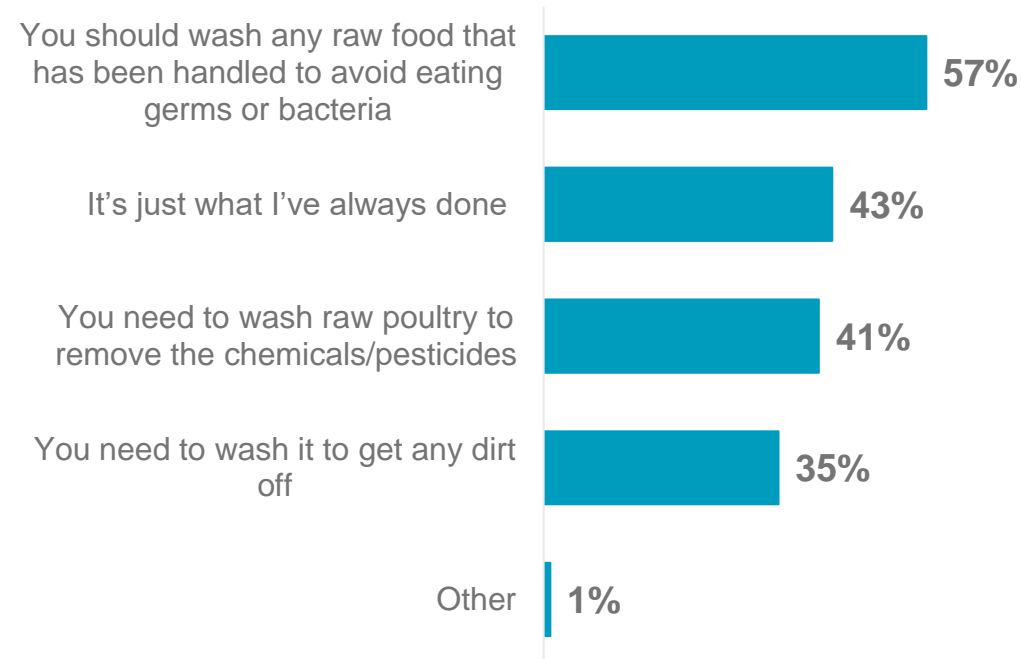


50% said they NEVER wash raw poultry (excluding N/A)

Agreement with poultry washing statements



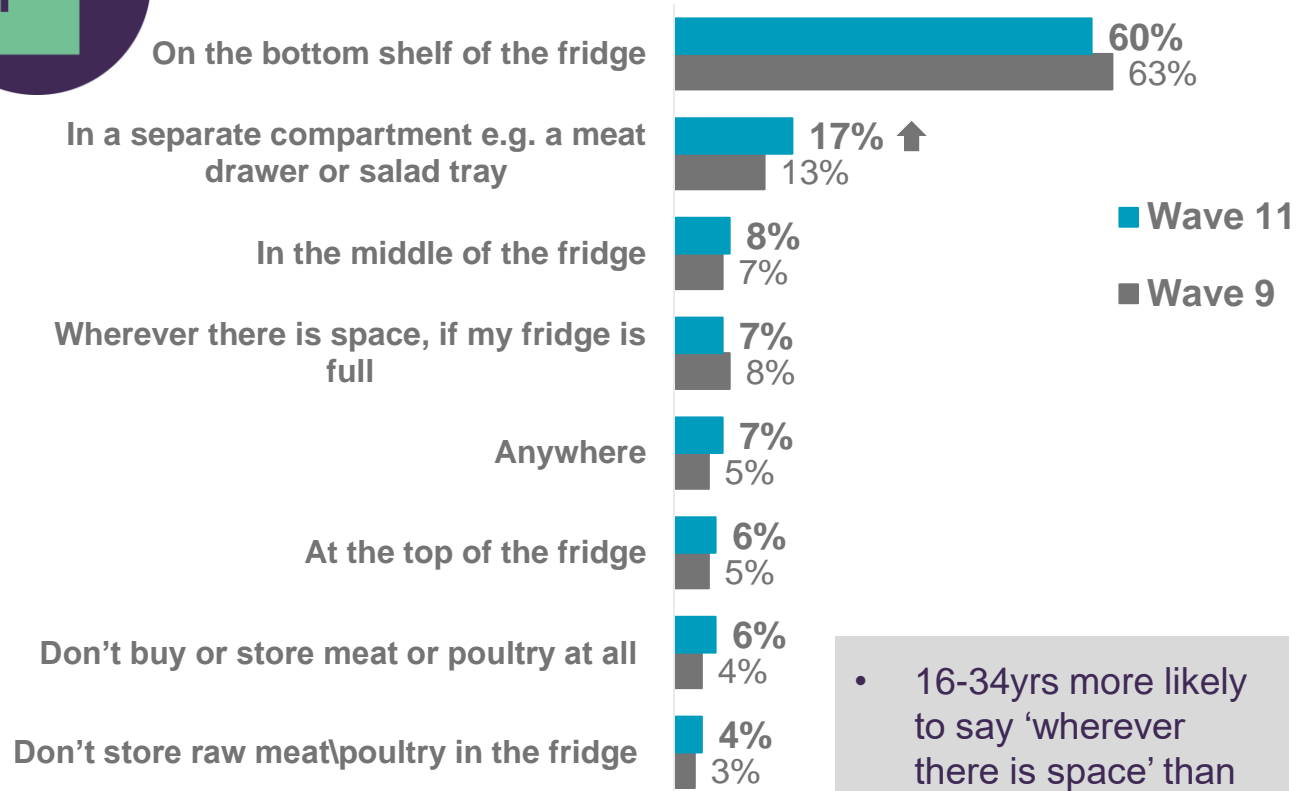
Reasons for washing raw poultry



As in previous waves, most store raw meat on the bottom shelf of the fridge, usually in its packaging or a covered container and away from cooked foods.



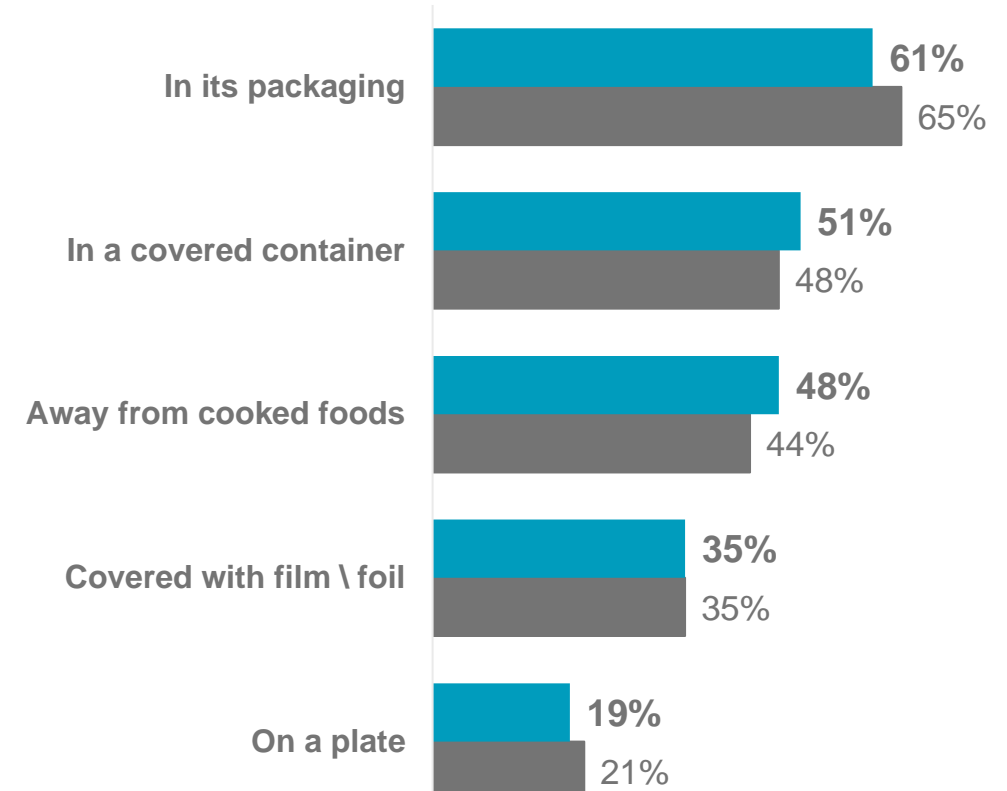
Where Stored in Fridge



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

- 16-34yrs more likely to say 'wherever there is space' than other groups (11%)

How Stored in Fridge



- 65+yrs more likely to cover with film / foil (45%)

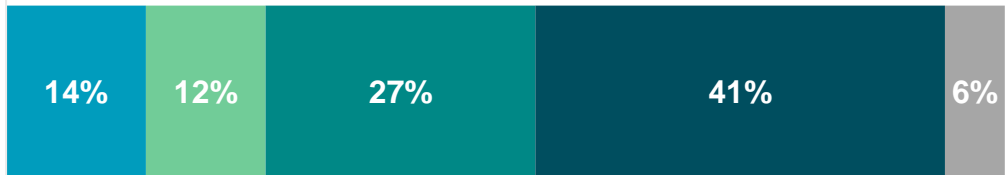
Most consumers tend to wash fruit and veg that is to be eaten raw. However, checking if food is safe to eat by smelling it is common, and a quarter still follow the '5 second rule' if food drops on the floor.



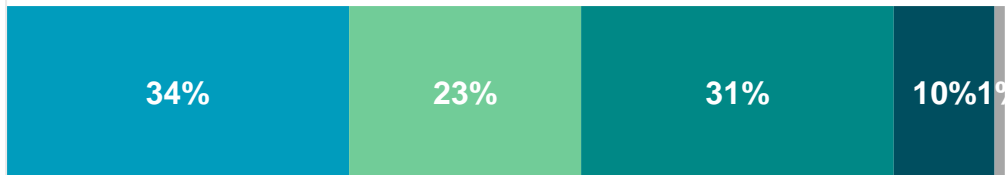
Wash fruit or vegetables (including salad) which are going to be eaten raw



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



Check if food is safe to eat by smelling it



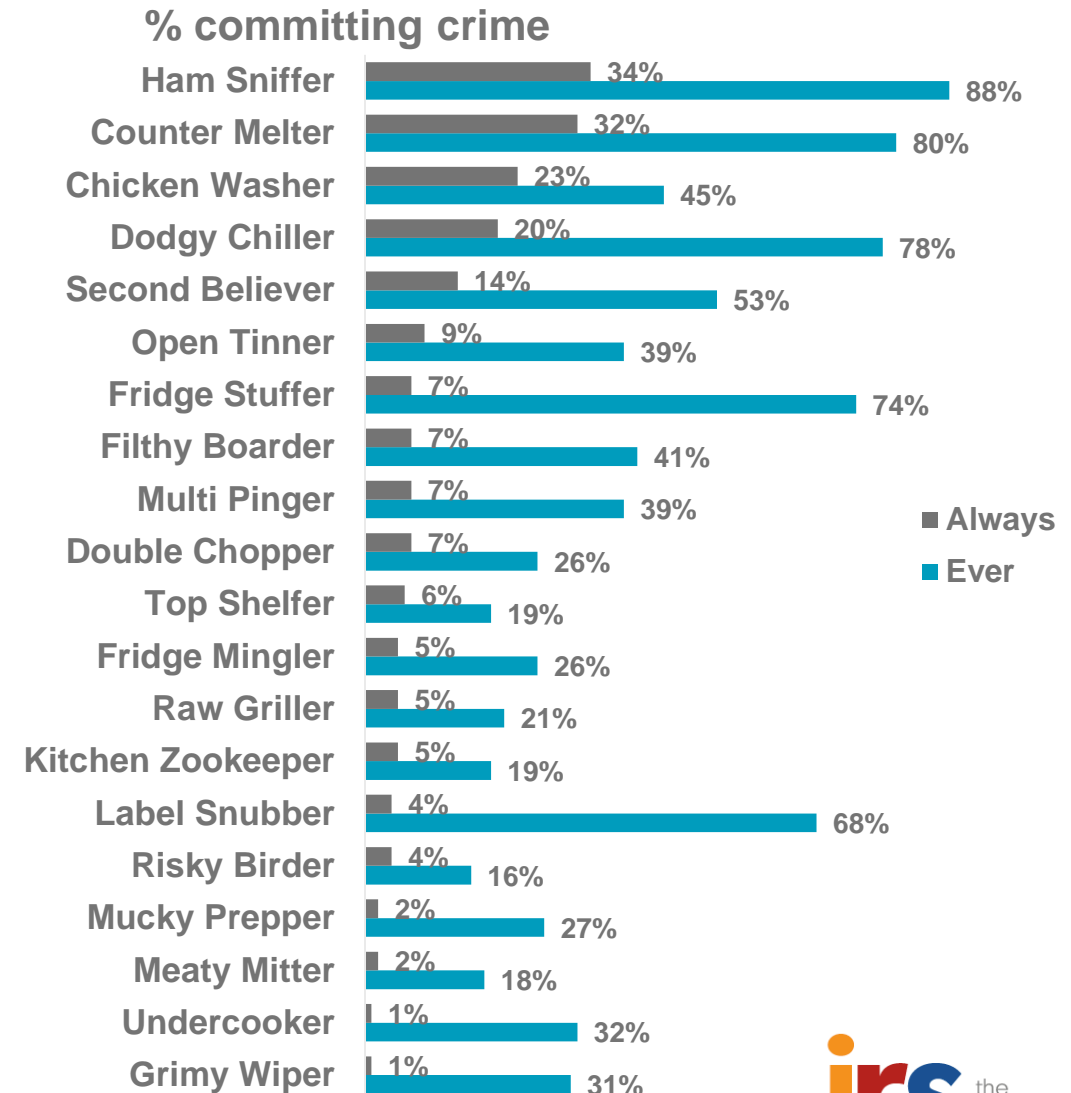
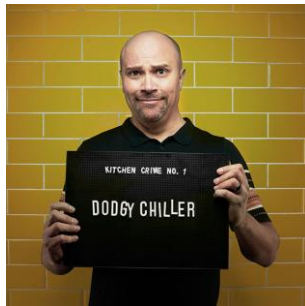
■ Always ■ Most of the time ■ Sometimes ■ Never ■ N/A

- 16-34yr olds more likely to smell food to check if safe; and use the 5 second rule

Consumers commit an average of 9 kitchen crimes. Most common negative behaviours relate to smelling food rather than using use-by dates, defrosting meat outside the fridge, washing poultry and not checking fridge temperatures.

