

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q1 Are you...? | | | | | | | | | | | | | | | |
| Male | 49% | 100% | - | 33% | 43% | 51% | 53% | 70% | 58% | 48% | 47% | 44% | 44% | 50% | 56% |
| Female | 51% | - | 100% | 67% | 57% | 49% | 47% | 30% | 42% | 52% | 53% | 56% | 56% | 50% | 44% |
| Prefer to self-describe | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Prefer not to say | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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|------------------------|------------|------------|--------|---------|-------|-------|-------|--------------------------|-----|-----|-----|----------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| VQ1 Gender | | | | | | | | | | | | | | | |
| Male | 49% | 100% | - | 33% | 43% | 51% | 53% | 70% | 58% | 48% | 47% | 44% | 44% | 50% | 56% |
| Female | 51% | - | 100% | 67% | 57% | 49% | 47% | 30% | 42% | 52% | 53% | 56% | 56% | 50% | 44% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| VQ2 Age | | | | | | | | | | | | | | | |
| 16-34 | 30% | 20% | 39% | 100% | - | - | - | - | 24% | 34% | 29% | 32% | 32% | 30% | 23% |
| 35-44 | 15% | 13% | 17% | - | 100% | - | - | - | 10% | 16% | 19% | 15% | 19% | 15% | 3% |
| 45-54 | 18% | 19% | 17% | - | - | 100% | - | - | 10% | 16% | 24% | 22% | 16% | 19% | 14% |
| 55-64 | 15% | 16% | 14% | - | - | - | 100% | - | 17% | 14% | 15% | 15% | 13% | 15% | 19% |
| 65+ | 22% | 31% | 13% | - | - | - | - | 100% | 40% | 20% | 13% | 16% | 20% | 21% | 41% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|---------------------------------|-------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| VQ3a Chief Income Earner | | | | | | | | | | | | | | | |
| AB | 24% | 28% | 20% | 19% | 16% | 13% | 26% | 43% | 100% | - | - | - | 17% | 27% | 25% |
| C1 | 28% | 28% | 28% | 32% | 30% | 25% | 27% | 25% | - | 100% | - | - | 26% | 29% | 26% |
| C2 | 19% | 18% | 20% | 19% | 24% | 26% | 19% | 11% | - | - | 100% | - | 22% | 18% | 11% |
| DE | 29% | 26% | 32% | 31% | 30% | 36% | 28% | 21% | - | - | - | 100% | 34% | 26% | 39% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q4 Which of these areas best describes where in Scotland you live? | | | | | | | | | | | | | | | |
| Grampian | 11% | 9% | 13% | 13% | 14% | 11% | 9% | 7% | 9% | 9% | 13% | 13% | 42% | - | - |
| Highland | 6% | 6% | 6% | 7% | 9% | 5% | 4% | 6% | 3% | 4% | 10% | 7% | 23% | - | - |
| Perth/Tayside | 8% | 8% | 9% | 8% | 8% | 7% | 9% | 9% | 5% | 10% | 7% | 10% | 31% | - | - |
| Western Isles | 0% | 0% | 1% | 0% | 0% | 1% | - | 0% | 1% | 1% | 1% | - | 2% | - | - |
| Orkney | 0% | 0% | 0% | - | 1% | - | 1% | 1% | - | 1% | 1% | 0% | 2% | - | - |
| Shetland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Glasgow | 23% | 22% | 23% | 30% | 19% | 22% | 22% | 17% | 21% | 26% | 24% | 21% | - | 33% | - |
| Ayrshire | 7% | 7% | 7% | 5% | 7% | 5% | 9% | 9% | 9% | 6% | 7% | 5% | - | 10% | - |
| Lanarkshire | 7% | 9% | 6% | 4% | 7% | 11% | 6% | 9% | 8% | 6% | 5% | 9% | - | 11% | - |
| Argyll | 1% | 1% | 1% | 0% | 2% | 3% | 2% | - | 1% | 1% | 2% | 1% | - | 2% | - |
| Edinburgh & Lothians | 18% | 19% | 17% | 18% | 18% | 17% | 20% | 16% | 22% | 21% | 15% | 13% | - | 26% | - |
| Fife | 6% | 5% | 7% | 6% | 6% | 6% | 3% | 6% | 7% | 5% | 5% | 6% | - | 8% | - |
| Central | 7% | 7% | 7% | 5% | 8% | 7% | 9% | 7% | 7% | 7% | 7% | 7% | - | 10% | - |
| Borders | 3% | 3% | 2% | 1% | 0% | 2% | 6% | 5% | 3% | 2% | 2% | 3% | - | - | 44% |
| Dumfries & Galloway | 3% | 4% | 3% | 4% | 1% | 2% | 2% | 6% | 3% | 4% | 1% | 5% | - | - | 56% |
| Do not live in Scotland | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| VQ4 Area of Scotland | | | | | | | | | | | | | | | |
| Northern Scotland | 26% | 24% | 28% | 28% | 32% | 24% | 22% | 24% | 19% | 24% | 31% | 31% | 100% | - | - |
| Central Scotland | 68% | 70% | 67% | 68% | 67% | 72% | 70% | 65% | 75% | 70% | 66% | 61% | - | 100% | - |
| Southern Scotland | 6% | 7% | 5% | 5% | 1% | 5% | 8% | 11% | 6% | 5% | 3% | 8% | - | - | 100% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| VQ5 Number in household | | | | | | | | | | | | | | | |
| 1 | 22% | 24% | 19% | 15% | 18% | 25% | 28% | 26% | 14% | 24% | 16% | 30% | 22% | 22% | 19% |
| 2 | 41% | 45% | 36% | 35% | 18% | 29% | 50% | 67% | 57% | 39% | 34% | 33% | 38% | 41% | 50% |
| 3 | 19% | 18% | 20% | 26% | 26% | 22% | 16% | 5% | 15% | 17% | 25% | 20% | 20% | 19% | 17% |
| 4 | 14% | 9% | 19% | 18% | 24% | 22% | 5% | 1% | 11% | 15% | 20% | 12% | 15% | 14% | 11% |
| 5 | 4% | 3% | 4% | 4% | 12% | 2% | 1% | 0% | 2% | 3% | 5% | 5% | 4% | 3% | 2% |
| 6 | 1% | 1% | 0% | 1% | 1% | - | 1% | 0% | 1% | 1% | 1% | - | 1% | 1% | - |
| 7 | 0% | 0% | 0% | - | 2% | 0% | - | - | 0% | 0% | 1% | 0% | - | 1% | - |
| 8+ | 0% | 0% | 0% | 1% | - | - | - | - | - | 1% | - | - | - | 0% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q6 Do you have any children in your household of the following ages, or is anyone in the household currently pregnant? | | | | | | | | | | | | | | | |
| Currently pregnant | 1% | 1% | 2% | 3% | 4% | - | - | - | 1% | 2% | 2% | 1% | 1% | 2% | 3% |
| Any under 5 years old | 10% | 5% | 15% | 23% | 20% | 1% | 1% | 1% | 9% | 9% | 14% | 10% | 12% | 10% | 10% |
| Any 5 - 11 years old | 15% | 13% | 17% | 23% | 35% | 11% | 2% | 0% | 12% | 13% | 19% | 15% | 16% | 15% | 9% |
| Any 12 - 15 years old | 10% | 10% | 11% | 8% | 30% | 18% | 2% | - | 6% | 11% | 14% | 10% | 11% | 11% | 2% |
| Any 16 - 17 years old | 5% | 6% | 5% | 2% | 9% | 12% | 6% | 1% | 3% | 6% | 8% | 4% | 5% | 6% | 2% |
| No - no children under 18 in household/not currently pregnant | 69% | 75% | 64% | 56% | 36% | 66% | 89% | 98% | 76% | 71% | 58% | 70% | 68% | 68% | 83% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | VQ4 Area of Scotland | | | | |
|------------------------|------|------------|--------|---------|-------|-------|-------|--------------------------|-----|-----|----------------------|-----|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| VQ6 Kids in household | | | | | | | | | | | | | | | |
| Yes | 31% | 25% | 36% | 44% | 64% | 34% | 11% | 2% | 24% | 29% | 42% | 30% | 32% | 32% | 17% |
| No | 69% | 75% | 64% | 56% | 36% | 66% | 89% | 98% | 76% | 71% | 58% | 70% | 68% | 68% | 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q7 Had you heard of Food Standards Scotland? | | | | | | | | | | | | | | | |
| Yes | 81% | 79% | 84% | 79% | 85% | 85% | 83% | 78% | 83% | 77% | 85% | 82% | 85% | 81% | 71% |
| No | 19% | 21% | 16% | 21% | 15% | 15% | 17% | 22% | 17% | 23% | 15% | 18% | 15% | 19% | 29% |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|-------------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Q8 How well do you feel you understand Food Standards Scotland's role/remit? | | | | | | | | | | | | | | | |
| Very well | 10% | 12% | 9% | 14% | 19% | 9% | 7% | 2% | 9% | 8% | 12% | 12% | 11% | 10% | 5% |
| Quite well | 46% | 46% | 45% | 46% | 43% | 46% | 48% | 45% | 44% | 46% | 51% | 42% | 40% | 48% | 45% |
| Not very well | 35% | 33% | 37% | 31% | 29% | 36% | 30% | 48% | 37% | 38% | 32% | 33% | 38% | 33% | 44% |
| Not at all well | 6% | 7% | 5% | 5% | 5% | 7% | 10% | 4% | 8% | 5% | 2% | 8% | 6% | 6% | 4% |
| Unsure | 3% | 2% | 4% | 4% | 4% | 1% | 5% | 2% | 2% | 3% | 2% | 5% | 5% | 3% | 2% |

FSS Consumer Tracker Wave 11

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|--------------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| VQ8 How well do you feel you understand Food Standards Scotland's role/remit? | | | | | | | | | | | | | | | |
| Very/Quite well | 56% | 58% | 54% | 60% | 62% | 55% | 55% | 47% | 53% | 54% | 63% | 54% | 51% | 58% | 50% |
| Not very/Not at all well | 41% | 40% | 42% | 36% | 34% | 44% | 40% | 52% | 45% | 43% | 34% | 41% | 44% | 39% | 48% |
| Unsure | 3% | 2% | 4% | 4% | 4% | 1% | 5% | 2% | 2% | 3% | 2% | 5% | 5% | 3% | 2% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rd | Central- Scotla... rd | Southe- rn Sco... rd |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Q9 Which of these issues do you think Food Standards Scotland is responsible for? | | | | | | | | | | | | | | | |
| Ensuring the food you buy is safe to eat | 69% | 69% | 69% | 56% | 66% | 73% | 77% | 79% | 72% | 76% | 67% | 61% | 64% | 71% | 69% |
| Promoting food safety in the home | 46% | 47% | 46% | 37% | 42% | 50% | 58% | 50% | 45% | 53% | 48% | 40% | 45% | 47% | 50% |
| Promoting and enabling healthy eating | 37% | 36% | 39% | 38% | 36% | 37% | 37% | 39% | 38% | 41% | 37% | 35% | 37% | 38% | 33% |
| Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food | 31% | 29% | 33% | 28% | 32% | 39% | 31% | 30% | 26% | 41% | 33% | 26% | 35% | 30% | 39% |
| Overseeing inspections of restaurants and other food businesses for food hygiene | 58% | 52% | 62% | 45% | 50% | 68% | 67% | 64% | 57% | 63% | 60% | 51% | 63% | 56% | 55% |
| Nutrition labelling information on food packaging | 52% | 49% | 55% | 44% | 52% | 52% | 57% | 60% | 51% | 56% | 54% | 48% | 50% | 53% | 49% |
| Date labels, such as "best before" and "use by" labels | 52% | 50% | 54% | 44% | 52% | 53% | 54% | 62% | 50% | 59% | 60% | 43% | 53% | 52% | 54% |
| Ensuring food is authentic – what it says it is on the packaging | 56% | 56% | 57% | 42% | 53% | 62% | 67% | 65% | 55% | 64% | 59% | 49% | 53% | 57% | 59% |

| Break % Respondents | Total | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
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| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... r | Central Scotla... r | Southe- rn Sco... r |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Country of origin labels, which identify where food comes from | 49% | 47% | 50% | 33% | 45% | 53% | 51% | 68% | 50% | 55% | 49% | 41% | 52% | 47% | 55% |
| Allergen labelling on all food packaging | 48% | 44% | 52% | 41% | 45% | 49% | 50% | 58% | 48% | 57% | 45% | 43% | 47% | 48% | 56% |
| Working with the food industry and business to improve standards | 65% | 62% | 66% | 51% | 52% | 75% | 69% | 79% | 70% | 69% | 64% | 57% | 64% | 65% | 56% |
| Tackling food crime and food fraud | 45% | 43% | 46% | 32% | 43% | 53% | 52% | 52% | 42% | 49% | 45% | 43% | 42% | 45% | 53% |
| Making sure the food we eat in Scotland is of a high quality | 56% | 54% | 58% | 48% | 49% | 60% | 61% | 63% | 55% | 57% | 58% | 54% | 50% | 57% | 61% |
| Making sure food is produced ethically and that animal welfare is protected | 46% | 42% | 49% | 38% | 40% | 52% | 53% | 51% | 42% | 54% | 54% | 36% | 45% | 46% | 49% |
