

FSS - Consumer Tracker - Wave 8

[illegible]

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q3 Which of the following groups does the Chief Income Earner... .Which of the following groups does the Chief Income Earner i...																
Semi or unskilled manual worker (e.g. Manual jobs that require no special training or qualifications; Manual workers, Apprentic...	14%	15%	13%	15%	20%	13%	16%	8%	2%	-	-	-	49%	15%	14%	9%
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/Ambulance Driver, HGV driver, Unqualified as...	19%	21%	18%	17%	22%	25%	24%	13%	8%	-	-	100%	-	20%	18%	24%
Supervisory or clerical / Junior managerial / Professional / administrator (e.g. Office worker, Student Doctor, Foreman with 25+ e...	27%	24%	29%	32%	25%	31%	21%	21%	22%	-	96%	-	-	25%	28%	29%
Intermediate managerial / Professional / Administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board directo...	19%	22%	17%	18%	16%	15%	17%	28%	32%	77%	-	-	-	18%	20%	15%
Higher managerial/ Professional/Administrative (e.g. Established doctor, Solicitor, Board Director in large Organisation (200+ em...	6%	6%	5%	8%	5%	4%	0%	9%	9%	23%	-	-	-	6%	6%	3%

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Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Student (living away from home)	1%	1%	1%	4%	-	-	-	-	-	-	4%	-	-	1%	1%	2%
Retired and living on state pension only	6%	6%	6%	0%	2%	-	4%	21%	26%	-	-	-	20%	8%	5%	5%
Unemployed (for over 6 months) or not working due to long term sickness	8%	5%	11%	6%	10%	13%	17%	-	-	-	-	-	30%	8%	8%	14%

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Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ3a Chief Income Earner																
AB	25%	29%	22%	26%	21%	18%	18%	37%	41%	100%	-	-	-	23%	26%	18%
C1	28%	25%	30%	36%	25%	31%	21%	21%	22%	-	100%	-	-	26%	29%	30%
C2	19%	21%	18%	17%	22%	25%	24%	13%	8%	-	-	100%	-	20%	18%	24%
DE	28%	26%	29%	22%	32%	26%	37%	29%	28%	-	-	-	100%	31%	27%	28%

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		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
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Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ4 Area of Scotland																
Northern Scotland	26%	27%	26%	22%	31%	26%	28%	26%	31%	24%	24%	28%	29%	100%	-	-
Central Scotland	68%	67%	69%	74%	65%	68%	64%	67%	55%	71%	70%	65%	65%	-	100%	-
Southern Scotland	6%	7%	6%	4%	4%	6%	8%	7%	14%	4%	7%	7%	6%	-	-	100%

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VQ5 Number in household																
1	26%	26%	27%	19%	26%	31%	36%	26%	28%	19%	29%	17%	37%	26%	26%	28%
2	40%	45%	36%	30%	24%	29%	54%	63%	62%	44%	40%	40%	35%	38%	39%	54%
3	16%	16%	16%	24%	19%	17%	7%	6%	6%	16%	16%	18%	13%	17%	15%	11%
4	14%	10%	17%	22%	22%	19%	2%	3%	3%	16%	12%	22%	10%	14%	15%	6%
5	2%	2%	2%	2%	5%	2%	-	1%	2%	3%	1%	1%	2%	3%	2%	-
6	1%	1%	2%	1%	3%	1%	0%	0%	-	1%	0%	2%	2%	1%	1%	-
7	0%	1%	-	-	1%	0%	-	-	-	-	-	0%	1%	-	0%	-
8+	1%	0%	1%	2%	-	1%	-	-	-	1%	1%	-	1%	1%	1%	-

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Q6 Children/Currently Pregnant																
Currently pregnant	1%	0%	1%	2%	2%	-	-	-	-	2%	1%	0%	1%	1%	1%	-
Any under 5 years old	9%	5%	12%	22%	13%	2%	-	0%	-	12%	6%	9%	9%	9%	9%	5%
Any 5 - 11 years old	13%	11%	14%	20%	27%	13%	1%	0%	-	13%	10%	14%	14%	16%	12%	4%
Any 12 - 15 years old	8%	6%	8%	9%	16%	11%	2%	-	2%	9%	5%	11%	6%	7%	8%	3%
Any 16 - 17 years old	4%	3%	5%	2%	9%	12%	0%	0%	-	4%	5%	6%	3%	6%	4%	-
No - no children under 18 in household/not currently pregnant	75%	80%	71%	58%	56%	71%	97%	99%	98%	72%	78%	70%	77%	72%	75%	89%

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VQ6 Kids in household																
Yes	25%	20%	29%	42%	44%	29%	3%	1%	2%	28%	22%	30%	23%	28%	25%	11%
No	75%	80%	71%	58%	56%	71%	97%	99%	98%	72%	78%	70%	77%	72%	75%	89%

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Q7 Had you heard of Food Standards Scotland before today?																
Yes	63%	60%	64%	68%	70%	62%	54%	59%	49%	58%	62%	67%	65%	62%	64%	51%
No	37%	40%	36%	32%	30%	38%	46%	41%	51%	42%	38%	33%	35%	38%	36%	49%

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		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	660	316	344	206	104	127	94	106	23	167	192	128	173	152	475	33
Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Q8 Which of these issues do you think Food Standards Scotland is responsible for?																
Ensuring the food you buy is safe to eat	71%	69%	71%	55%	71%	73%	73%	89%	97%	71%	71%	71%	69%	69%	70%	83%
Promoting food safety in the home	53%	56%	50%	40%	53%	57%	57%	65%	75%	55%	59%	49%	47%	53%	53%	53%
Promoting and enabling healthy eating	46%	45%	47%	43%	44%	44%	49%	53%	46%	50%	48%	43%	43%	40%	48%	52%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	34%	35%	34%	28%	35%	45%	35%	31%	43%	31%	35%	38%	34%	34%	34%	37%
Overseeing inspections of restaurants and other food businesses for food hygiene	62%	56%	66%	51%	65%	61%	69%	71%	89%	61%	65%	66%	58%	63%	62%	67%
Nutrition labelling information on food packaging	51%	48%	52%	44%	43%	55%	54%	61%	64%	52%	53%	41%	53%	47%	52%	55%
Date labels, such as "best before" and "use by" labels	54%	51%	56%	49%	46%	55%	61%	64%	69%	49%	57%	53%	57%	55%	53%	65%
Food authenticity – i.e. food is what it says it is on the packaging	62%	58%	64%	50%	59%	67%	70%	74%	79%	66%	64%	60%	59%	63%	60%	78%

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Country of origin labels, which identify where food comes from	49%	51%	48%	38%	40%	53%	56%	63%	80%	53%	53%	39%	49%	51%	48%	52%
Allergen labelling on all food packaging	52%	47%	55%	46%	48%	52%	56%	61%	66%	50%	55%	48%	53%	51%	52%	58%
Working with the food industry and business to improve standards	66%	67%	66%	50%	64%	72%	76%	82%	90%	67%	70%	69%	61%	69%	65%	76%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7%	6%	7%	8%	7%	7%	7%	5%	-	4%	9%	4%	9%	7%	7%	6%

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Base																
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Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Q9 How much do you trust or distrust Food Standards Scotland...																
I trust it a lot	23%	29%	19%	20%	21%	24%	19%	30%	33%	25%	19%	31%	19%	27%	22%	17%
I trust it	54%	47%	59%	54%	58%	56%	51%	53%	44%	52%	60%	46%	56%	53%	54%	56%
I neither trust it nor distrust it	20%	21%	19%	22%	16%	15%	27%	17%	24%	20%	18%	21%	19%	15%	21%	27%
I distrust it	1%	1%	1%	1%	1%	1%	-	-	-	0%	1%	-	1%	-	1%	-
I distrust it a lot	0%	1%	-	-	2%	1%	-	-	-	-	-	1%	1%	1%	0%	-
Don't know	2%	1%	3%	3%	3%	3%	3%	-	-	2%	3%	1%	3%	3%	2%	-

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Base																
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Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.78	3.76	3.78	3.79	3.83	3.69	3.71	3.83	3.74	3.74	3.70	3.85	3.82	3.78	3.78	3.64
Q10a Working in the best interests of Scotland and people who live here																
Excellent	20%	23%	19%	20%	22%	19%	19%	20%	23%	20%	13%	23%	25%	23%	20%	12%
Very good	39%	39%	40%	39%	44%	40%	28%	46%	38%	39%	43%	44%	34%	40%	40%	37%
Good	24%	19%	28%	25%	21%	23%	30%	25%	17%	20%	26%	25%	26%	23%	25%	24%
Fair	5%	8%	4%	5%	3%	6%	5%	6%	8%	7%	3%	5%	6%	6%	5%	9%
Poor	2%	3%	1%	1%	4%	4%	1%	-	5%	3%	2%	1%	1%	3%	2%	-
Don't know	9%	9%	9%	9%	8%	8%	17%	4%	10%	11%	12%	2%	9%	5%	10%	18%

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Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.64	3.64	3.63	3.66	3.76	3.60	3.42	3.71	3.45	3.59	3.51	3.80	3.66	3.65	3.65	3.37
Q10b Providing the right advice about food and nutrition related issues which affect you																
Excellent	17%	19%	15%	18%	20%	17%	13%	14%	11%	15%	11%	23%	18%	16%	17%	12%
Very good	34%	33%	34%	32%	33%	37%	23%	41%	42%	35%	34%	37%	30%	37%	34%	18%
Good	27%	24%	29%	31%	29%	20%	31%	25%	18%	23%	26%	29%	31%	21%	29%	39%
Fair	9%	10%	8%	9%	4%	11%	12%	7%	14%	11%	10%	6%	7%	10%	8%	12%
Poor	1%	2%	1%	-	1%	3%	2%	-	5%	2%	2%	1%	1%	2%	1%	-
Don't know	12%	12%	12%	10%	13%	11%	20%	12%	10%	13%	17%	5%	13%	14%	11%	19%

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Mean	3.72	3.74	3.70	3.71	3.62	3.76	3.78	3.78	3.52	3.65	3.66	3.89	3.69	3.80	3.68	3.83
Q10c Being an organisation which responds quickly to problems related to food																
Excellent	16%	18%	14%	16%	12%	21%	15%	15%	17%	12%	12%	20%	20%	20%	14%	18%
Very good	38%	38%	38%	38%	41%	35%	29%	45%	38%	38%	39%	46%	31%	38%	38%	31%
Good	24%	20%	26%	26%	24%	20%	25%	25%	8%	22%	24%	19%	27%	18%	26%	14%
Fair	5%	7%	4%	5%	5%	6%	3%	4%	18%	6%	3%	5%	7%	6%	5%	8%
Poor	2%	2%	2%	1%	4%	3%	-	1%	5%	2%	3%	1%	2%	2%	2%	-
Don't know	16%	14%	16%	14%	15%	14%	28%	11%	15%	20%	18%	9%	14%	16%	14%	30%

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Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.60	3.59	3.61	3.67	3.52	3.70	3.38	3.62	3.50	3.57	3.61	3.71	3.53	3.52	3.65	3.38
Q10d Helping people to understand food labels and what's in their food																
Excellent	16%	16%	16%	21%	11%	19%	13%	11%	11%	11%	15%	21%	17%	15%	17%	9%
Very good	36%	36%	35%	31%	40%	39%	23%	44%	43%	41%	34%	39%	31%	37%	35%	29%
Good	27%	25%	29%	29%	32%	20%	33%	24%	21%	23%	29%	26%	30%	25%	28%	32%
Fair	8%	9%	7%	7%	11%	6%	9%	8%	10%	8%	6%	9%	8%	10%	6%	15%
Poor	3%	3%	2%	3%	1%	5%	4%	1%	5%	3%	2%	2%	4%	5%	2%	-
Don't know	11%	11%	10%	9%	6%	12%	18%	12%	10%	14%	14%	3%	10%	8%	11%	15%

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Mean	3.77	3.76	3.78	3.75	3.78	3.82	3.74	3.77	3.69	3.69	3.74	3.92	3.74	3.75	3.80	3.45
Q10e Ensuring that food in Scotland is safe to eat																
Excellent	20%	20%	21%	19%	22%	24%	19%	17%	20%	16%	15%	30%	22%	23%	20%	10%
Very good	39%	40%	38%	37%	40%	35%	31%	50%	39%	40%	42%	40%	34%	37%	39%	38%
Good	26%	21%	29%	29%	24%	24%	28%	21%	28%	26%	27%	21%	28%	24%	26%	28%
Fair	6%	8%	5%	5%	6%	7%	7%	8%	4%	6%	5%	7%	6%	6%	5%	17%
Poor	1%	2%	1%	1%	2%	1%	-	1%	5%	2%	0%	1%	2%	3%	1%	-
Don't know	8%	9%	7%	8%	6%	9%	15%	4%	5%	9%	11%	2%	7%	7%	8%	8%

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Unweighted	660	316	344	206	104	127	94	106	23	167	192	128	173	152	475	33
Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.82	3.83	3.82	3.80	3.81	3.87	3.67	3.94	3.79	3.82	3.76	4.00	3.74	3.82	3.82	3.75
Q10f Being the experts when it comes to food safety																
Excellent	23%	25%	22%	22%	22%	28%	15%	25%	30%	20%	19%	34%	21%	26%	22%	19%
Very good	35%	35%	35%	34%	38%	29%	34%	41%	32%	39%	35%	34%	32%	34%	35%	31%
Good	27%	21%	31%	30%	30%	26%	28%	23%	17%	22%	30%	23%	32%	31%	26%	22%
Fair	5%	8%	4%	6%	4%	4%	6%	4%	16%	7%	4%	5%	6%	4%	6%	9%
Poor	1%	2%	-	-	1%	2%	1%	-	-	1%	1%	1%	1%	2%	0%	-
Don't know	9%	9%	9%	8%	7%	11%	17%	7%	5%	11%	11%	3%	9%	4%	10%	19%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	660	316	344	206	104	127	94	106	23	167	192	128	173	152	475	33
Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.56	3.55	3.57	3.60	3.57	3.65	3.49	3.51	3.27	3.48	3.52	3.71	3.55	3.59	3.57	3.24
Q10g Speaking to people in a way that's friendly and understandable																
Excellent	14%	14%	14%	14%	14%	20%	11%	9%	9%	11%	12%	19%	15%	13%	15%	3%
Very good	31%	35%	28%	35%	33%	26%	22%	33%	29%	30%	28%	39%	29%	36%	29%	27%
Good	29%	21%	34%	31%	29%	24%	33%	31%	15%	31%	29%	22%	32%	25%	31%	20%
Fair	9%	12%	7%	8%	10%	8%	8%	7%	18%	9%	8%	9%	8%	9%	8%	18%
Poor	1%	2%	1%	1%	1%	3%	-	1%	5%	1%	1%	2%	1%	2%	1%	-
Don't know	16%	17%	16%	10%	14%	19%	27%	19%	25%	18%	23%	9%	15%	14%	16%	32%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	660	316	344	206	104	127	94	106	23	167	192	128	173	152	475	33
Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.61	3.62	3.61	3.70	3.58	3.65	3.40	3.63	3.36	3.60	3.51	3.76	3.60	3.62	3.63	3.27
Q10h Being a dynamic and forward-looking organisation																
Excellent	16%	18%	16%	21%	15%	19%	11%	12%	8%	13%	11%	22%	20%	18%	17%	6%
Very good	30%	31%	29%	30%	30%	32%	19%	36%	29%	36%	27%	32%	26%	32%	29%	23%
Good	27%	23%	30%	27%	28%	23%	29%	27%	31%	21%	32%	29%	25%	21%	29%	27%
Fair	8%	9%	7%	7%	6%	10%	9%	5%	15%	8%	4%	5%	12%	9%	7%	11%
Poor	2%	3%	2%	2%	4%	2%	2%	2%	-	3%	3%	1%	2%	4%	2%	2%
Don't know	17%	17%	17%	13%	18%	15%	29%	18%	16%	19%	23%	10%	15%	16%	17%	30%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	660	316	344	206	104	127	94	106	23	167	192	128	173	152	475	33
Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.75	3.75	3.76	3.78	3.71	3.74	3.74	3.77	3.78	3.73	3.70	3.89	3.71	3.77	3.76	3.51
Q10i Taking action when needed to protect consumers																
Excellent	19%	22%	17%	21%	17%	18%	18%	18%	23%	17%	13%	29%	19%	20%	19%	9%
Very good	35%	34%	36%	33%	37%	40%	24%	44%	32%	34%	40%	36%	31%	38%	34%	32%
Good	25%	23%	27%	23%	28%	23%	33%	24%	26%	25%	22%	24%	29%	20%	27%	28%
Fair	6%	7%	5%	8%	4%	5%	3%	6%	9%	7%	6%	6%	5%	7%	5%	9%
Poor	1%	3%	-	0%	3%	3%	-	1%	-	-	1%	1%	2%	2%	1%	-
Don't know	14%	11%	15%	15%	13%	12%	22%	8%	10%	17%	18%	4%	13%	13%	13%	22%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	660	316	344	206	104	127	94	106	23	167	192	128	173	152	475	33
Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.68	3.73	3.66	3.65	3.74	3.76	3.59	3.67	3.70	3.64	3.67	3.81	3.63	3.77	3.67	3.36
Q10j Having the necessary expertise to help people in Scotland eat healthily																
Excellent	19%	21%	18%	20%	21%	23%	14%	14%	22%	17%	16%	25%	20%	24%	18%	17%
Very good	34%	35%	33%	29%	37%	33%	29%	42%	43%	32%	35%	38%	31%	33%	35%	20%
Good	27%	21%	31%	34%	27%	23%	27%	24%	16%	29%	27%	20%	31%	26%	28%	22%
Fair	8%	10%	7%	8%	7%	7%	10%	10%	10%	8%	7%	9%	8%	7%	8%	24%
Poor	1%	2%	1%	1%	1%	3%	-	-	5%	1%	1%	1%	2%	2%	1%	-
Don't know	10%	11%	10%	8%	7%	12%	20%	11%	4%	14%	14%	6%	7%	8%	11%	17%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	660	316	344	206	104	127	94	106	23	167	192	128	173	152	475	33
Weighted	669	264	406	217	113	119	86	108	26	155	184	136	194	173	463	33
Mean	3.70	3.70	3.70	3.72	3.69	3.76	3.51	3.75	3.71	3.67	3.67	3.79	3.69	3.67	3.73	3.51
Q10k Providing useful food safety advice																
Excellent	18%	18%	19%	19%	21%	19%	13%	18%	22%	17%	16%	20%	21%	17%	19%	18%
Very good	37%	40%	35%	38%	31%	41%	30%	45%	28%	36%	36%	45%	33%	41%	36%	24%
Good	28%	25%	31%	29%	34%	22%	32%	24%	30%	25%	29%	25%	32%	27%	28%	38%
Fair	7%	7%	7%	6%	7%	5%	9%	9%	9%	9%	5%	7%	7%	7%	7%	12%
Poor	1%	3%	0%	1%	1%	3%	2%	-	-	1%	2%	1%	1%	2%	1%	-
Don't know	8%	8%	8%	7%	6%	11%	14%	4%	11%	11%	12%	3%	6%	5%	9%	8%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11a Food poisoning																
Causes concern	81%	81%	80%	85%	79%	80%	75%	80%	79%	81%	79%	84%	81%	82%	81%	74%
Does not cause concern	19%	19%	20%	15%	21%	20%	25%	20%	21%	19%	21%	16%	19%	18%	19%	26%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11b Genetically Modified (GM) foods																
Causes concern	57%	51%	61%	58%	54%	65%	58%	51%	51%	54%	56%	61%	58%	55%	58%	62%
Does not cause concern	43%	49%	39%	42%	46%	35%	42%	49%	49%	46%	44%	39%	42%	45%	42%	38%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11c The feed given to livestock																
Causes concern	66%	60%	70%	61%	71%	72%	66%	66%	59%	69%	61%	65%	69%	67%	66%	58%
Does not cause concern	34%	40%	30%	39%	29%	28%	34%	34%	41%	31%	39%	35%	31%	33%	34%	42%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11d Animal welfare																
Causes concern	84%	78%	88%	81%	84%	88%	83%	86%	76%	84%	82%	85%	84%	83%	84%	80%
Does not cause concern	16%	22%	12%	19%	16%	12%	17%	14%	24%	16%	18%	15%	16%	17%	16%	20%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11e The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food																
Causes concern	84%	81%	87%	83%	80%	84%	87%	89%	87%	85%	86%	82%	85%	85%	84%	83%
Does not cause concern	16%	19%	13%	17%	20%	16%	13%	11%	13%	15%	14%	18%	15%	15%	16%	17%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11f The use of additives (such as preservatives and colouring) in food products																
Causes concern	67%	63%	69%	60%	65%	70%	71%	72%	68%	69%	69%	63%	65%	64%	67%	69%
Does not cause concern	33%	37%	31%	40%	35%	30%	29%	28%	32%	31%	31%	37%	35%	36%	33%	31%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11g Understanding the difference between date labels, such as "best before" and "use by" labels																
Causes concern	30%	29%	31%	34%	35%	29%	26%	26%	21%	27%	27%	34%	33%	28%	31%	23%
Does not cause concern	70%	71%	69%	66%	65%	71%	74%	74%	79%	73%	73%	66%	67%	72%	69%	77%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11h Food safety when eating out																
Causes concern	67%	66%	67%	66%	68%	69%	67%	69%	59%	65%	66%	70%	68%	64%	68%	67%
Does not cause concern	33%	34%	33%	34%	32%	31%	33%	31%	41%	35%	34%	30%	32%	36%	32%	33%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11i Food safety at home																
Causes concern	37%	36%	38%	44%	41%	36%	31%	29%	27%	37%	35%	41%	36%	34%	39%	27%
Does not cause concern	63%	64%	62%	56%	59%	64%	69%	71%	73%	63%	65%	59%	64%	66%	61%	73%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11j Food prices																
Causes concern	68%	63%	72%	73%	76%	68%	72%	51%	64%	65%	72%	65%	69%	68%	68%	67%
Does not cause concern	32%	37%	28%	27%	24%	32%	28%	49%	36%	35%	28%	35%	31%	32%	32%	33%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11k Food not being what the label says it is																
Causes concern	75%	71%	77%	72%	76%	75%	71%	81%	77%	72%	72%	77%	78%	73%	75%	76%
Does not cause concern	25%	29%	23%	28%	24%	25%	29%	19%	23%	28%	28%	23%	22%	27%	25%	24%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11I Allergens – things in food that cause allergic reactions																
Causes concern	54%	53%	55%	54%	53%	55%	52%	52%	67%	46%	55%	57%	58%	53%	54%	53%
Does not cause concern	46%	47%	45%	46%	47%	45%	48%	48%	33%	54%	45%	43%	42%	47%	46%	47%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11m Possibility of food supply shortages																
Causes concern	47%	42%	51%	55%	57%	45%	40%	35%	37%	46%	52%	49%	42%	49%	47%	43%
Does not cause concern	53%	58%	49%	45%	43%	55%	60%	65%	63%	54%	48%	51%	58%	51%	53%	57%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11n Impact of food production on the environment (e.g. carbon emissions, water scarcity)																
Causes concern	66%	61%	70%	68%	67%	68%	63%	61%	71%	68%	68%	66%	63%	65%	67%	61%
Does not cause concern	34%	39%	30%	32%	33%	32%	37%	39%	29%	32%	32%	34%	37%	35%	33%	39%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11o People having an unhealthy diet																
Causes concern	52%	48%	54%	59%	53%	49%	44%	47%	50%	52%	57%	51%	47%	52%	53%	41%
Does not cause concern	48%	52%	46%	41%	47%	51%	56%	53%	50%	48%	43%	49%	53%	48%	47%	59%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q11p Being encouraged to 'upsized' to bigger portions or add sides and extras when I'm out																
Causes concern	39%	36%	41%	41%	41%	36%	34%	43%	31%	39%	39%	45%	35%	36%	40%	39%
Does not cause concern	61%	64%	59%	59%	59%	64%	66%	57%	69%	61%	61%	55%	65%	64%	60%	61%