Average number of kitchen crimes committed (out of 20)

9.2



The proportion experiencing food poisoning and visiting / confirming this with GPs are consistent with previous waves. Consumers tend to attribute food poisoning to restaurant / takeaway food not cooked properly or as a result of poor hygiene.

4% had experienced food poisoning in the past year



7% of those with kids at home

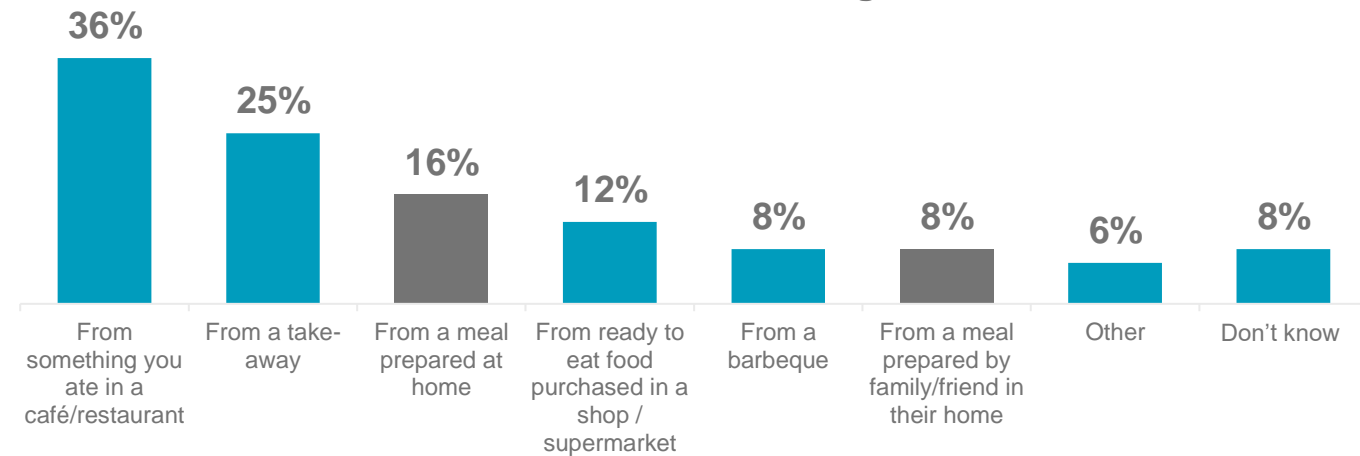


51% visited GP

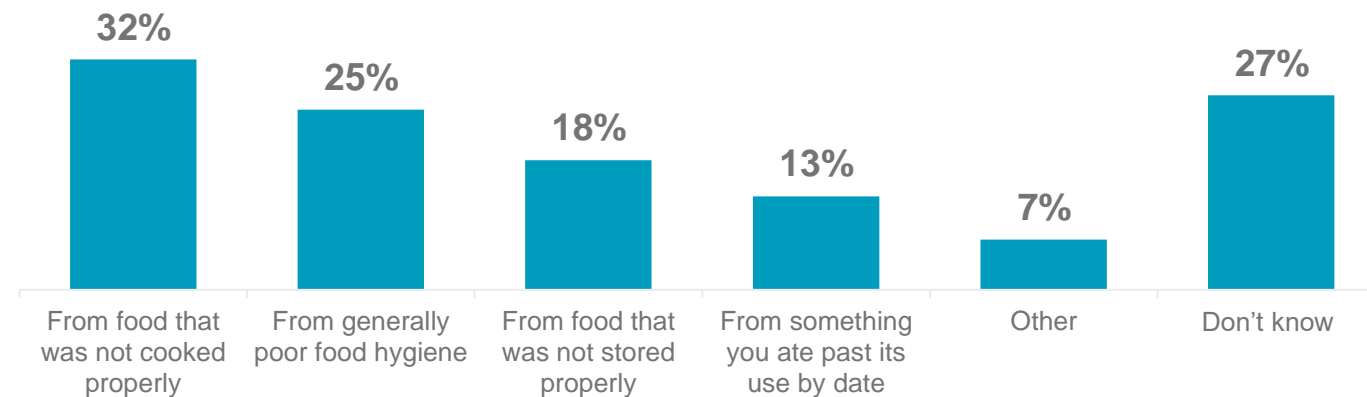


Food poisoning was confirmed in **27%** of all cases

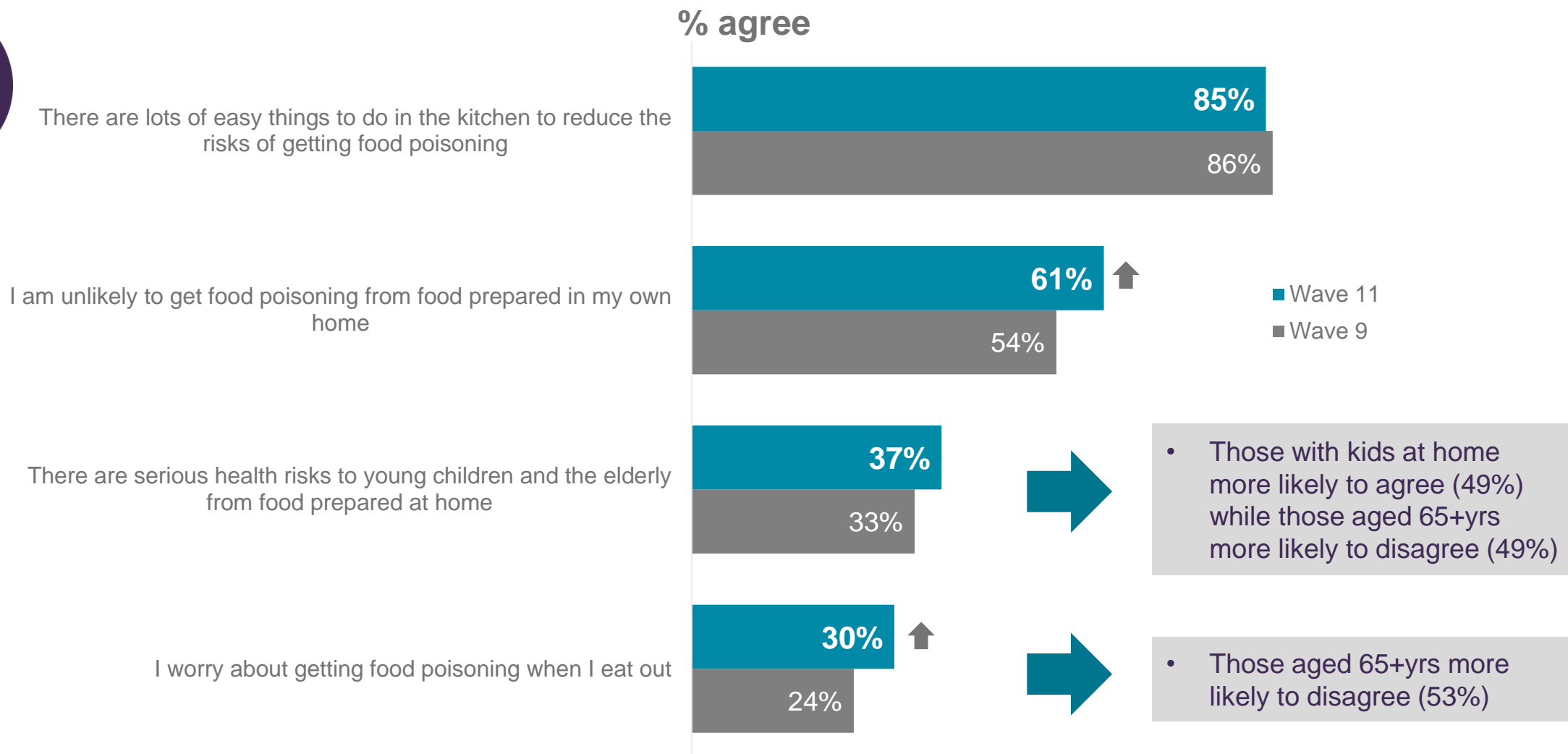
Source of Food Poisoning



Reason for Food Poisoning

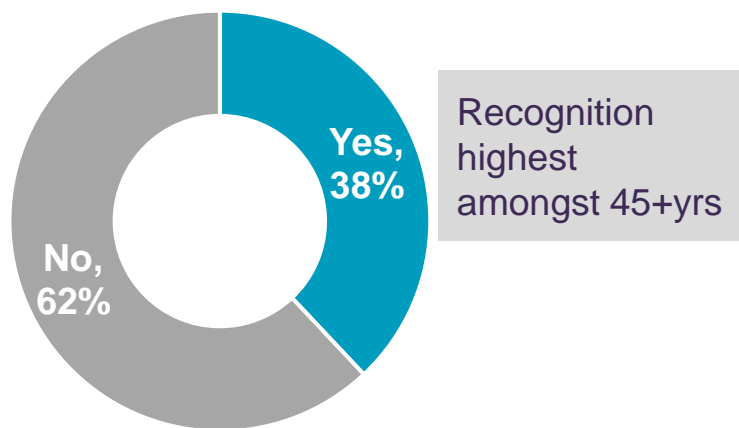


While more than 8 in 10 know there are ways they can reduce the risk of getting food poisoning, 61% believe they are unlikely to get it from food prepared themselves. Almost a third are concerned about food poisoning when eating out.



Almost 2 in 5 adults had heard of campylobacter and the majority of them knew it was a bacteria and understood where it is commonly found and who can be seriously affected. Younger age groups (16-34yrs) were least knowledgeable.

Heard of campylobacter

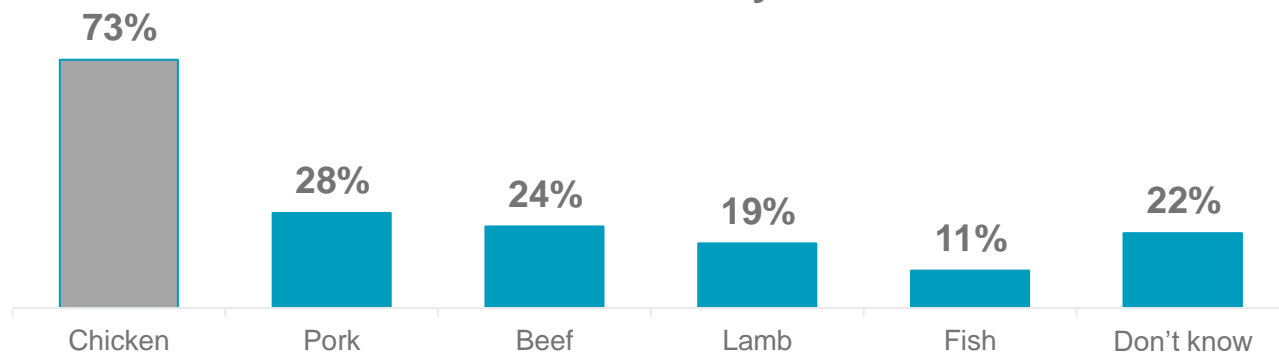


88% knew campylobacter was a bacteria

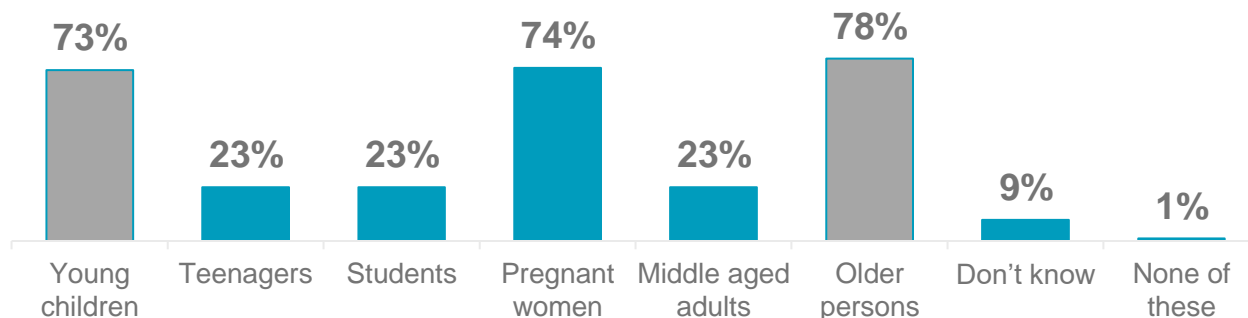
7% parasite
6% virus
3% pesticide
2% fungi
5% don't know

83% gave **ONLY** the correct answer

Where commonly found



Serious for whom



6. Food Labelling, Authenticity & Food Crime

This question set is designed to measure performance on the following strategic priorities:

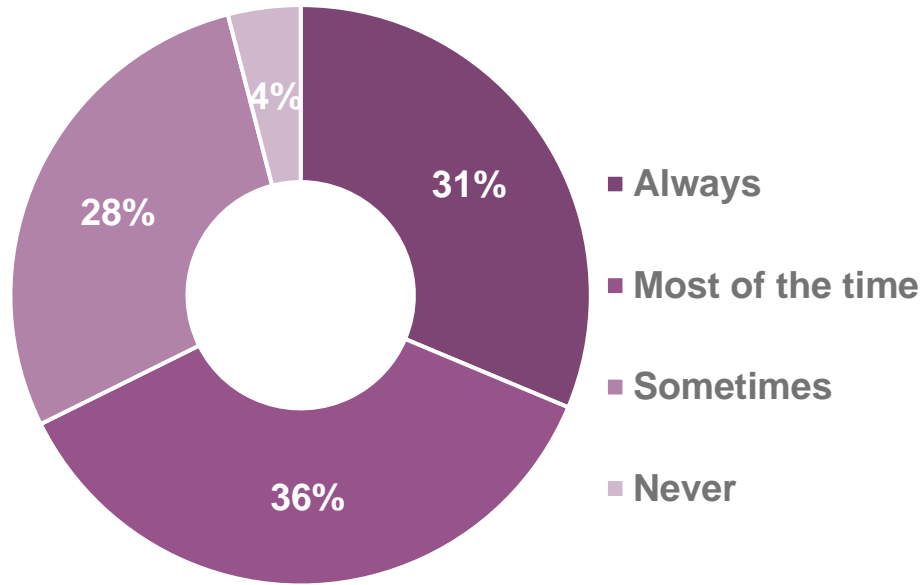
→ Food is authentic

This section focuses on food labelling and, for the first time, introduces questions about food crime.