| Working with food businesses to improve the nutritional value of the food we eat | 38% | 35% | 40% | 33% | 38% | 40% | 35% | 43% | 34% | 42% | 41% | 34% | 38% | 37% | 46% |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 5% | 6% | 5% | 6% | 5% | 5% | 5% | 5% | 6% | 3% | 1% | 10% | 6% | 5% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Q10 How much do you trust or distrust Food Standards Scotland to do its job? | | | | | | | | | | | | | | | |
| I trust it a lot | 23% | 22% | 23% | 23% | 24% | 22% | 23% | 20% | 21% | 21% | 24% | 24% | 22% | 23% | 14% |
| I trust it | 54% | 54% | 55% | 55% | 53% | 59% | 49% | 55% | 54% | 59% | 60% | 47% | 56% | 53% | 64% |
| I neither trust it nor distrust it | 18% | 19% | 17% | 18% | 16% | 14% | 20% | 21% | 24% | 17% | 12% | 18% | 17% | 18% | 20% |
| I distrust it | 0% | - | 1% | 1% | 1% | - | - | - | - | - | 1% | 1% | - | 0% | - |
| I distrust it a lot | 0% | 1% | 0% | 0% | 1% | 1% | - | - | 1% | - | - | 1% | - | 1% | - |
| Don't know | 4% | 5% | 4% | 3% | 4% | 4% | 7% | 4% | 1% | 4% | 3% | 8% | 5% | 4% | 2% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| VQ10 Trust FSS | | | | | | | | | | | | | | | |
| Trust | 77% | 76% | 78% | 78% | 78% | 81% | 73% | 76% | 74% | 80% | 84% | 72% | 78% | 77% | 78% |
| Neither/nor | 18% | 19% | 17% | 18% | 16% | 14% | 20% | 21% | 24% | 17% | 12% | 18% | 17% | 18% | 20% |
| Distrust | 1% | 1% | 1% | 1% | 2% | 1% | - | - | 1% | - | 1% | 2% | - | 1% | - |
| DK | 4% | 5% | 4% | 3% | 4% | 4% | 7% | 4% | 1% | 4% | 3% | 8% | 5% | 4% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.88 | 3.84 | 3.92 | 3.96 | 3.93 | 3.86 | 3.82 | 3.78 | 3.83 | 3.82 | 4.02 | 3.87 | 3.85 | 3.90 | 3.78 |
| Q11a Working in the best interests of Scotland and people who live here | | | | | | | | | | | | | | | |
| Excellent | 25% | 24% | 26% | 28% | 28% | 29% | 22% | 16% | 20% | 22% | 33% | 26% | 23% | 27% | 10% |
| Very good | 34% | 32% | 36% | 37% | 36% | 26% | 32% | 37% | 37% | 33% | 33% | 33% | 33% | 33% | 55% |
| Good | 23% | 22% | 23% | 22% | 19% | 27% | 24% | 22% | 21% | 25% | 18% | 24% | 24% | 22% | 25% |
| Fair | 5% | 6% | 4% | 5% | 6% | 4% | 6% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 3% |
| Poor | 1% | 1% | 0% | - | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - |
| Don't know | 13% | 15% | 11% | 8% | 10% | 12% | 16% | 20% | 15% | 13% | 10% | 11% | 16% | 12% | 7% |

FSS Consumer Tracker Wave 11

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | VQ4 Area of Scotland | | | | |
|------------------------------------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|----------------------|------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 | |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 | |
| | | | | | | | | | | | | | | | | |
| Mean | 3.75 | 3.69 | 3.81 | 3.75 | 3.86 | 3.82 | 3.78 | 3.56 | 3.60 | 3.67 | 3.92 | 3.81 | 3.71 | 3.78 | 3.58 | |
| Q11b Providing the right advice about food and nutrition related issues which affect you | | | | | | | | | | | | | | | | |
| Excellent | 19% | 17% | 22% | 24% | 19% | 24% | 21% | 9% | 12% | 19% | 24% | 23% | 17% | 21% | 11% | |
| Very good | 31% | 31% | 31% | 26% | 43% | 29% | 29% | 33% | 31% | 28% | 37% | 31% | 30% | 31% | 44% | |
| Good | 24% | 24% | 24% | 28% | 18% | 28% | 22% | 21% | 22% | 27% | 22% | 24% | 26% | 23% | 22% | |
| Fair | 6% | 7% | 6% | 7% | 6% | 4% | 6% | 7% | 6% | 9% | 3% | 6% | 5% | 6% | 14% | |
| Poor | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 3% | 0% | 1% | 1% | 1% | 1% | - | |
| Don't know | 18% | 19% | 17% | 14% | 13% | 13% | 22% | 28% | 27% | 17% | 13% | 15% | 20% | 18% | 10% | |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.82 | 3.77 | 3.86 | 3.78 | 3.91 | 3.84 | 3.84 | 3.75 | 3.75 | 3.79 | 3.98 | 3.78 | 3.84 | 3.82 | 3.74 |
| Q11c Being an organisation which responds quickly to problems related to food | | | | | | | | | | | | | | | |
| Excellent | 21% | 19% | 23% | 23% | 26% | 22% | 21% | 13% | 16% | 19% | 26% | 23% | 20% | 22% | 11% |
| Very good | 30% | 30% | 30% | 29% | 35% | 29% | 28% | 31% | 31% | 31% | 31% | 28% | 32% | 28% | 47% |
| Good | 23% | 23% | 23% | 26% | 18% | 27% | 22% | 19% | 21% | 23% | 24% | 23% | 22% | 23% | 22% |
| Fair | 5% | 5% | 5% | 7% | 6% | 3% | 5% | 4% | 6% | 5% | 2% | 6% | 4% | 5% | 5% |
| Poor | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | - | 2% | 0% | 1% | - |
| Don't know | 21% | 22% | 19% | 15% | 15% | 19% | 24% | 32% | 26% | 21% | 18% | 17% | 22% | 21% | 15% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.72 | 3.66 | 3.78 | 3.87 | 3.91 | 3.67 | 3.64 | 3.45 | 3.58 | 3.67 | 3.88 | 3.77 | 3.70 | 3.74 | 3.64 |
| Q11d Helping people to understand food labels and what's in their food | | | | | | | | | | | | | | | |
| Excellent | 19% | 17% | 20% | 23% | 25% | 19% | 19% | 7% | 14% | 18% | 23% | 21% | 20% | 19% | 9% |
| Very good | 33% | 31% | 34% | 36% | 36% | 28% | 25% | 34% | 31% | 32% | 39% | 31% | 29% | 33% | 47% |
| Good | 25% | 27% | 24% | 25% | 19% | 30% | 26% | 24% | 22% | 30% | 23% | 25% | 24% | 25% | 32% |
| Fair | 7% | 7% | 7% | 4% | 6% | 8% | 8% | 8% | 9% | 7% | 4% | 7% | 9% | 6% | 5% |
| Poor | 1% | 1% | 1% | - | 1% | 1% | 2% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | - |
| Don't know | 16% | 18% | 14% | 11% | 12% | 14% | 20% | 23% | 23% | 13% | 11% | 15% | 18% | 16% | 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.91 | 3.87 | 3.93 | 3.92 | 4.00 | 3.95 | 3.87 | 3.80 | 3.80 | 3.88 | 4.07 | 3.89 | 3.93 | 3.91 | 3.75 |
| Q11e Ensuring that food in Scotland is safe to eat | | | | | | | | | | | | | | | |
| Excellent | 25% | 24% | 26% | 27% | 30% | 30% | 24% | 16% | 20% | 24% | 31% | 27% | 24% | 27% | 10% |
| Very good | 35% | 33% | 37% | 35% | 37% | 30% | 31% | 39% | 36% | 35% | 36% | 32% | 35% | 33% | 53% |
| Good | 24% | 24% | 24% | 26% | 20% | 25% | 26% | 24% | 25% | 25% | 21% | 26% | 25% | 24% | 27% |
| Fair | 4% | 3% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 5% | 2% | 4% | 2% | 4% | 3% |
| Poor | 1% | 1% | - | 0% | 1% | 1% | 1% | - | 1% | - | - | 1% | 0% | 1% | - |
| Don't know | 11% | 14% | 8% | 7% | 9% | 11% | 14% | 17% | 14% | 12% | 10% | 10% | 14% | 11% | 7% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.89 | 3.84 | 3.93 | 3.82 | 4.01 | 3.91 | 3.92 | 3.83 | 3.82 | 3.93 | 3.99 | 3.83 | 3.86 | 3.91 | 3.71 |
| Q11f Being the experts when it comes to food safety | | | | | | | | | | | | | | | |
| Excellent | 25% | 22% | 27% | 25% | 31% | 26% | 27% | 16% | 22% | 25% | 32% | 21% | 23% | 27% | 7% |
| Very good | 35% | 34% | 36% | 34% | 36% | 33% | 30% | 41% | 34% | 35% | 32% | 39% | 34% | 34% | 55% |
| Good | 22% | 21% | 23% | 27% | 17% | 24% | 19% | 19% | 22% | 23% | 19% | 22% | 22% | 21% | 29% |
| Fair | 5% | 5% | 4% | 6% | 5% | 4% | 5% | 4% | 6% | 4% | 5% | 5% | 5% | 5% | 2% |
| Poor | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | 2% | 2% | 1% | 1% | - |
| Don't know | 13% | 16% | 10% | 8% | 9% | 12% | 17% | 19% | 15% | 13% | 10% | 12% | 16% | 12% | 7% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.75 | 3.70 | 3.80 | 3.82 | 3.90 | 3.67 | 3.66 | 3.65 | 3.59 | 3.70 | 3.94 | 3.78 | 3.82 | 3.74 | 3.69 |
| Q11g Speaking to people in a way that's friendly and understandable | | | | | | | | | | | | | | | |
| Excellent | 18% | 15% | 20% | 22% | 23% | 20% | 15% | 7% | 11% | 17% | 25% | 19% | 18% | 18% | 8% |
| Very good | 31% | 32% | 30% | 32% | 36% | 24% | 26% | 35% | 30% | 26% | 34% | 35% | 30% | 30% | 44% |
| Good | 24% | 22% | 25% | 27% | 21% | 29% | 28% | 12% | 19% | 27% | 25% | 23% | 23% | 23% | 32% |
| Fair | 5% | 6% | 4% | 5% | 3% | 8% | 4% | 5% | 7% | 6% | 2% | 5% | 3% | 6% | 2% |
| Poor | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 2% | 2% | - | - | 2% | 1% | 1% | - |
| Don't know | 22% | 24% | 19% | 13% | 16% | 18% | 25% | 38% | 31% | 24% | 14% | 17% | 25% | 21% | 14% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| | | | | | | | | | | | | | | | |
| Mean | 3.71 | 3.63 | 3.77 | 3.78 | 3.84 | 3.72 | 3.63 | 3.51 | 3.46 | 3.63 | 3.98 | 3.77 | 3.73 | 3.71 | 3.56 |
| Q11h Being a dynamic and forward-looking organisation | | | | | | | | | | | | | | | |
| Excellent | 18% | 17% | 19% | 21% | 20% | 22% | 18% | 8% | 11% | 14% | 27% | 21% | 19% | 19% | 7% |
| Very good | 28% | 25% | 29% | 30% | 37% | 21% | 21% | 28% | 25% | 28% | 30% | 28% | 24% | 28% | 42% |
| Good | 25% | 25% | 25% | 28% | 19% | 25% | 24% | 26% | 24% | 24% | 24% | 28% | 29% | 23% | 29% |
| Fair | 6% | 7% | 5% | 6% | 5% | 7% | 6% | 6% | 9% | 9% | 2% | 4% | 2% | 7% | 7% |
| Poor | 1% | 2% | 1% | - | 2% | 1% | 3% | 2% | 3% | 0% | 1% | 2% | 2% | 1% | - |
| Don't know | 22% | 24% | 21% | 15% | 18% | 24% | 27% | 30% | 29% | 25% | 17% | 18% | 25% | 22% | 14% |

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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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.85 | 3.85 | 3.85 | 3.83 | 3.92 | 3.82 | 3.86 | 3.84 | 3.76 | 3.78 | 4.04 | 3.86 | 3.88 | 3.84 | 3.87 |
| Q11i Taking action when needed to protect consumers | | | | | | | | | | | | | | | |
| Excellent | 23% | 23% | 23% | 25% | 24% | 27% | 22% | 16% | 17% | 21% | 28% | 25% | 22% | 24% | 15% |
| Very good | 33% | 32% | 34% | 31% | 40% | 25% | 31% | 38% | 33% | 32% | 35% | 32% | 32% | 32% | 47% |
| Good | 22% | 20% | 24% | 25% | 18% | 29% | 21% | 16% | 23% | 24% | 19% | 22% | 23% | 21% | 26% |
| Fair | 6% | 6% | 5% | 7% | 5% | 4% | 5% | 6% | 5% | 8% | 3% | 6% | 4% | 7% | - |
| Poor | 1% | 1% | 0% | 0% | 1% | 2% | 1% | - | 1% | 0% | - | 1% | 0% | 1% | - |
| Don't know | 16% | 18% | 14% | 11% | 13% | 13% | 21% | 23% | 20% | 15% | 14% | 14% | 18% | 15% | 12% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.79 | 3.73 | 3.84 | 3.78 | 3.90 | 3.80 | 3.87 | 3.63 | 3.65 | 3.76 | 3.97 | 3.79 | 3.78 | 3.80 | 3.69 |
| Q11j Having the necessary expertise to help people in Scotland eat healthily | | | | | | | | | | | | | | | |
| Excellent | 21% | 19% | 23% | 23% | 27% | 21% | 24% | 13% | 18% | 18% | 30% | 22% | 20% | 22% | 11% |
| Very good | 32% | 32% | 32% | 32% | 34% | 36% | 27% | 32% | 29% | 34% | 29% | 35% | 31% | 32% | 43% |
| Good | 24% | 23% | 25% | 28% | 20% | 25% | 22% | 24% | 22% | 29% | 25% | 23% | 26% | 23% | 35% |
| Fair | 5% | 6% | 4% | 6% | 4% | 4% | 4% | 4% | 8% | 4% | 4% | 3% | 2% | 6% | 2% |
| Poor | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 3% | 3% | 0% | - | 3% | 3% | 1% | - |
| Don't know | 16% | 18% | 14% | 10% | 12% | 13% | 22% | 25% | 21% | 16% | 13% | 14% | 19% | 15% | 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 825 | 365 | 460 | 232 | 151 | 158 | 130 | 154 | 248 | 258 | 134 | 185 | 199 | 587 | 39 |
| Weighted | 827 | 392 | 435 | 240 | 130 | 155 | 127 | 175 | 202 | 219 | 164 | 241 | 223 | 560 | 43 |
| Mean | 3.83 | 3.74 | 3.91 | 3.87 | 3.91 | 3.83 | 3.82 | 3.71 | 3.71 | 3.81 | 3.97 | 3.85 | 3.85 | 3.83 | 3.73 |
| Q11k Providing useful food safety advice | | | | | | | | | | | | | | | |