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q12a Price of food																
It will improve	8%	12%	6%	15%	10%	6%	3%	3%	5%	10%	6%	9%	9%	8%	9%	6%
There will be no change	18%	19%	16%	18%	17%	16%	19%	17%	21%	16%	14%	26%	17%	17%	18%	15%
It will get worse	66%	62%	69%	60%	66%	71%	68%	70%	67%	68%	69%	60%	66%	68%	65%	70%
Don't know	8%	7%	9%	7%	8%	6%	10%	10%	6%	6%	11%	6%	8%	7%	8%	9%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q12b Food safety																
It will improve	10%	10%	9%	13%	12%	8%	10%	7%	2%	12%	8%	10%	9%	9%	10%	10%
There will be no change	55%	59%	52%	52%	49%	55%	56%	61%	61%	54%	51%	59%	56%	53%	56%	52%
It will get worse	24%	23%	25%	23%	28%	24%	23%	24%	24%	26%	25%	22%	23%	25%	24%	19%
Don't know	11%	7%	14%	12%	11%	13%	11%	8%	13%	8%	15%	9%	12%	13%	10%	19%

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q12c Food availability																
It will improve	6%	6%	5%	10%	5%	4%	2%	4%	-	7%	4%	6%	6%	4%	6%	4%
There will be no change	38%	44%	34%	34%	43%	36%	47%	37%	32%	38%	36%	46%	35%	40%	38%	37%
It will get worse	45%	42%	47%	46%	39%	47%	41%	48%	52%	49%	46%	38%	45%	47%	44%	46%
Don't know	11%	7%	14%	10%	14%	13%	10%	11%	16%	7%	14%	10%	14%	9%	12%	13%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q12d Food being sustainable / environmentally friendly																
It will improve	9%	9%	9%	13%	8%	8%	7%	8%	2%	12%	7%	11%	8%	9%	9%	8%
There will be no change	48%	57%	41%	42%	44%	49%	53%	51%	56%	48%	41%	58%	47%	48%	48%	44%
It will get worse	28%	24%	30%	31%	28%	26%	23%	26%	27%	28%	31%	21%	28%	29%	27%	28%
Don't know	16%	10%	20%	14%	19%	17%	16%	15%	15%	13%	21%	10%	18%	14%	16%	20%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q12e Food fraud (food not being what it says it is on the label)																
It will improve	9%	13%	7%	11%	10%	8%	11%	8%	2%	14%	7%	9%	8%	10%	9%	8%
There will be no change	41%	44%	38%	44%	35%	41%	39%	38%	46%	41%	38%	46%	39%	38%	42%	38%
It will get worse	31%	31%	32%	27%	36%	32%	31%	33%	39%	31%	32%	28%	33%	36%	30%	33%
Don't know	19%	12%	23%	18%	20%	19%	19%	21%	13%	14%	23%	18%	19%	16%	19%	21%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q13a Eating a healthy balanced diet																
Yes	93%	92%	94%	94%	91%	92%	92%	95%	96%	94%	94%	94%	91%	92%	93%	96%
No	7%	8%	6%	6%	9%	8%	8%	5%	4%	6%	6%	6%	9%	8%	7%	4%