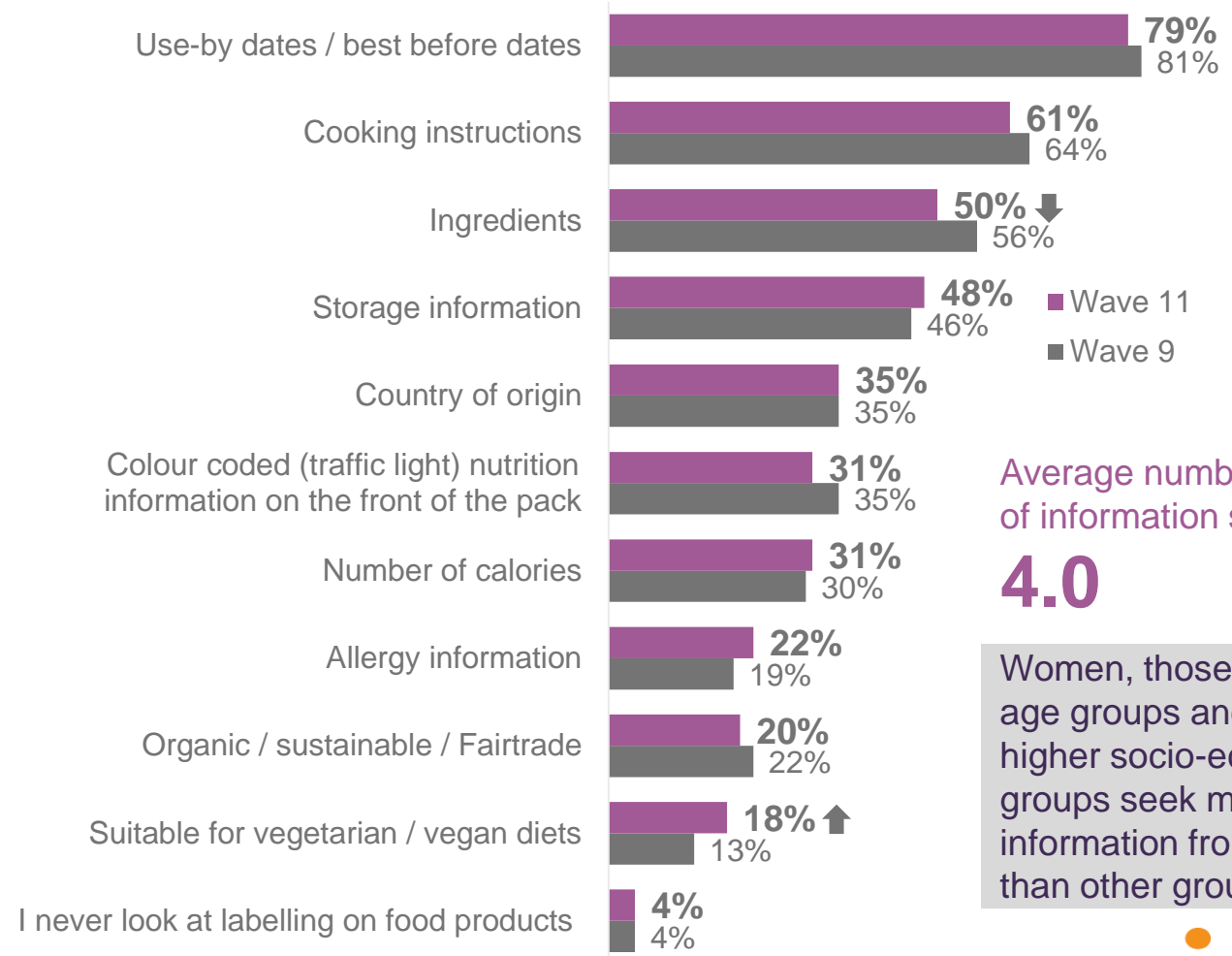


Two-thirds read food labels most or all of the time. Consumers look for a variety of information from labels with use-by or best before dates the most important element.

Read Food Labels



Info Gained from Food labels

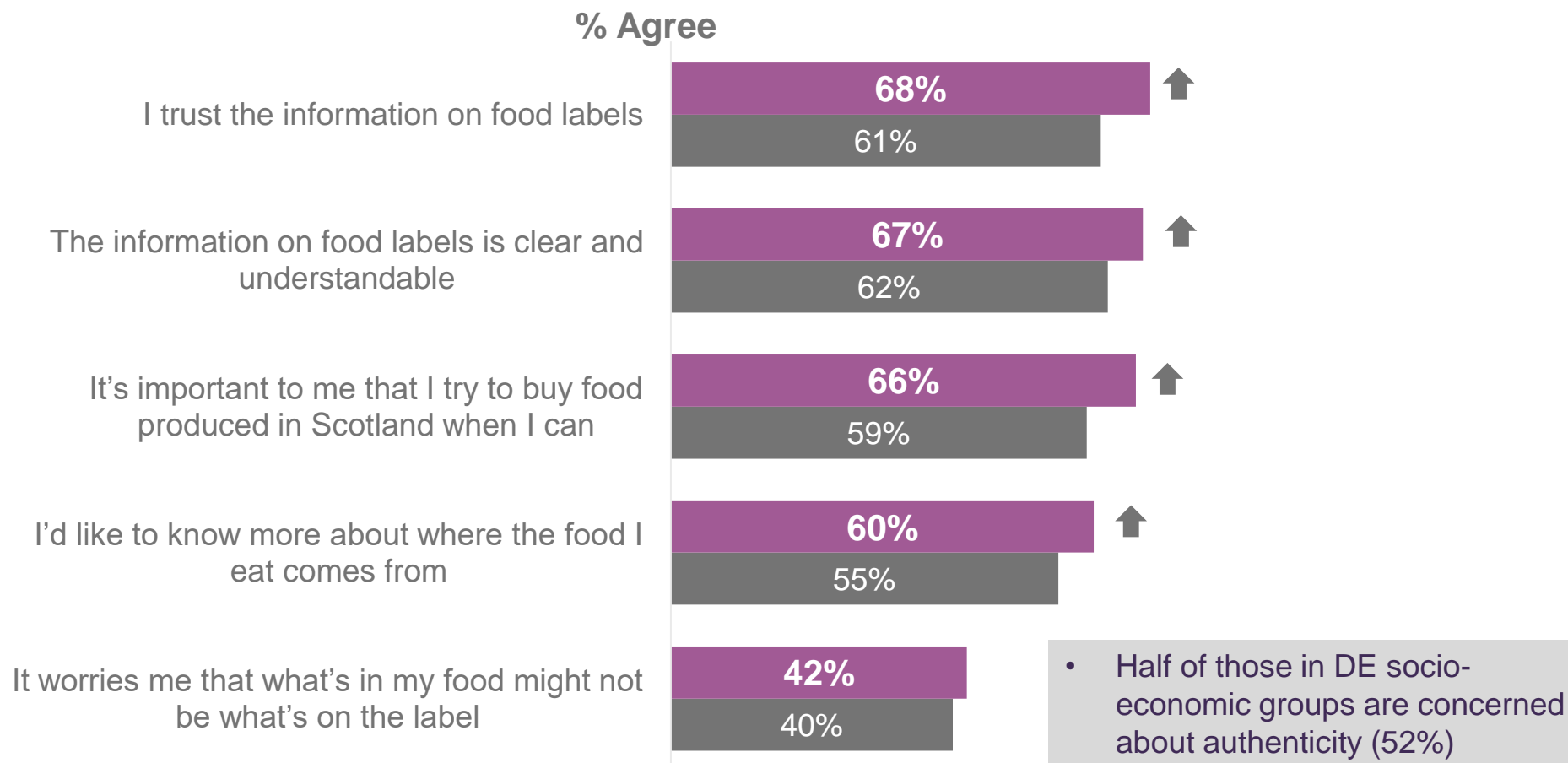


Average number of types of information sought:

4.0

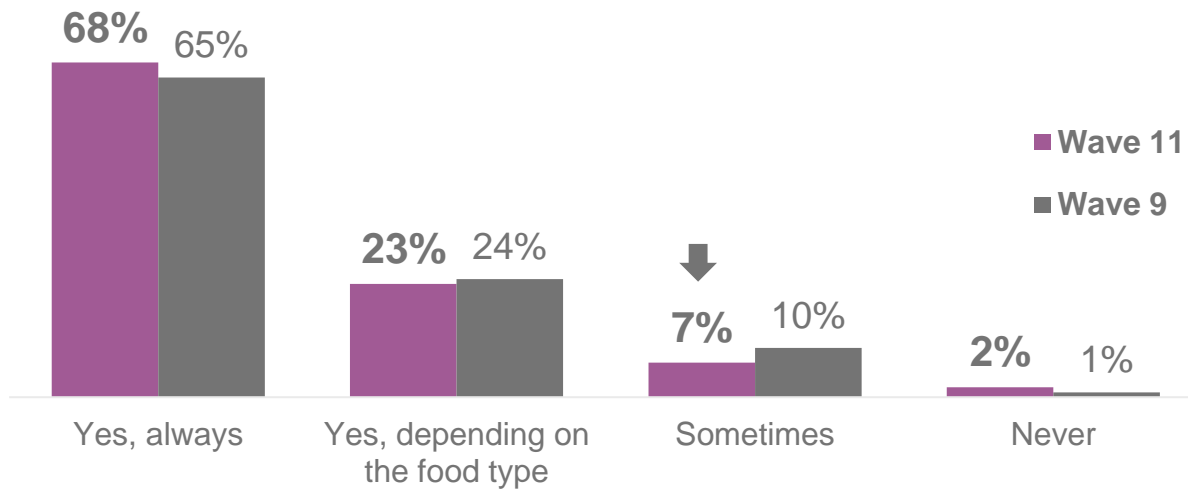
Women, those in older age groups and those in higher socio-economic groups seek more information from labels than other groups

Information on food labels is increasingly considered understandable and trustworthy. Country of origin labelling is becoming more important, as is buying from Scottish producers. 2 in 5 are concerned about false information on labels.

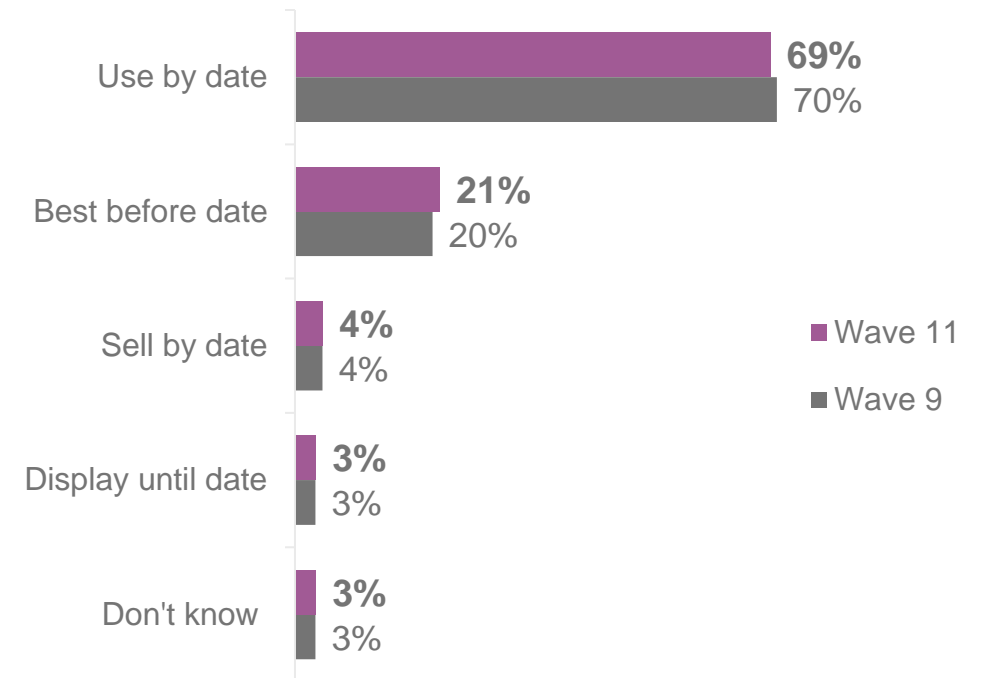


Two-thirds always check use-by dates when cooking or preparing food, and a similar proportion know use-by dates are the best indicator of food being safe to eat.