| Excellent | 22% | 18% | 26% | 26% | 26% | 25% | 20% | 13% | 17% | 23% | 26% | 24% | 23% | 23% | 9% |
| Very good | 34% | 34% | 33% | 33% | 39% | 28% | 32% | 36% | 32% | 29% | 39% | 35% | 32% | 33% | 55% |
| Good | 25% | 25% | 25% | 28% | 18% | 28% | 25% | 22% | 24% | 31% | 21% | 22% | 24% | 25% | 24% |
| Fair | 5% | 6% | 5% | 5% | 7% | 5% | 4% | 6% | 6% | 4% | 4% | 7% | 5% | 6% | 5% |
| Poor | 0% | 1% | - | - | 1% | 1% | 1% | 1% | 1% | - | - | 1% | 1% | 0% | - |
| Don't know | 14% | 16% | 12% | 9% | 9% | 13% | 18% | 22% | 19% | 12% | 10% | 13% | 16% | 14% | 7% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Mean | 7.83 | 7.61 | 8.04 | 7.56 | 7.63 | 7.78 | 8.25 | 8.08 | 8.18 | 7.63 | 7.76 | 7.77 | 7.96 | 7.77 | 7.94 |
| Q12 How confident are you about cooking meals from scratch (that is, cooking with a range of ingredients including raw ingredients) | | | | | | | | | | | | | | | |
| 1 = not at all confident | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 1% | 3% | 3% | 3% | 2% | 3% | 2% |
| 2 | 1% | 1% | 1% | 0% | - | 2% | 1% | 2% | 1% | 1% | 1% | 1% | - | 1% | - |
| 3 | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 3% | 1% | 1% | 2% | 2% | - |
| 4 | 2% | 3% | 2% | 3% | 3% | 3% | 1% | 2% | 1% | 3% | 2% | 4% | 1% | 3% | 2% |
| 5 | 7% | 7% | 6% | 11% | 8% | 5% | 2% | 5% | 6% | 6% | 6% | 8% | 7% | 6% | 11% |
| 6 | 8% | 7% | 9% | 11% | 8% | 7% | 4% | 7% | 6% | 8% | 13% | 7% | 5% | 9% | 7% |
| 7 | 13% | 14% | 12% | 12% | 17% | 16% | 13% | 9% | 10% | 16% | 11% | 14% | 18% | 12% | 9% |
| 8 | 19% | 21% | 18% | 18% | 20% | 21% | 19% | 19% | 22% | 17% | 21% | 18% | 16% | 20% | 26% |
| 9 | 17% | 16% | 18% | 12% | 17% | 14% | 29% | 17% | 21% | 19% | 13% | 13% | 20% | 16% | 11% |
| 10 = extremely confident | 29% | 25% | 32% | 28% | 22% | 29% | 27% | 36% | 31% | 24% | 29% | 31% | 28% | 29% | 32% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13a Food poisoning | | | | | | | | | | | | | | | |
| Causes concern | 64% | 63% | 66% | 64% | 68% | 63% | 58% | 68% | 63% | 64% | 64% | 66% | 62% | 65% | 64% |
| Does not cause concern | 36% | 37% | 34% | 36% | 32% | 37% | 42% | 32% | 37% | 36% | 36% | 34% | 38% | 35% | 36% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13b Genetically Modified (GM) foods | | | | | | | | | | | | | | | |
| Causes concern | 63% | 59% | 67% | 61% | 63% | 63% | 59% | 69% | 61% | 61% | 59% | 70% | 62% | 64% | 56% |
| Does not cause concern | 37% | 41% | 33% | 39% | 37% | 37% | 41% | 31% | 39% | 39% | 41% | 30% | 38% | 36% | 44% |

FSS Consumer Tracker Wave 11

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|-----------------------------------------|-------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|-----------------------------------|-----------------------------------|----------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13c The feed given to livestock | | | | | | | | | | | | | | | |
| Causes concern | 62% | 56% | 68% | 57% | 65% | 64% | 63% | 65% | 63% | 58% | 60% | 66% | 65% | 62% | 49% |
| Does not cause concern | 38% | 44% | 32% | 43% | 35% | 36% | 37% | 35% | 37% | 42% | 40% | 34% | 35% | 38% | 51% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13d Animal welfare | | | | | | | | | | | | | | | |
| Causes concern | 79% | 75% | 82% | 74% | 80% | 77% | 82% | 83% | 79% | 78% | 76% | 80% | 80% | 78% | 81% |
| Does not cause concern | 21% | 25% | 18% | 26% | 20% | 23% | 18% | 17% | 21% | 22% | 24% | 20% | 20% | 22% | 19% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13e The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food | | | | | | | | | | | | | | | |
| Causes concern | 77% | 73% | 81% | 70% | 78% | 77% | 78% | 86% | 80% | 79% | 75% | 75% | 76% | 78% | 74% |
| Does not cause concern | 23% | 27% | 19% | 30% | 22% | 23% | 22% | 14% | 20% | 21% | 25% | 25% | 24% | 22% | 26% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rd | Central Scotla... rd | Southe- rn Sco... rd |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13f The use of additives (such as preservatives and colouring) in food products | | | | | | | | | | | | | | | |
| Causes concern | 65% | 60% | 69% | 61% | 63% | 62% | 68% | 70% | 70% | 63% | 60% | 65% | 66% | 64% | 64% |
| Does not cause concern | 35% | 40% | 31% | 39% | 37% | 38% | 32% | 30% | 30% | 37% | 40% | 35% | 34% | 36% | 36% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13g Understanding the difference between date labels, such as "best before" and "use by" labels | | | | | | | | | | | | | | | |
| Causes concern | 38% | 37% | 39% | 37% | 42% | 42% | 29% | 41% | 34% | 39% | 37% | 42% | 38% | 38% | 46% |
| Does not cause concern | 62% | 63% | 61% | 63% | 58% | 58% | 71% | 59% | 66% | 61% | 63% | 58% | 62% | 62% | 54% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13h Food safety when eating out | | | | | | | | | | | | | | | |
| Causes concern | 67% | 63% | 70% | 65% | 66% | 66% | 62% | 73% | 65% | 64% | 62% | 75% | 68% | 66% | 68% |
| Does not cause concern | 33% | 37% | 30% | 35% | 34% | 34% | 38% | 27% | 35% | 36% | 38% | 25% | 32% | 34% | 32% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13i Food safety at home | | | | | | | | | | | | | | | |
| Causes concern | 44% | 42% | 45% | 53% | 49% | 41% | 29% | 39% | 42% | 41% | 41% | 49% | 47% | 43% | 40% |
| Does not cause concern | 56% | 58% | 55% | 47% | 51% | 59% | 71% | 61% | 58% | 59% | 59% | 51% | 53% | 57% | 60% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13j Food prices | | | | | | | | | | | | | | | |
| Causes concern | 69% | 66% | 71% | 67% | 73% | 72% | 67% | 66% | 65% | 66% | 66% | 76% | 69% | 68% | 75% |
| Does not cause concern | 31% | 34% | 29% | 33% | 27% | 28% | 33% | 34% | 35% | 34% | 34% | 24% | 31% | 32% | 25% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13k Food not being what the label says it is | | | | | | | | | | | | | | | |
| Causes concern | 69% | 68% | 70% | 66% | 68% | 66% | 66% | 79% | 70% | 66% | 69% | 72% | 70% | 67% | 83% |
| Does not cause concern | 31% | 32% | 30% | 34% | 32% | 34% | 34% | 21% | 30% | 34% | 31% | 28% | 30% | 33% | 17% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13I Allergens – things in food that cause allergic reactions | | | | | | | | | | | | | | | |
| Causes concern | 53% | 51% | 55% | 52% | 53% | 49% | 52% | 59% | 54% | 50% | 51% | 56% | 52% | 54% | 48% |
| Does not cause concern | 47% | 49% | 45% | 48% | 47% | 51% | 48% | 41% | 46% | 50% | 49% | 44% | 48% | 46% | 52% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13m Possibility of food supply shortages | | | | | | | | | | | | | | | |
| Causes concern | 57% | 54% | 60% | 58% | 62% | 53% | 50% | 60% | 55% | 54% | 53% | 64% | 60% | 56% | 50% |
| Does not cause concern | 43% | 46% | 40% | 42% | 38% | 47% | 50% | 40% | 45% | 46% | 47% | 36% | 40% | 44% | 50% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13n Impact of food production on the environment | | | | | | | | | | | | | | | |
| Causes concern | 65% | 60% | 71% | 72% | 69% | 61% | 63% | 59% | 65% | 66% | 61% | 68% | 69% | 65% | 61% |
| Does not cause concern | 35% | 40% | 29% | 28% | 31% | 39% | 37% | 41% | 35% | 34% | 39% | 32% | 31% | 35% | 39% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13o People having an unhealthy diet | | | | | | | | | | | | | | | |
| Causes concern | 59% | 56% | 62% | 54% | 63% | 58% | 61% | 62% | 65% | 57% | 56% | 58% | 62% | 57% | 61% |
| Does not cause concern | 41% | 44% | 38% | 46% | 37% | 42% | 39% | 38% | 35% | 43% | 44% | 42% | 38% | 43% | 39% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13p Impact of food packaging on the environment | | | | | | | | | | | | | | | |
| Causes concern | 73% | 68% | 78% | 69% | 71% | 72% | 77% | 78% | 78% | 74% | 68% | 71% | 74% | 72% | 76% |
| Does not cause concern | 27% | 32% | 22% | 31% | 29% | 28% | 23% | 22% | 22% | 26% | 32% | 29% | 26% | 28% | 24% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13q Food standards and the quality of the food we eat | | | | | | | | | | | | | | | |
| Causes concern | 67% | 64% | 69% | 66% | 68% | 70% | 58% | 71% | 68% | 65% | 62% | 70% | 67% | 66% | 66% |
| Does not cause concern | 33% | 36% | 31% | 34% | 32% | 30% | 42% | 29% | 32% | 35% | 38% | 30% | 33% | 34% | 34% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q13r Whether food is produced ethically or not | | | | | | | | | | | | | | | |
| Causes concern | 65% | 58% | 72% | 68% | 65% | 61% | 64% | 65% | 62% | 65% | 67% | 66% | 66% | 65% | 66% |
| Does not cause concern | 35% | 42% | 28% | 32% | 35% | 39% | 36% | 35% | 38% | 35% | 33% | 34% | 34% | 35% | 34% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q14 Price of food | | | | | | | | | | | | | | | |
| It will improve | 10% | 11% | 9% | 16% | 15% | 8% | 6% | 3% | 8% | 5% | 18% | 12% | 12% | 9% | 14% |
| There will be no change | 17% | 18% | 17% | 19% | 17% | 19% | 12% | 18% | 15% | 17% | 17% | 19% | 13% | 18% | 27% |
| It will get worse | 62% | 64% | 61% | 57% | 54% | 62% | 69% | 72% | 69% | 67% | 55% | 56% | 60% | 63% | 59% |
| Don't know | 10% | 8% | 13% | 9% | 14% | 11% | 13% | 8% | 7% | 10% | 11% | 13% | 16% | 9% | - |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q14a Food safety | | | | | | | | | | | | | | | |
| It will improve | 12% | 12% | 13% | 16% | 17% | 11% | 7% | 8% | 14% | 12% | 17% | 9% | 11% | 13% | 15% |
| There will be no change | 44% | 43% | 45% | 41% | 36% | 42% | 50% | 52% | 42% | 45% | 45% | 45% | 44% | 43% | 58% |
| It will get worse | 30% | 34% | 25% | 29% | 31% | 27% | 28% | 33% | 33% | 31% | 24% | 29% | 28% | 31% | 17% |
| Don't know | 14% | 11% | 17% | 14% | 16% | 19% | 16% | 7% | 11% | 13% | 14% | 17% | 17% | 13% | 10% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q14b Food availability | | | | | | | | | | | | | | | |
| It will improve | 10% | 10% | 9% | 15% | 17% | 7% | 5% | 3% | 10% | 6% | 13% | 10% | 10% | 7% | |
| There will be no change | 31% | 33% | 29% | 28% | 25% | 32% | 35% | 34% | 28% | 32% | 37% | 29% | 26% | 31% | 49% |
| It will get worse | 48% | 49% | 47% | 47% | 42% | 47% | 48% | 53% | 52% | 51% | 39% | 46% | 45% | 49% | 41% |
| Don't know | 12% | 8% | 15% | 11% | 15% | 14% | 12% | 9% | 10% | 11% | 11% | 14% | 18% | 10% | 3% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q14c Food being sustainable and environmentally friendly | | | | | | | | | | | | | | | |
| It will improve | 15% | 15% | 15% | 22% | 17% | 14% | 8% | 9% | 15% | 13% | 21% | 12% | 15% | 15% | 16% |
| There will be no change | 40% | 42% | 39% | 36% | 32% | 44% | 41% | 48% | 39% | 39% | 43% | 40% | 37% | 41% | 51% |
| It will get worse | 29% | 33% | 26% | 27% | 35% | 24% | 30% | 33% | 34% | 31% | 24% | 27% | 27% | 31% | 20% |