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q13b How to prepare and cook food safely and hygienically																
Yes	93%	91%	95%	90%	91%	97%	96%	93%	92%	92%	94%	92%	93%	92%	93%	94%
No	7%	9%	5%	10%	9%	3%	4%	7%	8%	8%	6%	8%	7%	8%	7%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q13c How to check whether the food I am eating when in a bar/café/restaurant is safe																
Yes	46%	44%	47%	53%	53%	47%	41%	38%	17%	40%	46%	49%	49%	46%	46%	50%
No	54%	56%	53%	47%	47%	53%	59%	62%	83%	60%	54%	51%	51%	54%	54%	50%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q13d What the labels on the food that I buy mean																
Yes	79%	78%	79%	79%	78%	85%	77%	77%	69%	78%	80%	76%	80%	78%	79%	79%
No	21%	22%	21%	21%	22%	15%	23%	23%	31%	22%	20%	24%	20%	22%	21%	21%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q13e Ingredients in food which could cause allergic reactions																
Yes	79%	74%	82%	88%	81%	76%	77%	72%	58%	80%	78%	80%	77%	78%	80%	69%
No	21%	26%	18%	12%	19%	24%	23%	28%	42%	20%	22%	20%	23%	22%	20%	31%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q14 Have you seen or heard any advertising or publicity recen...																
Preventing food poisoning	12%	9%	13%	15%	9%	10%	10%	11%	8%	10%	8%	19%	11%	11%	12%	7%
Food safety when preparing and cooking food at home	13%	13%	14%	16%	12%	14%	10%	12%	14%	15%	9%	13%	16%	15%	13%	10%
Food poisoning from chicken	17%	17%	17%	17%	17%	13%	14%	21%	23%	14%	15%	20%	20%	18%	16%	16%
How to eat more healthily when you're eating out	14%	13%	15%	21%	14%	12%	9%	11%	10%	12%	11%	17%	18%	15%	14%	10%
Saying no to 'upsizing' of food and drink when eating out	24%	20%	26%	24%	25%	25%	18%	25%	25%	19%	23%	21%	30%	23%	24%	18%
Food allergies	18%	18%	19%	18%	20%	13%	16%	22%	29%	16%	18%	17%	22%	17%	19%	20%
Other	0%	0%	0%	0%	-	-	-	-	2%	0%	0%	-	-	-	0%	1%
Not seen/heard any advertising about food issues	54%	56%	52%	44%	50%	63%	65%	56%	45%	58%	56%	52%	49%	54%	53%	64%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q15 Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you...																
Very healthy	10%	10%	10%	8%	9%	9%	9%	17%	9%	14%	5%	12%	10%	9%	10%	15%
Quite healthy	50%	49%	50%	46%	47%	52%	52%	51%	59%	56%	51%	53%	41%	51%	48%	60%
Neither healthy nor unhealthy	24%	25%	23%	25%	26%	24%	27%	21%	14%	21%	24%	21%	29%	24%	25%	13%
Not very healthy	11%	11%	11%	15%	14%	8%	8%	9%	6%	5%	15%	11%	12%	10%	12%	7%
Not at all healthy	3%	3%	3%	3%	4%	5%	4%	1%	5%	2%	3%	3%	5%	5%	2%	2%
It varies too much to say	2%	2%	3%	4%	1%	2%	2%	1%	7%	3%	3%	1%	3%	0%	3%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	783	388	395	245	112	142	111	138	35	234	222	157	170	184	553	46
Weighted	787	325	462	259	119	134	103	134	38	217	211	168	190	205	536	46
Q16 And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snack...																
Very healthy	9%	12%	7%	9%	9%	7%	5%	14%	12%	15%	4%	11%	7%	6%	10%	13%
Quite healthy	48%	50%	46%	45%	42%	48%	57%	50%	50%	52%	50%	46%	41%	58%	44%	46%
Neither healthy nor unhealthy	24%	25%	23%	25%	27%	25%	23%	21%	15%	19%	24%	23%	30%	21%	26%	17%
Not very healthy	15%	10%	19%	15%	20%	19%	10%	12%	16%	8%	18%	17%	20%	12%	16%	20%
Not at all healthy	2%	1%	2%	3%	1%	1%	4%	-	4%	2%	1%	2%	2%	3%	2%	2%
It varies too much to say	2%	2%	2%	3%	1%	1%	1%	3%	3%	4%	3%	1%	-	1%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q17a The amount of salt in food																
A lot	34%	33%	35%	32%	26%	37%	33%	41%	37%	35%	34%	33%	33%	32%	34%	37%
A little	51%	51%	52%	55%	58%	45%	55%	43%	50%	50%	53%	53%	50%	53%	51%	47%
Not at all	15%	16%	14%	13%	17%	18%	12%	15%	13%	15%	14%	13%	17%	14%	15%	16%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q17b The amount of sugar in food																
A lot	45%	38%	49%	45%	34%	49%	45%	48%	49%	46%	49%	42%	42%	47%	45%	39%
A little	45%	50%	41%	46%	53%	38%	50%	42%	37%	45%	44%	47%	45%	42%	45%	50%
Not at all	10%	12%	9%	9%	13%	13%	6%	11%	14%	9%	8%	11%	14%	11%	10%	11%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q17c The amount of fat in food																
A lot	34%	31%	36%	36%	27%	37%	31%	37%	33%	33%	33%	34%	36%	34%	34%	37%
A little	53%	56%	50%	53%	56%	46%	62%	49%	48%	51%	56%	54%	50%	54%	53%	45%
Not at all	13%	13%	14%	11%	17%	17%	8%	13%	20%	16%	11%	13%	14%	12%	13%	18%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q17d The amount of saturated fat in food																
A lot	38%	36%	40%	39%	31%	45%	33%	39%	52%	33%	42%	37%	40%	37%	39%	39%
A little	50%	50%	49%	51%	56%	42%	57%	50%	31%	53%	50%	51%	46%	53%	49%	42%
Not at all	12%	14%	11%	10%	13%	14%	11%	11%	17%	14%	8%	12%	14%	9%	12%	19%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18a The experts contradict each other over what foods are good or bad for you																
I definitely disagree	2%	3%	2%	4%	3%	1%	-	2%	4%	3%	2%	2%	3%	3%	2%	3%
I tend to disagree	7%	8%	7%	13%	5%	6%	1%	8%	9%	11%	7%	8%	5%	7%	7%	10%
I neither agree nor disagree	27%	27%	27%	30%	26%	30%	26%	26%	11%	24%	25%	30%	30%	27%	28%	19%
I tend to agree	37%	37%	37%	32%	42%	37%	38%	38%	52%	38%	40%	40%	32%	41%	36%	29%
I definitely agree	23%	23%	23%	16%	24%	25%	33%	26%	17%	23%	22%	18%	27%	21%	23%	31%
Don't know	3%	2%	4%	6%	1%	2%	2%	1%	7%	2%	4%	3%	2%	1%	3%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18b I get confused over what's supposed to be healthy and what isn't																
I definitely disagree	16%	13%	18%	13%	10%	18%	17%	22%	21%	22%	16%	11%	14%	16%	15%	30%
I tend to disagree	25%	23%	27%	24%	32%	27%	22%	21%	30%	25%	26%	34%	19%	28%	24%	23%
I neither agree nor disagree	27%	29%	25%	24%	27%	27%	27%	32%	27%	22%	25%	30%	31%	25%	28%	26%
I tend to agree	22%	24%	21%	26%	21%	20%	24%	19%	15%	21%	24%	15%	26%	22%	23%	14%
I definitely agree	8%	9%	7%	10%	10%	6%	10%	6%	2%	8%	7%	8%	9%	9%	8%	4%
Don't know	2%	1%	2%	4%	1%	2%	-	-	5%	1%	2%	2%	2%	1%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18c As long as you take enough exercise you can eat whatever you want																
I definitely disagree	11%	10%	11%	7%	7%	16%	14%	12%	8%	10%	11%	10%	11%	12%	10%	15%
I tend to disagree	37%	33%	40%	36%	35%	32%	39%	41%	44%	43%	39%	33%	31%	37%	37%	39%
I neither agree nor disagree	27%	30%	25%	22%	29%	27%	28%	34%	27%	25%	25%	28%	31%	25%	28%	29%
I tend to agree	17%	20%	16%	20%	22%	20%	13%	11%	16%	14%	18%	21%	17%	21%	17%	13%
I definitely agree	5%	6%	5%	10%	5%	4%	4%	1%	-	6%	4%	5%	6%	3%	7%	1%
Don't know	2%	2%	3%	4%	1%	2%	2%	1%	5%	1%	3%	3%	3%	3%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	254	103	151	120	64	60	6	3	1	74	67	56	57	66	181	7
Weighted	264	86	178	131	68	56	5	2	1	70	66	61	67	78	179	7
Q18d I think my children are a healthy weight for their age and height																
I definitely disagree	2%	1%	2%	2%	2%	3%	-	-	-	3%	1%	2%	2%	1%	2%	-
I tend to disagree	4%	7%	2%	4%	2%	5%	16%	-	-	3%	2%	4%	6%	4%	3%	16%
I neither agree nor disagree	17%	24%	14%	17%	19%	9%	17%	100%	100%	13%	12%	29%	16%	13%	19%	12%
I tend to agree	34%	38%	33%	34%	35%	34%	50%	-	-	47%	32%	23%	33%	35%	34%	39%
I definitely agree	39%	28%	44%	36%	43%	47%	16%	-	-	32%	47%	38%	40%	42%	38%	33%
Don't know	4%	3%	5%	8%	-	1%	-	-	-	3%	6%	4%	4%	4%	5%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	261	105	156	125	66	60	6	3	1	78	68	57	58	67	187	7
Weighted	271	87	184	136	71	56	5	2	1	75	67	61	68	79	185	7
Q18e I'm worried about the possibility of me or my children getting diabetes later in life																
I definitely disagree	7%	6%	7%	8%	3%	9%	-	-	-	4%	7%	4%	12%	1%	10%	-
I tend to disagree	18%	16%	19%	16%	19%	25%	16%	-	-	14%	20%	18%	22%	22%	16%	45%
I neither agree nor disagree	25%	20%	27%	25%	30%	20%	17%	-	100%	20%	23%	30%	28%	26%	25%	12%
I tend to agree	30%	33%	28%	31%	32%	25%	31%	64%	-	45%	27%	25%	20%	24%	33%	12%
I definitely agree	19%	24%	16%	19%	15%	21%	36%	36%	-	17%	21%	20%	17%	26%	15%	32%
Don't know	1%	-	1%	2%	-	-	-	-	-	-	2%	2%	-	-	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18f I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease																
I definitely disagree	2%	2%	1%	3%	2%	2%	1%	1%	-	2%	1%	2%	2%	2%	2%	3%
I tend to disagree	2%	3%	2%	5%	1%	1%	1%	1%	5%	2%	3%	2%	2%	1%	3%	-
I neither agree nor disagree	11%	14%	9%	15%	12%	9%	10%	10%	2%	6%	10%	16%	13%	9%	12%	10%
I tend to agree	33%	34%	32%	27%	37%	32%	35%	37%	34%	36%	28%	33%	34%	37%	32%	22%
I definitely agree	51%	46%	54%	47%	47%	56%	54%	51%	51%	54%	55%	45%	47%	49%	50%	64%
Don't know	2%	1%	2%	4%	-	1%	0%	-	9%	1%	2%	2%	2%	2%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18g I tend to eat more unhealthily at home than when eating out																
I definitely disagree	19%	18%	19%	11%	18%	19%	20%	27%	29%	20%	18%	20%	17%	18%	18%	35%
I tend to disagree	28%	24%	31%	28%	24%	33%	28%	26%	31%	31%	31%	26%	23%	29%	27%	30%
I neither agree nor disagree	31%	35%	28%	29%	32%	27%	39%	30%	28%	28%	27%	32%	36%	30%	32%	25%
I tend to agree	13%	14%	12%	18%	14%	12%	8%	12%	6%	11%	17%	11%	12%	14%	13%	4%
I definitely agree	8%	8%	8%	11%	10%	9%	4%	5%	-	8%	4%	10%	10%	8%	8%	3%
Don't know	2%	1%	2%	3%	0%	1%	1%	-	7%	2%	2%	2%	2%	1%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	254	103	151	120	64	60	6	3	1	74	67	56	57	66	181	7
Weighted	264	86	178	131	68	56	5	2	1	70	66	61	67	78	179	7
Q18h I'm worried about the types of food my child(ren) is/are eating																
I definitely disagree	5%	7%	4%	6%	2%	5%	-	36%	-	2%	5%	7%	7%	3%	6%	-
I tend to disagree	19%	14%	21%	16%	20%	26%	16%	-	-	14%	23%	14%	23%	24%	16%	37%
I neither agree nor disagree	28%	25%	29%	31%	28%	20%	17%	32%	100%	26%	27%	29%	29%	27%	28%	30%
I tend to agree	29%	30%	29%	26%	32%	32%	50%	32%	-	28%	30%	35%	25%	26%	31%	17%
I definitely agree	17%	22%	14%	18%	16%	17%	16%	-	-	27%	13%	12%	15%	20%	16%	16%
Don't know	2%	2%	3%	4%	3%	-	-	-	-	3%	2%	4%	2%	1%	3%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18i I think the problems around people in Scotland being overweight or obese are exaggerated																
I definitely disagree	21%	26%	19%	16%	15%	20%	24%	35%	25%	28%	21%	17%	19%	23%	20%	27%
I tend to disagree	35%	35%	35%	28%	32%	42%	40%	38%	40%	37%	42%	32%	29%	35%	35%	39%
I neither agree nor disagree	21%	18%	23%	25%	24%	19%	23%	14%	17%	16%	19%	26%	24%	18%	22%	18%
I tend to agree	13%	11%	14%	18%	19%	10%	8%	8%	5%	11%	10%	14%	18%	16%	12%	7%
I definitely agree	6%	7%	5%	8%	7%	7%	4%	2%	5%	6%	3%	8%	7%	6%	6%	2%
Don't know	3%	2%	4%	4%	4%	2%	2%	2%	7%	3%	4%	3%	3%	2%	3%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18j Eating things like cakes, biscuits, chocolates or sweets makes me feel good																
I definitely disagree	8%	7%	8%	8%	6%	6%	7%	12%	8%	7%	9%	7%	8%	9%	7%	14%
I tend to disagree	14%	11%	17%	12%	10%	16%	16%	16%	26%	15%	14%	20%	11%	17%	13%	15%
I neither agree nor disagree	31%	34%	28%	25%	37%	31%	36%	33%	25%	27%	29%	33%	34%	28%	32%	32%
I tend to agree	34%	35%	34%	36%	31%	36%	34%	30%	33%	36%	37%	28%	34%	35%	34%	35%
I definitely agree	11%	11%	11%	15%	16%	11%	7%	8%	2%	12%	10%	10%	13%	11%	12%	3%
Don't know	1%	1%	2%	4%	-	1%	-	-	6%	2%	2%	2%	1%	1%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18k I think there are too many children who are not a healthy weight for their age and height																
I definitely disagree	1%	3%	1%	2%	2%	1%	1%	2%	-	2%	1%	1%	2%	2%	1%	-
I tend to disagree	3%	4%	3%	5%	4%	2%	2%	2%	4%	2%	4%	2%	5%	4%	3%	2%
I neither agree nor disagree	19%	18%	19%	21%	22%	17%	19%	16%	11%	13%	19%	21%	21%	17%	20%	12%
I tend to agree	34%	33%	35%	33%	38%	40%	29%	31%	33%	35%	34%	37%	32%	40%	32%	38%
I definitely agree	38%	40%	36%	32%	31%	36%	45%	47%	45%	45%	38%	33%	35%	36%	38%	42%
Don't know	4%	3%	6%	7%	4%	3%	3%	3%	7%	3%	4%	5%	5%	1%	6%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18I There are too many people who eat unhealthily in Scotland																
I definitely disagree	2%	3%	1%	1%	2%	1%	2%	2%	2%	2%	0%	3%	2%	2%	1%	2%
I tend to disagree	3%	3%	4%	5%	3%	2%	4%	2%	-	3%	3%	3%	5%	4%	3%	2%
I neither agree nor disagree	19%	17%	20%	20%	26%	22%	18%	11%	15%	13%	16%	26%	22%	19%	19%	16%
I tend to agree	34%	33%	35%	33%	32%	33%	35%	39%	30%	36%	40%	30%	30%	34%	34%	32%
I definitely agree	38%	41%	36%	34%	35%	40%	39%	43%	43%	45%	37%	35%	36%	38%	38%	43%
Don't know	4%	3%	4%	6%	2%	2%	2%	2%	9%	2%	4%	4%	4%	2%	4%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Scotland	Central Scotland	Southern Scotland
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18m Eating healthy food makes me feel good about myself																
I definitely disagree	1%	2%	1%	2%	-	1%	1%	0%	-	1%	1%	2%	1%	1%	2%	-
I tend to disagree	6%	8%	4%	6%	8%	4%	5%	5%	10%	6%	4%	4%	8%	6%	5%	6%
I neither agree nor disagree	25%	31%	21%	15%	28%	21%	35%	36%	28%	23%	24%	24%	28%	21%	27%	27%
I tend to agree	37%	36%	38%	34%	38%	43%	39%	36%	29%	36%	41%	36%	35%	41%	36%	33%
I definitely agree	29%	22%	34%	40%	26%	29%	20%	23%	29%	33%	27%	32%	26%	30%	29%	32%
Don't know	2%	1%	2%	4%	-	2%	1%	-	5%	1%	2%	3%	2%	2%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18n I know that in Scotland, we have to make some significant changes to what we eat to be more healthy																
I definitely disagree	1%	2%	1%	1%	-	1%	0%	4%	-	1%	2%	2%	2%	2%	1%	-
I tend to disagree	5%	5%	4%	8%	4%	3%	2%	3%	6%	3%	4%	6%	6%	4%	5%	7%
I neither agree nor disagree	19%	20%	19%	22%	22%	18%	19%	15%	18%	16%	17%	24%	21%	18%	20%	14%
I tend to agree	39%	36%	40%	32%	42%	41%	41%	45%	32%	35%	41%	37%	40%	40%	38%	37%
I definitely agree	33%	35%	32%	32%	31%	35%	36%	32%	35%	42%	33%	29%	29%	33%	33%	41%
Don't know	3%	2%	3%	4%	2%	2%	2%	-	9%	3%	4%	3%	2%	3%	3%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18o It worries me that unhealthy foods seem to be on price promotion more often than healthy ones																
I definitely disagree	3%	5%	2%	4%	1%	3%	2%	5%	-	5%	3%	1%	3%	2%	4%	1%
I tend to disagree	7%	9%	5%	7%	6%	6%	7%	8%	2%	5%	9%	9%	5%	6%	7%	6%
I neither agree nor disagree	25%	29%	21%	19%	27%	23%	29%	29%	30%	25%	20%	27%	27%	22%	26%	24%
I tend to agree	32%	30%	34%	30%	36%	30%	33%	34%	28%	34%	35%	30%	28%	35%	30%	40%
I definitely agree	31%	25%	36%	35%	30%	37%	27%	22%	36%	29%	30%	31%	34%	33%	31%	23%
Don't know	2%	2%	2%	3%	1%	1%	2%	2%	5%	1%	3%	2%	2%	2%	2%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18p I know I need to do something to eat more healthily																
I definitely disagree	5%	6%	5%	5%	2%	5%	4%	8%	11%	7%	3%	6%	5%	4%	5%	12%
I tend to disagree	14%	14%	14%	11%	15%	10%	15%	19%	16%	14%	12%	16%	13%	13%	14%	19%
I neither agree nor disagree	27%	28%	27%	22%	26%	28%	32%	31%	34%	23%	27%	28%	31%	23%	28%	32%
I tend to agree	36%	36%	36%	38%	41%	34%	37%	31%	30%	42%	38%	31%	32%	42%	35%	27%
I definitely agree	16%	15%	17%	21%	15%	23%	12%	11%	5%	13%	18%	17%	18%	17%	17%	8%
Don't know	1%	1%	2%	3%	1%	1%	-	-	5%	2%	1%	2%	1%	1%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18q It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we bu...																
I definitely disagree	18%	20%	17%	17%	11%	18%	22%	23%	19%	24%	15%	16%	17%	17%	18%	18%
I tend to disagree	28%	24%	30%	27%	26%	26%	29%	32%	34%	27%	31%	28%	26%	26%	28%	32%
I neither agree nor disagree	27%	29%	25%	27%	35%	26%	27%	19%	27%	23%	27%	29%	29%	27%	27%	23%
I tend to agree	19%	18%	19%	19%	17%	20%	15%	23%	14%	18%	20%	18%	19%	23%	17%	20%
I definitely agree	7%	8%	6%	7%	10%	8%	6%	3%	2%	6%	5%	7%	8%	6%	7%	3%
Don't know	2%	1%	3%	4%	1%	2%	1%	-	5%	2%	2%	3%	2%	1%	2%	4%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18r I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day																
I definitely disagree	13%	15%	12%	8%	9%	15%	13%	23%	18%	16%	11%	13%	12%	14%	12%	28%
I tend to disagree	19%	19%	19%	18%	17%	20%	23%	15%	30%	19%	19%	21%	18%	19%	18%	25%
I neither agree nor disagree	22%	23%	21%	21%	24%	21%	22%	25%	10%	21%	16%	28%	23%	21%	22%	15%
I tend to agree	29%	29%	30%	29%	32%	28%	30%	27%	31%	26%	35%	24%	30%	30%	30%	23%
I definitely agree	15%	13%	17%	20%	19%	15%	12%	10%	6%	16%	18%	12%	15%	14%	16%	8%
Don't know	2%	1%	2%	4%	-	1%	-	-	5%	1%	2%	2%	2%	2%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18s I often go large, buy meal deals and add extras and sides when eating out																
I definitely disagree	30%	26%	33%	15%	25%	31%	38%	43%	65%	33%	31%	25%	30%	31%	28%	55%
I tend to disagree	31%	31%	32%	27%	29%	36%	34%	36%	23%	29%	33%	34%	31%	32%	32%	26%
I neither agree nor disagree	19%	22%	17%	23%	18%	19%	22%	13%	6%	15%	19%	21%	21%	18%	20%	13%
I tend to agree	13%	14%	12%	20%	19%	12%	5%	5%	2%	13%	14%	11%	12%	14%	13%	3%
I definitely agree	6%	6%	5%	12%	8%	2%	1%	2%	-	8%	2%	7%	6%	4%	7%	1%
Don't know	1%	1%	1%	2%	1%	1%	-	-	5%	1%	1%	2%	1%	2%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q18† I don't think restaurants, coffee shops and takeaways should encourage us to 'upscale'																
I definitely disagree	4%	6%	2%	4%	4%	4%	3%	5%	-	5%	2%	5%	4%	4%	4%	-
I tend to disagree	6%	6%	5%	9%	6%	5%	4%	2%	4%	5%	6%	5%	6%	5%	6%	7%
I neither agree nor disagree	24%	26%	23%	26%	26%	25%	28%	18%	14%	22%	24%	28%	23%	23%	25%	21%
I tend to agree	31%	31%	31%	29%	35%	27%	27%	37%	39%	30%	33%	29%	31%	29%	32%	25%
I definitely agree	33%	29%	36%	27%	28%	38%	35%	38%	38%	36%	30%	31%	34%	36%	31%	44%
Don't know	2%	2%	3%	5%	1%	1%	3%	-	5%	2%	4%	2%	2%	2%	3%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.35	3.30	3.37	3.28	3.23	3.38	3.20	3.56	3.69	3.68	3.24	3.30	3.18	3.34	3.33	3.52
Q19a Eat at least 5 portions of a variety of fruit and vegetables each day																
Always or nearly always	16%	16%	16%	11%	14%	19%	14%	24%	26%	27%	12%	14%	13%	17%	15%	26%
Mostly	29%	28%	29%	31%	27%	30%	24%	26%	36%	31%	29%	30%	25%	30%	29%	23%
Sometimes	33%	31%	34%	35%	34%	27%	35%	35%	21%	30%	36%	31%	33%	27%	35%	32%
Rarely	16%	18%	15%	15%	17%	17%	22%	12%	14%	9%	16%	18%	22%	18%	16%	16%
Never	5%	6%	5%	6%	8%	6%	5%	3%	3%	3%	6%	5%	6%	7%	5%	3%
Don't eat/buy/not applicable	1%	1%	1%	2%	-	0%	-	1%	-	0%	1%	1%	1%	0%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.82	3.76	3.86	3.75	3.89	3.78	3.89	3.88	3.75	3.95	3.76	3.78	3.79	3.86	3.78	4.01
Q19b Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.)																
Always or nearly always	33%	31%	35%	30%	33%	30%	39%	35%	42%	39%	28%	31%	35%	33%	32%	46%
Mostly	30%	30%	31%	30%	34%	33%	26%	34%	15%	31%	34%	30%	26%	34%	29%	25%
Sometimes	23%	24%	22%	26%	25%	24%	20%	17%	23%	18%	25%	26%	23%	19%	25%	15%
Rarely	10%	12%	10%	10%	6%	10%	15%	10%	18%	9%	10%	9%	13%	10%	11%	11%
Never	3%	3%	2%	3%	2%	3%	1%	3%	3%	3%	2%	3%	2%	3%	2%	3%
Don't eat/buy/not applicable	0%	1%	0%	1%	-	0%	-	-	-	0%	1%	0%	0%	0%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.31	3.15	3.43	3.46	3.28	3.32	3.14	3.23	3.31	3.33	3.42	3.25	3.24	3.25	3.32	3.55
Q19c Look at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated f...																
Always or nearly always	19%	14%	22%	17%	20%	21%	17%	17%	23%	18%	19%	16%	20%	19%	18%	25%
Mostly	26%	26%	26%	31%	22%	25%	24%	25%	22%	28%	30%	24%	22%	24%	27%	31%
Sometimes	29%	30%	29%	32%	31%	28%	26%	29%	26%	28%	29%	35%	27%	29%	30%	22%
Rarely	17%	17%	16%	14%	21%	15%	18%	17%	21%	16%	15%	17%	19%	16%	17%	13%
Never	8%	11%	6%	3%	7%	10%	13%	10%	8%	8%	6%	7%	10%	11%	7%	7%
Don't eat/buy/not applicable	1%	1%	1%	2%	-	0%	2%	1%	-	1%	1%	1%	1%	1%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.14	3.08	3.18	3.07	3.11	3.17	3.12	3.23	3.29	3.28	3.11	3.10	3.08	3.14	3.14	3.21
Q20a Eating at least 5 portions of a variety of fruit and vegetables each day																
Very important	33%	31%	35%	27%	30%	37%	31%	38%	52%	39%	31%	32%	30%	35%	32%	33%
Quite important	49%	47%	50%	53%	53%	45%	50%	46%	30%	50%	51%	46%	47%	47%	49%	53%
Not very important	14%	17%	12%	16%	15%	11%	16%	11%	14%	8%	14%	19%	17%	13%	15%	13%
Not at all important	2%	3%	2%	2%	2%	5%	2%	2%	5%	2%	3%	2%	3%	4%	2%	-
Don't know	2%	2%	1%	3%	1%	2%	1%	2%	-	1%	2%	2%	2%	1%	2%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.92	2.90	2.93	2.84	2.83	2.96	3.00	2.95	3.16	3.02	2.90	2.91	2.85	2.99	2.89	2.96
Q20b Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts																
Very important	26%	24%	27%	23%	20%	27%	28%	29%	35%	30%	25%	24%	22%	30%	24%	27%
Quite important	46%	47%	45%	43%	47%	49%	45%	45%	49%	47%	45%	44%	46%	44%	46%	47%
Not very important	18%	18%	18%	24%	24%	12%	18%	14%	8%	14%	18%	21%	20%	17%	19%	18%
Not at all important	8%	8%	8%	7%	6%	9%	5%	10%	6%	7%	8%	6%	8%	7%	8%	6%
Don't know	3%	3%	3%	4%	2%	3%	4%	3%	2%	2%	3%	4%	3%	2%	4%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.92	2.86	2.97	2.94	2.83	2.96	2.86	2.96	2.99	2.94	2.94	2.92	2.89	2.92	2.93	2.84
Q20c Look at the front of pack traffic light, or colour coding labelling which shows how many calories, sugar, salt and saturated f...																
Very important	24%	21%	26%	23%	20%	28%	21%	25%	30%	24%	24%	22%	25%	25%	24%	14%
Quite important	47%	47%	47%	47%	51%	44%	48%	49%	43%	48%	49%	48%	44%	48%	46%	55%
Not very important	22%	23%	21%	24%	21%	18%	24%	19%	21%	21%	19%	25%	23%	19%	22%	27%
Not at all important	5%	6%	4%	2%	8%	7%	5%	5%	5%	4%	5%	3%	6%	7%	4%	1%
Don't know	3%	3%	2%	3%	1%	3%	2%	3%	2%	3%	3%	2%	2%	1%	3%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.85	2.92	2.80	3.27	2.92	2.76	2.60	2.54	2.33	2.84	2.78	2.92	2.89	2.83	2.89	2.50
Q21a It's OK to reward children with chocolate, sweets and biscuits																
Strongly agree	4%	5%	4%	7%	4%	3%	3%	3%	2%	5%	2%	9%	4%	4%	5%	2%
Agree	22%	21%	22%	37%	24%	17%	12%	11%	4%	23%	21%	18%	23%	21%	22%	18%
Neither agree nor disagree	38%	41%	36%	33%	41%	42%	38%	39%	39%	33%	42%	38%	39%	40%	38%	29%
Disagree	25%	23%	26%	15%	23%	25%	35%	31%	37%	27%	24%	25%	23%	25%	24%	32%
Strongly disagree	10%	9%	11%	5%	8%	11%	11%	16%	18%	11%	11%	9%	9%	10%	9%	20%
Don't know	1%	1%	1%	2%	-	1%	1%	0%	-	1%	1%	1%	1%	-	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.16	4.09	4.21	4.05	3.99	4.25	4.23	4.33	4.21	4.25	4.24	4.09	4.04	4.24	4.12	4.25
Q21b Children should avoid sugary drinks such as colas or lemonades																
Strongly agree	40%	37%	43%	37%	33%	45%	44%	45%	38%	43%	44%	40%	34%	42%	39%	43%
Agree	39%	40%	39%	37%	39%	37%	37%	45%	51%	42%	39%	35%	41%	43%	38%	38%
Neither agree nor disagree	15%	18%	13%	18%	21%	13%	14%	8%	8%	10%	14%	18%	18%	10%	17%	15%
Disagree	4%	4%	3%	5%	5%	3%	3%	2%	-	3%	2%	5%	5%	3%	4%	2%
Strongly disagree	1%	0%	1%	1%	1%	0%	1%	-	3%	1%	1%	1%	1%	1%	1%	-
Don't know	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	0%	1%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.33	4.26	4.38	4.20	4.28	4.44	4.40	4.39	4.48	4.42	4.30	4.24	4.35	4.32	4.33	4.36
Q21c Beans and fruit and vegetables are all good sources of fibre																
Strongly agree	47%	43%	50%	39%	45%	54%	49%	49%	62%	51%	45%	46%	46%	46%	47%	49%
Agree	39%	41%	37%	40%	38%	34%	42%	41%	30%	40%	41%	32%	40%	43%	37%	37%
Neither agree nor disagree	11%	13%	9%	15%	14%	7%	8%	7%	6%	5%	11%	18%	10%	7%	12%	14%
Disagree	1%	2%	1%	1%	2%	2%	-	1%	-	0%	1%	2%	1%	2%	1%	-
Strongly disagree	0%	0%	1%	1%	-	-	0%	1%	3%	1%	1%	-	-	1%	0%	-
Don't know	2%	1%	2%	4%	0%	2%	1%	1%	-	2%	1%	3%	3%	1%	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.89	2.98	2.83	2.93	2.90	3.06	2.79	2.74	2.80	2.84	2.91	2.96	2.86	3.01	2.86	2.67
Q21d You should cut out bread, pasta, rice and potatoes to avoid gaining weight																
Strongly agree	7%	9%	6%	9%	5%	9%	9%	4%	7%	8%	6%	9%	7%	10%	7%	5%
Agree	21%	21%	21%	24%	23%	24%	17%	17%	12%	20%	23%	20%	20%	22%	21%	14%
Neither agree nor disagree	34%	35%	33%	29%	36%	36%	27%	40%	43%	30%	33%	38%	35%	34%	33%	39%
Disagree	26%	24%	28%	23%	27%	23%	34%	27%	33%	30%	29%	22%	24%	27%	26%	28%
Strongly disagree	10%	9%	11%	13%	7%	7%	11%	12%	6%	11%	8%	10%	12%	7%	11%	14%
Don't know	2%	2%	1%	2%	2%	1%	2%	0%	-	1%	2%	2%	2%	1%	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.24	4.19	4.27	4.11	4.11	4.35	4.32	4.37	4.24	4.30	4.30	4.13	4.18	4.26	4.22	4.33
Q21e Too much sugar can lead to obesity																
Strongly agree	44%	42%	46%	40%	38%	51%	44%	49%	46%	49%	46%	40%	41%	46%	43%	56%
Agree	38%	39%	38%	35%	39%	37%	46%	39%	34%	36%	41%	36%	39%	40%	39%	25%
Neither agree nor disagree	13%	15%	12%	17%	19%	8%	9%	9%	15%	10%	11%	19%	14%	10%	14%	16%
Disagree	2%	3%	2%	4%	3%	2%	1%	1%	-	2%	2%	2%	4%	3%	2%	3%
Strongly disagree	1%	1%	1%	1%	1%	1%	1%	-	3%	2%	1%	1%	1%	2%	1%	-
Don't know	1%	1%	2%	2%	0%	1%	-	2%	2%	2%	0%	1%	2%	1%	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.18	4.18	4.19	4.14	4.08	4.25	4.18	4.24	4.34	4.18	4.25	4.23	4.09	4.14	4.19	4.31
Q21f Too much fat can lead to obesity																
Strongly agree	40%	41%	40%	39%	34%	44%	37%	43%	54%	41%	44%	43%	35%	37%	41%	52%
Agree	41%	39%	42%	41%	40%	40%	45%	40%	25%	41%	39%	37%	44%	45%	40%	31%
Neither agree nor disagree	14%	16%	14%	13%	24%	10%	15%	13%	13%	12%	12%	19%	16%	13%	15%	13%
Disagree	2%	2%	2%	4%	-	2%	1%	3%	-	3%	2%	1%	3%	2%	3%	4%
Strongly disagree	1%	1%	1%	1%	1%	2%	0%	-	3%	2%	1%	-	1%	2%	1%	-
Don't know	1%	1%	1%	1%	0%	2%	0%	1%	4%	1%	2%	1%	1%	1%	1%	-

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.24	4.20	4.27	4.10	4.18	4.33	4.33	4.35	4.26	4.26	4.30	4.21	4.19	4.26	4.23	4.28
Q21g Too much salt can raise your blood pressure																
Strongly agree	40%	39%	40%	31%	36%	48%	45%	45%	45%	40%	44%	38%	37%	39%	40%	42%
Agree	42%	41%	43%	44%	45%	38%	40%	43%	39%	47%	37%	44%	43%	47%	41%	34%
Neither agree nor disagree	12%	15%	10%	15%	14%	10%	11%	9%	11%	8%	11%	16%	15%	9%	13%	16%
Disagree	1%	2%	1%	3%	1%	0%	1%	1%	-	2%	2%	0%	1%	2%	1%	-
Strongly disagree	1%	1%	1%	1%	1%	2%	-	-	3%	1%	1%	-	1%	1%	1%	-
Don't know	4%	2%	4%	7%	2%	2%	3%	2%	2%	2%	6%	2%	4%	3%	3%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.05	4.01	4.08	3.91	4.00	4.10	4.14	4.13	4.33	4.14	4.14	4.02	3.92	4.15	4.00	4.24
Q21h Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally a...																
Strongly agree	29%	26%	31%	24%	32%	28%	31%	29%	47%	33%	31%	28%	24%	32%	27%	42%
Agree	51%	54%	50%	49%	41%	57%	54%	59%	45%	52%	54%	49%	51%	55%	51%	41%
Neither agree nor disagree	15%	16%	14%	20%	22%	11%	12%	8%	6%	11%	11%	20%	18%	10%	16%	17%
Disagree	3%	3%	3%	5%	4%	2%	2%	4%	-	3%	3%	1%	6%	2%	4%	-
Strongly disagree	1%	1%	1%	0%	1%	2%	0%	-	3%	1%	0%	1%	1%	1%	1%	-
Don't know	1%	0%	1%	2%	-	1%	-	0%	-	1%	1%	1%	1%	-	1%	-