Check Use-by Dates When Cooking

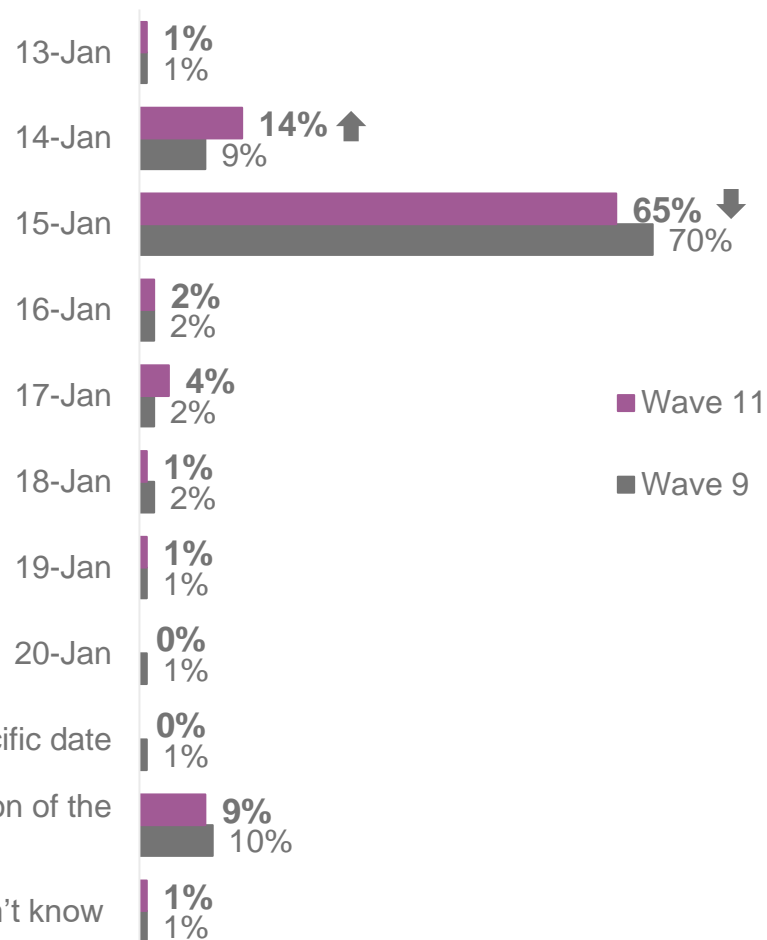


Best indicator food is safe to eat

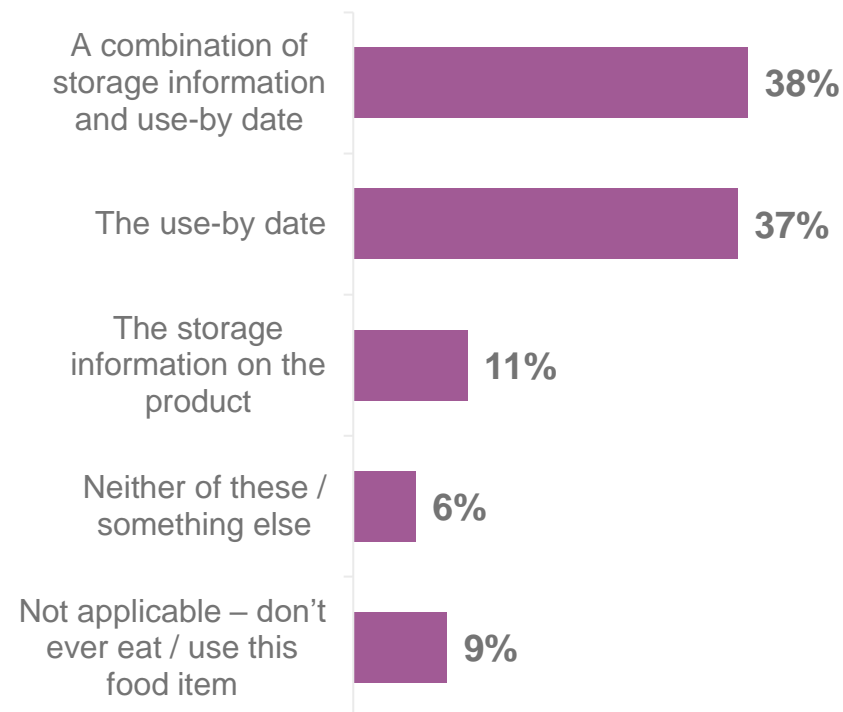


The vast majority of consumers would eat food on or before the use-by date. While use-by dates are considered the best indicator of whether open cooked meat is safe to eat, product storage information is taken into account by many.

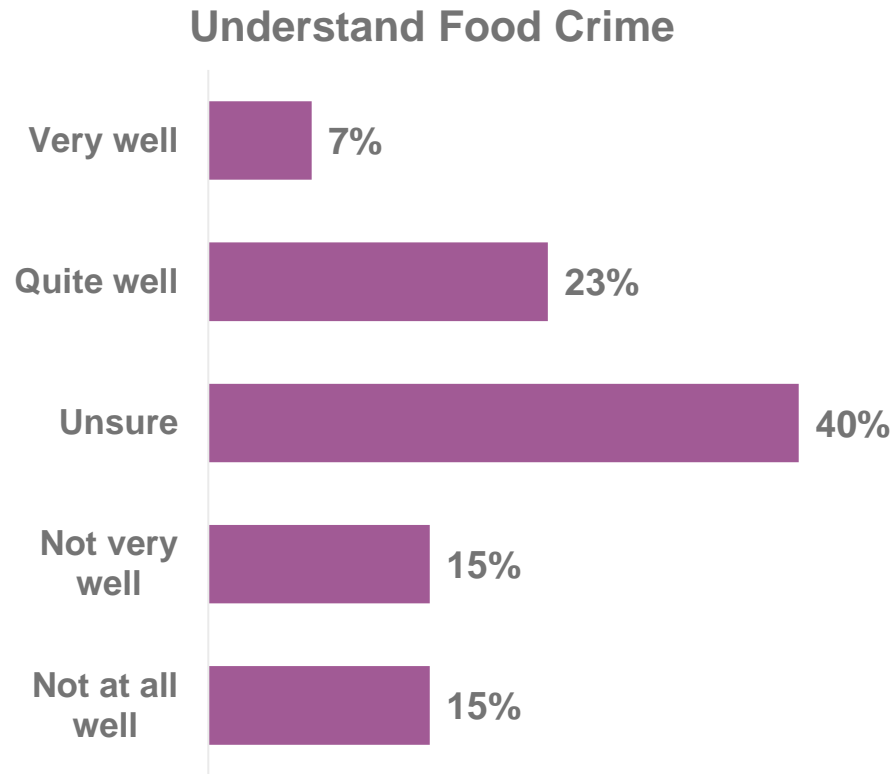
Last date to eat food labelled 'use by' 15 Jan



Best Indicator if Open Meat Safe to Eat

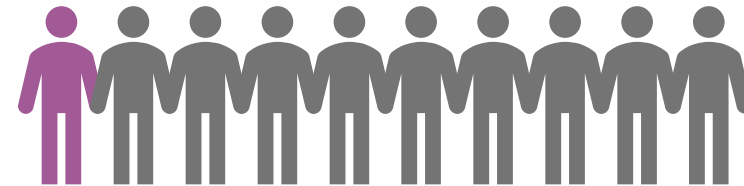
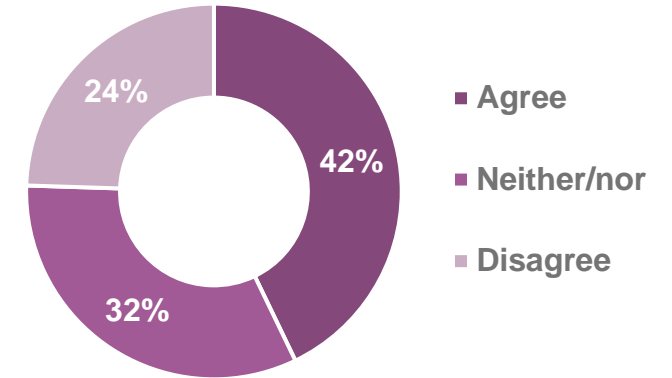


A minority of consumers have experienced food crime, however 2 in 5 are concerned about it. Most are either unsure or feel they do not understand what food crime is.



No change since Wave 9

It worries me that what's in my food might not be what's on the label

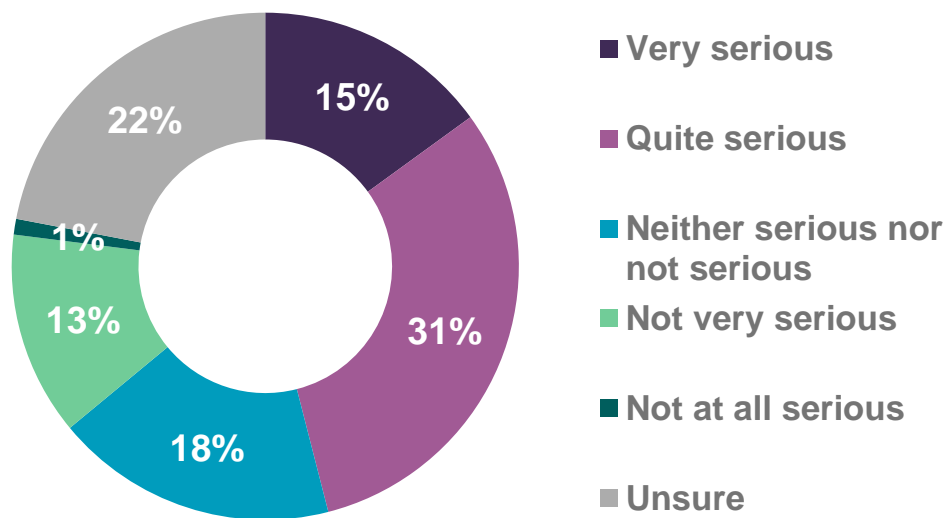


16% suspected that they had eaten/drunk something that wasn't what it said on the label.

- 24% of 16-34yr olds

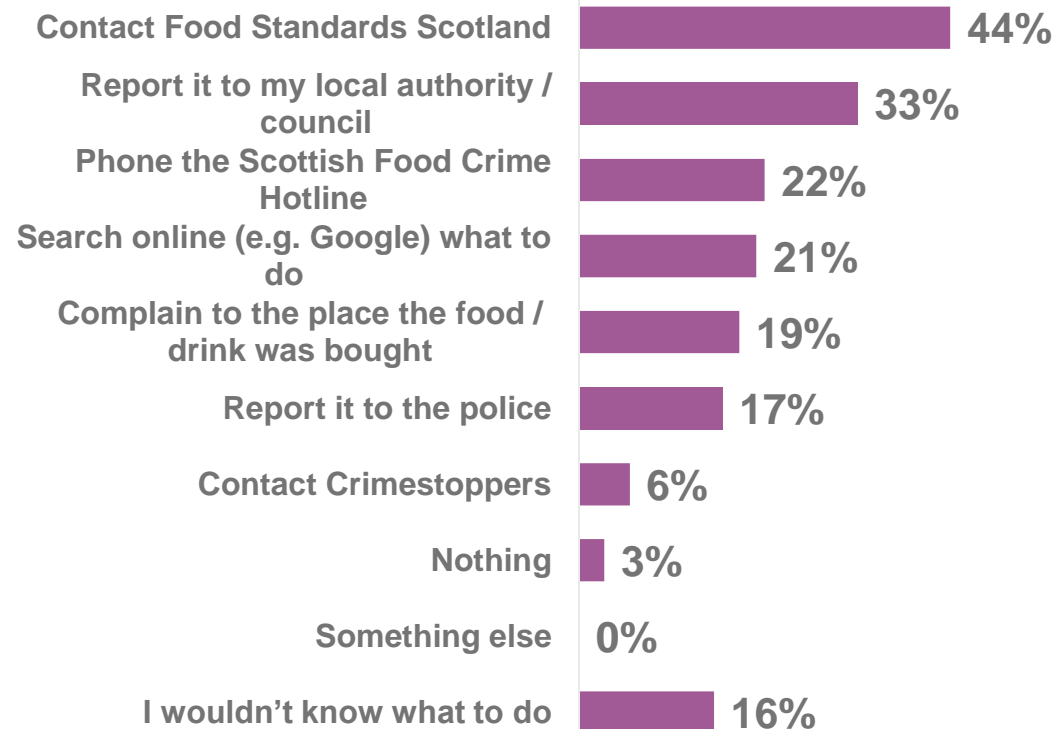
After being shown an explanation about food crime, almost half of consumers consider it a serious problem, an increase on last year. Most would report a crime to FSS or local council. Awareness of the Hotline continues to increase.

How Serious a Problem is Food Crime?



↑ Proportion saying 'very serious' increased since Wave 9 (+3%)

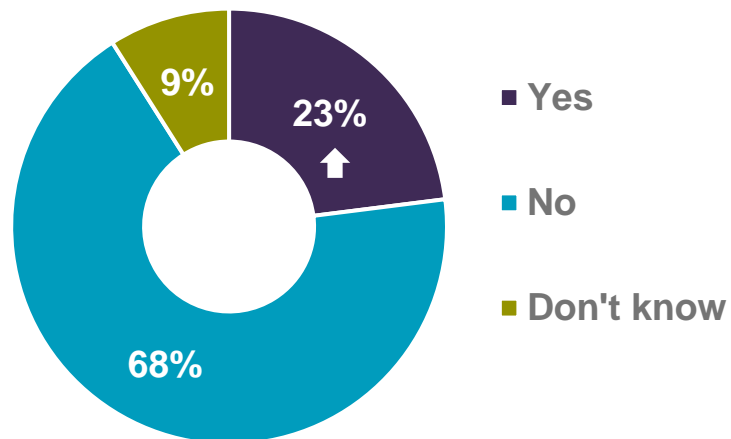
Action Taken if Aware of Food Crime



10% (+2%) were aware of the Scottish Food Crime Hotline prior to completing the survey

Almost a quarter of consumers saw a food recall alert in the past year, half of whom were alerted by news outlets. Just 1 in 10 were aware of text alerts. Although most understand the system, there is some confusion - 6 in 10 believe unsafe food is removed from the supply chain.

Remember any alerts about food recall



What is a food recall



9% aware of text alert system to notify consumers of products being recalled

6. Covid-19

This new question set was added in Wave 10 to help understand the impact of Covid-19 on the Scottish public.