| Don't know | 16% | 11% | 20% | 16% | 16% | 19% | 21% | 10% | 12% | 17% | 12% | 20% | 22% | 13% | 13% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q14d Food fraud (food not being what it says it is on the label) | | | | | | | | | | | | | | | |
| It will improve | 14% | 14% | 14% | 19% | 19% | 12% | 10% | 11% | 11% | 12% | 26% | 13% | 17% | 13% | 13% |
| There will be no change | 34% | 34% | 34% | 34% | 28% | 37% | 34% | 36% | 35% | 32% | 32% | 36% | 28% | 35% | 52% |
| It will get worse | 33% | 36% | 30% | 29% | 33% | 33% | 36% | 38% | 37% | 34% | 28% | 33% | 33% | 34% | 24% |
| Don't know | 18% | 15% | 21% | 19% | 19% | 18% | 21% | 15% | 17% | 22% | 14% | 19% | 22% | 18% | 11% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q14e Food standards (the quality of the food we eat) | | | | | | | | | | | | | | | |
| It will improve | 14% | 15% | 14% | 19% | 20% | 12% | 11% | 10% | 14% | 12% | 23% | 12% | 17% | 14% | 12% |
| There will be no change | 42% | 41% | 42% | 36% | 33% | 43% | 48% | 49% | 39% | 43% | 38% | 45% | 37% | 42% | 52% |
| It will get worse | 31% | 34% | 27% | 31% | 34% | 28% | 27% | 33% | 35% | 31% | 27% | 28% | 27% | 32% | 28% |
| Don't know | 13% | 9% | 17% | 14% | 14% | 18% | 14% | 8% | 12% | 14% | 12% | 15% | 19% | 12% | 8% |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|--------------------------------------------|-------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q15a Eating a healthy balanced diet | | | | | | | | | | | | | | | |
| Yes | 89% | 88% | 90% | 84% | 88% | 91% | 92% | 92% | 92% | 89% | 88% | 87% | 86% | 89% | 97% |
| No | 11% | 12% | 10% | 16% | 12% | 9% | 8% | 8% | 8% | 11% | 12% | 13% | 14% | 11% | 3% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q15b How to prepare and cook food safely and hygienically | | | | | | | | | | | | | | | |
| Yes | 90% | 89% | 90% | 85% | 87% | 91% | 93% | 93% | 92% | 92% | 86% | 87% | 90% | 89% | 96% |
| No | 10% | 11% | 10% | 15% | 13% | 9% | 7% | 7% | 8% | 8% | 14% | 13% | 10% | 11% | 4% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q15c How to check whether the food I am eating when in a bar/café/restaurant is safe | | | | | | | | | | | | | | | |
| Yes | 49% | 48% | 49% | 60% | 57% | 46% | 44% | 33% | 44% | 42% | 61% | 51% | 50% | 49% | 43% |
| No | 51% | 52% | 51% | 40% | 43% | 54% | 56% | 67% | 56% | 58% | 39% | 49% | 50% | 51% | 57% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q15d Ingredients in food which could cause allergic reactions | | | | | | | | | | | | | | | |
| Yes | 75% | 71% | 78% | 77% | 79% | 78% | 71% | 68% | 72% | 75% | 76% | 76% | 78% | 73% | 74% |
| No | 25% | 29% | 22% | 23% | 21% | 22% | 29% | 32% | 28% | 25% | 24% | 24% | 22% | 27% | 26% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q16 Have you seen or heard any advertising or publicity recently about any of the following food issues? | | | | | | | | | | | | | | | |
| Preventing food poisoning | 11% | 11% | 11% | 11% | 10% | 11% | 10% | 13% | 9% | 10% | 14% | 11% | 9% | 12% | 10% |
| Food safety when preparing and cooking food at home | 15% | 15% | 14% | 13% | 13% | 16% | 10% | 19% | 15% | 12% | 16% | 15% | 12% | 16% | 12% |
| The importance of taking Vitamin D supplements | 29% | 31% | 28% | 19% | 25% | 29% | 30% | 47% | 44% | 27% | 24% | 24% | 29% | 29% | 37% |
| Reducing the amount of treats and unhealthy snacks we eat | 20% | 19% | 20% | 18% | 17% | 17% | 21% | 24% | 25% | 18% | 17% | 18% | 16% | 21% | 18% |
| Changing what we eat now to avoid health problems later in life | 17% | 17% | 17% | 16% | 16% | 15% | 17% | 21% | 16% | 18% | 16% | 17% | 17% | 17% | 18% |
| The importance of washing your hands with soap and water | 43% | 42% | 44% | 32% | 29% | 45% | 47% | 62% | 51% | 43% | 40% | 38% | 38% | 43% | 53% |
| Having a healthy diet | 28% | 29% | 26% | 26% | 25% | 25% | 25% | 35% | 34% | 28% | 30% | 21% | 22% | 30% | 19% |
| Food allergies | 14% | 15% | 13% | 14% | 9% | 11% | 12% | 21% | 15% | 15% | 14% | 12% | 11% | 15% | 18% |
| Healthy eating and food safety resources for schools | 14% | 14% | 15% | 17% | 16% | 11% | 9% | 16% | 19% | 12% | 14% | 14% | 12% | 16% | 9% |
| How to report food crime | 6% | 6% | 5% | 8% | 9% | 5% | 1% | 4% | 5% | 4% | 8% | 7% | 5% | 6% | 3% |
| Food poisoning from campylobacter | 7% | 6% | 7% | 9% | 11% | 5% | 3% | 4% | 5% | 5% | 10% | 6% | 6% | 7% | 4% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Saying no to upsizing deals offered when buying food in restaurants, cafes, takeaways, petrol stations or cinemas | 14% | 16% | 13% | 11% | 12% | 13% | 13% | 21% | 18% | 14% | 9% | 15% | 12% | 16% | 7% |
| Other | 0% | 0% | 0% | 0% | - | - | - | 1% | 1% | 0% | - | - | 0% | 0% | - |
| Not seen/heard any advertising about food issues | 38% | 36% | 39% | 36% | 44% | 40% | 46% | 28% | 28% | 37% | 40% | 45% | 40% | 37% | 37% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q17 Which of these best describes the level of responsibility you have for cooking and preparing food in your household? | | | | | | | | | | | | | | | |
| Responsible for all or most of the preparation/cooking | 58% | 47% | 69% | 56% | 57% | 64% | 66% | 52% | 52% | 61% | 59% | 60% | 56% | 59% | 54% |
| Responsible for about half of the preparation/cooking | 26% | 30% | 23% | 28% | 33% | 27% | 20% | 23% | 29% | 27% | 24% | 25% | 29% | 26% | 20% |
| Responsible for less than half of the preparation/cooking | 11% | 16% | 5% | 9% | 6% | 5% | 11% | 20% | 14% | 9% | 12% | 8% | 8% | 11% | 16% |
| Not responsible for any of the preparation/cooking | 5% | 6% | 4% | 7% | 4% | 4% | 3% | 5% | 4% | 4% | 4% | 7% | 7% | 4% | 10% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q18a Beef, lamb or pork | | | | | | | | | | | | | | | | |
| More than once a week | 25% | 26% | 25% | 24% | 29% | 24% | 25% | 27% | 31% | 25% | 23% | 23% | 23% | 26% | 33% | |
| Once a week | 41% | 46% | 36% | 37% | 39% | 43% | 42% | 44% | 40% | 42% | 48% | 36% | 41% | 41% | 33% | |
| Less often than once a week | 24% | 21% | 26% | 23% | 19% | 26% | 26% | 23% | 19% | 25% | 17% | 30% | 27% | 22% | 22% | |
| Never | 10% | 7% | 13% | 16% | 12% | 7% | 7% | 6% | 10% | 8% | 12% | 11% | 8% | 11% | 12% | |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q18b Raw poultry like chicken or turkey | | | | | | | | | | | | | | | | |
| More than once a week | 35% | 34% | 37% | 39% | 42% | 37% | 30% | 28% | 29% | 35% | 39% | 39% | 39% | 34% | 32% | |
| Once a week | 33% | 35% | 32% | 33% | 31% | 32% | 36% | 36% | 40% | 34% | 33% | 28% | 36% | 33% | 27% | |
| Less often than once a week | 18% | 19% | 17% | 13% | 14% | 18% | 23% | 25% | 19% | 19% | 14% | 20% | 18% | 18% | 27% | |
| Never | 13% | 11% | 14% | 15% | 13% | 12% | 11% | 11% | 13% | 12% | 14% | 12% | 6% | 15% | 14% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q18c Pre-cooked meats like ham or meat patè | | | | | | | | | | | | | | | |
| More than once a week | 26% | 30% | 23% | 26% | 34% | 29% | 22% | 21% | 23% | 28% | 32% | 24% | 23% | 28% | 21% |
| Once a week | 29% | 31% | 27% | 29% | 26% | 27% | 34% | 29% | 31% | 29% | 30% | 27% | 29% | 29% | 28% |
| Less often than once a week | 28% | 27% | 29% | 22% | 23% | 31% | 31% | 36% | 31% | 28% | 22% | 30% | 33% | 26% | 27% |
| Never | 17% | 12% | 21% | 23% | 16% | 13% | 13% | 14% | 15% | 15% | 15% | 20% | 14% | 17% | 24% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q18d Burgers and sausages | | | | | | | | | | | | | | | | |
| More than once a week | 12% | 14% | 11% | 15% | 17% | 14% | 8% | 8% | 9% | 12% | 12% | 16% | 8% | 14% | 12% | |
| Once a week | 39% | 40% | 37% | 41% | 49% | 40% | 38% | 27% | 34% | 40% | 47% | 36% | 43% | 38% | 30% | |
| Less often than once a week | 38% | 38% | 37% | 31% | 24% | 38% | 41% | 55% | 45% | 38% | 28% | 38% | 38% | 37% | 42% | |
| Never | 11% | 8% | 14% | 13% | 10% | 9% | 13% | 10% | 12% | 10% | 12% | 10% | 11% | 11% | 16% | |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q18e Milk and dairy foods like cheese and yoghurt | | | | | | | | | | | | | | | |
| More than once a week | 73% | 73% | 73% | 63% | 74% | 76% | 76% | 81% | 77% | 74% | 71% | 69% | 78% | 71% | 76% |
| Once a week | 17% | 17% | 17% | 24% | 16% | 14% | 14% | 13% | 14% | 16% | 18% | 20% | 13% | 19% | 12% |
| Less often than once a week | 7% | 8% | 6% | 8% | 7% | 7% | 6% | 6% | 8% | 7% | 7% | 5% | 8% | 7% | |
| Never | 3% | 2% | 4% | 5% | 3% | 3% | 4% | 0% | 3% | 2% | 5% | 3% | 4% | 3% | 5% |

FSS Consumer Tracker Wave 11

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | | |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q18f Eggs | | | | | | | | | | | | | | | | |
| More than once a week | 48% | 48% | 49% | 44% | 49% | 47% | 53% | 51% | 50% | 44% | 57% | 45% | 50% | 47% | 52% | |
| Once a week | 30% | 32% | 29% | 31% | 31% | 29% | 30% | 30% | 30% | 30% | 29% | 32% | 29% | 31% | 33% | |
| Less often than once a week | 15% | 14% | 16% | 16% | 13% | 16% | 13% | 15% | 14% | 21% | 5% | 16% | 15% | 16% | 5% | |
| Never | 7% | 6% | 7% | 9% | 8% | 7% | 4% | 4% | 6% | 4% | 9% | 8% | 6% | 6% | 9% | |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q18g Fish, excluding shellfish | | | | | | | | | | | | | | | |
| More than once a week | 17% | 19% | 15% | 15% | 16% | 12% | 18% | 25% | 25% | 17% | 14% | 12% | 19% | 16% | 20% |
| Once a week | 40% | 44% | 37% | 37% | 32% | 42% | 40% | 49% | 43% | 41% | 46% | 34% | 38% | 41% | 36% |
| Less often than once a week | 28% | 27% | 28% | 25% | 30% | 32% | 32% | 22% | 24% | 24% | 27% | 35% | 29% | 26% | 34% |
| Never | 15% | 10% | 20% | 23% | 21% | 15% | 10% | 5% | 8% | 19% | 14% | 18% | 13% | 16% | 11% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q18h Shellfish (includes crab, prawns and lobster) | | | | | | | | | | | | | | | |
| More than once a week | 5% | 5% | 6% | 11% | 5% | 3% | 2% | 3% | 6% | 3% | 8% | 6% | 7% | 5% | 2% |
| Once a week | 14% | 17% | 11% | 16% | 16% | 12% | 10% | 15% | 15% | 17% | 18% | 8% | 15% | 14% | 15% |
| Less often than once a week | 38% | 43% | 34% | 34% | 34% | 37% | 43% | 45% | 50% | 42% | 31% | 30% | 33% | 40% | 38% |
| Never | 42% | 35% | 49% | 39% | 45% | 48% | 46% | 37% | 29% | 39% | 44% | 55% | 44% | 41% | 46% |

FSS Consumer Tracker Wave 11

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q18i Game, such as Pheasant, Duck and Venison | | | | | | | | | | | | | | | | |
| More than once a week | 4% | 5% | 4% | 9% | 7% | 2% | 0% | 1% | 6% | 3% | 6% | 3% | 6% | 4% | - | |
| Once a week | 8% | 10% | 6% | 17% | 9% | 4% | 1% | 4% | 7% | 8% | 10% | 7% | 7% | 8% | 7% | |
| Less often than once a week | 33% | 40% | 26% | 25% | 27% | 29% | 39% | 46% | 45% | 33% | 29% | 24% | 36% | 31% | 32% | |