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.07	3.98	4.14	3.99	3.88	4.09	4.14	4.26	4.20	4.17	4.14	3.97	3.98	4.14	4.04	4.13
Q21i I should avoid sugary drinks such as colas or lemonade																
Strongly agree	37%	35%	38%	30%	27%	38%	41%	49%	46%	40%	37%	36%	33%	40%	34%	45%
Agree	41%	38%	43%	44%	46%	41%	36%	35%	35%	43%	44%	33%	41%	43%	41%	31%
Neither agree nor disagree	15%	19%	13%	17%	17%	14%	19%	10%	14%	11%	14%	22%	16%	9%	18%	15%
Disagree	4%	6%	3%	5%	7%	6%	2%	3%	2%	3%	3%	7%	6%	5%	4%	5%
Strongly disagree	2%	2%	1%	1%	2%	1%	1%	3%	3%	2%	1%	1%	3%	2%	1%	2%
Don't know	1%	1%	1%	3%	0%	1%	1%	0%	-	1%	1%	1%	1%	0%	1%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.60	3.45	3.70	3.66	3.58	3.60	3.50	3.61	3.53	3.67	3.67	3.51	3.53	3.59	3.61	3.51
Q21j I should only have fruit juice in small amounts																
Strongly agree	16%	15%	17%	15%	13%	20%	16%	18%	17%	19%	18%	15%	14%	15%	17%	16%
Agree	40%	34%	45%	47%	44%	36%	36%	36%	37%	43%	42%	36%	40%	43%	40%	36%
Neither agree nor disagree	29%	33%	26%	24%	28%	27%	30%	37%	30%	24%	28%	32%	32%	28%	29%	29%
Disagree	11%	15%	8%	9%	12%	13%	15%	6%	13%	11%	11%	13%	10%	11%	11%	13%
Strongly disagree	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	0%	1%	3%	2%	2%	3%
Don't know	2%	2%	2%	3%	3%	2%	1%	1%	-	1%	2%	3%	2%	1%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.28	4.20	4.33	4.23	4.29	4.33	4.30	4.29	4.23	4.31	4.36	4.18	4.24	4.24	4.28	4.40
Q21k Alcoholic drinks can be high in calories																
Strongly agree	44%	38%	49%	45%	46%	47%	43%	42%	38%	46%	48%	42%	41%	43%	44%	55%
Agree	39%	44%	36%	32%	38%	39%	45%	45%	48%	41%	39%	33%	42%	41%	39%	26%
Neither agree nor disagree	11%	14%	9%	14%	11%	9%	8%	10%	8%	6%	9%	20%	11%	8%	12%	16%
Disagree	2%	2%	2%	2%	3%	1%	2%	1%	-	3%	1%	1%	3%	3%	2%	-
Strongly disagree	1%	0%	1%	1%	-	1%	0%	-	3%	1%	1%	1%	0%	2%	0%	-
Don't know	3%	3%	3%	5%	2%	3%	2%	1%	3%	2%	3%	4%	3%	3%	3%	4%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.71	2.76	2.67	2.42	2.47	2.64	2.73	3.23	3.49	3.01	2.66	2.82	2.40	2.72	2.65	3.31
Q21I Healthy eating is too expensive																
Strongly agree	16%	16%	17%	22%	16%	22%	17%	5%	4%	11%	17%	15%	21%	16%	17%	5%
Agree	32%	29%	34%	37%	43%	25%	31%	25%	19%	29%	33%	27%	37%	34%	32%	23%
Neither agree nor disagree	24%	27%	22%	22%	23%	27%	23%	25%	23%	22%	24%	29%	23%	21%	25%	24%
Disagree	17%	18%	17%	12%	11%	16%	16%	30%	33%	23%	17%	18%	12%	17%	17%	29%
Strongly disagree	9%	9%	9%	6%	6%	9%	11%	14%	22%	14%	8%	11%	5%	11%	8%	18%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.87	2.92	2.84	2.49	2.76	2.94	2.98	3.36	3.24	2.98	2.84	2.87	2.81	2.93	2.81	3.35
Q21m Most people lack time to make healthy meals																
Strongly agree	10%	11%	10%	17%	9%	10%	9%	3%	4%	9%	12%	11%	10%	8%	12%	5%
Agree	31%	27%	33%	37%	40%	28%	27%	22%	18%	30%	30%	26%	35%	35%	30%	19%
Neither agree nor disagree	26%	29%	24%	24%	22%	25%	28%	28%	34%	24%	24%	33%	24%	24%	27%	24%
Disagree	21%	21%	21%	13%	20%	24%	25%	26%	32%	21%	25%	20%	17%	22%	19%	33%
Strongly disagree	9%	10%	9%	5%	7%	9%	10%	18%	9%	13%	7%	7%	10%	11%	8%	15%
Don't know	3%	2%	3%	4%	2%	3%	1%	2%	3%	3%	2%	2%	3%	1%	3%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.42	3.31	3.49	3.31	3.20	3.56	3.39	3.55	3.85	3.59	3.39	3.46	3.27	3.41	3.39	3.81
Q21n Healthy eating isn't appealing																
Strongly agree	6%	7%	5%	7%	5%	7%	5%	4%	2%	5%	7%	5%	6%	9%	5%	-
Agree	18%	18%	18%	21%	25%	14%	19%	12%	7%	16%	17%	17%	21%	15%	19%	13%
Neither agree nor disagree	25%	31%	22%	23%	30%	22%	27%	30%	20%	21%	24%	27%	29%	24%	26%	23%
Disagree	29%	28%	30%	28%	26%	28%	29%	30%	45%	32%	32%	27%	25%	32%	28%	32%
Strongly disagree	21%	17%	24%	19%	14%	28%	20%	23%	25%	26%	18%	23%	17%	21%	20%	31%
Don't know	1%	0%	1%	2%	-	1%	-	0%	-	0%	1%	1%	1%	-	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.77	3.72	3.81	3.84	3.68	3.85	3.72	3.74	3.71	3.72	3.85	3.69	3.81	3.77	3.78	3.73
Q21o Cafes and restaurants should display calories on menus																
Strongly agree	24%	23%	24%	24%	18%	30%	22%	22%	29%	23%	25%	21%	24%	25%	23%	27%
Agree	40%	36%	42%	44%	44%	34%	37%	39%	31%	40%	41%	37%	40%	40%	40%	29%
Neither agree nor disagree	25%	30%	21%	20%	24%	26%	29%	29%	26%	23%	23%	29%	26%	22%	26%	27%
Disagree	7%	7%	8%	8%	10%	4%	7%	7%	9%	9%	6%	8%	7%	9%	7%	7%
Strongly disagree	2%	2%	2%	1%	2%	4%	2%	2%	5%	3%	2%	3%	1%	2%	2%	4%
Don't know	2%	2%	3%	4%	1%	2%	3%	2%	-	2%	3%	3%	2%	2%	2%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.18	4.19	4.18	4.05	4.11	4.26	4.21	4.33	4.39	4.31	4.22	4.15	4.06	4.14	4.19	4.33
Q21p Being overweight or obese can cause some types of cancer																
Strongly agree	38%	38%	38%	33%	34%	45%	36%	41%	51%	45%	39%	37%	32%	35%	38%	48%
Agree	40%	39%	40%	39%	41%	35%	47%	41%	33%	39%	42%	37%	40%	45%	39%	33%
Neither agree nor disagree	14%	15%	14%	18%	18%	13%	12%	10%	6%	9%	12%	20%	18%	15%	15%	11%
Disagree	1%	1%	2%	3%	1%	1%	1%	-	-	2%	1%	2%	1%	0%	2%	1%
Strongly disagree	1%	1%	1%	2%	1%	1%	1%	-	3%	1%	1%	-	2%	2%	1%	1%
Don't know	5%	6%	4%	5%	5%	4%	4%	7%	8%	4%	5%	5%	7%	3%	6%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ22b1 Fruit smoothie (250ml) = (28g)																
0-10g	25%	29%	23%	29%	26%	22%	22%	25%	24%	25%	24%	27%	26%	28%	25%	13%
11-20g	25%	24%	26%	24%	26%	29%	23%	26%	21%	26%	27%	24%	24%	25%	25%	30%
21-30g	23%	22%	24%	22%	27%	19%	27%	21%	29%	26%	21%	23%	23%	25%	22%	26%
31-40g	10%	10%	10%	10%	6%	12%	11%	10%	6%	8%	12%	12%	8%	7%	10%	13%
41-50g	8%	8%	8%	8%	5%	9%	9%	8%	10%	9%	8%	7%	8%	7%	8%	10%
51-60g	1%	1%	2%	2%	1%	2%	0%	1%	2%	1%	1%	1%	2%	1%	1%	1%
61-70g	0%	0%	0%	-	2%	-	-	0%	-	-	0%	1%	0%	-	0%	-
71-80g	2%	1%	2%	1%	3%	0%	2%	2%	2%	1%	1%	1%	2%	1%	2%	4%
81-90g	0%	0%	1%	-	-	2%	0%	-	-	0%	1%	1%	-	0%	0%	2%
91-100g	3%	3%	2%	3%	3%	1%	2%	2%	5%	3%	2%	1%	3%	2%	3%	-
101-250g	2%	2%	2%	1%	1%	3%	3%	4%	2%	1%	1%	2%	4%	3%	2%	1%
250g+	0%	0%	-	0%	-	-	-	-	-	-	-	1%	-	0%	-	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ22c1 Full sugar cola (330ml) = (35g)																
0-10g	7%	8%	6%	11%	6%	5%	3%	3%	11%	8%	4%	8%	7%	8%	7%	3%
11-20g	12%	13%	11%	11%	14%	8%	7%	18%	27%	14%	11%	16%	10%	12%	12%	10%
21-30g	22%	23%	22%	20%	26%	26%	20%	23%	14%	25%	21%	18%	23%	19%	24%	15%
31-40g	17%	16%	17%	18%	15%	18%	17%	13%	16%	15%	18%	14%	18%	19%	15%	17%
41-50g	16%	16%	15%	13%	15%	17%	21%	15%	13%	15%	18%	15%	14%	19%	14%	16%
51-60g	6%	6%	6%	6%	6%	5%	8%	7%	2%	5%	7%	6%	6%	5%	6%	13%
61-70g	2%	1%	2%	2%	2%	1%	2%	0%	4%	1%	1%	3%	2%	2%	1%	1%
71-80g	5%	4%	6%	4%	2%	6%	9%	6%	2%	4%	6%	7%	5%	5%	5%	7%
81-90g	1%	0%	1%	1%	1%	1%	1%	0%	-	1%	1%	1%	0%	1%	1%	-
91-100g	5%	4%	6%	6%	6%	6%	6%	4%	-	6%	4%	3%	7%	3%	6%	3%
101-250g	7%	6%	7%	6%	6%	9%	5%	8%	5%	6%	8%	7%	6%	5%	7%	11%
250g+	2%	2%	1%	2%	1%	-	2%	2%	6%	1%	1%	2%	2%	2%	1%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ22d1 Diet cola (330ml) = (0g)																
0-10g	65%	67%	64%	66%	65%	69%	69%	61%	55%	70%	69%	59%	61%	61%	69%	43%
11-20g	12%	12%	12%	9%	12%	12%	10%	15%	25%	12%	12%	11%	13%	13%	11%	14%
21-30g	9%	10%	9%	9%	11%	7%	6%	12%	12%	9%	7%	10%	11%	10%	8%	21%
31-40g	3%	3%	3%	3%	4%	2%	4%	3%	-	3%	2%	6%	2%	3%	3%	7%
41-50g	3%	2%	3%	2%	3%	1%	6%	3%	2%	2%	2%	2%	5%	4%	2%	4%
51-60g	1%	0%	1%	0%	-	1%	-	2%	-	0%	1%	-	0%	0%	1%	-
61-70g	1%	1%	1%	1%	1%	1%	1%	-	-	0%	1%	2%	-	2%	0%	-
71-80g	2%	1%	3%	4%	2%	3%	1%	-	-	2%	2%	3%	2%	2%	2%	2%
81-90g	0%	0%	-	-	-	-	1%	-	-	-	-	0%	-	0%	-	-
91-100g	1%	1%	1%	1%	-	0%	1%	1%	2%	-	2%	0%	1%	-	1%	2%
101-250g	3%	2%	3%	4%	2%	3%	0%	2%	4%	2%	2%	5%	2%	3%	2%	7%
250g+	0%	0%	0%	1%	-	0%	-	1%	-	0%	-	1%	1%	1%	0%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ22e1 Energy drink (500ml) = (55g)																
0-10g	7%	9%	7%	12%	6%	5%	4%	5%	9%	10%	4%	9%	7%	8%	8%	1%
11-20g	8%	9%	7%	8%	4%	7%	5%	11%	19%	9%	9%	6%	6%	10%	7%	6%
21-30g	19%	22%	17%	14%	21%	19%	18%	27%	22%	20%	17%	22%	19%	17%	19%	24%
31-40g	15%	14%	16%	15%	19%	16%	13%	11%	17%	15%	14%	13%	18%	16%	15%	11%
41-50g	14%	15%	13%	16%	14%	10%	19%	12%	8%	15%	16%	13%	11%	12%	15%	13%
51-60g	7%	8%	7%	6%	6%	11%	7%	9%	-	7%	8%	9%	5%	9%	7%	4%
61-70g	2%	2%	2%	2%	3%	2%	1%	0%	-	1%	2%	1%	2%	2%	2%	4%
71-80g	8%	5%	9%	6%	8%	9%	10%	5%	7%	5%	9%	4%	11%	9%	7%	11%
81-90g	1%	1%	0%	1%	-	0%	1%	1%	-	0%	1%	1%	1%	2%	0%	1%
91-100g	6%	6%	7%	5%	5%	7%	10%	6%	7%	6%	7%	8%	5%	6%	6%	9%
101-250g	11%	8%	12%	11%	9%	12%	9%	12%	7%	9%	10%	11%	13%	6%	12%	13%
250g+	3%	2%	3%	3%	4%	2%	2%	1%	4%	2%	3%	3%	3%	3%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ22f1 Sport drink (500ml) = (18g)																
0-10g	15%	16%	15%	22%	14%	11%	10%	13%	16%	16%	11%	18%	17%	14%	17%	2%
11-20g	18%	19%	18%	19%	22%	18%	13%	19%	21%	19%	18%	21%	16%	21%	17%	19%
21-30g	20%	22%	19%	18%	21%	20%	23%	21%	18%	21%	21%	18%	20%	19%	19%	31%
31-40g	11%	11%	11%	9%	10%	16%	11%	9%	14%	11%	13%	10%	10%	12%	11%	7%
41-50g	12%	11%	12%	12%	12%	8%	17%	11%	10%	11%	13%	10%	12%	9%	13%	9%
51-60g	5%	4%	5%	3%	5%	4%	6%	7%	3%	4%	6%	4%	5%	7%	4%	3%
61-70g	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	4%
71-80g	6%	6%	5%	4%	2%	10%	10%	3%	2%	4%	5%	4%	7%	4%	5%	14%
81-90g	1%	1%	0%	-	1%	1%	1%	1%	-	-	1%	1%	-	1%	0%	-
91-100g	5%	4%	6%	5%	3%	4%	6%	6%	4%	4%	4%	4%	6%	4%	5%	3%
101-250g	6%	5%	7%	6%	6%	7%	1%	9%	8%	6%	6%	8%	5%	6%	6%	7%
250g+	1%	1%	1%	0%	2%	0%	2%	1%	2%	1%	0%	1%	1%	1%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ23 How many calories should an average man have per day?																
0-1000	14%	18%	12%	16%	12%	12%	8%	21%	18%	15%	11%	15%	17%	14%	15%	11%
1001-1500	8%	10%	6%	4%	6%	8%	11%	8%	23%	11%	5%	8%	7%	6%	8%	12%
1501-2000	25%	24%	27%	26%	28%	23%	21%	30%	21%	23%	29%	30%	22%	27%	26%	21%
2001-2500	39%	36%	41%	44%	42%	41%	41%	30%	20%	41%	40%	35%	40%	39%	39%	42%
2501-3000	9%	7%	10%	7%	8%	10%	12%	7%	14%	8%	10%	8%	8%	10%	9%	1%
3001-3500	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%	1%	3%	3%	1%	2%	7%
3501+	3%	2%	3%	2%	3%	5%	4%	3%	2%	2%	3%	3%	4%	4%	2%	7%
2500 (Correct)	33%	30%	35%	40%	35%	34%	30%	23%	18%	32%	34%	32%	32%	32%	33%	30%
1000	2%	3%	1%	2%	1%	2%	-	4%	3%	2%	2%	2%	1%	1%	2%	1%
1500	5%	6%	5%	3%	6%	5%	8%	4%	8%	6%	4%	8%	4%	3%	6%	8%
2000	23%	20%	24%	22%	26%	20%	19%	28%	16%	21%	26%	25%	18%	24%	22%	17%
3000	6%	6%	7%	5%	8%	5%	10%	5%	12%	6%	8%	6%	6%	7%	7%	1%
0	12%	15%	10%	13%	11%	10%	8%	17%	15%	13%	9%	12%	15%	13%	12%	9%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ24 How many calories should an average woman have per day?																
0-1000	17%	21%	14%	16%	13%	14%	14%	25%	26%	18%	11%	18%	21%	15%	18%	14%
1001-1500	24%	23%	24%	18%	24%	21%	31%	28%	27%	22%	22%	33%	20%	24%	23%	29%
1501-2000	48%	45%	50%	57%	48%	51%	44%	38%	32%	50%	52%	42%	47%	48%	48%	45%
2001-2500	8%	7%	9%	6%	12%	10%	7%	7%	9%	8%	10%	5%	8%	11%	8%	1%
2501-3000	2%	3%	2%	2%	-	5%	3%	2%	4%	1%	3%	2%	2%	2%	2%	8%
3001-3500	0%	1%	-	0%	1%	-	1%	-	-	0%	1%	-	0%	1%	0%	-
3501+	1%	1%	1%	1%	3%	-	-	1%	2%	0%	1%	1%	2%	0%	1%	4%
2000 (Correct)	34%	28%	37%	42%	33%	37%	31%	23%	22%	35%	35%	28%	35%	31%	35%	36%
1000	3%	4%	3%	2%	1%	4%	4%	5%	8%	4%	2%	4%	4%	2%	4%	4%
2500	5%	4%	5%	4%	9%	5%	3%	4%	7%	4%	4%	4%	7%	6%	5%	1%
3000	1%	1%	1%	1%	-	3%	3%	-	-	1%	1%	2%	2%	1%	1%	6%
DK	13%	17%	11%	14%	12%	10%	10%	20%	18%	14%	10%	14%	16%	13%	14%	9%
1500	15%	13%	16%	12%	17%	11%	16%	20%	12%	13%	14%	22%	12%	14%	15%	16%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q25 If you drink alcoholic drinks, are you aware of how many calories are in them?																
Yes – every time I drink them	8%	8%	9%	11%	10%	6%	4%	8%	7%	12%	7%	9%	6%	7%	9%	8%
Yes – some of the time when I drink them	26%	21%	29%	33%	30%	25%	19%	19%	11%	27%	28%	26%	21%	30%	24%	26%
No – never think of the calories when I drink them	42%	51%	35%	36%	39%	40%	49%	49%	51%	39%	44%	45%	41%	41%	43%	40%
I don't drink alcoholic drinks	22%	18%	25%	18%	19%	26%	27%	23%	26%	21%	20%	17%	29%	18%	24%	22%
Don't know	2%	2%	2%	2%	3%	3%	1%	1%	5%	1%	1%	4%	3%	4%	1%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q26a Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise																
Strongly agree	24%	24%	23%	22%	18%	26%	20%	27%	38%	25%	25%	21%	23%	24%	23%	22%
Agree	43%	41%	43%	44%	44%	35%	43%	46%	40%	46%	41%	38%	44%	44%	43%	34%
Neither agree nor disagree	22%	24%	20%	20%	22%	26%	26%	19%	14%	18%	21%	28%	21%	21%	21%	31%
Disagree	7%	7%	8%	7%	11%	9%	7%	6%	-	8%	8%	8%	6%	8%	7%	11%
Strongly disagree	3%	3%	3%	5%	3%	3%	3%	1%	3%	2%	4%	3%	4%	3%	3%	2%
Don't know	2%	1%	2%	2%	2%	1%	1%	1%	5%	2%	2%	1%	2%	-	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q26b Promotional offers on foods high in fat, sugar and salt should be banned																
Strongly agree	17%	18%	16%	14%	16%	17%	16%	19%	27%	17%	17%	15%	17%	22%	14%	21%
Agree	27%	26%	28%	29%	25%	25%	24%	34%	26%	31%	28%	26%	25%	27%	28%	22%
Neither agree nor disagree	29%	29%	29%	26%	30%	33%	32%	26%	33%	27%	27%	38%	27%	28%	30%	23%
Disagree	16%	13%	18%	17%	21%	17%	16%	12%	7%	15%	17%	13%	18%	16%	15%	28%
Strongly disagree	10%	14%	7%	13%	9%	7%	10%	10%	2%	9%	10%	6%	12%	8%	11%	5%
Don't know	1%	1%	2%	1%	-	1%	2%	0%	5%	0%	1%	1%	2%	-	2%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q26c Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts																
Strongly agree	22%	23%	22%	17%	23%	22%	22%	28%	36%	24%	21%	22%	23%	24%	22%	20%
Agree	34%	32%	36%	36%	35%	29%	35%	36%	35%	36%	35%	31%	34%	36%	35%	24%
Neither agree nor disagree	25%	26%	24%	25%	21%	30%	27%	23%	27%	25%	23%	30%	25%	24%	25%	37%
Disagree	12%	12%	13%	14%	16%	14%	10%	8%	-	12%	13%	11%	12%	13%	12%	12%
Strongly disagree	5%	6%	3%	6%	4%	4%	5%	4%	2%	4%	6%	4%	4%	2%	5%	6%
Don't know	1%	1%	1%	2%	-	1%	2%	0%	-	0%	2%	1%	1%	0%	1%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q26d Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced																
Strongly agree	11%	10%	11%	11%	10%	13%	9%	8%	22%	13%	10%	11%	10%	12%	11%	7%
Agree	27%	24%	29%	31%	31%	25%	19%	27%	19%	32%	25%	24%	26%	25%	28%	16%
Neither agree nor disagree	30%	31%	29%	26%	26%	31%	36%	34%	37%	24%	32%	37%	30%	32%	29%	33%
Disagree	21%	21%	21%	19%	24%	22%	21%	21%	16%	22%	21%	17%	23%	22%	20%	26%
Strongly disagree	10%	12%	8%	11%	8%	8%	14%	9%	2%	9%	9%	11%	10%	7%	10%	13%
Don't know	2%	1%	2%	2%	1%	1%	1%	2%	5%	1%	3%	1%	1%	1%	1%	4%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q28 How easy or difficult is it for you to eat healthily outs...																
Very easy	16%	17%	16%	16%	12%	16%	15%	22%	18%	19%	14%	16%	17%	15%	16%	25%
Quite easy	50%	53%	48%	44%	50%	48%	56%	53%	61%	50%	44%	60%	49%	46%	51%	49%
Quite difficult	29%	25%	32%	35%	36%	29%	23%	23%	19%	29%	36%	21%	29%	33%	28%	23%
Very difficult	4%	4%	4%	5%	3%	7%	5%	2%	2%	2%	7%	3%	5%	5%	4%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q29 Which, if any, of the following would make it easier for you to eat healthily outside the home?																
Showing the calories in food on menus	43%	37%	47%	39%	40%	46%	45%	46%	40%	43%	45%	41%	41%	41%	43%	46%
Smaller portion sizes	30%	26%	32%	24%	26%	30%	33%	34%	50%	28%	24%	30%	37%	31%	30%	21%
More healthy options	55%	48%	60%	55%	56%	56%	53%	55%	58%	62%	56%	51%	52%	54%	57%	46%
Better promotion of healthy options	46%	42%	49%	46%	50%	49%	42%	41%	54%	46%	46%	45%	47%	50%	46%	33%
Being able spot healthy options quickly and easily	39%	35%	41%	33%	33%	36%	42%	48%	50%	41%	37%	34%	40%	36%	41%	20%
Lower prices for healthy options	57%	53%	60%	57%	59%	58%	60%	52%	65%	54%	60%	51%	61%	57%	58%	50%
Fewer promotions on unhealthy options	26%	26%	26%	26%	24%	23%	29%	26%	38%	26%	28%	21%	28%	26%	27%	18%
Not displaying unhealthy options at checkouts	19%	18%	20%	17%	14%	17%	19%	24%	30%	17%	16%	21%	22%	19%	19%	12%
Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras	22%	22%	23%	18%	21%	22%	24%	29%	20%	19%	21%	21%	27%	17%	25%	16%
Being able to say no to 'upsizing'	22%	20%	22%	14%	18%	26%	22%	26%	47%	20%	19%	23%	24%	21%	22%	12%
Other	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	0%	1%	1%	1%	1%
Nothing/none	8%	11%	7%	3%	10%	10%	14%	10%	8%	6%	7%	12%	9%	7%	8%	21%
Don't know	5%	6%	4%	6%	3%	5%	6%	6%	-	4%	5%	5%	6%	3%	6%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ23b Calories - Male																
Under estimate	42%	43%	41%	36%	43%	39%	43%	49%	48%	44%	42%	43%	38%	41%	42%	45%
Correct estimate	33%	30%	35%	40%	35%	34%	30%	23%	18%	32%	34%	32%	32%	32%	33%	30%
Over estimate	13%	12%	14%	10%	11%	16%	19%	11%	18%	11%	15%	13%	15%	15%	13%	15%
Don't know	12%	15%	10%	13%	11%	10%	8%	17%	15%	13%	9%	12%	15%	13%	12%	9%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
VQ24b Calories - Female																
Under estimate	41%	43%	40%	35%	40%	39%	49%	48%	45%	41%	41%	51%	36%	43%	41%	42%
Correct estimate	34%	28%	37%	42%	33%	37%	31%	23%	22%	35%	35%	28%	35%	31%	35%	36%
Over estimate	12%	11%	12%	9%	15%	14%	11%	9%	15%	10%	15%	8%	13%	14%	11%	13%
Don't know	13%	17%	11%	14%	12%	10%	10%	20%	18%	14%	10%	14%	16%	13%	14%	9%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.04	2.93	3.12	2.91	2.93	3.10	3.09	3.21	3.31	3.09	2.98	3.05	3.06	3.02	3.04	3.21
Q30a I don't want to think about healthy choices when I eat out																
Strongly agree	8%	10%	7%	10%	8%	9%	9%	5%	5%	8%	7%	9%	8%	10%	8%	4%
Agree	23%	24%	22%	26%	26%	23%	19%	21%	14%	22%	28%	20%	21%	23%	23%	18%
Neither agree nor disagree	35%	38%	33%	33%	41%	29%	34%	39%	46%	35%	32%	37%	38%	34%	35%	42%
Disagree	21%	18%	23%	21%	15%	24%	26%	21%	16%	21%	23%	24%	17%	22%	21%	17%
Strongly disagree	11%	9%	13%	8%	10%	13%	10%	15%	19%	13%	8%	10%	13%	11%	11%	15%
Don't know	2%	1%	2%	3%	1%	2%	1%	1%	-	1%	2%	1%	2%	0%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.47	2.60	2.39	2.35	2.36	2.47	2.49	2.69	2.74	2.49	2.46	2.45	2.48	2.38	2.50	2.64
Q30b There are not enough healthy choices when eating out																
Strongly agree	16%	11%	20%	17%	19%	22%	16%	9%	9%	15%	12%	21%	18%	19%	15%	14%
Agree	37%	38%	37%	43%	40%	30%	35%	34%	35%	39%	45%	30%	32%	37%	38%	28%
Neither agree nor disagree	29%	33%	27%	25%	29%	28%	31%	36%	33%	29%	26%	32%	31%	30%	28%	35%
Disagree	12%	13%	11%	10%	9%	14%	15%	15%	10%	13%	11%	12%	12%	11%	12%	12%
Strongly disagree	3%	4%	3%	2%	3%	4%	1%	4%	9%	3%	3%	3%	3%	2%	3%	5%
Don't know	2%	2%	2%	3%	1%	1%	2%	1%	4%	1%	2%	2%	3%	1%	2%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.13	2.20	2.08	2.11	2.13	2.08	2.21	2.10	2.27	2.14	2.04	2.23	2.14	2.03	2.17	2.17
Q30c The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, swe...																
Strongly agree	26%	22%	30%	31%	23%	31%	21%	22%	21%	25%	28%	25%	27%	30%	25%	26%
Agree	43%	45%	42%	37%	48%	37%	45%	52%	48%	48%	45%	37%	41%	46%	42%	37%
Neither agree nor disagree	21%	25%	19%	20%	22%	24%	24%	17%	18%	18%	19%	27%	22%	19%	22%	21%
Disagree	6%	6%	6%	8%	4%	6%	7%	6%	7%	5%	5%	8%	8%	3%	7%	10%
Strongly disagree	2%	1%	2%	2%	2%	1%	2%	1%	5%	4%	1%	1%	1%	2%	2%	-
Don't know	1%	1%	2%	2%	1%	1%	1%	2%	-	1%	2%	1%	2%	-	2%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.79	2.94	2.69	2.70	2.83	2.84	2.91	2.85	2.52	2.79	2.85	2.75	2.76	2.76	2.80	2.81
Q30d Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big																
Strongly agree	11%	9%	12%	13%	9%	11%	10%	8%	20%	10%	10%	12%	13%	12%	11%	10%
Agree	26%	22%	29%	29%	25%	26%	24%	24%	23%	28%	28%	25%	24%	28%	26%	18%
Neither agree nor disagree	39%	41%	37%	36%	41%	34%	36%	46%	45%	39%	35%	41%	40%	35%	39%	48%
Disagree	17%	20%	15%	14%	21%	19%	20%	15%	11%	18%	18%	16%	16%	17%	17%	17%
Strongly disagree	5%	7%	4%	6%	3%	7%	8%	5%	2%	4%	7%	5%	5%	6%	5%	2%
Don't know	2%	1%	2%	2%	1%	2%	2%	2%	-	1%	2%	1%	3%	1%	2%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.11	4.03	4.17	4.01	4.06	4.15	4.13	4.19	4.37	4.14	4.11	4.06	4.12	4.19	4.06	4.36
Q30e Children's menus should offer more healthy choices																
Strongly agree	32%	28%	35%	31%	30%	35%	29%	32%	42%	33%	30%	33%	32%	35%	29%	48%
Agree	46%	49%	44%	41%	44%	44%	54%	53%	46%	47%	49%	43%	46%	48%	47%	37%
Neither agree nor disagree	16%	19%	13%	19%	21%	15%	11%	13%	7%	13%	15%	19%	16%	12%	17%	13%
Disagree	2%	1%	2%	4%	2%	1%	0%	0%	-	3%	1%	2%	2%	2%	2%	-
Strongly disagree	1%	1%	0%	1%	-	1%	2%	-	-	1%	1%	1%	0%	0%	1%	-
Don't know	3%	2%	5%	4%	3%	4%	4%	1%	5%	3%	4%	1%	4%	3%	4%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.91	3.82	3.98	3.78	3.88	3.96	4.02	4.00	4.08	3.94	3.90	3.88	3.93	4.04	3.86	3.91
Q30f Children should always be offered smaller portions from the adult menu																
Strongly agree	24%	20%	27%	21%	23%	26%	26%	26%	27%	28%	22%	22%	24%	28%	23%	25%
Agree	47%	47%	46%	40%	45%	49%	52%	52%	53%	45%	48%	47%	47%	51%	45%	45%
Neither agree nor disagree	22%	26%	20%	27%	26%	21%	16%	19%	12%	19%	21%	26%	23%	19%	23%	25%
Disagree	3%	4%	3%	6%	3%	2%	3%	1%	-	5%	4%	3%	2%	2%	4%	1%
Strongly disagree	1%	1%	1%	1%	1%	2%	0%	1%	2%	2%	1%	1%	1%	0%	2%	2%
Don't know	3%	2%	3%	5%	1%	1%	2%	1%	5%	2%	4%	2%	3%	0%	3%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.08	3.94	4.17	3.94	4.04	4.12	4.14	4.13	4.42	4.07	4.07	3.99	4.14	4.16	4.03	4.20
Q30g Everyone (children and adults) should be able to select smaller portion sizes of items on a menu																
Strongly agree	30%	23%	35%	26%	28%	34%	33%	27%	49%	27%	31%	27%	33%	32%	28%	40%
Agree	50%	51%	49%	46%	50%	47%	51%	59%	44%	56%	47%	49%	47%	53%	49%	36%
Neither agree nor disagree	17%	23%	13%	21%	20%	15%	16%	13%	7%	14%	17%	20%	18%	13%	18%	21%
Disagree	1%	2%	1%	3%	-	3%	-	0%	-	2%	2%	1%	1%	2%	2%	-
Strongly disagree	1%	1%	1%	2%	1%	0%	1%	-	-	1%	1%	2%	-	-	1%	-
Don't know	1%	1%	2%	3%	1%	2%	-	1%	-	1%	2%	1%	2%	0%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.49	3.44	3.53	3.25	3.39	3.56	3.50	3.79	4.09	3.64	3.44	3.41	3.47	3.56	3.47	3.45
Q30h Portion sizes of drinks and snacks in cinemas should be reduced																
Strongly agree	18%	18%	19%	14%	13%	23%	18%	22%	31%	21%	19%	16%	18%	19%	18%	19%
Agree	30%	29%	31%	28%	34%	29%	30%	32%	38%	36%	28%	30%	28%	32%	30%	25%
Neither agree nor disagree	28%	28%	28%	28%	35%	24%	29%	29%	18%	22%	28%	33%	30%	30%	28%	24%
Disagree	11%	12%	10%	17%	11%	14%	8%	2%	-	10%	12%	14%	9%	11%	11%	11%
Strongly disagree	5%	6%	5%	8%	6%	4%	6%	2%	2%	4%	6%	4%	6%	3%	6%	7%
Don't know	7%	6%	7%	5%	2%	6%	9%	13%	11%	7%	7%	3%	9%	6%	6%	13%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.40	3.35	3.44	3.43	3.38	3.52	3.21	3.42	3.35	3.30	3.44	3.47	3.41	3.44	3.39	3.41
Q30i Having calories for meals displayed on a restaurant of cafe menu would make me more likely to choose to eat there																
Strongly agree	17%	14%	19%	17%	14%	22%	13%	19%	18%	14%	17%	21%	18%	19%	16%	18%
Agree	31%	32%	30%	33%	35%	28%	29%	31%	24%	32%	33%	31%	29%	34%	31%	25%
Neither agree nor disagree	31%	33%	29%	29%	30%	34%	30%	31%	36%	30%	32%	29%	32%	26%	32%	36%
Disagree	12%	11%	13%	13%	11%	10%	15%	12%	18%	14%	11%	12%	11%	13%	12%	14%
Strongly disagree	7%	8%	6%	6%	8%	5%	10%	7%	4%	8%	6%	6%	7%	8%	7%	4%
Don't know	2%	2%	2%	3%	1%	1%	3%	1%	-	1%	2%	1%	3%	-	2%	4%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.71	3.63	3.76	3.31	3.45	3.84	3.95	4.10	4.26	3.77	3.77	3.67	3.61	3.67	3.69	4.10
Q30j I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras																
Strongly agree	6%	7%	5%	9%	6%	4%	2%	3%	5%	5%	4%	7%	6%	6%	6%	-
Agree	14%	12%	14%	21%	21%	9%	10%	6%	-	14%	14%	8%	16%	15%	13%	12%
Neither agree nor disagree	18%	20%	16%	20%	21%	18%	14%	15%	10%	14%	16%	25%	18%	15%	19%	14%
Disagree	29%	30%	28%	25%	22%	34%	34%	30%	35%	31%	29%	29%	27%	31%	28%	26%
Strongly disagree	33%	29%	35%	23%	28%	33%	36%	45%	50%	35%	35%	30%	30%	31%	32%	47%
Don't know	2%	2%	2%	3%	0%	1%	3%	1%	-	1%	2%	1%	3%	1%	2%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.26	3.25	3.27	3.01	3.05	3.23	3.43	3.62	3.73	3.29	3.36	3.09	3.24	3.24	3.23	3.72
Q30k I am asked to upsize food and drinks too frequently																
Strongly agree	8%	8%	8%	11%	8%	11%	6%	4%	5%	9%	6%	9%	8%	9%	8%	3%
Agree	19%	19%	19%	24%	25%	15%	17%	13%	6%	16%	21%	19%	19%	20%	19%	8%
Neither agree nor disagree	28%	30%	27%	28%	32%	29%	27%	26%	21%	30%	22%	35%	28%	24%	29%	30%
Disagree	25%	24%	26%	20%	21%	29%	27%	29%	41%	26%	27%	24%	23%	27%	25%	25%
Strongly disagree	17%	18%	17%	13%	13%	15%	21%	26%	21%	18%	20%	11%	18%	17%	16%	28%
Don't know	3%	2%	3%	3%	2%	1%	3%	2%	7%	1%	3%	1%	4%	2%	3%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.28	3.21	3.33	3.21	3.17	3.27	3.18	3.44	3.83	3.40	3.28	3.27	3.18	3.34	3.28	3.09
Q30I Promotional offers on foods high in fat, sugar and salt should be banned																
Strongly agree	16%	16%	16%	13%	13%	16%	16%	19%	30%	21%	15%	14%	14%	16%	16%	17%
Agree	27%	25%	29%	28%	29%	25%	20%	33%	34%	27%	28%	26%	28%	32%	26%	16%
Neither agree nor disagree	32%	33%	31%	30%	31%	35%	37%	29%	26%	29%	32%	39%	30%	27%	34%	33%
Disagree	15%	13%	16%	16%	16%	16%	16%	11%	11%	17%	15%	14%	13%	15%	14%	24%
Strongly disagree	8%	12%	6%	9%	11%	7%	9%	8%	-	6%	8%	6%	12%	8%	8%	9%
Don't know	2%	1%	3%	4%	1%	2%	1%	1%	-	1%	2%	2%	3%	1%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	2.04	2.15	1.96	2.03	2.16	2.07	2.08	1.92	1.93	2.03	2.01	2.04	2.07	2.02	2.05	2.01
Q30m Cheap fast food is too easily available																
Strongly agree	35%	29%	39%	37%	30%	34%	29%	37%	39%	35%	34%	36%	34%	34%	34%	38%
Agree	35%	36%	34%	31%	38%	32%	40%	39%	30%	35%	38%	32%	34%	39%	34%	25%
Neither agree nor disagree	22%	26%	19%	21%	19%	25%	22%	19%	32%	23%	19%	25%	21%	19%	23%	25%
Disagree	6%	6%	5%	6%	9%	6%	7%	3%	-	5%	4%	4%	8%	6%	5%	7%
Strongly disagree	2%	2%	2%	2%	3%	1%	0%	2%	-	1%	3%	2%	1%	2%	2%	-
Don't know	1%	1%	1%	2%	1%	1%	2%	1%	-	1%	1%	1%	2%	-	1%	5%