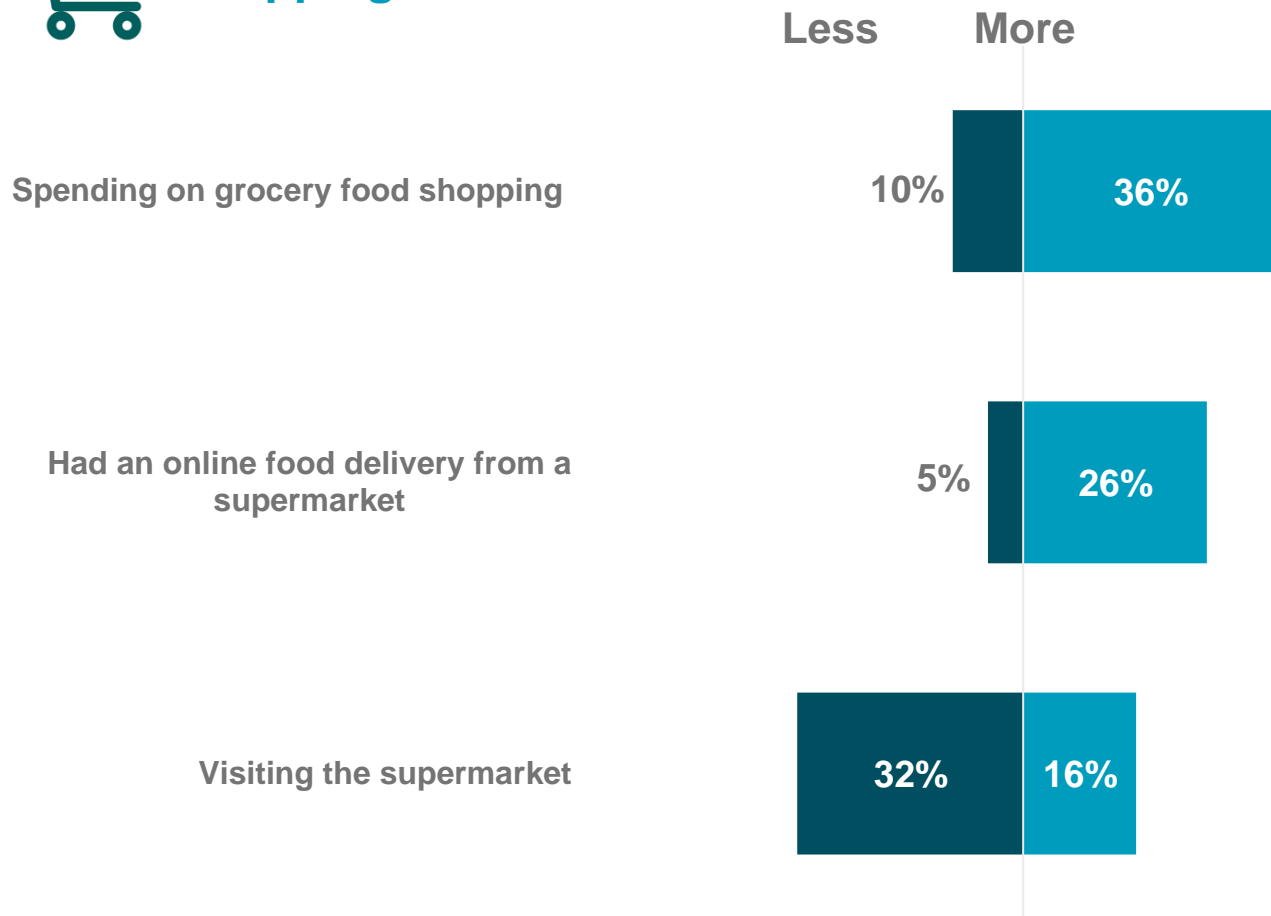
Questions focus on how Covid-19 has changed the way consumers eat, shop, cook and exercise, as well as looking at wider health and wellbeing impacts.



Shopping habits remain impacted by Covid-19, although less so than in summer 2020. A third of consumers are making fewer visits to the supermarket than the previous month, and online supermarket deliveries are up.



Shopping

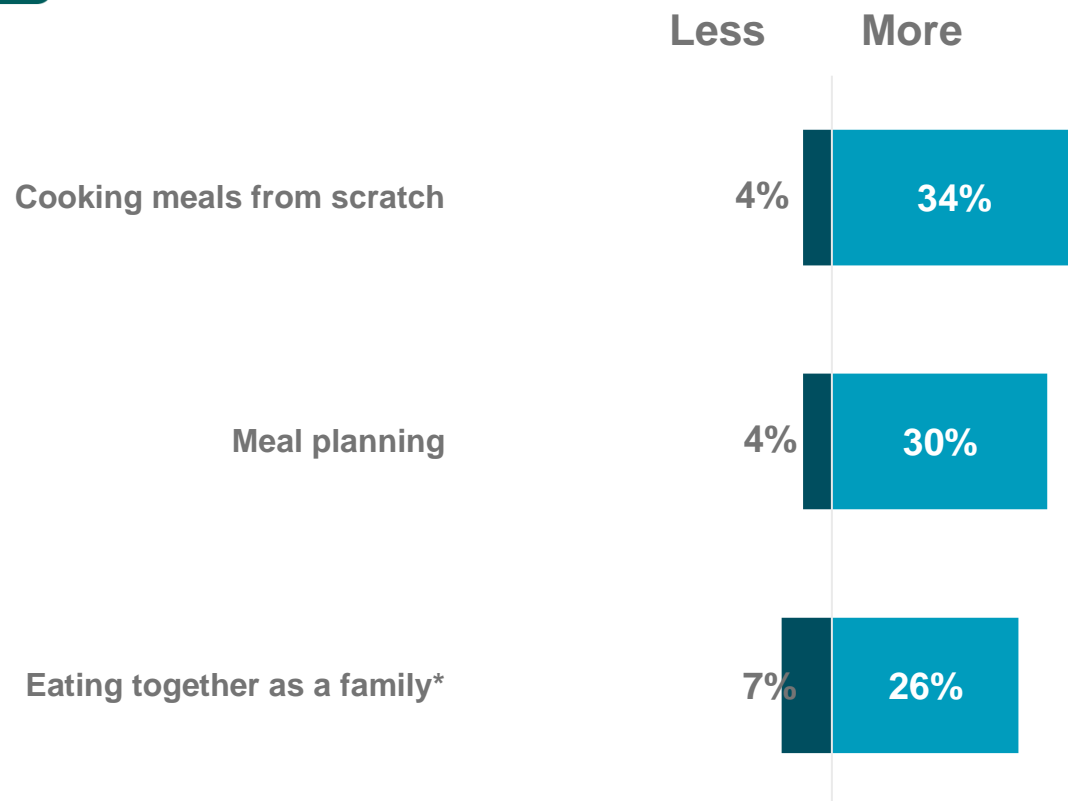


- 45% of 35-44yr olds and 44% of those with kids at home were spending more on grocery food shopping
- 25% of those with kids at home were visiting the supermarket more often; while 43% of 55-64yr olds and 37% of 65+yr olds were visiting less often

Continuing the positive trends seen in summer 2020, more respondents are cooking meals from scratch, meal planning and eating together as a family, particularly those with kids at home.



Cooking

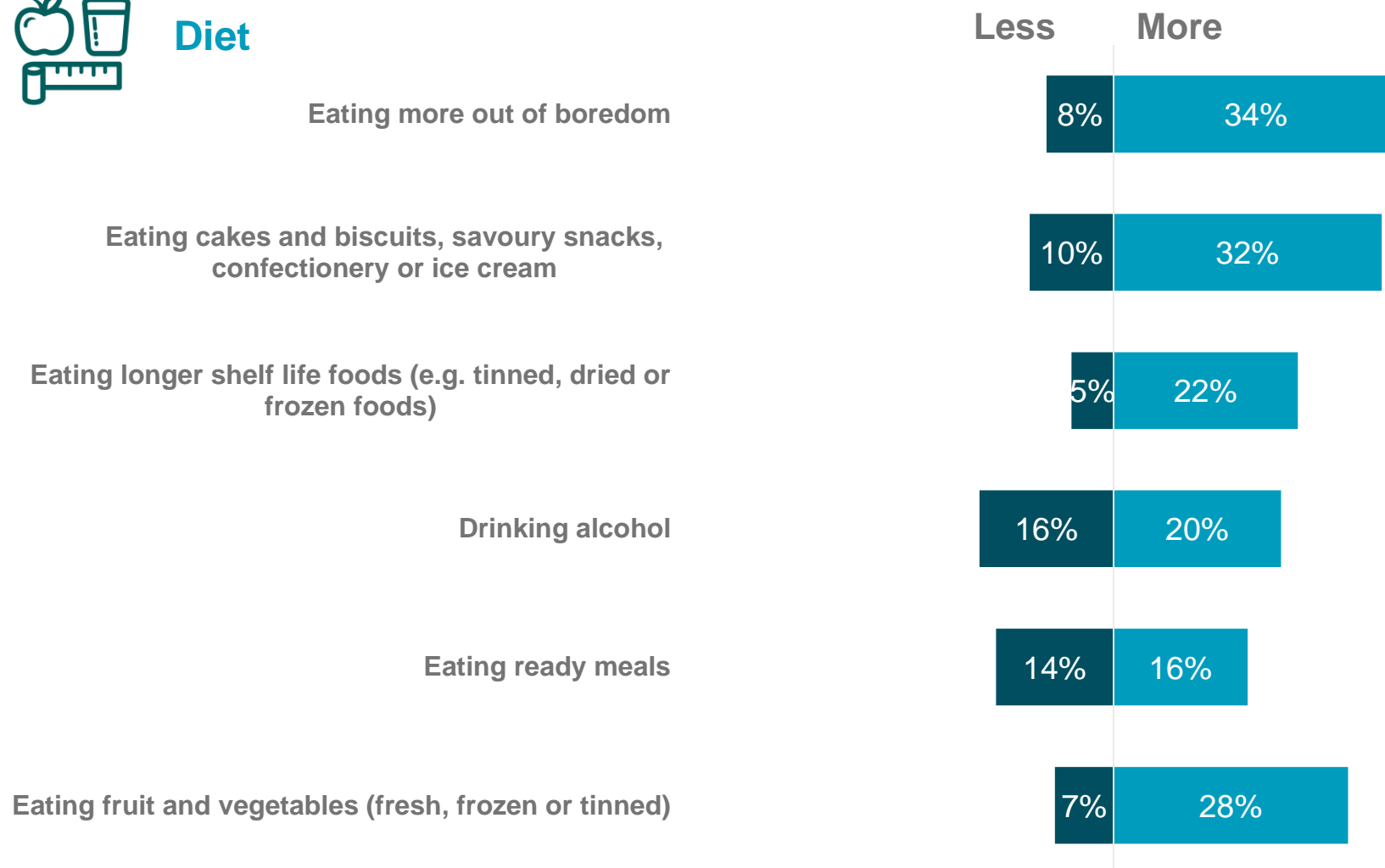


- Those with kids at home were more likely to be doing each of the 'cooking' actions more:
 - 43% cooking from scratch more
 - 39% meal planning more
 - 40% eating together as a family more

Around a third said they were eating more than the previous month due to boredom and a similar proportion were eating more cakes, snacks, confectionery. Vegetable consumption was up for more than a quarter.



Diet



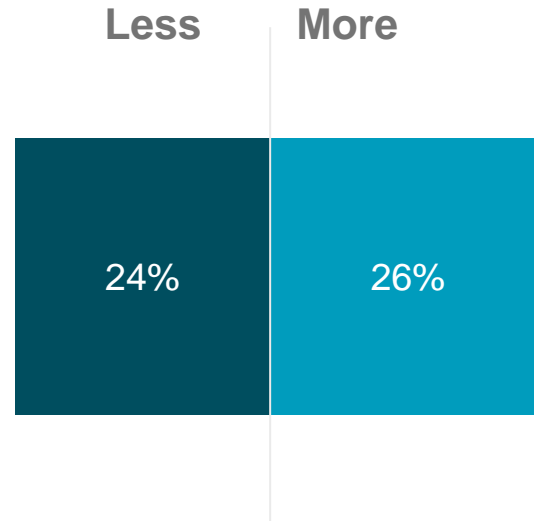
- 45% of 16-34yr olds and 40% of females said they were eating more out of boredom
- Younger age groups (16-34yrs - 41%; 35-44yrs - 40%) and those with kids (41%) were eating more cakes, snacks and confectionery
- 16-34yr olds (31%) and DEs were eating more longer shelf life foods (27%)
- AB socio-economic groups were drinking more alcohol (24%)
- 16-34yr olds (27%) and those with kids were eating more ready meals (25%)
- Those with kids at home were eating more fruit and veg (37%)

The picture regarding physical activity is more polarised with a quarter doing more exercise than the previous month, and a quarter doing less.



Physical Activity

The amount of physical activity you are doing

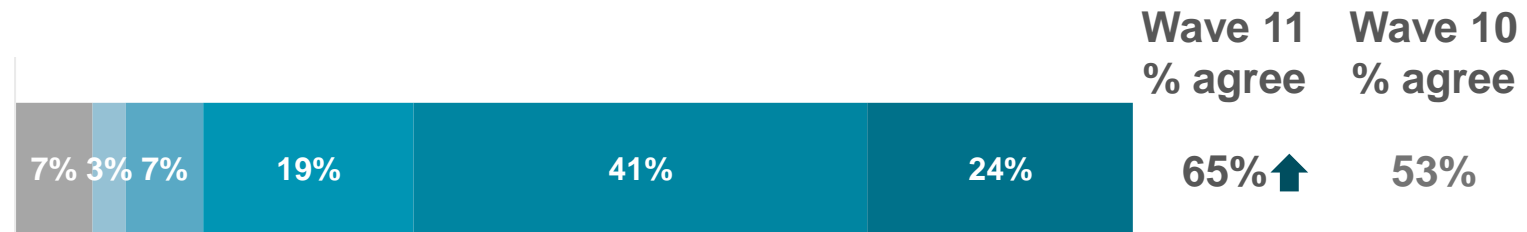


- Those with kids at home (37%) and 16-44yr olds (32%) were doing more physical activity
- 1 in 10 women said they were doing **much less** physical activity than the previous month compared with 6% of men.

Understanding is growing around the benefits and recommendations for taking vitamin D supplements. While more are aware of the link between Covid-19 and obesity, just two-fifths believe they are personally likely to catch Covid-19.