| Never | 55% | 46% | 64% | 49% | 57% | 66% | 60% | 49% | 42% | 56% | 55% | 65% | 51% | 56% | 61% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|--------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q18j Offal, such as liver or kidneys | | | | | | | | | | | | | | | | |
| More than once a week | 3% | 3% | 4% | 7% | 6% | 1% | - | 1% | 3% | 2% | 6% | 4% | 5% | 3% | - | |
| Once a week | 7% | 9% | 6% | 14% | 9% | 4% | 3% | 3% | 9% | 8% | 9% | 5% | 8% | 8% | 3% | |
| Less often than once a week | 26% | 31% | 21% | 21% | 17% | 14% | 30% | 44% | 33% | 23% | 24% | 23% | 28% | 24% | 30% | |
| Never | 64% | 56% | 70% | 58% | 68% | 80% | 67% | 51% | 55% | 67% | 61% | 69% | 59% | 65% | 67% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|-----------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19a Store open tins in the fridge | | | | | | | | | | | | | | | | |
| Never | 58% | 57% | 59% | 40% | 54% | 65% | 74% | 68% | 58% | 59% | 59% | 56% | 58% | 58% | 64% | |
| Sometimes | 22% | 22% | 21% | 23% | 23% | 22% | 18% | 20% | 20% | 25% | 20% | 20% | 22% | 21% | 26% | |
| Most of the time | 8% | 8% | 7% | 17% | 5% | 5% | 2% | 4% | 10% | 6% | 8% | 7% | 8% | 8% | 2% | |
| Always | 9% | 9% | 9% | 15% | 15% | 4% | 5% | 5% | 11% | 7% | 10% | 10% | 9% | 10% | 2% | |
| Not applicable | 3% | 3% | 3% | 5% | 4% | 3% | 2% | 3% | 1% | 3% | 3% | 6% | 3% | 3% | 6% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | | |
|------------------------------------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19b Use different chopping boards for different foods or wash chopping board when switching between foods | | | | | | | | | | | | | | | | |
| Never | 7% | 7% | 7% | 7% | 7% | 8% | 7% | 5% | 7% | 7% | 5% | 8% | 7% | 6% | 9% | |
| Sometimes | 15% | 16% | 14% | 18% | 17% | 13% | 11% | 14% | 14% | 15% | 21% | 12% | 14% | 16% | 14% | |
| Most of the time | 19% | 20% | 17% | 23% | 20% | 11% | 21% | 16% | 20% | 17% | 18% | 19% | 20% | 18% | 19% | |
| Always | 55% | 52% | 58% | 47% | 53% | 62% | 56% | 60% | 56% | 56% | 50% | 56% | 56% | 55% | 55% | |
| Not applicable | 4% | 5% | 4% | 4% | 3% | 6% | 4% | 5% | 3% | 5% | 6% | 4% | 4% | 5% | 3% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | VQ4 Area of Scotland | | | | |
|-----------------------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|----------------------|------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q19c Wash raw chicken or poultry | | | | | | | | | | | | | | | |
| Never | 45% | 38% | 51% | 35% | 41% | 58% | 53% | 44% | 44% | 47% | 41% | 46% | 51% | 42% | 60% |
| Sometimes | 13% | 14% | 13% | 15% | 16% | 13% | 11% | 11% | 11% | 18% | 16% | 9% | 13% | 14% | 5% |
| Most of the time | 9% | 11% | 7% | 15% | 7% | 5% | 5% | 9% | 10% | 8% | 7% | 10% | 9% | 10% | 5% |
| Always | 23% | 28% | 18% | 23% | 29% | 15% | 21% | 28% | 26% | 17% | 25% | 26% | 21% | 24% | 19% |
| Not applicable | 9% | 8% | 11% | 12% | 7% | 8% | 9% | 8% | 9% | 10% | 11% | 8% | 6% | 10% | 11% |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|----------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19d Wash hands before starting to prepare or cook food | | | | | | | | | | | | | | | | |
| Never | 2% | 2% | 1% | 2% | 5% | - | 1% | 0% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | |
| Sometimes | 9% | 10% | 7% | 14% | 9% | 9% | 5% | 3% | 7% | 11% | 10% | 7% | 9% | 8% | 12% | |
| Most of the time | 16% | 18% | 13% | 21% | 15% | 13% | 12% | 14% | 18% | 17% | 15% | 12% | 15% | 16% | 12% | |
| Always | 73% | 69% | 77% | 61% | 70% | 77% | 82% | 82% | 73% | 69% | 72% | 77% | 73% | 73% | 74% | |
| Not applicable | 1% | 1% | 1% | 2% | 1% | 1% | - | - | 1% | 1% | - | 1% | 1% | 1% | - | |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|-----------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q19e Wash hands immediately after handling raw meat, poultry or fish | | | | | | | | | | | | | | | |
| Never | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 3% | 1% | 1% | 2% | 1% | 4% |
| Sometimes | 6% | 6% | 7% | 11% | 8% | 4% | 6% | 2% | 7% | 6% | 7% | 6% | 10% | 6% | 3% |
| Most of the time | 10% | 11% | 8% | 13% | 12% | 6% | 5% | 10% | 10% | 11% | 11% | 7% | 7% | 10% | 12% |
| Always | 76% | 77% | 76% | 63% | 74% | 83% | 84% | 84% | 77% | 74% | 73% | 80% | 78% | 76% | 74% |
| Not applicable | 6% | 4% | 8% | 10% | 4% | 5% | 5% | 4% | 5% | 7% | 7% | 6% | 4% | 7% | 8% |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|-----------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19f Cook food until it is steaming hot throughout | | | | | | | | | | | | | | | | |
| Never | 1% | 1% | 1% | 2% | 1% | 0% | - | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 4% | |
| Sometimes | 7% | 9% | 6% | 11% | 10% | 8% | 5% | 1% | 5% | 7% | 10% | 7% | 7% | 8% | 4% | |
| Most of the time | 16% | 20% | 13% | 21% | 20% | 10% | 12% | 16% | 14% | 17% | 19% | 16% | 16% | 16% | 16% | |
| Always | 74% | 69% | 78% | 63% | 69% | 80% | 82% | 81% | 78% | 73% | 69% | 74% | 74% | 74% | 76% | |
| Not applicable | 1% | 1% | 2% | 2% | - | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | - | |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|---------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19g Eat chicken or turkey if the meat is pink or has pink or red juices | | | | | | | | | | | | | | | | |
| Never | 76% | 76% | 77% | 57% | 72% | 85% | 90% | 88% | 76% | 77% | 75% | 78% | 77% | 76% | 81% | |
| Sometimes | 6% | 7% | 5% | 10% | 9% | 4% | 2% | 3% | 7% | 9% | 5% | 3% | 8% | 5% | 5% | |
| Most of the time | 6% | 7% | 5% | 14% | 6% | 3% | 1% | 1% | 5% | 5% | 8% | 6% | 5% | 6% | 2% | |
| Always | 4% | 4% | 4% | 7% | 6% | 3% | 1% | 2% | 6% | 2% | 3% | 5% | 4% | 4% | - | |
| Not applicable | 8% | 6% | 9% | 12% | 7% | 5% | 6% | 6% | 7% | 8% | 8% | 8% | 5% | 8% | 12% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|-----------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19h Eat burgers or sausages if the meat is pink or has pink or red juices | | | | | | | | | | | | | | | | |
| Never | 71% | 70% | 71% | 53% | 64% | 79% | 83% | 83% | 70% | 71% | 69% | 72% | 71% | 70% | 77% | |
| Sometimes | 10% | 11% | 9% | 16% | 12% | 8% | 6% | 5% | 12% | 12% | 10% | 6% | 10% | 10% | 11% | |
| Most of the time | 6% | 7% | 5% | 12% | 8% | 3% | 1% | 3% | 6% | 7% | 8% | 4% | 6% | 7% | - | |
| Always | 5% | 5% | 4% | 9% | 7% | 4% | 2% | 1% | 5% | 3% | 5% | 6% | 3% | 6% | - | |
| Not applicable | 9% | 7% | 10% | 10% | 9% | 6% | 9% | 8% | 7% | 7% | 8% | 12% | 9% | 8% | 12% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|------------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19i Use the same utensils for moving / cutting raw meat and for vegetables | | | | | | | | | | | | | | | | |
| Never | 67% | 66% | 68% | 51% | 65% | 80% | 76% | 72% | 64% | 67% | 68% | 69% | 67% | 67% | 68% | |
| Sometimes | 11% | 12% | 10% | 14% | 10% | 8% | 11% | 12% | 10% | 13% | 12% | 10% | 16% | 9% | 14% | |
| Most of the time | 8% | 10% | 7% | 15% | 10% | 5% | 4% | 4% | 11% | 7% | 9% | 7% | 8% | 9% | 4% | |
| Always | 7% | 7% | 7% | 10% | 10% | 2% | 5% | 7% | 10% | 7% | 4% | 7% | 6% | 8% | 4% | |
| Not applicable | 6% | 4% | 8% | 10% | 5% | 5% | 4% | 5% | 5% | 7% | 6% | 7% | 3% | 7% | 9% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|----------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19j Regularly change / wash dish cloths / tea towels | | | | | | | | | | | | | | | | |
| Never | 1% | 1% | 1% | 2% | 4% | - | - | - | 0% | 1% | 2% | 1% | 2% | 1% | 2% | |
| Sometimes | 6% | 7% | 6% | 10% | 9% | 7% | 2% | 3% | 5% | 7% | 10% | 5% | 4% | 8% | 1% | |
| Most of the time | 24% | 29% | 20% | 29% | 27% | 20% | 18% | 24% | 27% | 25% | 21% | 23% | 22% | 25% | 25% | |
| Always | 66% | 60% | 72% | 57% | 59% | 70% | 77% | 73% | 65% | 64% | 66% | 69% | 69% | 65% | 70% | |
| Not applicable | 2% | 2% | 1% | 1% | 1% | 3% | 3% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|-----------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19k Allow pets on to kitchen surfaces | | | | | | | | | | | | | | | | |
| Never | 51% | 51% | 51% | 43% | 49% | 60% | 62% | 47% | 45% | 47% | 55% | 57% | 54% | 49% | 63% | |
| Sometimes | 7% | 7% | 7% | 11% | 9% | 7% | 2% | 5% | 5% | 10% | 9% | 5% | 6% | 8% | 4% | |
| Most of the time | 7% | 6% | 7% | 13% | 8% | 4% | 2% | 3% | 7% | 5% | 10% | 7% | 9% | 7% | 2% | |
| Always | 5% | 4% | 5% | 8% | 8% | 3% | 1% | 2% | 7% | 3% | 4% | 5% | 5% | 5% | - | |
| Not applicable | 30% | 31% | 29% | 24% | 26% | 26% | 32% | 43% | 36% | 34% | 22% | 26% | 27% | 31% | 30% | |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|---------------------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q19I Completely fill my fridge | | | | | | | | | | | | | | | |
| Never | 26% | 27% | 25% | 22% | 26% | 24% | 32% | 29% | 25% | 27% | 25% | 27% | 27% | 25% | 39% |
| Sometimes | 47% | 46% | 47% | 44% | 46% | 54% | 48% | 44% | 47% | 46% | 47% | 46% | 44% | 47% | 50% |
| Most of the time | 20% | 21% | 19% | 21% | 17% | 17% | 17% | 23% | 20% | 21% | 20% | 17% | 20% | 21% | 5% |
| Always | 7% | 6% | 8% | 11% | 10% | 4% | 3% | 3% | 8% | 5% | 7% | 7% | 7% | 7% | 6% |
| Not applicable | 1% | 1% | 1% | 2% | 1% | 1% | - | - | 1% | 1% | 1% | 2% | 2% | 1% | - |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q19m Turn down the temperature to make my fridge colder when it is full | | | | | | | | | | | | | | | |
| Never | 44% | 46% | 42% | 41% | 44% | 41% | 47% | 49% | 43% | 49% | 40% | 42% | 44% | 43% | 54% |
| Sometimes | 23% | 23% | 24% | 17% | 25% | 33% | 28% | 20% | 23% | 24% | 26% | 21% | 24% | 23% | 24% |
| Most of the time | 14% | 14% | 14% | 20% | 15% | 11% | 8% | 13% | 15% | 14% | 15% | 13% | 11% | 16% | 6% |
| Always | 12% | 11% | 12% | 14% | 11% | 10% | 11% | 11% | 14% | 7% | 14% | 13% | 14% | 11% | 10% |
| Not applicable | 7% | 5% | 8% | 8% | 6% | 5% | 5% | 7% | 5% | 5% | 4% | 10% | 6% | 7% | 6% |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|--------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19n Store raw meat / poultry uncovered in the fridge | | | | | | | | | | | | | | | | |
| Never | 74% | 74% | 73% | 53% | 69% | 82% | 89% | 87% | 73% | 75% | 72% | 73% | 78% | 72% | 70% | |
| Sometimes | 8% | 8% | 8% | 13% | 11% | 7% | 5% | 2% | 8% | 8% | 8% | 8% | 7% | 9% | 8% | |
| Most of the time | 5% | 7% | 4% | 14% | 4% | 3% | - | 1% | 5% | 6% | 5% | 6% | 6% | 5% | 6% | |
| Always | 6% | 6% | 6% | 10% | 10% | 2% | 1% | 3% | 7% | 3% | 9% | 5% | 7% | 6% | - | |
| Not applicable | 7% | 5% | 9% | 10% | 6% | 6% | 6% | 6% | 6% | 8% | 6% | 8% | 3% | 8% | 16% | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|----------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19o Store raw and cooked food separately in the fridge | | | | | | | | | | | | | | | | |