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.44	3.34	3.51	3.34	3.36	3.51	3.38	3.60	3.64	3.53	3.37	3.47	3.41	3.51	3.41	3.45
Q30n Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced																
Strongly agree	15%	13%	16%	13%	9%	20%	15%	18%	17%	17%	11%	18%	14%	15%	15%	18%
Agree	36%	34%	37%	34%	42%	29%	36%	39%	40%	38%	38%	30%	36%	40%	35%	30%
Neither agree nor disagree	31%	31%	31%	30%	30%	35%	27%	32%	32%	26%	31%	37%	31%	32%	30%	35%
Disagree	11%	12%	10%	14%	14%	10%	11%	7%	7%	13%	12%	9%	10%	7%	13%	8%
Strongly disagree	6%	7%	4%	7%	5%	4%	9%	4%	2%	4%	6%	5%	7%	6%	5%	7%
Don't know	2%	2%	2%	3%	1%	1%	2%	1%	3%	2%	2%	1%	2%	1%	2%	1%

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	4.00	3.84	4.10	3.92	3.89	4.05	4.00	4.08	4.28	4.04	3.98	3.95	4.00	4.04	3.97	4.11
Q30o Cafes and restaurants in public buildings should provide a good example of healthy eating (e.g. in hospitals, sport cent...																
Strongly agree	29%	22%	34%	27%	23%	33%	30%	30%	38%	32%	27%	29%	28%	28%	29%	36%
Agree	46%	49%	44%	43%	46%	45%	45%	53%	53%	46%	49%	43%	46%	52%	45%	39%
Neither agree nor disagree	19%	23%	16%	22%	24%	18%	20%	14%	9%	17%	18%	22%	21%	15%	21%	21%
Disagree	2%	3%	2%	3%	1%	2%	2%	2%	-	3%	2%	2%	2%	2%	2%	2%
Strongly disagree	2%	3%	1%	2%	3%	2%	2%	1%	-	2%	2%	2%	1%	2%	2%	-
Don't know	1%	1%	2%	2%	3%	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	2%