I understand the benefits of taking a vitamin D supplement



Taking a vitamin D supplement is especially important during winter



Coronavirus can be more severe for people who are overweight or obese



I am personally unlikely to catch coronavirus

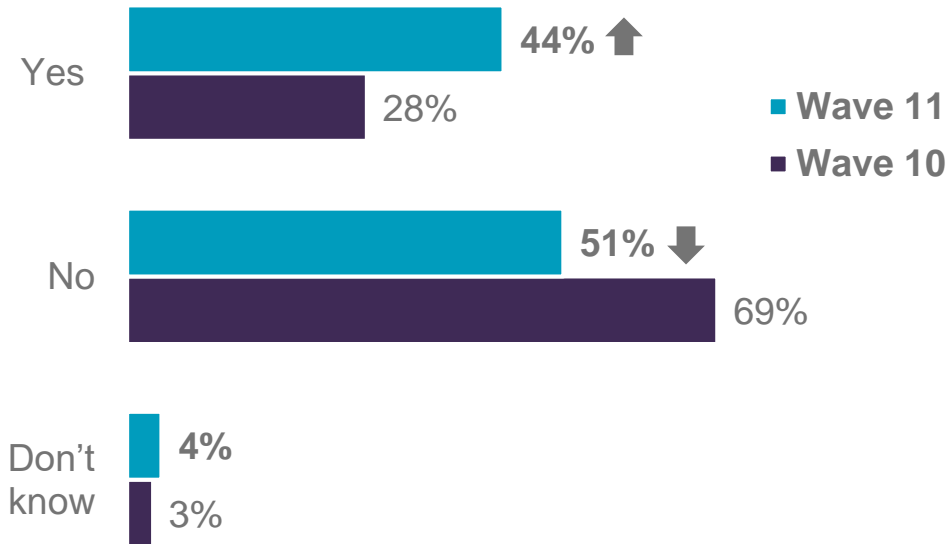


■ Don't know
■ Strongly disagree
■ Disagree
■ I neither agree nor disagree
■ Agree
■ Strongly agree

- 31% of 16-34yr olds think they are unlikely to catch Covid-19

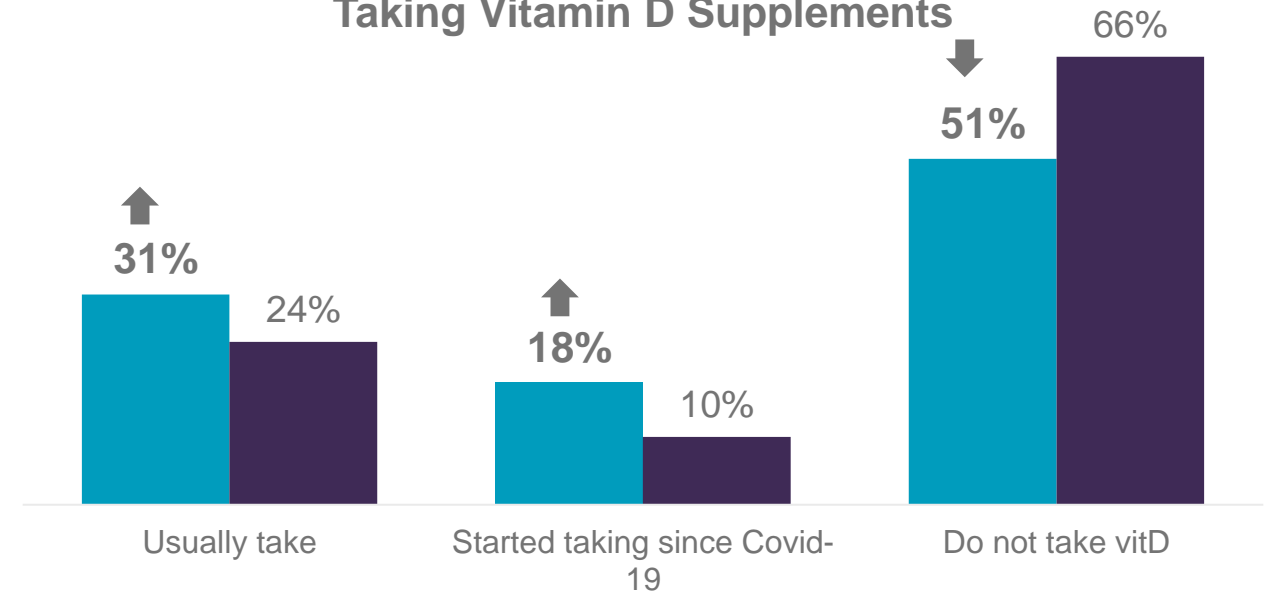
More than 4 in 10 had seen information on taking vitamin D supplements, and almost half now take a supplement – both significantly increased since July 2020.

Seen Information on Vitamin D



- Awareness was higher for 35+yr old age groups and those in AB socio-economic groups

Taking Vitamin D Supplements



- 55% of males do not take a vitamin D supplement
- 23% of those with children at home have started taking vitamin D since Covid-19

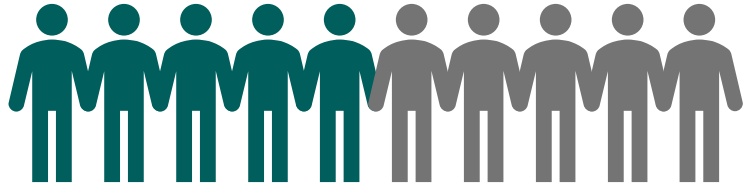
7. Food Establishments & Eating Out

This question set is designed to measure a range of issues relating to eating out of home, including:

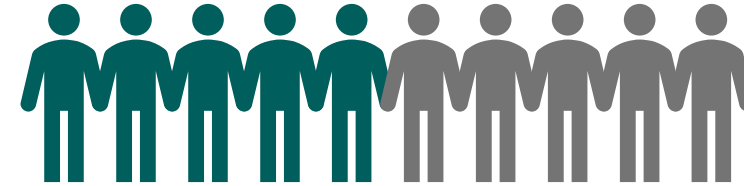
- Information provision
- Food hygiene certification



Half of consumers feel they can access the information they need to check that food is safe when eating out of home. Three-quarters feel that out of home establishments should pay more attention to food safety and hygiene.

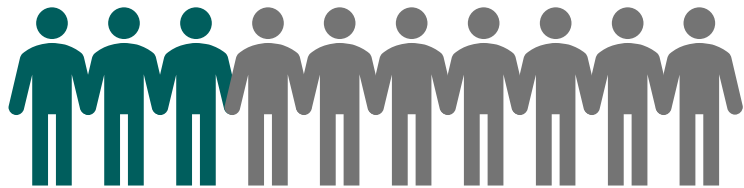


49% felt they had clear information on how to check if food eaten out of home is safe



↑ Wave 9
40%

50% agreed that out of home food establishments provide enough information to check that food is safe to eat



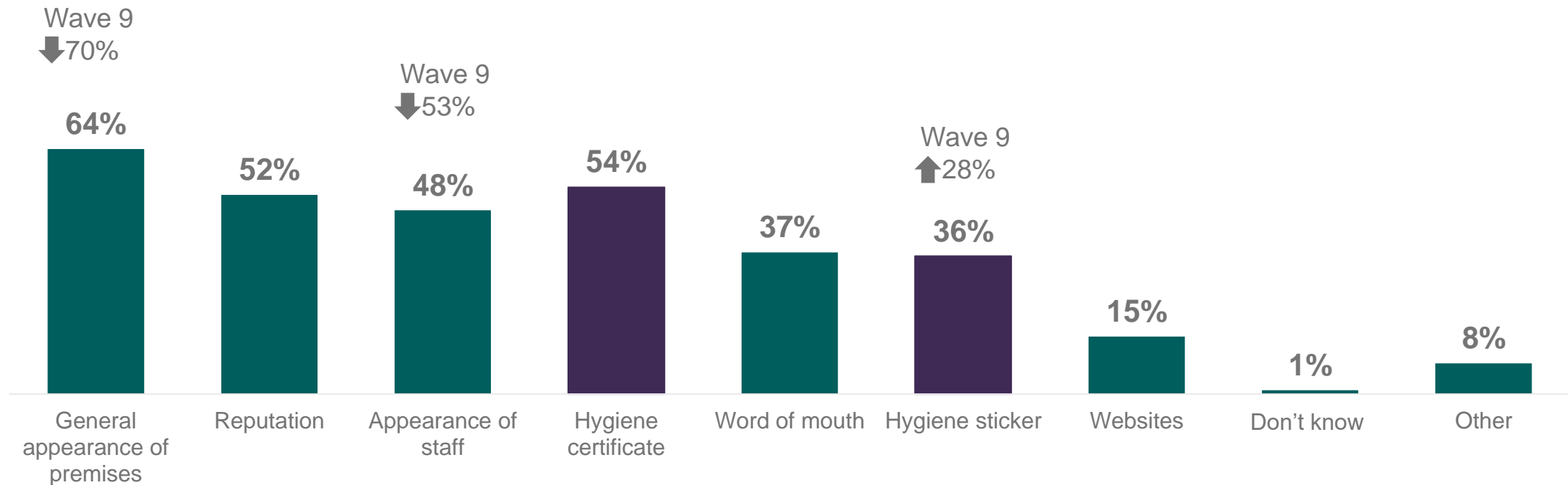
↑ Wave 9
24%

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



77% think restaurants / cafés / takeaways should pay more attention to food safety and hygiene

Although many judge hygiene standards of out of home establishments based on general and staff appearance, this has reduced since last year; and the proportion relying on hygiene certificates and stickers has increased.



Older age groups (55+yrs) were most likely to rely on general and staff appearance

Recognition of FHIS continues to increase, driven by an increase in those who have seen the logo / certificate online. Almost 3 in 10 had used the scheme in the previous year, and most claimed it had an impact on their decision to use an establishment.



Half would look on the FSS website to check hygiene inspection information, consistent with last year. The local council and the food business' own websites were more likely to be mentioned this wave.

Source of Food Hygiene Inspection Info



7. Allergens

This question set includes a series of measures relating to allergens including:

- understanding the incidence of specific allergens within households
- gauging whether information provided on food labels and by out of home establishments is sufficiently clear regarding allergens
- Monitoring attitudes amongst the general public towards those with allergens.

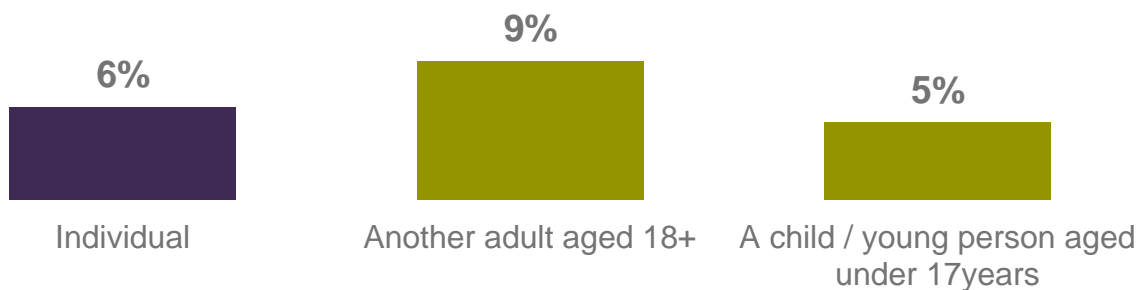


More than 1 in 10 households in Scotland contain at least one person with a food allergy. Allergies are more common in adults than children, with milk and nuts the most common types of food allergy.



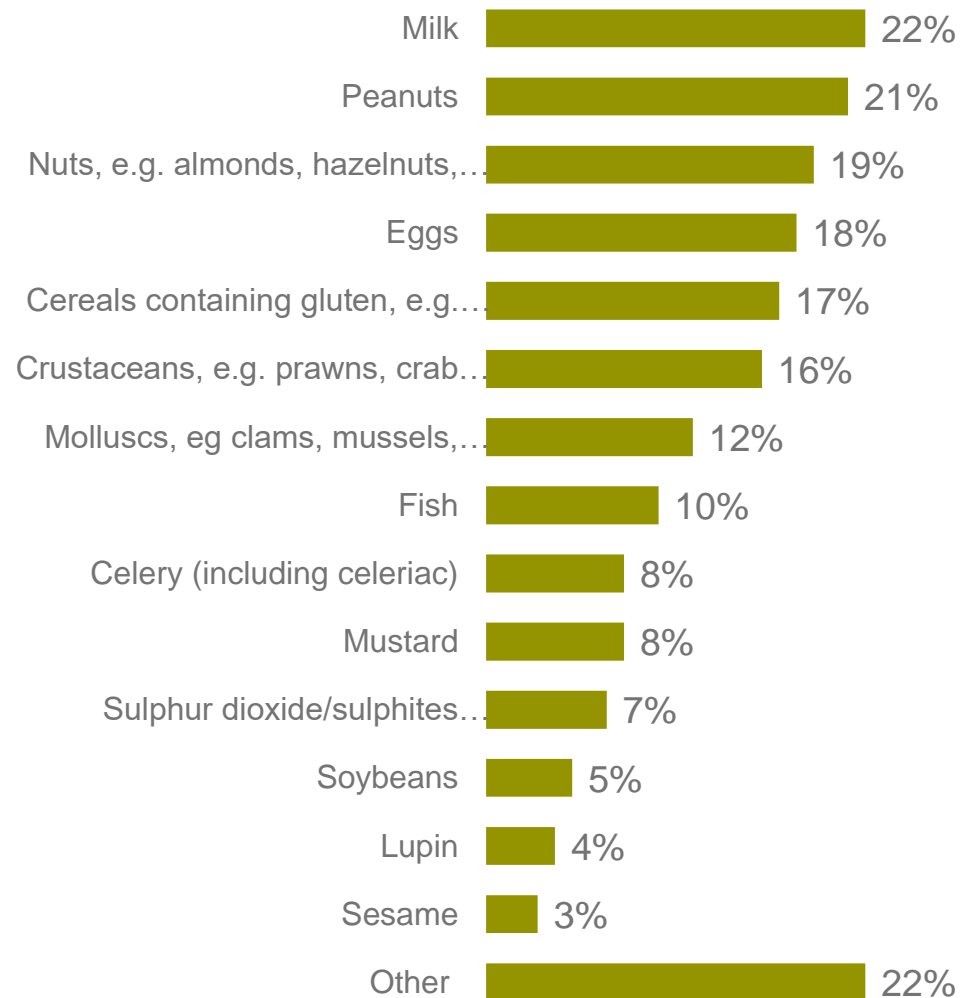
17% of Scottish households include at least one person with a food allergy