| Never | 5% | 6% | 3% | 5% | 7% | 5% | 1% | 5% | 3% | 6% | 4% | 6% | 4% | 5% | 9% | |
| Sometimes | 7% | 8% | 6% | 10% | 8% | 5% | 6% | 6% | 6% | 7% | 11% | 5% | 9% | 7% | 5% | |
| Most of the time | 14% | 12% | 15% | 21% | 18% | 9% | 9% | 8% | 16% | 16% | 13% | 10% | 14% | 14% | 8% | |
| Always | 69% | 68% | 70% | 56% | 61% | 78% | 80% | 76% | 71% | 66% | 66% | 72% | 69% | 69% | 71% | |
| Not applicable | 5% | 5% | 6% | 8% | 6% | 3% | 4% | 4% | 4% | 6% | 6% | 6% | 4% | 6% | 6% | |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19p Check the temperature of my fridge | | | | | | | | | | | | | | | | |
| Never | 20% | 20% | 20% | 21% | 19% | 25% | 21% | 13% | 17% | 23% | 12% | 24% | 18% | 21% | 19% | |
| Sometimes | 35% | 36% | 35% | 34% | 37% | 32% | 35% | 39% | 31% | 42% | 38% | 30% | 40% | 33% | 47% | |
| Most of the time | 23% | 22% | 24% | 26% | 20% | 19% | 23% | 23% | 25% | 21% | 24% | 23% | 24% | 24% | 10% | |
| Always | 20% | 21% | 20% | 15% | 22% | 23% | 20% | 24% | 25% | 13% | 25% | 21% | 16% | 22% | 24% | |
| Not applicable | 2% | 1% | 2% | 4% | 1% | 1% | | 1% | 2% | 1% | 1% | 2% | 2% | 2% | - | |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | VQ4 Area of Scotland | | | | |
|----------------------------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|----------------------|------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q19q Defrost meat at room temperature | | | | | | | | | | | | | | | |
| Never | 10% | 9% | 11% | 9% | 14% | 15% | 7% | 8% | 9% | 11% | 7% | 12% | 10% | 10% | 9% |
| Sometimes | 26% | 24% | 28% | 32% | 31% | 28% | 22% | 18% | 20% | 30% | 33% | 24% | 27% | 26% | 28% |
| Most of the time | 22% | 22% | 22% | 23% | 19% | 20% | 24% | 23% | 26% | 19% | 20% | 23% | 23% | 22% | 16% |
| Always | 32% | 36% | 29% | 24% | 30% | 31% | 35% | 44% | 36% | 31% | 32% | 30% | 32% | 33% | 32% |
| Not applicable | 9% | 9% | 9% | 11% | 6% | 7% | 13% | 7% | 8% | 9% | 8% | 10% | 8% | 9% | 15% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|-------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19r Read the information on food labels | | | | | | | | | | | | | | | | |
| Never | 4% | 5% | 3% | 3% | 5% | 7% | 3% | 2% | 2% | 3% | 2% | 7% | 5% | 3% | 9% | |
| Sometimes | 28% | 28% | 28% | 23% | 29% | 33% | 30% | 29% | 23% | 34% | 30% | 25% | 33% | 27% | 25% | |
| Most of the time | 36% | 36% | 35% | 37% | 37% | 28% | 43% | 35% | 44% | 31% | 34% | 35% | 33% | 37% | 37% | |
| Always | 31% | 30% | 33% | 34% | 30% | 31% | 24% | 34% | 31% | 31% | 33% | 32% | 29% | 33% | 29% | |
| Not applicable | 1% | 1% | 1% | 2% | - | 1% | - | - | 0% | 1% | 1% | 1% | 1% | 1% | - | |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|---------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 | |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 | |
| Q19s Check if food is safe to eat by smelling it | | | | | | | | | | | | | | | | |
| Never | 10% | 11% | 8% | 7% | 12% | 12% | 8% | 9% | 6% | 9% | 8% | 14% | 14% | 8% | 5% | |
| Sometimes | 31% | 33% | 30% | 28% | 33% | 31% | 35% | 32% | 34% | 33% | 35% | 25% | 29% | 32% | 31% | |
| Most of the time | 23% | 23% | 23% | 31% | 24% | 19% | 19% | 18% | 24% | 26% | 23% | 20% | 22% | 24% | 23% | |
| Always | 34% | 32% | 37% | 31% | 29% | 36% | 37% | 40% | 35% | 30% | 33% | 39% | 34% | 34% | 38% | |
| Not applicable | 1% | 1% | 2% | 2% | 2% | 1% | - | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|--------------------------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q19t Only reheat leftovers once | | | | | | | | | | | | | | | |
| Never | 7% | 7% | 6% | 10% | 7% | 5% | 3% | 6% | 4% | 3% | 9% | 11% | 5% | 7% | 7% |
| Sometimes | 15% | 17% | 14% | 16% | 23% | 16% | 11% | 12% | 11% | 16% | 19% | 16% | 15% | 16% | 12% |
| Most of the time | 17% | 16% | 18% | 23% | 14% | 15% | 13% | 14% | 17% | 18% | 14% | 17% | 18% | 16% | 18% |
| Always | 54% | 50% | 57% | 47% | 50% | 55% | 64% | 56% | 63% | 55% | 50% | 47% | 55% | 53% | 59% |
| Not applicable | 8% | 10% | 5% | 5% | 6% | 9% | 8% | 12% | 5% | 8% | 9% | 9% | 7% | 8% | 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q19u Use the '5 second rule' to decide if something is safe to eat after being dropped on the floor | | | | | | | | | | | | | | | |
| Never | 41% | 44% | 39% | 29% | 42% | 54% | 53% | 39% | 33% | 41% | 42% | 48% | 43% | 40% | 48% |
| Sometimes | 27% | 24% | 30% | 34% | 30% | 24% | 21% | 24% | 28% | 32% | 30% | 21% | 26% | 28% | 27% |
| Most of the time | 12% | 13% | 10% | 18% | 10% | 8% | 8% | 10% | 14% | 11% | 12% | 10% | 10% | 12% | 8% |
| Always | 14% | 13% | 15% | 16% | 14% | 10% | 10% | 16% | 16% | 12% | 10% | 15% | 12% | 14% | 14% |
| Not applicable | 6% | 7% | 5% | 4% | 3% | 5% | 8% | 11% | 8% | 4% | 6% | 6% | 8% | 6% | 3% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 435 | 233 | 202 | 144 | 88 | 60 | 54 | 89 | 132 | 136 | 72 | 95 | 95 | 325 | 15 |
| Weighted | 442 | 251 | 191 | 150 | 77 | 59 | 55 | 101 | 110 | 118 | 89 | 126 | 106 | 320 | 16 |
| Q20 Why do you wash raw chicken or poultry? Tick all that apply | | | | | | | | | | | | | | | |
| You need to wash raw poultry to remove the chemicals/pesticides | 41% | 42% | 40% | 38% | 53% | 34% | 26% | 50% | 39% | 44% | 38% | 44% | 45% | 40% | 55% |
| You need to wash it to get any dirt off | 35% | 40% | 30% | 36% | 43% | 32% | 35% | 30% | 39% | 36% | 42% | 28% | 42% | 33% | 31% |
| You should wash any raw food that has been handled to avoid eating germs or bacteria | 57% | 62% | 51% | 48% | 69% | 56% | 59% | 62% | 62% | 53% | 62% | 55% | 54% | 58% | 74% |
| It's just what I've always done | 43% | 45% | 40% | 38% | 31% | 51% | 50% | 50% | 44% | 39% | 46% | 42% | 39% | 44% | 45% |
| Other | 1% | 1% | 1% | 1% | 2% | - | 2% | 1% | - | 2% | - | 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 436 | 168 | 268 | 98 | 71 | 105 | 81 | 81 | 124 | 152 | 63 | 97 | 114 | 295 | 27 |
| Weighted | 430 | 176 | 254 | 100 | 60 | 101 | 77 | 93 | 100 | 129 | 76 | 125 | 125 | 273 | 32 |
| Q21 Which, if any, of these statements about washing raw poultry (chicken, turkey, etc) do you agree with? | | | | | | | | | | | | | | | |
| It has already been washed so you don't need to wash it | 31% | 32% | 31% | 28% | 26% | 34% | 37% | 29% | 30% | 30% | 38% | 29% | 33% | 30% | 36% |
| Washing poultry can mean you splash water containing harmful bacteria around the kitchen | 75% | 72% | 77% | 61% | 75% | 81% | 79% | 81% | 77% | 73% | 71% | 79% | 78% | 75% | 67% |
| You need to wash raw poultry to remove the chemicals/pesticides | 4% | 5% | 3% | 2% | 6% | 4% | 5% | 3% | 2% | 5% | 4% | 4% | 2% | 5% | 3% |
| You need to wash it to get any dirt off | 3% | 4% | 2% | 6% | 2% | 2% | 2% | 1% | 4% | 3% | 2% | 2% | 2% | 4% | - |
| You should wash any raw food that has been handled to avoid eating germs or bacteria | 6% | 9% | 3% | 2% | 7% | 8% | 4% | 9% | 4% | 7% | 6% | 6% | 3% | 7% | 4% |
| Don't know | 8% | 7% | 8% | 15% | 6% | 7% | 4% | 6% | 9% | 10% | 8% | 4% | 6% | 9% | 4% |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | VQ4 Area of Scotland | | | | |
|------------------------------------------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|----------------------|------------|------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 967 | 437 | 530 | 277 | 171 | 181 | 152 | 186 | 286 | 320 | 151 | 210 | 222 | 696 | 49 |
| Weighted | 966 | 466 | 500 | 283 | 147 | 176 | 148 | 213 | 233 | 274 | 185 | 274 | 247 | 665 | 55 |
| Q22 Which method do you usually use to defrost frozen meat? | | | | | | | | | | | | | | | |
| Placing it in water | 8% | 7% | 9% | 15% | 9% | 6% | 3% | 3% | 5% | 7% | 9% | 11% | 13% | 6% | 5% |
| Leave it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging) | 47% | 48% | 46% | 42% | 48% | 44% | 52% | 51% | 50% | 50% | 46% | 41% | 48% | 47% | 39% |
| Leave it in the fridge | 40% | 37% | 43% | 35% | 40% | 49% | 35% | 41% | 41% | 38% | 37% | 44% | 42% | 39% | 42% |
| Leave it in a cool place (other than fridge) | 16% | 18% | 14% | 16% | 12% | 14% | 17% | 18% | 19% | 13% | 16% | 15% | 18% | 15% | 16% |
| Defrosting it in the microwave | 9% | 11% | 8% | 9% | 11% | 11% | 7% | 9% | 13% | 8% | 11% | 7% | 10% | 9% | 6% |
| Do not defrost, always cook from frozen | 2% | 3% | 2% | 4% | 4% | 1% | 2% | 1% | 2% | 2% | 3% | 2% | 1% | 3% | 4% |
| Never freeze meat / poultry | 8% | 8% | 8% | 9% | 6% | 7% | 11% | 6% | 6% | 9% | 7% | 10% | 7% | 9% | 3% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q23 How do you normally check the temperature in your fridge? | | | | | | | | | | | | | | | |
| Check the setting / gauge of fridge | 34% | 34% | 34% | 34% | 39% | 29% | 34% | 35% | 31% | 32% | 36% | 37% | 40% | 33% | 24% |
| Check the temperature display/thermometer built into the fridge | 35% | 34% | 36% | 34% | 34% | 34% | 35% | 39% | 40% | 32% | 41% | 29% | 39% | 34% | 30% |
| Put a thermometer in the fridge and check | 18% | 21% | 16% | 16% | 15% | 25% | 13% | 22% | 20% | 15% | 22% | 17% | 18% | 19% | 17% |
| Look inside/check for ice/condensation | 16% | 16% | 15% | 20% | 16% | 10% | 12% | 17% | 15% | 20% | 13% | 14% | 18% | 15% | 11% |
| Feel food inside to see if it is cold | 17% | 16% | 18% | 18% | 21% | 16% | 15% | 14% | 18% | 19% | 14% | 16% | 20% | 16% | 13% |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| I never check fridge temperature | 18% | 18% | 18% | 18% | 15% | 19% | 21% | 16% | 15% | 21% | 13% | 20% | 14% | 19% | 26% |
| I don't have a fridge | 1% | 1% | 1% | 2% | 1% | 1% | - | 1% | - | 1% | - | 3% | 3% | 0% | - |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1005 | 461 | 544 | 291 | 176 | 187 | 157 | 194 | 298 | 330 | 157 | 220 | 230 | 721 | 54 |
| Weighted | 1007 | 492 | 515 | 300 | 151 | 182 | 152 | 222 | 244 | 283 | 193 | 287 | 257 | 689 | 61 |
| Q24b Use the scale on the thermometer to show what the temperature inside your fridge should be. | | | | | | | | | | | | | | | |
| -5 | 12% | 14% | 10% | 6% | 9% | 9% | 12% | 25% | 12% | 13% | 11% | 12% | 14% | 11% | 19% |
| 0 | 15% | 14% | 15% | 20% | 13% | 18% | 11% | 9% | 12% | 13% | 21% | 14% | 15% | 14% | 19% |
| 5 | 62% | 60% | 63% | 58% | 67% | 62% | 67% | 59% | 68% | 63% | 54% | 60% | 61% | 62% | 59% |
| 10 | 10% | 10% | 10% | 13% | 11% | 9% | 9% | 6% | 6% | 11% | 11% | 11% | 8% | 11% | 3% |
| 15 | 2% | 2% | 2% | 3% | 1% | 2% | 1% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | - |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | VQ4 Area of Scotland | | | |
|---------------------------------------------------------------------|------|------------|--------|---------|-------|-------|-------|-----|--------------------------|-----|-----|----------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1005 | 461 | 544 | 291 | 176 | 187 | 157 | 194 | 298 | 330 | 157 | 220 | 230 | 721 | 54 |