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q31 How serious a problem do you think obesity is in Scotland today?																
Very serious	38%	43%	34%	27%	31%	39%	42%	54%	53%	43%	34%	40%	35%	42%	36%	42%
Fairly serious	52%	48%	55%	60%	54%	50%	50%	42%	43%	53%	55%	47%	52%	51%	52%	51%
Not very serious	6%	6%	7%	10%	9%	4%	7%	2%	2%	2%	6%	8%	9%	4%	8%	4%
Not at all serious	0%	1%	-	0%	-	2%	-	-	-	0%	1%	0%	-	1%	0%	-
Don't know	3%	2%	4%	3%	7%	5%	1%	2%	2%	1%	4%	5%	3%	2%	4%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q32 Do you believe there is a definite link between obesity and the likelihood of getting some types of cancer?																
Yes	73%	75%	71%	69%	70%	72%	77%	78%	81%	84%	76%	72%	60%	74%	72%	76%
No	7%	7%	8%	11%	8%	10%	6%	2%	-	3%	6%	8%	12%	8%	7%	6%
Don't know	20%	18%	21%	21%	22%	18%	18%	20%	19%	12%	17%	20%	28%	18%	21%	18%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q33 And how serious a problem do you think type 2 diabetes is in Scotland today?																
Very serious	39%	40%	39%	28%	37%	37%	45%	55%	50%	47%	36%	38%	36%	44%	37%	40%
Fairly serious	49%	48%	50%	57%	50%	52%	42%	41%	42%	48%	53%	49%	48%	48%	51%	42%
Not very serious	3%	5%	2%	6%	2%	3%	4%	1%	2%	1%	3%	5%	5%	3%	4%	2%
Not at all serious	0%	0%	-	0%	-	1%	-	-	-	0%	0%	-	-	-	0%	-
Don't know	8%	6%	9%	9%	11%	7%	9%	3%	6%	5%	8%	8%	10%	5%	8%	16%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q34a Being overweight is something you inherit from your parents.																
Strongly agree	3%	4%	2%	5%	4%	1%	0%	1%	4%	4%	1%	4%	3%	4%	3%	-
Agree	13%	12%	14%	14%	16%	18%	9%	10%	6%	17%	14%	10%	12%	11%	15%	5%
Neither agree nor disagree	29%	27%	30%	29%	32%	26%	30%	27%	34%	26%	29%	27%	32%	33%	28%	23%
Disagree	20%	19%	20%	17%	23%	20%	19%	24%	16%	19%	20%	20%	21%	17%	20%	32%
Strongly disagree	22%	24%	21%	26%	20%	21%	20%	21%	16%	22%	23%	26%	18%	23%	21%	26%
Don't know	13%	14%	13%	9%	6%	13%	22%	17%	24%	12%	13%	14%	14%	12%	13%	15%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q34b Most overweight people have put on weight because of a lo...																
Strongly agree	4%	3%	4%	6%	4%	3%	1%	3%	3%	4%	3%	4%	4%	5%	3%	4%
Agree	9%	12%	7%	13%	6%	9%	11%	5%	2%	10%	7%	11%	9%	6%	11%	4%
Neither agree nor disagree	28%	26%	30%	28%	34%	30%	24%	26%	27%	24%	27%	29%	33%	29%	28%	26%
Disagree	25%	23%	26%	28%	27%	23%	19%	24%	26%	26%	27%	21%	24%	26%	25%	16%
Strongly disagree	23%	23%	22%	19%	23%	22%	24%	26%	28%	24%	24%	27%	17%	25%	21%	32%
Don't know	11%	13%	11%	5%	6%	12%	21%	17%	14%	11%	12%	8%	14%	10%	11%	18%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q34c Most people who are overweight have put on weight because...																
Strongly agree	36%	37%	36%	32%	32%	38%	42%	41%	40%	39%	37%	38%	32%	38%	36%	38%
Agree	36%	36%	36%	33%	38%	38%	39%	34%	36%	38%	36%	33%	36%	39%	34%	40%
Neither agree nor disagree	16%	15%	16%	22%	17%	15%	7%	14%	10%	13%	16%	17%	18%	12%	18%	13%
Disagree	6%	6%	5%	6%	6%	5%	6%	4%	9%	6%	6%	3%	8%	5%	6%	5%
Strongly disagree	4%	4%	3%	4%	4%	3%	2%	5%	6%	3%	4%	5%	3%	3%	4%	3%
Don't know	2%	2%	2%	2%	3%	1%	3%	3%	-	1%	2%	3%	3%	2%	2%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q34d Most people who are overweight have put on weight because...																
Strongly agree	31%	31%	31%	30%	27%	28%	36%	36%	22%	32%	27%	30%	34%	30%	30%	37%
Agree	43%	44%	42%	39%	44%	45%	46%	42%	53%	44%	47%	41%	40%	49%	41%	42%
Neither agree nor disagree	16%	15%	18%	19%	21%	17%	10%	13%	15%	16%	17%	17%	15%	13%	18%	13%
Disagree	5%	5%	5%	7%	3%	4%	4%	5%	7%	5%	4%	6%	6%	4%	6%	5%
Strongly disagree	3%	3%	2%	2%	2%	4%	2%	2%	2%	2%	2%	4%	3%	2%	3%	3%
Don't know	2%	2%	2%	3%	3%	1%	2%	1%	-	1%	2%	2%	3%	2%	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.36	3.28	3.43	3.36	3.18	3.36	3.25	3.53	3.74	3.60	3.43	3.27	3.14	3.55	3.30	3.33
Q35a Taxing sugary drinks																
Strongly in favour	25%	24%	26%	23%	21%	28%	22%	31%	30%	33%	26%	22%	19%	31%	24%	19%
Slightly in favour	28%	28%	28%	31%	25%	26%	28%	28%	33%	29%	30%	27%	27%	29%	28%	31%
Neither in favour nor against	20%	19%	20%	20%	22%	17%	20%	17%	23%	16%	20%	23%	21%	15%	21%	24%
Slightly against	11%	10%	12%	10%	14%	12%	12%	9%	10%	10%	9%	13%	13%	16%	9%	14%
Strongly against	15%	19%	13%	15%	17%	17%	17%	14%	4%	12%	15%	15%	20%	10%	18%	11%
Don't know	1%	0%	1%	1%	1%	1%	-	1%	-	-	1%	1%	1%	0%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.12	3.04	3.18	3.16	2.95	3.07	3.00	3.25	3.49	3.33	3.18	3.02	2.93	3.21	3.09	3.02
Q35b Taxing other high sugar foods such as chocolate bars, swe...																
Strongly in favour	18%	17%	18%	17%	15%	19%	15%	21%	23%	23%	19%	14%	14%	21%	17%	11%
Slightly in favour	28%	27%	28%	30%	23%	28%	28%	28%	29%	29%	30%	25%	27%	30%	28%	24%
Neither in favour nor against	20%	19%	21%	20%	24%	16%	19%	22%	23%	20%	19%	24%	19%	16%	21%	31%
Slightly against	15%	15%	16%	14%	16%	14%	19%	14%	17%	15%	12%	18%	17%	17%	14%	18%
Strongly against	18%	22%	16%	17%	22%	22%	19%	15%	5%	14%	19%	17%	22%	16%	19%	14%
Don't know	1%	-	1%	2%	-	1%	-	-	2%	-	2%	1%	0%	-	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.28	3.18	3.34	3.25	3.07	3.31	3.17	3.42	3.74	3.50	3.32	3.20	3.08	3.45	3.21	3.22
Q35c Taxing other kinds of flavoured drinks or milkshakes whic...																
Strongly in favour	22%	20%	23%	19%	17%	26%	21%	27%	30%	29%	21%	19%	19%	28%	20%	19%
Slightly in favour	27%	29%	26%	30%	24%	25%	24%	29%	32%	28%	32%	24%	23%	27%	27%	22%
Neither in favour nor against	21%	19%	23%	20%	24%	20%	25%	17%	19%	19%	19%	27%	21%	17%	22%	28%
Slightly against	13%	13%	13%	13%	16%	10%	10%	15%	12%	12%	10%	14%	16%	15%	12%	15%
Strongly against	16%	19%	13%	16%	18%	18%	19%	12%	4%	12%	16%	15%	19%	12%	17%	12%
Don't know	1%	1%	2%	2%	2%	1%	2%	-	2%	0%	2%	1%	2%	1%	1%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.05	2.98	3.10	3.05	2.87	3.01	2.93	3.23	3.57	3.29	3.09	2.96	2.87	3.14	3.03	2.97
Q35d Taxing high fat foods like crisps and chocolate																
Strongly in favour	17%	17%	17%	16%	14%	18%	13%	19%	25%	22%	16%	17%	13%	19%	16%	15%
Slightly in favour	25%	26%	25%	25%	22%	25%	25%	29%	31%	29%	29%	20%	23%	27%	25%	22%
Neither in favour nor against	23%	19%	25%	22%	27%	20%	24%	22%	25%	22%	22%	25%	24%	19%	24%	25%
Slightly against	14%	14%	14%	16%	14%	11%	16%	13%	16%	12%	12%	18%	16%	16%	13%	18%
Strongly against	20%	23%	17%	18%	24%	25%	21%	16%	4%	16%	20%	20%	23%	18%	20%	18%
Don't know	1%	0%	1%	3%	-	1%	-	-	-	-	1%	1%	1%	0%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.11	3.05	3.15	3.16	2.98	3.04	2.92	3.23	3.51	3.39	3.12	3.05	2.87	3.26	3.06	2.96
Q36 Are you in favour or against increased prices on unhealthy food and drinks as a result of this type of tax?																
Strongly in favour	16%	16%	16%	16%	14%	19%	10%	22%	18%	23%	15%	18%	11%	20%	16%	10%
Slightly in favour	30%	31%	29%	32%	25%	24%	32%	31%	39%	32%	33%	25%	28%	32%	29%	29%
Neither in favour nor against	20%	17%	22%	20%	24%	19%	22%	15%	24%	17%	18%	22%	22%	15%	21%	28%
Slightly against	14%	11%	16%	12%	17%	16%	14%	13%	11%	11%	14%	14%	17%	17%	13%	15%
Strongly against	19%	24%	16%	18%	19%	21%	22%	19%	7%	14%	19%	21%	22%	15%	21%	19%
Don't know	1%	1%	1%	2%	2%	0%	-	1%	-	1%	1%	1%	1%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Mean	3.66	3.51	3.77	3.74	3.47	3.69	3.51	3.71	3.95	3.89	3.74	3.60	3.42	3.77	3.63	3.63
Q37 How would you feel if the price of unhealthy foods was increased so that the price of healthy foods could go down?																
Strongly in favour	30%	26%	33%	32%	24%	33%	25%	31%	31%	36%	31%	29%	24%	35%	28%	26%
Slightly in favour	32%	32%	32%	32%	31%	29%	32%	34%	35%	34%	34%	29%	30%	32%	31%	35%
Neither in favour nor against	19%	20%	19%	18%	21%	18%	21%	18%	28%	16%	19%	23%	21%	15%	21%	22%
Slightly against	6%	7%	6%	5%	7%	8%	6%	6%	4%	6%	5%	6%	8%	7%	6%	10%
Strongly against	10%	13%	8%	9%	13%	10%	13%	10%	-	6%	9%	11%	14%	10%	11%	7%
Don't know	2%	2%	3%	3%	4%	1%	3%	1%	2%	1%	3%	2%	3%	1%	3%	-