Food Allergies in Household



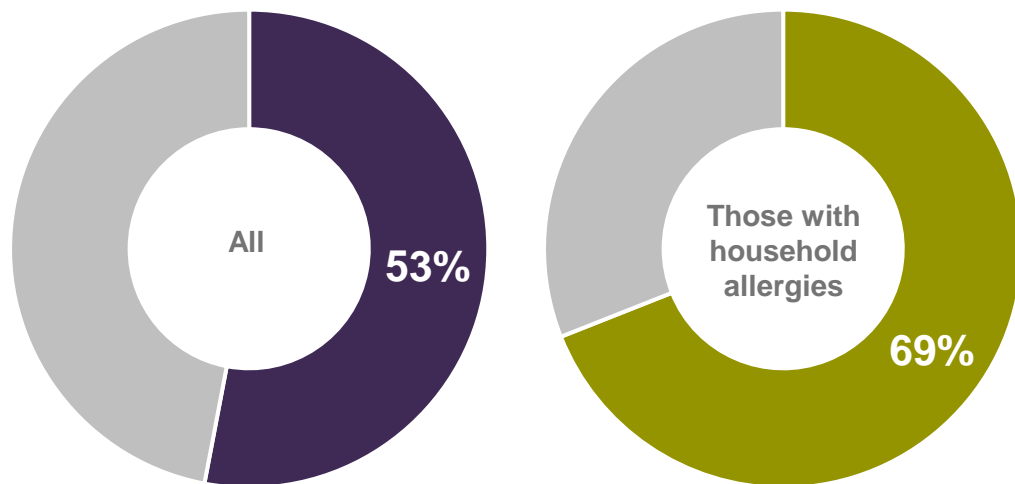
78% buy food for those with an allergy

Type of Food Allergy

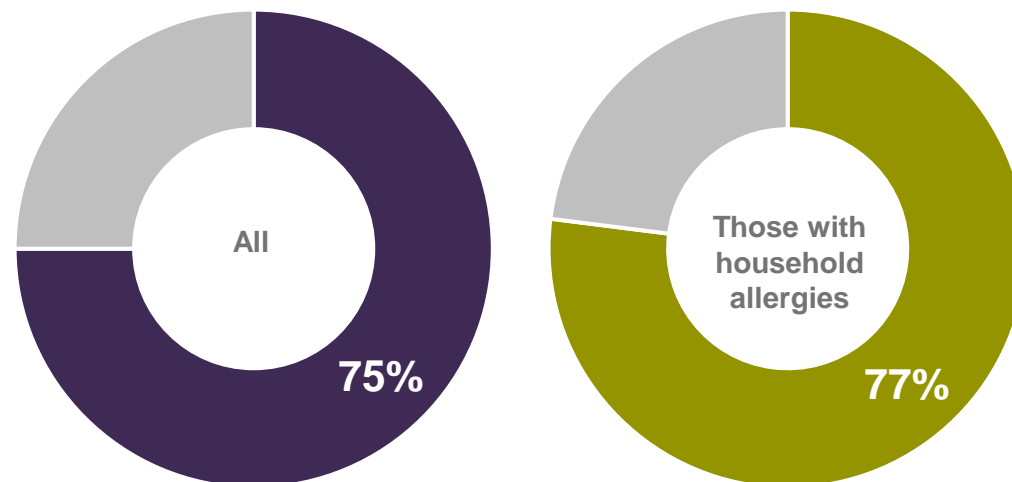


Those living in households with food allergies understandably have significantly higher levels of concern about allergens than the general public. Most feel they have clear information about ingredients that can cause allergic reactions.

Concerned about allergens

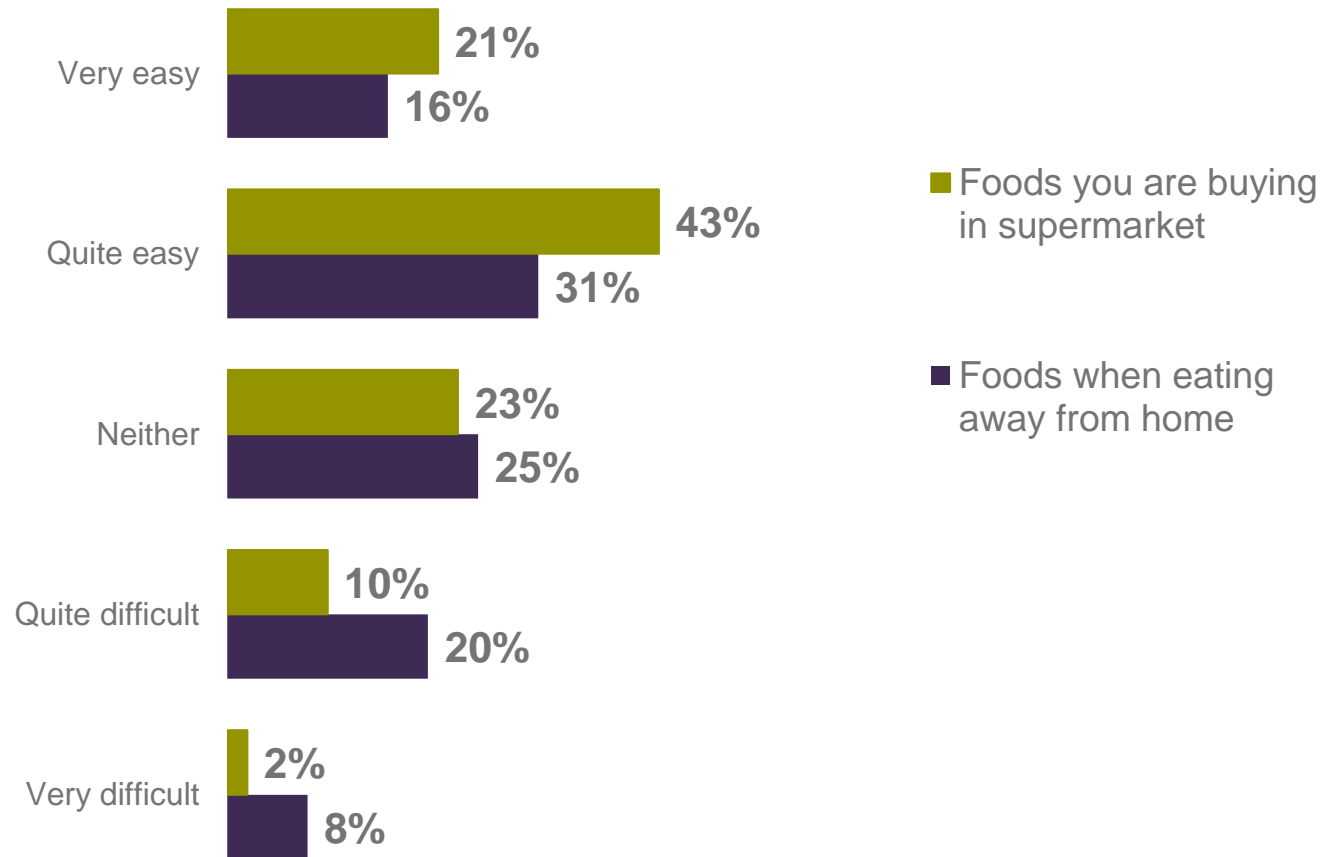


Clear info about ingredients that can cause allergic reactions

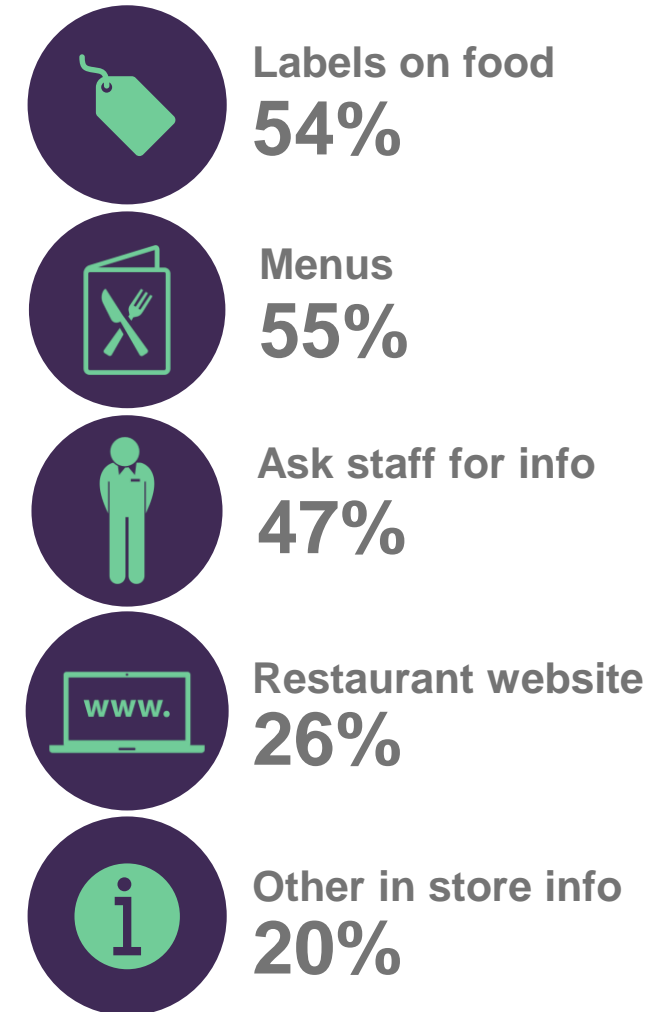


Finding allergy information remains easier for foods purchased in shops and supermarkets than when eating out of home. Printed information on labels or menus are the most commonly used sources of allergy information.

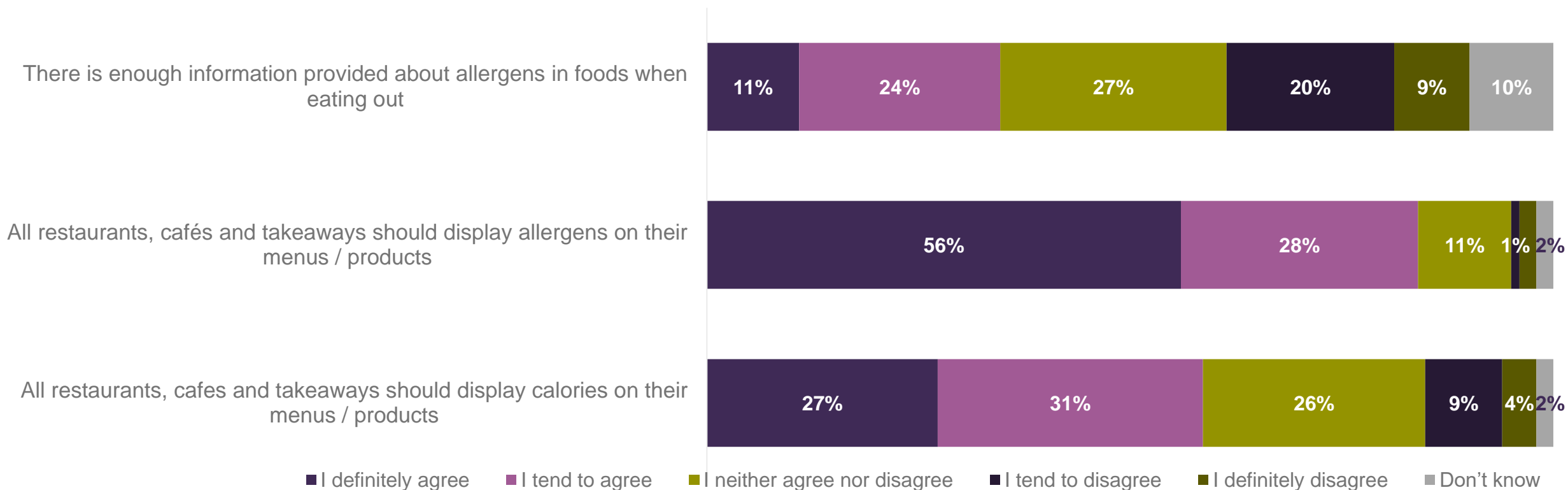
Ease of Finding Allergy Info



Main Sources of Allergy Info Out of Home



Just over a third think enough information is provided about allergens when eating out, and 84% believe all out of home establishments should display allergens on menus. Almost three-fifths support calories being shown on menus / products.

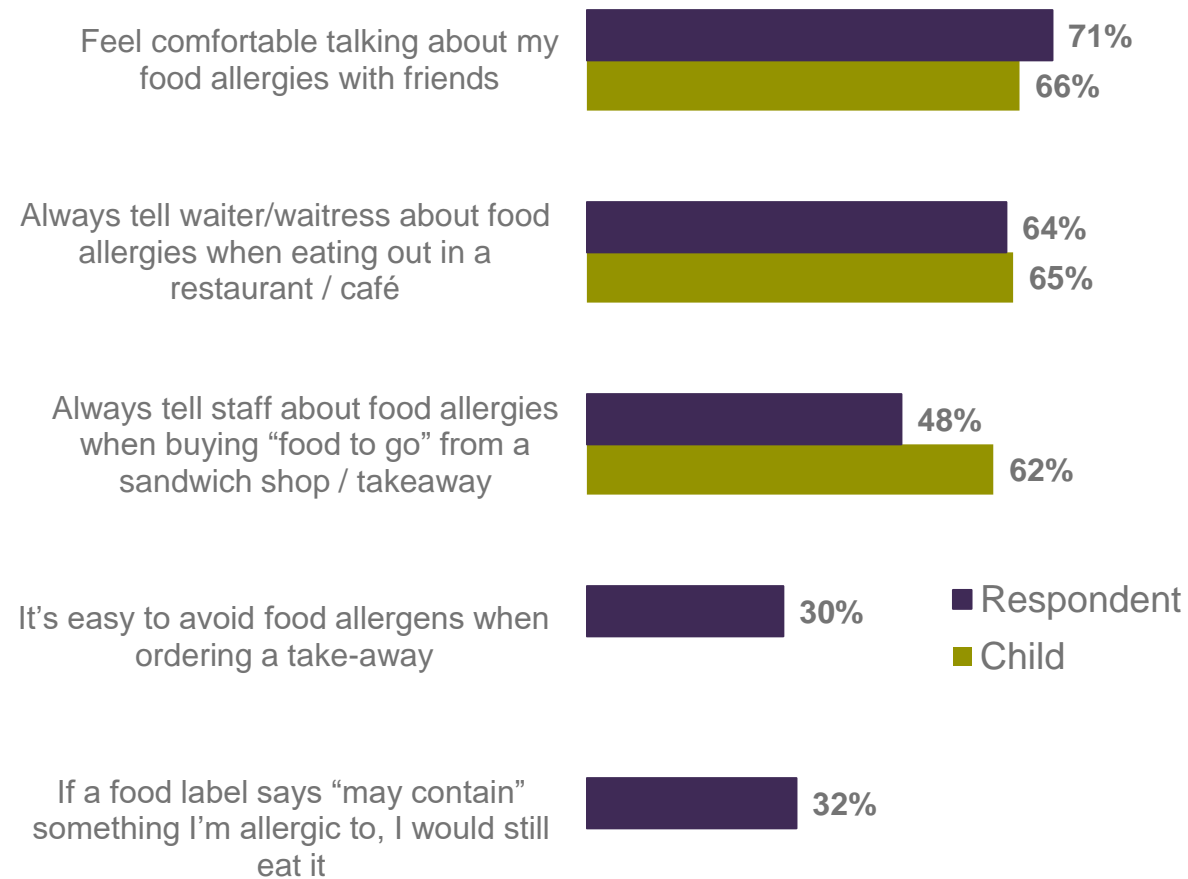


Almost half (46%) of those with food allergies in household feel there is enough info provided about allergens when eating out