| Weighted | 1007 | 492 | 515 | 300 | 151 | 182 | 152 | 222 | 244 | 283 | 193 | 287 | 257 | 689 | 61 |
| Q25 Where in the fridge do you store raw meat and poultry? | | | | | | | | | | | | | | | |
| Anywhere | 7% | 7% | 6% | 9% | 7% | 3% | 5% | 7% | 6% | 8% | 8% | 5% | 8% | 6% | 3% |
| On the bottom shelf of the fridge | 60% | 58% | 63% | 51% | 58% | 70% | 66% | 64% | 58% | 59% | 56% | 67% | 67% | 57% | 76% |
| At the top of the fridge | 6% | 5% | 6% | 9% | 8% | 2% | 5% | 3% | 7% | 6% | 7% | 4% | 6% | 6% | - |
| In a separate compartment e.g. a meat drawer or salad tray | 17% | 19% | 15% | 20% | 19% | 18% | 9% | 18% | 17% | 16% | 23% | 15% | 21% | 16% | 13% |
| In the middle of the fridge | 8% | 8% | 8% | 10% | 9% | 3% | 8% | 9% | 12% | 7% | 5% | 7% | 6% | 9% | 5% |
| Wherever there is space, if my fridge is full | 7% | 7% | 7% | 11% | 7% | 4% | 4% | 4% | 7% | 7% | 8% | 6% | 8% | 7% | - |
| Other | 0% | 0% | - | - | - | - | - | 0% | 0% | - | - | - | 0% | - | - |
| Don't store raw meat\poultry in the fridge | 4% | 5% | 3% | 6% | 2% | 3% | 4% | 5% | 5% | 5% | 3% | 4% | 3% | 5% | 4% |
| Don't buy or store meat or poultry at all | 6% | 4% | 7% | 6% | 6% | 6% | 5% | 5% | 6% | 6% | 4% | 6% | 4% | 6% | 7% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 904 | 418 | 486 | 256 | 162 | 170 | 142 | 174 | 264 | 295 | 147 | 198 | 215 | 642 | 47 |
| Weighted | 908 | 445 | 463 | 266 | 140 | 166 | 138 | 199 | 217 | 252 | 180 | 259 | 240 | 614 | 54 |
| Q26 How do you store raw meat and poultry in the fridge? | | | | | | | | | | | | | | | |
| Away from cooked foods | 48% | 48% | 48% | 35% | 39% | 60% | 56% | 56% | 48% | 49% | 46% | 49% | 50% | 47% | 46% |
| Covered with film \ foil | 35% | 35% | 34% | 31% | 35% | 31% | 29% | 45% | 35% | 36% | 34% | 33% | 37% | 35% | 22% |
| In a covered container | 51% | 51% | 52% | 44% | 52% | 52% | 51% | 60% | 53% | 54% | 50% | 49% | 50% | 53% | 41% |
| In its packaging | 61% | 61% | 61% | 55% | 57% | 69% | 77% | 53% | 61% | 67% | 51% | 61% | 58% | 62% | 58% |
| On a plate | 19% | 20% | 18% | 18% | 18% | 19% | 19% | 21% | 22% | 16% | 17% | 21% | 22% | 18% | 16% |
| Other | 0% | - | 0% | - | - | - | 1% | - | 0% | - | - | - | - | 0% | - |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q27 Use a food thermometer to check food is cooked thoroughly | | | | | | | | | | | | | | | |
| Never | 52% | 50% | 55% | 41% | 50% | 60% | 65% | 55% | 52% | 62% | 42% | 51% | 54% | 51% | 58% |
| Sometimes | 19% | 21% | 17% | 21% | 17% | 16% | 24% | 19% | 24% | 14% | 22% | 18% | 22% | 18% | 18% |
| Most of the time | 11% | 12% | 10% | 15% | 15% | 9% | 4% | 9% | 10% | 9% | 13% | 13% | 9% | 12% | 10% |
| Always | 12% | 11% | 13% | 18% | 13% | 10% | 7% | 9% | 10% | 9% | 20% | 11% | 11% | 13% | 10% |
| N/A | 5% | 5% | 6% | 5% | 5% | 5% | 1% | 9% | 5% | 5% | 4% | 7% | 5% | 5% | 4% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q27a Wash fruit or vegetables (including salad) which are going to be eaten raw | | | | | | | | | | | | | | | |
| Never | 5% | 4% | 5% | 8% | 3% | 5% | 3% | 3% | 3% | 2% | 4% | 8% | 6% | 4% | 4% |
| Sometimes | 15% | 18% | 12% | 10% | 20% | 19% | 20% | 12% | 14% | 18% | 16% | 13% | 12% | 16% | 24% |
| Most of the time | 19% | 17% | 20% | 25% | 18% | 17% | 14% | 16% | 19% | 22% | 18% | 16% | 22% | 18% | 18% |
| Always | 59% | 57% | 60% | 54% | 56% | 55% | 61% | 68% | 62% | 54% | 61% | 59% | 55% | 61% | 50% |
| N/A | 3% | 4% | 2% | 3% | 3% | 5% | 3% | 2% | 2% | 4% | 1% | 4% | 5% | 2% | 4% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|------------------------------------------------------|-------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q27b Clean worktops before preparing food | | | | | | | | | | | | | | | |
| Never | 2% | 3% | 2% | 4% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 3% | 4% | 2% | 2% |
| Sometimes | 10% | 12% | 8% | 12% | 13% | 11% | 11% | 5% | 11% | 10% | 12% | 8% | 7% | 11% | 13% |
| Most of the time | 20% | 20% | 21% | 25% | 19% | 18% | 16% | 19% | 23% | 26% | 16% | 15% | 21% | 20% | 18% |
| Always | 65% | 63% | 67% | 57% | 65% | 68% | 71% | 71% | 61% | 60% | 69% | 71% | 65% | 65% | 63% |
| N/A | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 3% | 1% | 1% | 3% | 3% | 2% | 4% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q28 Which of these is the best indicator of whether food is safe to eat? | | | | | | | | | | | | | | | |
| Use by date | 69% | 68% | 69% | 62% | 63% | 77% | 76% | 70% | 72% | 67% | 70% | 67% | 69% | 68% | 74% |
| Best before date | 21% | 21% | 22% | 23% | 29% | 17% | 19% | 19% | 20% | 23% | 18% | 23% | 21% | 22% | 18% |
| Sell by date | 4% | 4% | 4% | 5% | 2% | 3% | 1% | 5% | 3% | 3% | 3% | 5% | 3% | 4% | 4% |
| Display until date | 3% | 2% | 3% | 5% | 3% | 2% | 1% | 1% | 1% | 3% | 5% | 2% | 3% | 3% | 1% |
| Don't know | 3% | 4% | 3% | 4% | 2% | 2% | 2% | 5% | 4% | 3% | 4% | 3% | 4% | 4% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q29 Do you check use-by dates when you are about to cook or prepare food? | | | | | | | | | | | | | | | |
| Yes, always | 68% | 67% | 69% | 62% | 67% | 72% | 72% | 71% | 68% | 61% | 70% | 73% | 67% | 68% | 74% |
| Yes, depending on the food type | 23% | 22% | 24% | 29% | 26% | 21% | 20% | 17% | 24% | 27% | 23% | 20% | 24% | 24% | 11% |
| Sometimes | 7% | 8% | 6% | 7% | 6% | 6% | 6% | 9% | 7% | 9% | 7% | 5% | 7% | 7% | 10% |
| Never | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 1% | 2% | 2% | 2% | 6% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q30 If a food label says 'use by 15 January' what is the last date you should eat it? | | | | | | | | | | | | | | | |
| 13 January | 1% | 2% | 1% | 3% | 1% | 1% | 1% | - | 1% | 0% | - | 3% | 2% | 1% | - |
| 14 January | 14% | 14% | 14% | 15% | 18% | 15% | 15% | 10% | 7% | 10% | 18% | 21% | 15% | 14% | 9% |
| 15 January | 65% | 65% | 66% | 61% | 68% | 66% | 64% | 71% | 70% | 75% | 60% | 55% | 64% | 66% | 69% |
| 16 January | 2% | 3% | 2% | 2% | 1% | 2% | 4% | 2% | 3% | 2% | 2% | 3% | 3% | 2% | 2% |
| 17 January | 4% | 4% | 4% | 4% | 5% | 3% | 3% | 5% | 3% | 2% | 5% | 5% | 4% | 4% | 3% |
| 18 January | 1% | 1% | 1% | 2% | 2% | 1% | 1% | - | 1% | 1% | 1% | 2% | 0% | 2% | - |
| 19 January | 1% | 1% | 0% | 1% | 0% | 2% | - | - | 1% | 1% | 1% | - | - | 1% | - |
| 20 January | 0% | - | 1% | 1% | - | 1% | - | - | 0% | - | 2% | - | 1% | 0% | - |
| No specific date | 0% | 0% | 0% | - | 1% | - | 1% | - | - | - | - | 1% | 1% | 0% | - |
| It depends on the condition of the food | 9% | 8% | 10% | 11% | 4% | 9% | 9% | 11% | 12% | 6% | 11% | 9% | 8% | 9% | 14% |
| Don't know | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q31 Thinking about when you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, on wh... | | | | | | | | | | | | | | | |
| The storage information on the product | 11% | 13% | 9% | 14% | 11% | 12% | 9% | 7% | 9% | 9% | 12% | 14% | 13% | 11% | 6% |
| The use-by date | 37% | 36% | 37% | 39% | 41% | 32% | 30% | 39% | 33% | 36% | 42% | 36% | 39% | 36% | 31% |
| A combination of storage information and use-by date | 38% | 38% | 38% | 31% | 36% | 42% | 47% | 37% | 46% | 39% | 34% | 31% | 35% | 39% | 35% |
| Neither of these / something else | 6% | 7% | 5% | 5% | 3% | 5% | 8% | 9% | 5% | 6% | 6% | 6% | 5% | 5% | 17% |
| Not applicable – don't ever eat / use this food item | 9% | 7% | 11% | 11% | 8% | 10% | 6% | 8% | 7% | 9% | 7% | 12% | 9% | 9% | 11% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q32 How do you usually tell that food has been cooked properly? | | | | | | | | | | | | | | | |
| Taste it | 14% | 16% | 11% | 16% | 12% | 13% | 14% | 11% | 13% | 15% | 10% | 15% | 10% | 15% | 5% |
| Cut into the thickest part to see if it is cooked | 67% | 61% | 74% | 60% | 63% | 74% | 72% | 72% | 69% | 72% | 65% | 63% | 69% | 66% | 72% |
| Put hand over it/touch it | 8% | 9% | 7% | 12% | 7% | 6% | 8% | 3% | 7% | 5% | 8% | 9% | 10% | 7% | 6% |
| Use a thermometer/probe | 23% | 25% | 21% | 21% | 26% | 27% | 23% | 19% | 23% | 16% | 34% | 21% | 24% | 22% | 19% |
| Use a timer to ensure it has been cooked for a certain amount of time | 31% | 31% | 31% | 30% | 27% | 36% | 31% | 31% | 33% | 33% | 29% | 27% | 30% | 31% | 27% |
| It looks hot / is bubbling / sizzling / steaming | 37% | 32% | 42% | 36% | 35% | 38% | 41% | 35% | 43% | 36% | 40% | 30% | 41% | 36% | 29% |
| Other | 1% | 1% | 0% | - | - | 2% | 1% | 0% | 0% | 1% | - | 0% | - | 1% | - |
| I don't check | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | - | 3% | 1% | 1% | 1% | 1% | - |
| Don't know | 2% | 2% | 2% | 4% | 2% | 2% | - | 2% | 2% | 2% | 1% | 4% | 4% | 2% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q33 How many times would you consider re-heating food after it was cooked for the first time? | | | | | | | | | | | | | | | |
| Not at all | 9% | 12% | 6% | 7% | 8% | 6% | 10% | 14% | 8% | 6% | 9% | 12% | 6% | 10% | 8% |
| Once | 77% | 73% | 80% | 70% | 75% | 83% | 80% | 79% | 75% | 81% | 79% | 72% | 78% | 76% | 76% |
| Twice | 8% | 8% | 8% | 11% | 12% | 8% | 5% | 4% | 10% | 9% | 7% | 7% | 7% | 8% | 12% |
| Three times | 2% | 2% | 2% | 5% | 2% | 1% | 1% | - | 3% | 1% | 3% | 2% | 3% | 2% | - |
| More than three times | 1% | 1% | 1% | 2% | 1% | - | 1% | - | 1% | 1% | - | 1% | 1% | 1% | - |
| Don't know | 3% | 5% | 2% | 5% | 2% | 2% | 4% | 3% | 3% | 2% | 2% | 6% | 5% | 3% | 4% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 930 | 414 | 516 | 277 | 163 | 177 | 143 | 170 | 276 | 312 | 144 | 198 | 223 | 657 | 50 |
| Weighted | 926 | 440 | 486 | 285 | 140 | 171 | 138 | 193 | 225 | 266 | 176 | 259 | 249 | 621 | 56 |
| Q34 And how do you usually tell that food has been re-heated properly? | | | | | | | | | | | | | | | |
| Taste it | 22% | 27% | 19% | 27% | 21% | 18% | 24% | 19% | 18% | 23% | 26% | 23% | 21% | 23% | 18% |
| Put hand over it/touch it | 13% | 11% | 15% | 19% | 15% | 12% | 12% | 5% | 12% | 14% | 15% | 12% | 15% | 13% | 6% |
| Use a thermometer/probe | 19% | 19% | 18% | 17% | 23% | 25% | 17% | 13% | 18% | 13% | 28% | 19% | 15% | 20% | 15% |
| Use a timer to ensure it has been cooked for a certain amount of time | 30% | 29% | 31% | 32% | 24% | 27% | 32% | 33% | 35% | 31% | 22% | 31% | 31% | 30% | 29% |
| It looks hot / is bubbling / sizzling / steaming | 58% | 52% | 64% | 52% | 55% | 62% | 63% | 63% | 63% | 64% | 50% | 53% | 57% | 59% | 48% |
| Other | 2% | 2% | 2% | 0% | 1% | 2% | 2% | 3% | 1% | 2% | 1% | 2% | 2% | 1% | 4% |
| I don't check | 1% | 1% | 2% | 3% | 2% | - | 2% | 0% | 1% | 2% | 3% | 0% | 1% | 1% | 3% |