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q38 How likely would you be to buy / eat less of these kinds of foods (e.g. sugary drinks, chocolate bars, biscuits, sweets and...																
Very likely	13%	13%	13%	13%	12%	13%	12%	15%	13%	13%	12%	17%	11%	15%	12%	14%
Quite likely	33%	33%	33%	39%	36%	31%	31%	25%	27%	35%	32%	33%	32%	30%	35%	27%
Quite unlikely	18%	18%	18%	20%	19%	16%	17%	18%	17%	20%	20%	16%	17%	18%	19%	16%
Very unlikely	15%	17%	14%	14%	15%	15%	15%	17%	13%	15%	14%	14%	16%	13%	16%	17%
Don't know	12%	10%	13%	8%	14%	19%	15%	8%	8%	8%	15%	11%	14%	15%	11%	7%
Don't buy this type of food	9%	9%	9%	5%	5%	6%	10%	17%	23%	10%	8%	8%	9%	9%	8%	19%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q39 Are you in favour or against the government limiting the amount of sugar, fat or salt that is added to manufactured foods?																
Strongly in favour	34%	30%	38%	28%	28%	40%	36%	41%	45%	37%	37%	29%	32%	39%	33%	31%
Slightly in favour	38%	39%	36%	39%	40%	37%	39%	35%	34%	39%	32%	43%	39%	40%	36%	44%
Slightly against	12%	14%	10%	16%	13%	8%	11%	10%	9%	11%	13%	10%	13%	11%	12%	12%
Strongly against	9%	11%	7%	9%	11%	8%	10%	9%	2%	7%	10%	8%	10%	6%	11%	3%
Don't know	7%	6%	9%	9%	9%	7%	4%	5%	10%	6%	8%	9%	6%	5%	8%	10%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q40a Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)																
Strongly agree	15%	14%	16%	24%	12%	16%	11%	7%	10%	15%	14%	16%	17%	13%	17%	10%
Agree	42%	41%	44%	44%	51%	46%	35%	38%	30%	41%	48%	38%	41%	49%	41%	29%
Neither agree nor disagree	21%	23%	19%	18%	22%	20%	27%	21%	22%	18%	19%	26%	22%	16%	22%	28%
Disagree	10%	11%	9%	6%	8%	6%	14%	18%	16%	16%	9%	11%	6%	12%	9%	11%
Strongly disagree	10%	10%	9%	5%	6%	11%	13%	15%	20%	10%	8%	9%	12%	9%	9%	20%
Don't know	2%	1%	2%	3%	1%	1%	0%	1%	2%	0%	2%	1%	3%	0%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q40b Previous (higher) price displayed along with new (lower price)																
Strongly agree	10%	8%	12%	16%	9%	9%	7%	4%	12%	8%	9%	11%	11%	9%	11%	8%
Agree	33%	31%	35%	39%	42%	35%	21%	28%	18%	38%	32%	30%	32%	39%	32%	18%
Neither agree nor disagree	27%	30%	25%	23%	25%	26%	32%	28%	33%	23%	26%	31%	28%	21%	28%	29%
Disagree	15%	16%	14%	12%	13%	13%	20%	19%	13%	16%	17%	15%	12%	16%	14%	19%
Strongly disagree	13%	15%	12%	6%	9%	15%	19%	21%	19%	14%	13%	11%	15%	15%	12%	20%
Don't know	2%	1%	3%	4%	1%	2%	0%	1%	5%	1%	3%	1%	3%	0%	2%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q40c Extra free (e.g. 25%)																
Strongly agree	9%	9%	9%	12%	9%	10%	6%	5%	6%	10%	7%	11%	8%	8%	9%	6%
Agree	38%	37%	39%	41%	39%	43%	33%	35%	26%	41%	39%	35%	36%	44%	37%	28%
Neither agree nor disagree	25%	26%	24%	24%	27%	24%	25%	23%	22%	19%	26%	27%	26%	18%	27%	23%
Disagree	14%	14%	14%	10%	14%	11%	19%	20%	16%	15%	14%	15%	12%	15%	14%	12%
Strongly disagree	13%	13%	12%	8%	10%	11%	16%	17%	28%	15%	10%	11%	14%	13%	11%	29%
Don't know	2%	1%	2%	4%	1%	1%	0%	1%	2%	0%	2%	1%	4%	1%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q40d Food/drink displayed at check-outs or at end of aisles																
Strongly agree	8%	8%	9%	13%	6%	8%	7%	4%	7%	8%	8%	11%	7%	9%	8%	3%
Agree	23%	20%	25%	33%	32%	23%	14%	11%	9%	24%	22%	21%	25%	25%	24%	13%
Neither agree nor disagree	24%	25%	23%	24%	28%	26%	22%	24%	9%	19%	25%	26%	25%	21%	25%	22%
Disagree	23%	24%	22%	17%	16%	23%	28%	28%	36%	26%	23%	22%	19%	22%	22%	28%
Strongly disagree	20%	21%	20%	10%	16%	19%	28%	32%	38%	22%	20%	18%	21%	22%	19%	30%
Don't know	2%	2%	2%	3%	2%	1%	0%	1%	2%	1%	2%	1%	3%	0%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Scotland	Central Scotland	Southern Scotland
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q40e Use of celebrities or cartoon characters on packs																
Strongly agree	6%	7%	5%	8%	5%	7%	4%	3%	6%	4%	5%	9%	7%	8%	5%	4%
Agree	9%	8%	10%	16%	10%	7%	4%	4%	4%	11%	8%	7%	10%	12%	9%	3%
Neither agree nor disagree	20%	21%	20%	26%	28%	17%	16%	13%	17%	18%	19%	27%	19%	16%	22%	19%
Disagree	21%	19%	22%	21%	17%	22%	25%	20%	11%	20%	20%	20%	22%	19%	21%	19%
Strongly disagree	42%	44%	41%	26%	38%	46%	49%	59%	59%	47%	46%	35%	39%	44%	40%	52%
Don't know	2%	2%	2%	3%	2%	1%	2%	1%	2%	0%	2%	1%	3%	0%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q40f Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)																
Strongly agree	8%	8%	7%	11%	6%	10%	4%	3%	6%	8%	6%	12%	6%	10%	7%	6%
Agree	17%	13%	20%	24%	24%	16%	12%	9%	2%	17%	16%	15%	20%	18%	17%	11%
Neither agree nor disagree	24%	26%	22%	25%	26%	25%	22%	20%	21%	22%	21%	27%	25%	20%	25%	22%
Disagree	22%	22%	22%	21%	20%	17%	27%	27%	24%	23%	24%	22%	20%	23%	22%	20%
Strongly disagree	27%	29%	26%	15%	22%	30%	34%	40%	46%	28%	31%	23%	26%	29%	26%	39%
Don't know	2%	2%	3%	4%	2%	2%	1%	1%	-	2%	3%	1%	3%	-	3%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q40g Loyalty card points																
Strongly agree	9%	9%	9%	12%	9%	9%	8%	7%	8%	9%	9%	11%	9%	10%	10%	3%
Agree	24%	20%	27%	31%	26%	21%	18%	20%	20%	27%	22%	24%	24%	26%	24%	13%
Neither agree nor disagree	25%	28%	23%	24%	29%	30%	27%	19%	20%	20%	27%	24%	28%	23%	25%	28%
Disagree	20%	19%	21%	18%	19%	18%	20%	25%	24%	21%	21%	20%	17%	21%	19%	25%
Strongly disagree	19%	21%	18%	12%	16%	19%	26%	28%	28%	24%	18%	19%	17%	19%	19%	26%
Don't know	2%	2%	2%	3%	2%	2%	1%	2%	-	0%	3%	1%	5%	1%	3%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q40h Being asked at till if you want, for example, confectionery or a larger size																
Strongly agree	5%	7%	4%	7%	5%	5%	4%	4%	6%	5%	4%	9%	6%	6%	6%	3%
Agree	15%	13%	16%	25%	21%	11%	6%	6%	2%	15%	14%	13%	16%	15%	15%	7%
Neither agree nor disagree	23%	25%	22%	26%	27%	27%	22%	15%	17%	17%	23%	28%	27%	21%	24%	21%
Disagree	26%	23%	28%	22%	22%	29%	30%	31%	21%	28%	28%	27%	23%	26%	26%	26%
Strongly disagree	28%	30%	27%	16%	23%	26%	36%	42%	54%	35%	29%	23%	26%	32%	26%	38%
Don't know	2%	2%	2%	4%	2%	2%	1%	2%	-	1%	3%	1%	3%	-	3%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q41 If the promotion / marketing of unhealthy food and drinks was restricted inside shops and supermarkets, which foods and ...																
Crisps and savoury snacks	46%	43%	48%	42%	40%	46%	53%	50%	53%	46%	48%	43%	47%	46%	46%	47%
Savoury pies and pastries	31%	30%	32%	25%	25%	30%	39%	38%	39%	33%	30%	28%	33%	28%	32%	27%
Chocolate bars and other sweets	55%	49%	59%	53%	49%	57%	56%	57%	59%	55%	57%	49%	55%	57%	54%	52%
Biscuits	38%	35%	40%	35%	31%	41%	44%	38%	43%	38%	41%	33%	38%	38%	38%	30%
Cakes and sweet pastries	50%	44%	54%	47%	46%	51%	56%	51%	54%	49%	53%	46%	49%	51%	49%	48%
Cereal bars	19%	18%	21%	17%	18%	19%	26%	19%	20%	19%	20%	18%	20%	22%	19%	18%
Ice cream	30%	27%	32%	35%	25%	29%	31%	25%	28%	29%	31%	27%	31%	29%	31%	17%
Puddings	32%	29%	34%	29%	28%	33%	43%	29%	37%	30%	32%	31%	34%	31%	32%	33%
Pure fruit juice	19%	18%	20%	16%	19%	18%	25%	19%	21%	23%	18%	18%	17%	21%	18%	19%
Fizzy or still drinks that are high in sugar	65%	58%	69%	59%	56%	67%	71%	70%	78%	65%	67%	62%	64%	66%	64%	64%
Non-diet Energy drinks	46%	41%	50%	41%	45%	45%	51%	54%	52%	45%	54%	42%	43%	47%	46%	46%
Other snack	1%	0%	1%	-	-	-	-	3%	-	1%	1%	-	0%	0%	1%	-
Other drinks	1%	0%	1%	0%	2%	-	0%	1%	3%	1%	-	2%	1%	1%	1%	-
None of these	21%	27%	18%	19%	24%	21%	25%	20%	19%	21%	21%	20%	23%	18%	22%	27%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q42 Would you support restricting the marketing / promotion o...																
Yes	57%	55%	59%	57%	52%	59%	56%	60%	61%	63%	59%	55%	51%	60%	55%	62%
No	25%	31%	20%	25%	26%	24%	27%	25%	20%	24%	23%	21%	30%	24%	25%	23%
Don't know	18%	14%	21%	18%	22%	17%	17%	15%	20%	13%	18%	24%	19%	16%	19%	15%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q43 Have you seen the Eatwell Guide?																
Yes, online / on a website	12%	10%	12%	16%	18%	9%	6%	7%	12%	13%	9%	12%	13%	8%	13%	13%
Yes, in medical centre/GP/hospital/dentist	15%	14%	16%	20%	17%	12%	14%	10%	9%	12%	13%	19%	16%	14%	16%	11%
Yes, in school	12%	7%	15%	30%	8%	7%	0%	1%	-	11%	13%	14%	9%	13%	11%	9%
Yes, at college/university	5%	4%	5%	13%	3%	1%	-	-	3%	6%	5%	5%	2%	6%	4%	2%
Yes, at workplace	6%	8%	5%	9%	10%	6%	5%	2%	-	6%	7%	10%	3%	8%	6%	3%
Yes, at an event I attended	4%	5%	3%	6%	4%	4%	3%	3%	-	6%	3%	3%	5%	4%	5%	1%
Yes, somewhere else	3%	2%	4%	2%	4%	3%	3%	6%	5%	3%	3%	2%	4%	4%	3%	5%
No, not seen	57%	65%	51%	33%	50%	67%	74%	72%	79%	59%	57%	52%	58%	57%	56%	68%
Don't know	4%	3%	4%	5%	6%	3%	0%	4%	-	3%	4%	3%	5%	3%	4%	4%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q44 Which, if any, of the following applies to you?																
Completely vegetarian	6%	4%	7%	10%	5%	6%	2%	2%	3%	7%	5%	5%	5%	4%	6%	4%
Partly vegetarian	9%	5%	11%	10%	10%	7%	10%	8%	7%	10%	11%	6%	8%	11%	8%	13%
Vegan	2%	2%	3%	5%	2%	3%	1%	-	3%	3%	1%	4%	2%	4%	2%	2%
Allergic to certain foods or ingredients	7%	4%	8%	8%	10%	6%	6%	2%	13%	7%	7%	7%	5%	8%	6%	8%
On a diet trying to lose weight	18%	13%	22%	22%	16%	17%	22%	15%	7%	14%	20%	19%	21%	17%	19%	17%
On a diet trying to gain weight	2%	2%	3%	3%	6%	1%	1%	-	-	2%	2%	3%	2%	3%	2%	2%
On a diet due to diabetes	4%	7%	2%	2%	2%	3%	8%	8%	7%	3%	4%	2%	7%	8%	3%	1%
Reducing the amount of fat in my diet	25%	25%	25%	19%	21%	25%	28%	31%	42%	22%	27%	28%	24%	28%	24%	31%
Reducing the amount of sugar in my diet	30%	29%	31%	23%	22%	32%	35%	38%	50%	31%	31%	30%	29%	36%	28%	31%
Reducing the amount of starchy foods in my diet	13%	12%	14%	8%	15%	13%	19%	16%	17%	19%	9%	12%	14%	17%	12%	15%
Increasing the amount of protein in my diet	10%	9%	10%	11%	12%	8%	7%	9%	12%	10%	7%	9%	11%	10%	10%	5%
Increasing the amount of starchy foods in my diet	2%	2%	2%	2%	4%	1%	2%	1%	2%	3%	1%	2%	2%	3%	2%	-
Avoid certain food for religious or cultural reasons	2%	1%	2%	2%	2%	2%	-	2%	-	1%	3%	1%	0%	1%	2%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	5%	7%	3%	4%	3%	3%	9%	6%	10%	6%	6%	4%	5%	5%	5%	4%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	12%	11%	13%	9%	14%	10%	14%	13%	15%	12%	11%	12%	12%	12%	11%	20%
Other	2%	2%	2%	1%	4%	2%	3%	2%	2%	2%	2%	-	4%	1%	2%	8%
None	34%	40%	31%	32%	37%	36%	32%	39%	30%	34%	33%	36%	36%	33%	35%	35%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	66	22	44	22	14	11	10	3	6	19	21	13	13	20	41	5
Weighted	71	19	52	24	16	11	9	3	7	19	22	14	16	23	42	5
Molluscs, e.g. clams, mussels, whelks, oysters, snails and squid	7%	5%	7%	9%	8%	-	14%	-	-	-	-	15%	16%	6%	8%	-
Other	39%	30%	42%	30%	40%	54%	50%	62%	16%	6%	49%	40%	64%	39%	33%	83%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	783	388	395	245	112	142	111	138	35	234	222	157	170	184	553	46
Weighted	787	325	462	259	119	134	103	134	38	217	211	168	190	205	536	46
Q46 Does anyone in your household, other than you, have a foo...																
Yes, an adult aged 18+	8%	10%	7%	10%	9%	4%	7%	5%	20%	11%	10%	6%	4%	8%	8%	7%
Yes, a young person aged 12-17years	3%	3%	3%	4%	5%	3%	1%	-	-	4%	1%	3%	4%	5%	2%	-
Yes, a child aged 11 years or under	2%	3%	2%	4%	2%	4%	1%	-	-	2%	2%	1%	4%	2%	3%	-
No	86%	84%	87%	79%	86%	89%	92%	94%	80%	84%	85%	90%	87%	87%	86%	89%
Don't know	2%	2%	1%	3%	1%	2%	-	1%	-	2%	1%	2%	2%	-	2%	4%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	97	52	45	43	16	13	10	8	7	33	30	15	19	25	68	4
Weighted	96	44	52	45	16	12	8	7	8	32	28	15	21	27	65	3
Q47 And do you ever buy food for this person with the food allergy?																
Yes	79%	76%	81%	75%	79%	92%	48%	89%	100%	82%	74%	59%	92%	90%	75%	51%
No	21%	24%	19%	25%	21%	8%	52%	11%	-	18%	26%	41%	8%	10%	25%	49%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	97	52	45	43	16	13	10	8	7	33	30	15	19	25	68	4
Weighted	96	44	52	45	16	12	8	7	8	32	28	15	21	27	65	3
Q48 What is this person in your household allergic to?																
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	11%	13%	9%	9%	17%	-	10%	38%	-	5%	20%	21%	-	5%	11%	49%
Crustaceans, e.g. prawns, crab and lobster	10%	15%	6%	10%	5%	-	20%	13%	25%	14%	15%	-	4%	4%	13%	-
Eggs	11%	11%	11%	12%	7%	29%	-	11%	-	12%	9%	14%	11%	11%	12%	-
Fish	11%	12%	11%	18%	-	23%	-	-	-	8%	10%	23%	10%	14%	11%	-
Peanuts	16%	14%	18%	23%	8%	10%	31%	-	-	21%	4%	24%	19%	20%	14%	25%
Soybeans	3%	4%	2%	2%	-	17%	-	-	-	-	3%	6%	5%	3%	3%	-
Milk	19%	15%	22%	19%	30%	16%	-	13%	29%	27%	24%	8%	7%	20%	19%	-
Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	16%	7%	23%	19%	16%	18%	19%	-	-	10%	10%	21%	28%	9%	19%	-
Celery (including celeriac)	3%	2%	5%	4%	-	-	-	-	19%	8%	3%	-	-	5%	3%	-
Mustard	9%	8%	9%	14%	-	8%	10%	-	-	7%	3%	20%	11%	10%	8%	-
Sesame	9%	6%	12%	5%	20%	25%	-	-	-	7%	5%	10%	16%	13%	8%	-
Sulphur dioxide/sulphites (preservatives used in some foods and drinks)	5%	8%	3%	7%	6%	-	-	-	12%	6%	-	6%	11%	9%	3%	27%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	97	52	45	43	16	13	10	8	7	33	30	15	19	25	68	4
Weighted	96	44	52	45	16	12	8	7	8	32	28	15	21	27	65	3
Lupin	3%	8%	-	6%	5%	-	-	-	-	5%	3%	-	5%	4%	3%	-
Molluscs, e.g. clams, mussels, whelks, oysters, snails and squid	9%	12%	7%	10%	-	-	30%	-	25%	8%	7%	16%	9%	13%	7%	25%
Other	19%	23%	15%	18%	17%	22%	8%	26%	28%	19%	24%	13%	15%	14%	20%	27%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	147	67	80	61	28	18	20	10	10	45	46	25	31	40	100	7
Weighted	151	57	94	66	29	17	18	10	11	43	45	26	36	45	98	7
Q49 Do you carry an Epipen or other auto-injector with you when you are eating out, in case of an allergic reaction to food?																
Yes, always	17%	20%	16%	19%	22%	18%	8%	-	21%	22%	7%	21%	23%	24%	14%	19%
Yes, sometimes	12%	14%	11%	15%	14%	17%	10%	-	-	13%	8%	14%	16%	15%	12%	-
No	35%	35%	35%	37%	30%	34%	49%	17%	32%	35%	36%	36%	33%	36%	35%	27%
I don't have / need an Epipen / auto-injector	35%	32%	38%	29%	33%	30%	33%	83%	47%	30%	50%	29%	28%	24%	39%	54%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	147	67	80	61	28	18	20	10	10	45	46	25	31	40	100	7
Weighted	151	57	94	66	29	17	18	10	11	43	45	26	36	45	98	7
Q50 How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?																
Very easy	15%	13%	16%	25%	8%	5%	-	13%	13%	20%	6%	16%	19%	15%	16%	-
Quite easy	54%	57%	52%	53%	71%	50%	29%	47%	66%	58%	49%	60%	50%	53%	56%	25%
Neither	19%	13%	22%	19%	7%	29%	32%	20%	11%	12%	25%	10%	25%	17%	19%	31%
Quite difficult	10%	13%	7%	3%	12%	10%	29%	11%	10%	6%	13%	14%	6%	11%	7%	32%
Very difficult	3%	4%	2%	-	3%	7%	10%	8%	-	4%	6%	-	-	4%	2%	12%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	147	67	80	61	28	18	20	10	10	45	46	25	31	40	100	7
Weighted	151	57	94	66	29	17	18	10	11	43	45	26	36	45	98	7
Q51 How easy or difficult is it to find allergy information about foods when you are eating away from home e.g. in a café or res...																
Very easy	9%	15%	5%	13%	6%	5%	5%	-	13%	11%	4%	11%	11%	12%	8%	-
Quite easy	24%	24%	25%	34%	29%	18%	5%	-	17%	26%	19%	24%	30%	30%	23%	-
Neither	27%	24%	29%	27%	30%	30%	27%	42%	-	26%	24%	32%	27%	25%	26%	43%
Quite difficult	32%	25%	37%	24%	31%	37%	35%	42%	62%	30%	39%	26%	32%	26%	35%	29%
Very difficult	8%	12%	5%	2%	4%	10%	29%	16%	8%	7%	14%	8%	-	7%	7%	29%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	66	22	44	22	14	11	10	3	6	19	21	13	13	20	41	5
Weighted	71	19	52	24	16	11	9	3	7	19	22	14	16	23	42	5
Mean	3.78	3.71	3.80	3.91	3.83	3.42	4.34	3.86	3.03	3.80	4.32	3.69	3.04	3.77	3.80	3.63
Q53a I always tell the waiter/waitress about my food allergies when eating out in a restaurant / café																
Strongly agree	34%	36%	33%	33%	30%	21%	50%	62%	32%	33%	52%	27%	17%	29%	36%	33%
Agree	30%	18%	34%	43%	27%	19%	34%	-	13%	26%	34%	37%	22%	34%	29%	22%
Neither agree nor disagree	17%	26%	13%	9%	14%	42%	16%	-	18%	36%	8%	14%	7%	21%	16%	-
Disagree	12%	10%	12%	10%	15%	18%	-	38%	-	-	6%	6%	39%	16%	11%	-
Strongly disagree	5%	6%	5%	4%	-	-	-	-	37%	6%	-	10%	7%	-	6%	20%
Don't know	3%	5%	3%	-	14%	-	-	-	-	-	-	6%	8%	-	2%	25%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	66	22	44	22	14	11	10	3	6	19	21	13	13	20	41	5
Weighted	71	19	52	24	16	11	9	3	7	19	22	14	16	23	42	5
Mean	3.99	3.96	4.00	4.34	4.04	3.29	4.32	4.24	3.19	3.90	4.19	3.99	3.81	3.93	4.00	4.17
Q53b I feel comfortable talking about my food allergies with friends																
Strongly agree	32%	40%	29%	43%	28%	10%	39%	62%	13%	30%	36%	46%	17%	25%	36%	33%
Agree	41%	23%	48%	49%	45%	38%	54%	-	13%	42%	51%	18%	47%	57%	35%	22%
Neither agree nor disagree	16%	23%	14%	9%	-	33%	7%	38%	52%	22%	8%	13%	22%	8%	20%	20%
Disagree	6%	10%	5%	-	12%	9%	-	-	21%	-	5%	17%	6%	4%	8%	-
Strongly disagree	2%	-	2%	-	-	10%	-	-	-	6%	-	-	-	5%	-	-
Don't know	3%	5%	3%	-	14%	-	-	-	-	-	-	6%	8%	-	2%	25%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	66	22	44	22	14	11	10	3	6	19	21	13	13	20	41	5
Weighted	71	19	52	24	16	11	9	3	7	19	22	14	16	23	42	5
Mean	3.28	3.39	3.24	3.12	3.17	3.58	3.37	4.00	3.10	3.12	3.66	3.33	2.81	3.40	3.26	2.84
Q53c I always tell staff about my food allergies when buying "food to go" from a sandwich shop / takeaway																
Strongly agree	21%	28%	18%	16%	14%	29%	32%	38%	13%	15%	29%	19%	17%	28%	17%	17%
Agree	19%	18%	20%	26%	22%	19%	-	24%	13%	20%	29%	16%	7%	12%	24%	16%
Neither agree nor disagree	25%	25%	26%	20%	21%	34%	22%	38%	39%	32%	20%	36%	16%	25%	29%	-
Disagree	22%	15%	25%	29%	23%	18%	32%	-	-	16%	21%	23%	31%	30%	18%	22%
Strongly disagree	6%	10%	4%	9%	6%	-	-	-	16%	11%	-	-	12%	-	7%	20%
Don't know	7%	5%	7%	-	14%	-	14%	-	18%	7%	-	6%	17%	6%	5%	25%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	66	22	44	22	14	11	10	3	6	19	21	13	13	20	41	5
Weighted	71	19	52	24	16	11	9	3	7	19	22	14	16	23	42	5
Mean	2.37	2.84	2.21	2.83	2.53	2.40	2.05	1.00	1.53	2.83	2.28	2.58	1.78	2.55	2.38	1.52
Q53d If a food label says "may contain" something I'm allergic to, I would still eat it																
Strongly agree	10%	18%	7%	16%	13%	7%	-	-	-	14%	4%	16%	8%	8%	12%	-
Agree	13%	19%	11%	22%	7%	10%	7%	-	13%	25%	11%	13%	-	15%	11%	17%
Neither agree nor disagree	14%	17%	13%	13%	8%	35%	17%	-	-	20%	13%	15%	7%	16%	15%	-
Disagree	28%	14%	33%	25%	44%	10%	48%	-	13%	10%	47%	15%	32%	46%	21%	-
Strongly disagree	33%	28%	35%	23%	15%	37%	27%	100%	74%	30%	20%	34%	53%	15%	36%	83%
Don't know	3%	5%	2%	-	13%	-	-	-	-	-	5%	6%	-	-	5%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	66	22	44	22	14	11	10	3	6	19	21	13	13	20	41	5
Weighted	71	19	52	24	16	11	9	3	7	19	22	14	16	23	42	5
Mean	2.65	2.81	2.58	2.89	2.74	2.84	2.38	1.00	1.79	2.35	2.40	3.17	2.94	2.96	2.55	1.38
Q53e It's easy to avoid food allergens when ordering a take-away																
Strongly agree	9%	14%	7%	17%	7%	-	14%	-	-	-	9%	23%	8%	17%	6%	-
Agree	15%	19%	14%	12%	23%	36%	-	-	-	20%	10%	14%	17%	24%	12%	-
Neither agree nor disagree	16%	18%	15%	18%	13%	29%	17%	-	-	16%	10%	12%	28%	8%	22%	-
Disagree	35%	23%	39%	48%	29%	19%	29%	-	50%	27%	55%	28%	22%	44%	32%	20%
Strongly disagree	15%	21%	13%	4%	15%	16%	27%	62%	13%	24%	17%	9%	8%	8%	17%	33%
Don't know	10%	5%	12%	-	14%	-	12%	38%	37%	13%	-	14%	17%	-	11%	47%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	37	18	19	19	8	7	3	-	-	11	8	6	12	12	25	-
Weighted	38	15	23	21	8	7	2	-	-	11	8	5	14	14	24	-
Mean	3.76	3.82	3.72	3.66	4.24	3.70	3.05	-	-	3.60	3.98	3.68	3.79	3.93	3.65	-
Q54c My child always tells staff about their food allergies when buying "food to go" from a sandwich shop / takeaway																
Strongly agree	27%	27%	27%	16%	62%	29%	-	-	-	24%	51%	-	27%	34%	23%	-
Agree	25%	27%	23%	37%	-	12%	35%	-	-	19%	10%	68%	20%	26%	24%	-
Neither agree nor disagree	42%	35%	46%	38%	38%	59%	35%	-	-	51%	25%	32%	47%	41%	42%	-
Disagree	5%	4%	5%	5%	-	-	30%	-	-	6%	14%	-	-	-	7%	-
Strongly disagree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2%	6%	-	4%	-	-	-	-	-	-	-	-	6%	-	4%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q55a Food allergies can be life-threatening																
Strongly agree	62%	59%	65%	59%	64%	63%	64%	65%	56%	61%	63%	60%	64%	58%	63%	68%
Agree	28%	28%	27%	28%	24%	28%	28%	29%	31%	28%	29%	28%	26%	31%	26%	24%
Neither agree nor disagree	8%	10%	6%	9%	11%	8%	5%	4%	6%	7%	6%	10%	8%	8%	8%	6%
Disagree	1%	1%	1%	2%	0%	0%	1%	-	2%	1%	1%	-	1%	1%	1%	-
Strongly disagree	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	-
Don't know	1%	1%	1%	1%	-	0%	1%	2%	2%	2%	1%	1%	1%	0%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q55b I don't believe that all the people who say they have a food allergy really do																
Strongly agree	10%	9%	11%	11%	15%	7%	9%	7%	12%	13%	8%	13%	7%	13%	9%	14%
Agree	25%	27%	24%	25%	23%	26%	27%	25%	34%	29%	25%	19%	27%	27%	25%	23%
Neither agree nor disagree	30%	32%	28%	28%	29%	36%	30%	30%	20%	29%	30%	29%	31%	28%	31%	29%
Disagree	17%	15%	19%	21%	11%	12%	16%	20%	19%	18%	18%	19%	14%	19%	17%	14%
Strongly disagree	13%	11%	14%	13%	16%	14%	13%	13%	5%	8%	15%	14%	16%	11%	14%	11%
Don't know	5%	5%	4%	2%	6%	4%	5%	5%	11%	3%	5%	5%	5%	3%	5%	9%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q55c Having a food allergy is nothing to be embarrassed about																
Strongly agree	53%	49%	56%	51%	57%	54%	54%	52%	53%	52%	53%	55%	52%	52%	52%	67%
Agree	35%	35%	35%	33%	30%	36%	39%	39%	38%	36%	37%	29%	36%	36%	36%	23%
Neither agree nor disagree	9%	11%	8%	13%	12%	7%	5%	6%	4%	8%	7%	11%	9%	8%	9%	6%
Disagree	1%	2%	1%	2%	1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	3%
Strongly disagree	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	0%	1%	1%	-
Don't know	1%	2%	1%	2%	-	1%	-	2%	2%	1%	1%	2%	1%	1%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q55d I always check if people I'm cooking for have a food allergy																
Strongly agree	23%	17%	27%	29%	26%	20%	18%	19%	19%	23%	21%	29%	21%	23%	23%	22%
Agree	29%	27%	31%	34%	31%	26%	23%	29%	26%	36%	30%	23%	26%	33%	28%	20%
Neither agree nor disagree	26%	28%	25%	23%	25%	29%	31%	29%	20%	21%	26%	28%	31%	21%	28%	28%
Disagree	12%	15%	10%	9%	8%	16%	17%	11%	21%	12%	13%	12%	12%	13%	11%	16%
Strongly disagree	6%	8%	4%	4%	6%	6%	8%	6%	9%	5%	6%	5%	7%	6%	6%	4%
Don't know	4%	5%	3%	2%	4%	3%	4%	6%	5%	4%	4%	4%	3%	4%	3%	11%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q55e Food intolerances are a myth																
Strongly agree	4%	5%	3%	5%	7%	1%	1%	2%	5%	4%	3%	4%	4%	5%	3%	3%
Agree	5%	6%	5%	9%	7%	2%	2%	3%	2%	6%	3%	5%	6%	6%	5%	1%
Neither agree nor disagree	20%	22%	18%	18%	25%	21%	17%	21%	17%	19%	16%	26%	20%	17%	21%	16%
Disagree	33%	30%	35%	30%	25%	35%	36%	38%	41%	35%	36%	28%	31%	35%	32%	31%
Strongly disagree	35%	34%	36%	35%	32%	38%	40%	35%	31%	31%	40%	34%	36%	34%	35%	43%
Don't know	3%	3%	3%	4%	4%	2%	4%	2%	6%	4%	3%	4%	3%	3%	3%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q56 How often have you had takeaway/home delivery food in the last 3 months?																
More than once a week	4%	4%	4%	8%	4%	2%	1%	0%	4%	5%	4%	2%	3%	4%	4%	-
Once a week	12%	14%	11%	19%	13%	9%	10%	8%	-	11%	11%	18%	10%	9%	14%	6%
2-3 times per month	17%	16%	17%	28%	17%	14%	10%	9%	2%	16%	21%	14%	15%	13%	19%	2%
Once a month	15%	15%	14%	18%	15%	17%	11%	13%	7%	17%	16%	13%	13%	18%	14%	13%
Less than once a month	23%	22%	24%	18%	25%	27%	28%	23%	11%	19%	26%	25%	22%	24%	23%	21%
Haven't had a takeaway in the past 3 months	30%	30%	30%	10%	26%	31%	41%	46%	76%	32%	23%	28%	37%	32%	27%	58%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	748	370	378	274	113	142	106	101	12	197	242	138	171	168	554	26
Weighted	746	306	440	289	118	133	95	98	13	181	231	146	187	189	530	27
Q57 How often did this come from ordering/delivery service?																
More than once a week	4%	4%	4%	6%	6%	2%	-	-	11%	7%	2%	3%	3%	5%	4%	-
Once a week	11%	11%	11%	16%	12%	5%	9%	6%	7%	13%	8%	19%	7%	8%	12%	6%
2-3 times per month	13%	11%	14%	20%	11%	11%	6%	4%	-	12%	14%	12%	13%	9%	15%	-
Once a month	14%	13%	14%	19%	16%	13%	6%	5%	8%	11%	14%	14%	15%	13%	14%	9%
Less than once a month	16%	13%	19%	18%	15%	21%	15%	8%	9%	14%	17%	17%	17%	16%	16%	20%
Never	41%	47%	37%	19%	38%	46%	64%	77%	65%	43%	43%	33%	44%	48%	38%	60%
Don't know	1%	1%	1%	2%	2%	1%	1%	-	-	0%	1%	2%	1%	1%	1%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q58a Eaten at home																
More	36%	33%	38%	46%	37%	33%	28%	30%	19%	33%	36%	37%	38%	38%	36%	27%
Less	6%	6%	6%	11%	5%	3%	4%	4%	-	4%	6%	6%	7%	6%	6%	6%
No change	58%	61%	57%	43%	57%	64%	68%	66%	81%	63%	58%	57%	56%	56%	59%	67%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q58b Cooked at home																
More	36%	33%	39%	49%	33%	32%	31%	30%	20%	32%	36%	37%	39%	36%	37%	33%
Less	7%	7%	8%	11%	8%	7%	6%	4%	2%	7%	7%	10%	6%	9%	7%	5%
No change	56%	60%	54%	40%	59%	61%	63%	67%	78%	60%	57%	53%	55%	55%	56%	62%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q58c Had takeaway food direct from a restaurant/takeaway																
More	7%	6%	8%	15%	9%	4%	1%	1%	3%	11%	7%	4%	5%	7%	8%	3%
Less	30%	28%	32%	37%	28%	30%	26%	28%	16%	23%	29%	32%	36%	29%	31%	25%
No change	63%	66%	60%	48%	63%	66%	72%	71%	81%	67%	64%	63%	58%	64%	61%	72%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q58d Had home delivery from a fast food outlet or restaurant																
More	6%	6%	7%	13%	7%	5%	-	1%	4%	7%	7%	6%	6%	7%	7%	3%
Less	28%	26%	30%	35%	30%	26%	26%	24%	15%	22%	29%	32%	32%	28%	30%	17%
No change	65%	68%	63%	51%	63%	69%	74%	75%	81%	71%	65%	63%	62%	66%	64%	79%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q58e Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo, UberEats																
More	6%	5%	8%	16%	6%	3%	1%	-	3%	9%	6%	5%	5%	7%	6%	5%
Less	27%	26%	27%	37%	27%	21%	20%	24%	12%	21%	27%	30%	29%	24%	29%	18%
No change	67%	69%	65%	47%	67%	75%	79%	76%	86%	70%	67%	65%	66%	69%	65%	77%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q58f Prepared packed lunches																
More	22%	15%	27%	31%	25%	24%	15%	9%	7%	18%	27%	24%	19%	22%	22%	13%
Less	14%	16%	12%	17%	13%	8%	12%	15%	14%	11%	12%	15%	16%	12%	14%	16%
No change	65%	69%	61%	51%	63%	68%	73%	76%	78%	71%	61%	61%	66%	66%	64%	71%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q58g Bought snacks and treats																
More	13%	11%	14%	25%	15%	9%	4%	3%	5%	14%	12%	8%	15%	14%	13%	8%
Less	27%	25%	29%	31%	24%	22%	30%	29%	26%	22%	28%	36%	26%	29%	27%	25%
No change	60%	64%	57%	45%	61%	69%	66%	68%	70%	64%	60%	55%	59%	58%	60%	67%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q58h Bought snacks and treats on special offer																
More	13%	9%	16%	25%	17%	8%	5%	5%	3%	12%	14%	10%	17%	12%	14%	12%
Less	25%	25%	26%	27%	22%	22%	26%	29%	27%	20%	22%	30%	31%	27%	25%	23%
No change	61%	66%	58%	48%	61%	71%	68%	66%	70%	68%	65%	60%	52%	61%	61%	65%