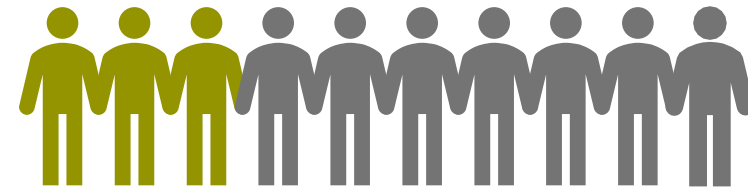
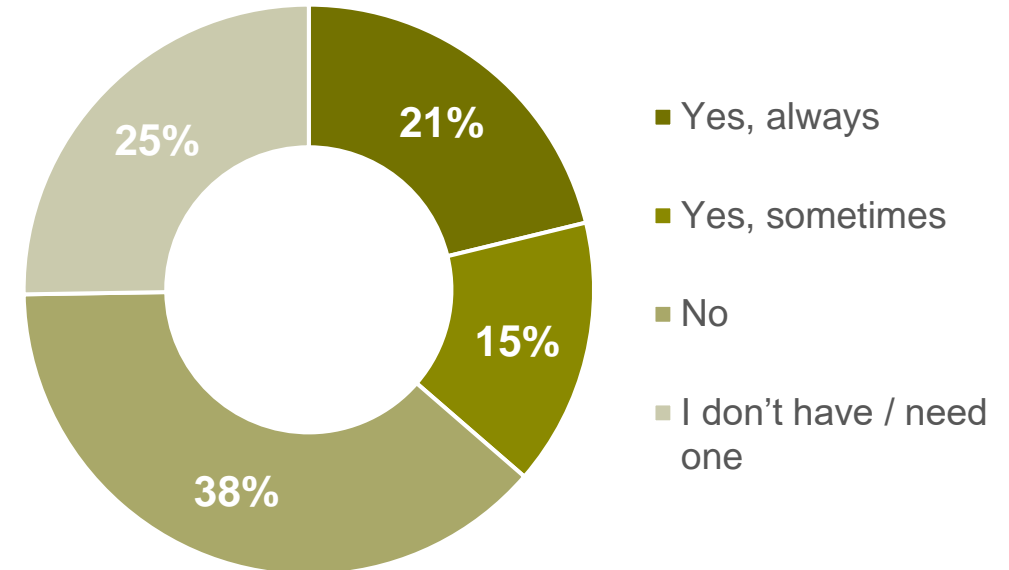
Data consistent with previous wave

Most adults and children with food allergies feel comfortable talking about them with friends and tend to inform staff when eating out of home. Around half of those who need an auto injector carry one at least some of the time.

Allergy Behaviours

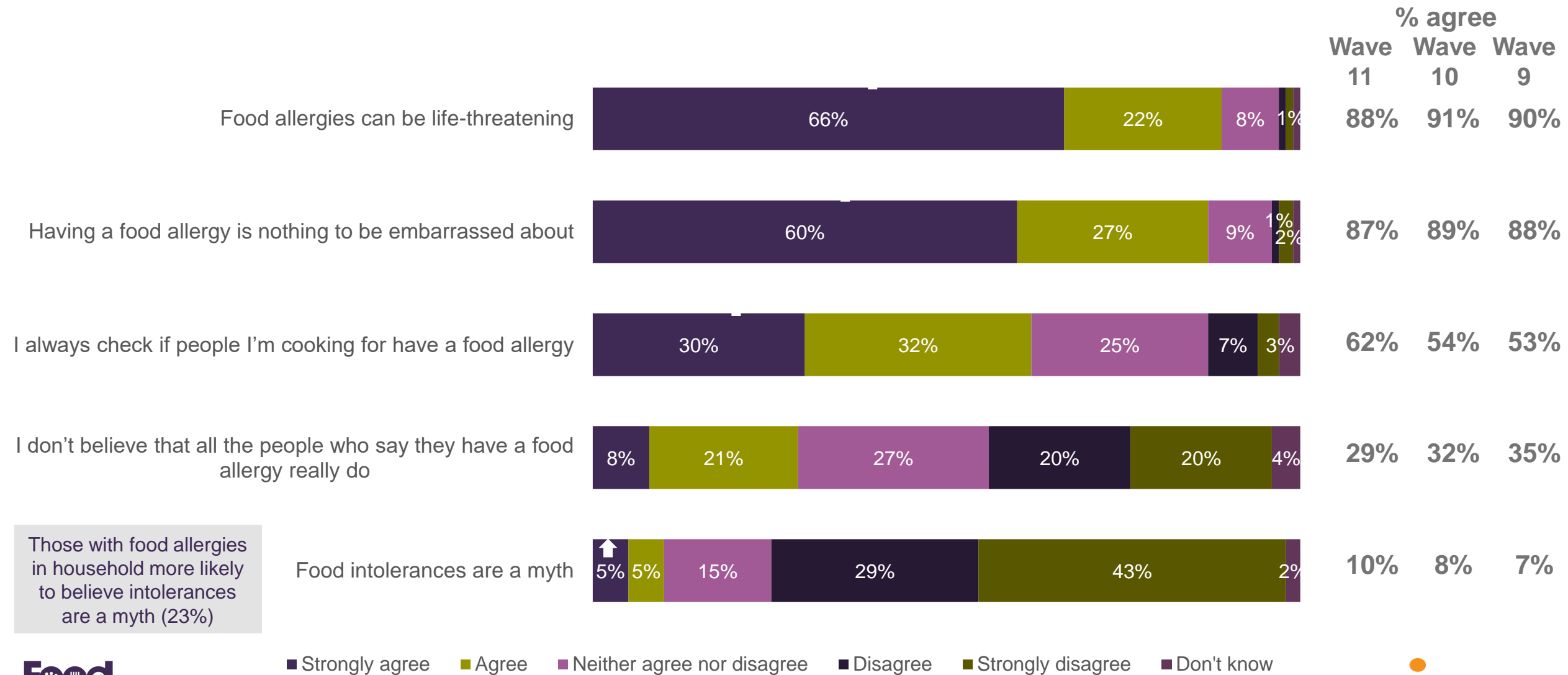


Carry Epipen / Auto Injector



27% are aware of the allergen alert system

Attitudes towards food allergies amongst the general public remain supportive, with increasing numbers understanding the severity of food allergies and feeling these are nothing to be embarrassed about.



Those with food allergies in household more likely to believe intolerances are a myth (23%)

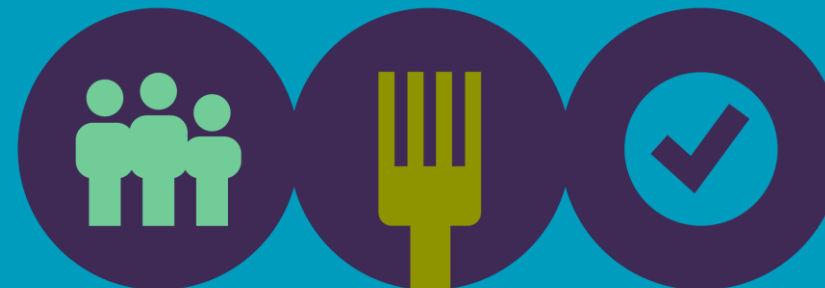


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Detailed Methodology

- The research methodology was designed to be consistent with previous waves to ensure comparability in terms of:
 - Data collection method and sampling approach
 - Online self-completion; sample drawn from multiple panel partners
 - Fieldwork dates
 - 8th – 22nd December 2020
 - Questionnaire design and length
 - Module approach; 30 minutes.
- The final sample size at Wave 11 was 1,016.
 - Base sizes at previous waves : Wave 1 (1003); Wave 2 (1000); Wave 3 (1000); Wave 4 (1000); Wave 5 (1000); Wave 6 (1002); Wave 7 (1,046); Wave 8 (1,069); Wave 9 (1,079); Wave 10 (1015).
- Weighting was applied to ensure the final dataset was representative of the Scottish adult population.
- Statistical testing was undertaken to identify significant differences between the latest dataset and that from previous waves, at the 95% confidence limit (research industry standard).
 - Where statistically significant differences exist, these are highlighted using bold up and down arrows.
- All research was undertaken in strict accordance with MRS Code of Conduct and GDPR legislation

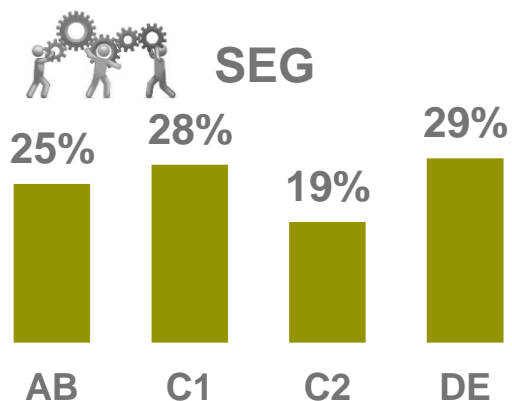
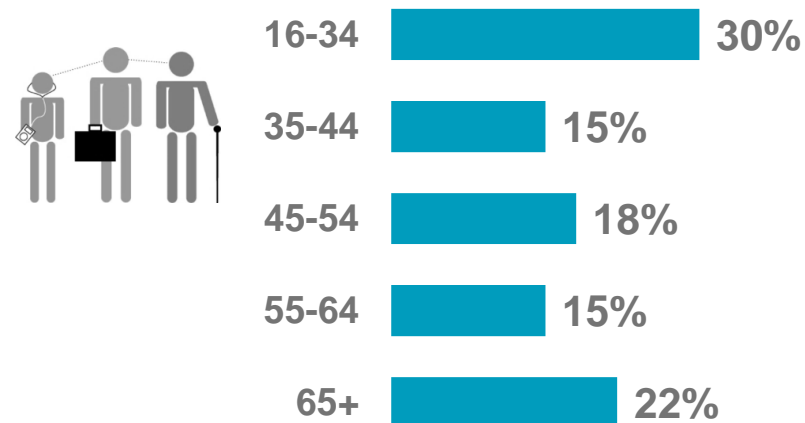
Sample Profile

Representative of Scottish population – data weighted on demographics to match previous waves.

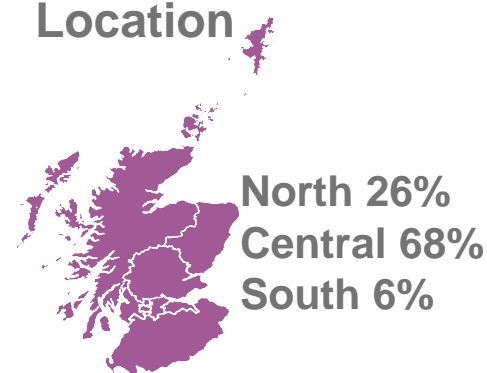
Gender



Age

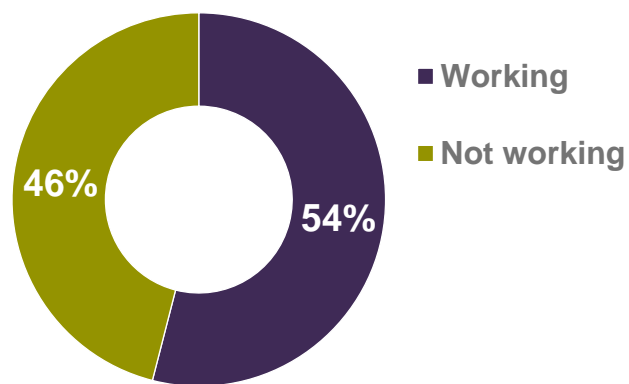


Location

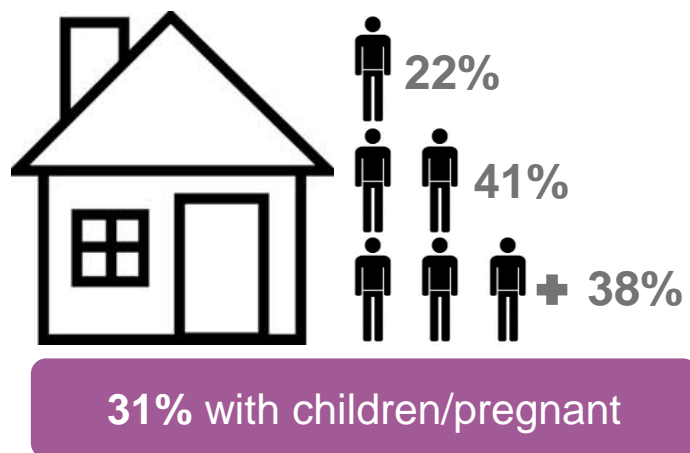


Sample Profile

Working status



Household composition



Ethnic Group

Net: White	97%
Net: Mixed or Multiple Ethnic Groups	1%
Net: Asian, Asian Scottish or Asian British	1%
Net: African	0%
Net: Caribbean or Black	0%
Net: Other ethnic group	0%
Would prefer not to say	1%

Health issues