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Break % Respondents	Total	Q58a Eaten at home		
		More	Less	No change
Base				
Unweighted	435	375	60	-
Weighted	445	383	61	-
Q59 You said you had eaten at home Eaten at home in the last 6 months. Wh...				
To save money	63%	70%	20%	-
It's healthier	60%	63%	36%	-
For food safety reasons	10%	10%	12%	-
To avoid waste	22%	22%	20%	-
Other reason	10%	7%	30%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	375	174	201	139	56	68	50	53	9	93	109	72	101	94	264	17
Weighted	383	146	237	148	60	64	45	55	10	87	108	76	113	107	259	17
Q59 You said you had eaten at home Eaten at home in the last 6 months. Wh...																
To save money	70%	63%	75%	74%	86%	66%	68%	57%	36%	60%	76%	68%	75%	68%	70%	87%
It's healthier	63%	56%	68%	67%	64%	65%	64%	58%	23%	66%	66%	69%	56%	68%	61%	76%
For food safety reasons	10%	9%	10%	12%	3%	10%	10%	9%	9%	13%	5%	12%	10%	8%	10%	13%
To avoid waste	22%	20%	24%	18%	18%	31%	29%	29%	-	16%	20%	23%	29%	26%	21%	22%
Other reason	7%	11%	4%	2%	5%	7%	8%	15%	33%	4%	7%	9%	6%	5%	8%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	60	29	31	32	8	5	7	8	-	12	18	12	18	14	42	4
Weighted	61	25	36	34	8	5	7	8	-	12	18	12	19	16	42	4
Q59 You said you had eaten at home Eaten at home in the last 6 months. Wh...																
To save money	20%	26%	15%	21%	25%	17%	-	26%	-	8%	4%	28%	36%	44%	10%	24%
It's healthier	36%	51%	27%	34%	54%	35%	27%	38%	-	17%	36%	61%	33%	29%	42%	-
For food safety reasons	12%	7%	16%	16%	-	24%	-	12%	-	-	18%	15%	12%	-	18%	-
To avoid waste	20%	21%	19%	15%	26%	-	17%	49%	-	15%	12%	27%	26%	-	25%	53%
Other reason	30%	20%	38%	30%	10%	24%	56%	37%	-	60%	34%	18%	17%	34%	30%	23%

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Break % Respondents	Total	Q58b Cooked at home		
		More	Less	No change
Base				
Unweighted	456	378	78	-
Weighted	467	387	79	-
Q59b You said you had cooked at home Cooked at home in the last 6 months. W...				
To save money	62%	70%	23%	-
It's healthier	63%	70%	29%	-
For food safety reasons	12%	10%	20%	-
To avoid waste	23%	25%	13%	-
Other reason	12%	6%	37%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base																
Unweighted	378	170	208	148	49	64	55	52	10	94	109	71	104	88	270	20
Weighted	387	143	244	157	53	62	50	54	11	87	108	76	117	100	266	21
Q59b You said you had cooked at home Cooked at home in the last 6 months. W...																
To save money	70%	59%	76%	74%	84%	68%	66%	52%	55%	62%	74%	66%	74%	74%	67%	81%
It's healthier	70%	64%	73%	70%	73%	69%	75%	68%	52%	70%	70%	73%	68%	67%	71%	75%
For food safety reasons	10%	10%	10%	11%	6%	11%	11%	8%	8%	10%	8%	11%	12%	7%	11%	9%
To avoid waste	25%	20%	28%	19%	23%	30%	39%	22%	32%	20%	19%	26%	33%	26%	24%	24%
Other reason	6%	11%	4%	4%	5%	5%	10%	10%	18%	8%	5%	10%	4%	6%	6%	10%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	78	37	41	33	12	14	11	7	1	20	22	20	16	22	52	4
Weighted	79	31	49	36	12	14	10	7	1	20	21	20	18	26	50	3
Q59b You said you had cooked at home Cooked at home in the last 6 months. W...																
To save money	23%	24%	22%	26%	44%	-	18%	28%	-	20%	17%	37%	16%	39%	16%	-
It's healthier	29%	30%	29%	37%	45%	7%	-	48%	-	30%	17%	41%	28%	30%	29%	26%
For food safety reasons	20%	19%	21%	17%	30%	21%	16%	28%	-	18%	25%	27%	11%	14%	25%	-
To avoid waste	13%	24%	7%	-	33%	6%	21%	42%	100%	14%	4%	25%	11%	11%	12%	50%
Other reason	37%	28%	42%	35%	7%	66%	45%	38%	-	39%	50%	17%	42%	30%	41%	23%

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Break % Respondents	Total	Q58c Had takeaway food direct from a restaurant...		
		More	Less	No change
Base				
Unweighted	389	74	315	-
Weighted	398	75	323	-
Q59c You said you had takeaway food direct from a restaurant/t...				
To save money	56%	31%	62%	-
It's healthier	44%	24%	49%	-
For food safety reasons	11%	12%	10%	-
To avoid waste	13%	6%	14%	-
Other reason	20%	44%	15%	-

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	74	31	43	46	14	8	3	2	1	31	22	8	13	16	56	2
Weighted	75	25	50	48	14	7	2	2	1	29	22	9	16	18	55	2
Q59c You said you had takeaway food direct from a restaurant/t...																
To save money	31%	42%	26%	27%	36%	32%	32%	41%	100%	41%	22%	39%	20%	31%	32%	-
It's healthier	24%	27%	23%	30%	21%	13%	-	-	-	31%	16%	36%	17%	36%	22%	-
For food safety reasons	12%	13%	11%	12%	22%	-	-	-	-	6%	29%	-	6%	12%	12%	-
To avoid waste	6%	10%	4%	10%	-	-	-	-	-	6%	9%	11%	-	6%	7%	-
Other reason	44%	25%	53%	44%	37%	55%	68%	59%	-	34%	54%	25%	57%	34%	45%	100%

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	315	146	169	110	40	61	46	50	8	65	89	64	97	70	229	16
Weighted	323	122	200	119	44	58	42	51	9	60	88	66	109	81	226	16
Q59c You said you had takeaway food direct from a restaurant/t...																
To save money	62%	52%	69%	62%	78%	61%	54%	62%	40%	51%	64%	54%	73%	71%	59%	61%
It's healthier	49%	48%	49%	48%	48%	41%	55%	55%	53%	46%	52%	59%	42%	53%	47%	58%
For food safety reasons	10%	13%	9%	8%	9%	18%	6%	11%	11%	10%	10%	16%	8%	11%	10%	13%
To avoid waste	14%	14%	14%	13%	10%	22%	10%	14%	21%	8%	13%	17%	17%	14%	15%	6%
Other reason	15%	19%	12%	14%	6%	12%	13%	23%	40%	21%	14%	18%	10%	9%	16%	28%

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Break % Respondents	Total	Q58d Had home delivery from a fast food outlet o...		
		More	Less	No change
Base				
Unweighted	363	66	297	-
Weighted	372	68	304	-
Q59d You said you had home delivery from a fast food outlet or...				
To save money	61%	28%	69%	-
It's healthier	47%	32%	51%	-
For food safety reasons	12%	25%	9%	-
To avoid waste	14%	18%	12%	-
Other reason	15%	34%	10%	-

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Scotland	Central Scotland	Southern Scotland
Base																
Unweighted	66	29	37	41	11	11	-	1	2	20	20	12	14	16	48	2
Weighted	68	25	43	43	12	10	-	1	2	19	20	12	17	18	47	2
Q59d You said you had home delivery from a fast food outlet or...																
To save money	28%	31%	26%	30%	36%	-	-	-	62%	34%	20%	15%	38%	35%	26%	-
It's healthier	32%	39%	28%	31%	43%	27%	-	-	38%	21%	40%	52%	24%	63%	22%	-
For food safety reasons	25%	37%	18%	33%	-	27%	-	-	-	19%	29%	63%	-	10%	32%	-
To avoid waste	18%	17%	19%	20%	32%	-	-	-	-	13%	26%	18%	15%	21%	18%	-
Other reason	34%	16%	45%	35%	24%	46%	-	100%	-	31%	39%	-	56%	8%	42%	100%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	297	136	161	104	45	52	46	43	7	62	87	61	87	67	219	11
Weighted	304	114	190	114	48	50	41	43	8	58	86	64	96	77	216	11
Q59d You said you had home delivery from a fast food outlet or...																
To save money	69%	65%	72%	72%	69%	62%	64%	75%	69%	59%	76%	71%	67%	69%	70%	52%
It's healthier	51%	47%	53%	52%	43%	54%	56%	51%	27%	56%	49%	61%	42%	58%	49%	34%
For food safety reasons	9%	13%	6%	3%	11%	15%	4%	19%	-	8%	8%	12%	8%	13%	7%	7%
To avoid waste	12%	8%	15%	9%	11%	25%	9%	11%	11%	6%	12%	15%	15%	13%	12%	8%
Other reason	10%	11%	10%	7%	10%	10%	16%	11%	31%	10%	10%	8%	13%	8%	11%	25%

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Break % Respondents	Total	Q58e Had takeaway food from ordering delivery s...		
		More	Less	No change
Base				
Unweighted	347	65	282	-
Weighted	355	68	287	-
Q59e You said you had takeaway food from ordering delivery ser...				
To save money	55%	31%	61%	-
It's healthier	39%	18%	43%	-
For food safety reasons	13%	14%	13%	-
To avoid waste	11%	4%	13%	-
Other reason	20%	51%	12%	-

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotland...	Southern Sco...
Base																
Unweighted	65	24	41	48	9	6	1	-	1	25	18	9	13	16	46	3
Weighted	68	20	48	50	9	6	1	-	1	24	18	10	15	19	46	3
Q59e You said you had takeaway food from ordering delivery ser...																
To save money	31%	34%	30%	26%	51%	32%	-	-	100%	34%	33%	14%	35%	44%	25%	36%
It's healthier	18%	33%	12%	18%	19%	15%	100%	-	-	16%	18%	42%	5%	18%	20%	-
For food safety reasons	14%	20%	12%	13%	35%	-	-	-	-	16%	27%	10%	-	19%	14%	-
To avoid waste	4%	8%	2%	4%	8%	-	-	-	-	11%	-	-	-	5%	4%	-
Other reason	51%	27%	61%	59%	22%	53%	-	-	-	47%	51%	47%	60%	36%	57%	64%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	282	135	147	113	40	44	36	43	6	61	84	59	78	61	210	11
Weighted	287	114	172	119	43	41	33	44	6	57	81	61	87	68	207	11
Q59e You said you had takeaway food from ordering delivery ser...																
To save money	61%	55%	65%	62%	64%	52%	68%	62%	30%	50%	64%	56%	70%	66%	61%	34%
It's healthier	43%	43%	44%	49%	33%	43%	45%	44%	14%	42%	44%	53%	37%	44%	44%	23%
For food safety reasons	13%	14%	12%	14%	8%	18%	8%	14%	16%	12%	11%	18%	13%	17%	13%	-
To avoid waste	13%	14%	12%	12%	8%	29%	6%	9%	14%	8%	11%	10%	20%	11%	13%	8%
Other reason	12%	15%	11%	7%	13%	11%	17%	19%	40%	16%	11%	12%	10%	7%	12%	46%

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Break % Respondents	Total	Q58f Prepared packed lunches		
		More	Less	No change
Base				
Unweighted	368	222	146	-
Weighted	378	232	146	-
Q59f You said you prepared packed lunches Prepared packed lunches in the last 6 mont...				
To save money	53%	69%	26%	-
It's healthier	47%	60%	28%	-
For food safety reasons	12%	15%	8%	-
To avoid waste	20%	21%	17%	-
Other reason	19%	5%	41%	-

FSS - Consumer Tracker - Wave 8

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	222	79	143	95	36	48	25	15	3	51	80	44	47	53	161	8
Weighted	232	64	168	101	39	47	24	17	4	48	80	48	56	62	161	8
Q59f You said you prepared packed lunches Prepared packed lunches in the last 6 mont...																
To save money	69%	74%	68%	72%	82%	64%	72%	43%	36%	70%	80%	66%	57%	77%	66%	85%
It's healthier	60%	59%	60%	58%	55%	70%	64%	58%	-	54%	58%	63%	63%	65%	57%	56%
For food safety reasons	15%	12%	16%	19%	12%	14%	5%	7%	31%	16%	14%	17%	13%	12%	16%	13%
To avoid waste	21%	15%	23%	18%	14%	30%	25%	29%	-	16%	18%	24%	26%	20%	21%	24%
Other reason	5%	3%	5%	5%	3%	2%	3%	8%	33%	6%	6%	-	6%	3%	5%	15%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	146	82	64	53	20	17	22	27	7	33	37	31	45	29	107	10
Weighted	146	70	75	55	21	16	20	27	8	31	36	31	47	32	103	10
Q59f You said you prepared packed lunches Prepared packed lunches in the last 6 mont...																
To save money	26%	25%	27%	36%	20%	27%	17%	22%	-	22%	21%	29%	30%	32%	26%	9%
It's healthier	28%	37%	20%	29%	14%	33%	28%	39%	12%	26%	29%	33%	26%	34%	25%	39%
For food safety reasons	8%	11%	6%	12%	10%	-	4%	10%	-	9%	9%	14%	4%	7%	10%	-
To avoid waste	17%	23%	12%	18%	11%	19%	20%	18%	25%	27%	9%	23%	14%	15%	19%	9%
Other reason	41%	29%	52%	30%	51%	43%	39%	49%	63%	39%	52%	30%	40%	33%	42%	51%

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Break % Respondents	Total	Q58g Bought snacks and treats		
		More	Less	No change
Base				
Unweighted	417	132	285	-
Weighted	430	136	294	-
Q59g You said you bought snacks and treats Bought snacks and treats in the last 6 mon...				
To save money	44%	36%	47%	-
It's healthier	54%	21%	70%	-
For food safety reasons	9%	11%	8%	-
To avoid waste	11%	13%	9%	-
Other reason	17%	44%	5%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	132	59	73	75	23	18	8	6	2	39	36	17	40	33	94	5
Weighted	136	50	86	79	24	17	7	6	2	37	36	17	46	38	92	5
Q59g You said you bought snacks and treats Bought snacks and treats in the last 6 mon...																
To save money	36%	38%	34%	38%	35%	31%	29%	13%	58%	48%	39%	13%	32%	43%	33%	21%
It's healthier	21%	26%	18%	24%	25%	-	21%	35%	-	12%	20%	46%	20%	18%	21%	38%
For food safety reasons	11%	10%	11%	16%	-	9%	-	-	-	10%	11%	10%	10%	7%	11%	21%
To avoid waste	13%	15%	12%	14%	14%	10%	21%	-	-	9%	2%	32%	18%	13%	14%	-
Other reason	44%	27%	53%	39%	48%	59%	39%	52%	42%	37%	50%	19%	53%	37%	45%	62%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	285	128	157	90	34	45	52	51	13	64	83	70	68	69	200	16
Weighted	294	108	186	98	38	43	48	53	14	60	83	74	77	79	198	16
Q59g You said you bought snacks and treats Bought snacks and treats in the last 6 mon...																
To save money	47%	43%	49%	56%	52%	49%	44%	34%	31%	30%	63%	46%	45%	44%	50%	31%
It's healthier	70%	62%	74%	66%	59%	72%	76%	74%	85%	78%	67%	69%	67%	74%	68%	77%
For food safety reasons	8%	11%	6%	10%	14%	11%	3%	5%	-	6%	7%	14%	6%	9%	8%	-
To avoid waste	9%	9%	10%	8%	12%	19%	4%	10%	6%	8%	11%	9%	9%	6%	11%	6%
Other reason	5%	8%	4%	5%	6%	6%	4%	8%	-	7%	6%	5%	4%	3%	6%	12%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q60 Please tell me if you suffer from any of these?																
Yes	28%	32%	24%	21%	23%	26%	41%	32%	35%	25%	26%	26%	33%	32%	27%	17%
No	69%	65%	73%	73%	74%	72%	59%	67%	65%	73%	72%	69%	64%	67%	69%	79%
Don't know	2%	2%	2%	4%	3%	2%	0%	-	-	1%	2%	5%	2%	-	3%	1%
Prefer not to say	1%	1%	1%	1%	-	-	-	2%	-	1%	1%	-	1%	0%	1%	2%

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[illegible]

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Doing something else	1%	1%	1%	2%	2%	0%	2%	1%	-	2%	1%	1%	2%	-	1%	5%
Would prefer not to say	1%	1%	1%	1%	2%	1%	-	-	-	1%	-	0%	1%	1%	0%	1%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Scotland	Central Scotland	Southern Scotland
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Q62 What is your ethnic group?																
White - Scottish	76%	77%	75%	67%	82%	75%	80%	82%	79%	70%	72%	83%	79%	74%	77%	69%
White - Other British	14%	16%	13%	12%	7%	15%	19%	17%	17%	18%	15%	11%	12%	17%	12%	25%
White - Irish	1%	0%	1%	1%	-	1%	1%	-	-	1%	1%	-	1%	1%	1%	-
White - Gypsy/Traveller	0%	0%	1%	1%	-	-	-	-	-	-	0%	0%	1%	1%	0%	-
White - Polish	1%	1%	1%	3%	1%	1%	-	-	-	1%	1%	1%	2%	1%	1%	-
Any other White ethnic group	4%	2%	5%	7%	4%	4%	1%	-	4%	5%	6%	3%	2%	4%	4%	4%
Any Mixed or Multiple ethnic groups	1%	-	1%	2%	1%	1%	-	-	-	1%	1%	-	1%	1%	1%	-
Pakistani, Pakistani Scottish or Pakistani British	1%	1%	1%	1%	1%	1%	-	-	-	-	1%	0%	1%	-	1%	-
Indian, Indian Scottish or Indian British	0%	0%	0%	0%	1%	0%	0%	-	-	1%	0%	-	-	0%	0%	-
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese, Chinese Scottish or Chinese British	1%	0%	1%	1%	1%	2%	-	-	-	1%	1%	0%	-	-	1%	-
Any other Asian	0%	0%	0%	1%	-	0%	-	-	-	1%	0%	-	-	0%	0%	-
African, African Scottish or African British	0%	0%	0%	1%	1%	-	-	-	-	0%	1%	-	0%	0%	0%	-
Any other African	0%	-	0%	-	-	1%	-	-	-	0%	-	-	-	-	0%	-
Caribbean, Caribbean Scottish or Caribbean British	0%	-	0%	0%	-	-	-	-	-	-	0%	-	-	-	0%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base																
Unweighted	1063	525	538	303	150	204	175	184	47	288	312	194	269	245	754	64
Weighted	1069	438	631	321	160	192	160	182	53	267	299	203	299	278	727	64
Black, Black Scottish or Black British	0%	-	1%	1%	-	-	-	-	-	0%	0%	1%	-	0%	0%	-
Any other Caribbean or Black	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arab, Arab Scottish or Arab British	0%	0%	-	0%	-	-	-	-	-	-	0%	-	-	-	0%	-
Any other ethnic group	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would prefer not to say	1%	1%	0%	1%	1%	-	-	1%	-	0%	0%	-	1%	0%	0%	3%