| Don't know | 3% | 5% | 2% | 4% | 6% | 2% | 2% | 3% | 3% | 4% | 1% | 4% | 6% | 2% | 3% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q35 Have you personally ever had food poisoning and if so when was the last occasion? | | | | | | | | | | | | | | | |
| Yes, in the last year | 4% | 5% | 3% | 7% | 5% | 3% | 2% | 2% | 4% | 5% | 4% | 3% | 5% | 4% | 3% |
| Yes, more than a year ago | 24% | 28% | 20% | 24% | 27% | 23% | 23% | 22% | 27% | 23% | 24% | 20% | 26% | 23% | 16% |
| I think so but I'm not sure it was food poisoning | 13% | 13% | 13% | 16% | 9% | 14% | 13% | 10% | 14% | 14% | 11% | 11% | 11% | 14% | 9% |
| No | 56% | 52% | 59% | 46% | 55% | 58% | 60% | 64% | 51% | 54% | 56% | 60% | 53% | 55% | 69% |
| Don't know | 4% | 3% | 5% | 6% | 4% | 3% | 2% | 3% | 4% | 4% | 4% | 4% | 5% | 4% | 4% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 417 | 214 | 203 | 139 | 74 | 75 | 64 | 65 | 136 | 141 | 62 | 78 | 99 | 303 | 15 |
| Weighted | 411 | 226 | 185 | 144 | 63 | 73 | 58 | 73 | 110 | 120 | 77 | 104 | 112 | 283 | 17 |
| Q36 On the last occasion, where do you think you got food poisoning? | | | | | | | | | | | | | | | |
| From something you ate in a café/restaurant | 36% | 39% | 33% | 29% | 30% | 34% | 44% | 55% | 48% | 36% | 30% | 28% | 37% | 36% | 41% |
| From a take-away | 25% | 26% | 24% | 28% | 31% | 26% | 20% | 17% | 18% | 28% | 29% | 26% | 17% | 28% | 32% |
| From a barbeque | 8% | 8% | 8% | 13% | 16% | 3% | 1% | 2% | 4% | 8% | 15% | 9% | 10% | 7% | 5% |
| From a meal prepared at home | 16% | 17% | 16% | 24% | 16% | 15% | 10% | 8% | 13% | 16% | 23% | 16% | 17% | 16% | 8% |
| From a meal prepared by family/friend in their home | 8% | 9% | 7% | 13% | 12% | 3% | 2% | 5% | 9% | 6% | 10% | 8% | 8% | 8% | - |
| From ready to eat food purchased in a shop / supermarket | 12% | 10% | 13% | 18% | 12% | 13% | 4% | 2% | 5% | 8% | 18% | 17% | 17% | 10% | 8% |
| Other | 6% | 6% | 6% | 1% | 6% | 3% | 14% | 12% | 8% | 5% | 4% | 5% | 8% | 4% | 16% |
| Don't know | 8% | 9% | 7% | 3% | 6% | 14% | 14% | 8% | 9% | 11% | 4% | 6% | 6% | 9% | - |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|--------------------------------------------------------------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|--------------------------|------------|-----------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Total | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | | |
| Unweighted | 417 | 214 | 203 | 139 | 74 | 75 | 64 | 65 | 136 | 141 | 62 | 78 | 99 | 303 | 15 | |
| Weighted | 411 | 226 | 185 | 144 | 63 | 73 | 58 | 73 | 110 | 120 | 77 | 104 | 112 | 283 | 17 | |
| Q37 On the last occasion, how do you think you got food poisoning? | | | | | | | | | | | | | | | | |
| From something you ate past its use by date | 13% | 14% | 12% | 18% | 11% | 12% | 4% | 12% | 11% | 15% | 12% | 14% | 15% | 13% | 5% | |
| From food that was not cooked properly | 32% | 37% | 27% | 36% | 30% | 30% | 26% | 33% | 32% | 33% | 29% | 34% | 32% | 32% | 29% | |
| From food that was not stored properly | 18% | 16% | 20% | 21% | 22% | 13% | 11% | 18% | 13% | 15% | 26% | 20% | 20% | 17% | 6% | |
| From generally poor food hygiene | 25% | 25% | 26% | 24% | 28% | 28% | 20% | 27% | 26% | 21% | 33% | 24% | 22% | 26% | 32% | |
| Other | 7% | 6% | 8% | 4% | 6% | 7% | 12% | 9% | 8% | 6% | 5% | 9% | 9% | 6% | 5% | |
| Don't know | 27% | 28% | 25% | 17% | 25% | 30% | 45% | 30% | 32% | 31% | 22% | 19% | 24% | 28% | 23% | |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 417 | 214 | 203 | 139 | 74 | 75 | 64 | 65 | 136 | 141 | 62 | 78 | 99 | 303 | 15 |
| Weighted | 411 | 226 | 185 | 144 | 63 | 73 | 58 | 73 | 110 | 120 | 77 | 104 | 112 | 283 | 17 |
| Q38 Did you confirm with your GP or local doctor's surgery that you had had food poisoning, and if so, did they tell you what t... | | | | | | | | | | | | | | | |
| No – never visited GP/Doctor's surgery | 49% | 46% | 53% | 45% | 46% | 49% | 51% | 60% | 45% | 50% | 50% | 52% | 44% | 51% | 58% |
| Yes, told me it was campylobacter | 8% | 8% | 8% | 12% | 8% | 6% | 3% | 5% | 8% | 8% | 10% | 7% | 12% | 7% | 5% |
| Yes, told me it was salmonella | 9% | 11% | 6% | 12% | 17% | 7% | 3% | 4% | 8% | 8% | 9% | 11% | 9% | 9% | - |
| Yes, told me it was e-coli | 2% | 2% | 2% | 4% | - | 1% | 1% | - | 2% | 2% | 2% | 1% | 2% | 2% | - |
| Yes, told me it was listeria | 2% | 2% | 1% | 3% | 2% | 1% | - | - | 2% | 2% | 2% | 1% | 1% | 2% | - |
| Yes, told me it was norovirus | 1% | 2% | 0% | 1% | - | 2% | - | 1% | 2% | - | 3% | - | - | 2% | - |
| Yes, told me it was something else (not listed above) | 5% | 5% | 5% | 3% | 8% | 5% | 5% | 6% | 6% | 3% | 3% | 7% | 7% | 4% | - |
| No, not told by my GP/not confirmed | 21% | 22% | 20% | 13% | 19% | 27% | 32% | 23% | 27% | 21% | 18% | 16% | 20% | 21% | 30% |
| Don't know | 3% | 3% | 4% | 7% | - | 1% | 5% | - | 1% | 5% | 4% | 4% | 4% | 3% | 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q39 Have you heard of campylobacter? | | | | | | | | | | | | | | | |
| Yes | 38% | 38% | 38% | 22% | 32% | 45% | 52% | 48% | 44% | 36% | 36% | 36% | 42% | 35% | 52% |
| No | 62% | 62% | 62% | 78% | 68% | 55% | 48% | 52% | 56% | 64% | 64% | 64% | 58% | 65% | 48% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 386 | 175 | 211 | 68 | 57 | 84 | 82 | 95 | 131 | 118 | 56 | 81 | 97 | 260 | 29 |
| Weighted | 386 | 188 | 198 | 68 | 49 | 82 | 80 | 108 | 108 | 102 | 69 | 107 | 112 | 242 | 32 |
| Q40 Campylobacter is commonly found in which of the following? | | | | | | | | | | | | | | | |
| Beef | 24% | 26% | 22% | 24% | 36% | 22% | 19% | 25% | 26% | 24% | 32% | 18% | 26% | 24% | 22% |
| Chicken | 73% | 75% | 71% | 65% | 70% | 76% | 76% | 74% | 78% | 68% | 83% | 66% | 76% | 72% | 69% |
| Pork | 28% | 33% | 23% | 19% | 25% | 28% | 27% | 34% | 29% | 30% | 34% | 21% | 29% | 28% | 26% |
| Fish | 11% | 10% | 12% | 22% | 15% | 6% | 7% | 8% | 10% | 6% | 20% | 9% | 7% | 12% | 12% |
| Lamb | 19% | 20% | 18% | 14% | 23% | 19% | 16% | 22% | 24% | 17% | 25% | 12% | 15% | 21% | 19% |
| Don't know | 22% | 18% | 25% | 25% | 21% | 21% | 20% | 22% | 16% | 24% | 13% | 30% | 20% | 21% | 31% |
| None of these | 0% | - | 0% | - | - | - | 1% | - | 1% | - | - | - | - | 0% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 386 | 175 | 211 | 68 | 57 | 84 | 82 | 95 | 131 | 118 | 56 | 81 | 97 | 260 | 29 |
| Weighted | 386 | 188 | 198 | 68 | 49 | 82 | 80 | 108 | 108 | 102 | 69 | 107 | 112 | 242 | 32 |
| Q41 What is campylobacter? | | | | | | | | | | | | | | | |
| Bacteria | 88% | 87% | 89% | 68% | 85% | 90% | 91% | 98% | 92% | 90% | 82% | 87% | 87% | 87% | 100% |
| Virus | 6% | 7% | 5% | 15% | 14% | 6% | 1% | - | 5% | 8% | 9% | 2% | 7% | 6% | - |
| Parasite | 7% | 7% | 7% | 26% | 12% | 2% | 1% | - | 5% | 6% | 13% | 6% | 7% | 8% | 3% |
| Fungi | 2% | 2% | 1% | 6% | 3% | 1% | - | - | 2% | 3% | 2% | - | - | 3% | - |
| Pesticide | 3% | 4% | 2% | 10% | 2% | 3% | 1% | - | 1% | 1% | 6% | 5% | 3% | 3% | - |
| Don't know | 5% | 6% | 4% | 4% | 6% | 8% | 5% | 2% | 3% | 7% | 2% | 7% | 5% | 5% | - |
| None of these | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 386 | 175 | 211 | 68 | 57 | 84 | 82 | 95 | 131 | 118 | 56 | 81 | 97 | 260 | 29 |
| Weighted | 386 | 188 | 198 | 68 | 49 | 82 | 80 | 108 | 108 | 102 | 69 | 107 | 112 | 242 | 32 |
| Q42 Campylobacter infection can be serious for which of the following types of people? | | | | | | | | | | | | | | | |
| Young children | 73% | 69% | 77% | 53% | 72% | 77% | 76% | 81% | 82% | 75% | 73% | 62% | 78% | 70% | 74% |
| Students | 23% | 25% | 20% | 22% | 36% | 19% | 23% | 20% | 28% | 22% | 24% | 18% | 23% | 24% | 10% |
| Teenagers | 23% | 23% | 24% | 22% | 41% | 20% | 22% | 20% | 29% | 24% | 17% | 21% | 22% | 25% | 10% |
| Pregnant women | 74% | 66% | 81% | 64% | 70% | 74% | 82% | 76% | 80% | 75% | 81% | 61% | 78% | 73% | 63% |
| Middle aged adults | 23% | 25% | 21% | 19% | 27% | 21% | 23% | 25% | 32% | 18% | 17% | 22% | 22% | 24% | 15% |
| Older persons | 78% | 77% | 79% | 54% | 63% | 84% | 88% | 88% | 86% | 74% | 80% | 73% | 78% | 77% | 86% |
| Don't know | 9% | 10% | 9% | 10% | 13% | 9% | 8% | 8% | 5% | 12% | 4% | 14% | 8% | 10% | 8% |
| None of these | 1% | - | 1% | 3% | - | - | - | - | - | 1% | - | 1% | - | 1% | 3% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rner | Central Scotla... Scotla... | Southe- rn Sco... rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q43 What information are you looking for when you read food labels? | | | | | | | | | | | | | | | |
| Ingredients | 50% | 46% | 54% | 41% | 47% | 54% | 54% | 59% | 56% | 48% | 49% | 49% | 53% | 49% | 50% |
| Cooking instructions | 61% | 63% | 60% | 52% | 58% | 63% | 68% | 70% | 63% | 63% | 57% | 61% | 60% | 61% | 69% |
| Allergy information | 22% | 20% | 24% | 23% | 23% | 24% | 20% | 19% | 24% | 19% | 25% | 20% | 23% | 21% | 24% |
| Colour coded (traffic light) nutrition information on the front of the pack | 31% | 28% | 35% | 26% | 29% | 36% | 34% | 36% | 36% | 35% | 27% | 27% | 32% | 31% | 32% |
| Number of calories | 31% | 27% | 35% | 27% | 37% | 29% | 32% | 33% | 38% | 32% | 29% | 26% | 34% | 31% | 21% |
| Storage information | 48% | 49% | 47% | 39% | 44% | 50% | 51% | 60% | 50% | 47% | 51% | 46% | 46% | 48% | 57% |
| Use-by dates / best before dates | 79% | 79% | 79% | 64% | 73% | 83% | 91% | 93% | 81% | 77% | 75% | 81% | 79% | 79% | 82% |
| Country of origin | 35% | 33% | 38% | 27% | 24% | 40% | 39% | 49% | 42% | 31% | 36% | 34% | 39% | 34% | 35% |
| Organic / sustainable / Fairtrade | 20% | 17% | 22% | 22% | 17% | 19% | 20% | 17% | 22% | 19% | 20% | 17% | 21% | 20% | 12% |
| Suitable for vegetarian / vegan diets | 18% | 13% | 23% | 24% | 16% | 22% | 15% | 9% | 18% | 15% | 23% | 17% | 17% | 18% | 16% |
| Other | 0% | 0% | 0% | - | 1% | - | 1% | - | 0% | - | - | 0% | - | 0% | - |
| I never look at labelling on food products | 4% | 5% | 3% | 7% | 2% | 4% | 2% | 3% | 3% | 5% | 3% | 5% | 4% | 4% | 4% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q44 Where would you go for information about food hygiene, and how to prepare and cook food safely at home? | | | | | | | | | | | | | | | |
| Family and friends | 15% | 12% | 17% | 24% | 22% | 10% | 6% | 8% | 16% | 16% | 12% | 15% | 16% | 15% | 10% |
| Retailers (e.g. supermarkets) | 7% | 7% | 7% | 11% | 10% | 4% | 4% | 6% | 8% | 7% | 7% | 7% | 8% | 7% | 3% |
| Food TV shows / cooking programmes | 10% | 10% | 10% | 14% | 12% | 10% | 7% | 7% | 12% | 10% | 11% | 9% | 10% | 11% | 6% |
| Food magazines | 6% | 6% | 6% | 9% | 6% | 5% | 4% | 3% | 7% | 5% | 5% | 5% | 5% | 6% | - |
| Cookery books | 16% | 18% | 13% | 16% | 9% | 10% | 17% | 23% | 24% | 16% | 10% | 13% | 13% | 16% | 25% |
| Food Standards Scotland website | 27% | 24% | 30% | 20% | 33% | 26% | 30% | 32% | 29% | 24% | 32% | 25% | 24% | 29% | 22% |
| Other food websites | 10% | 9% | 11% | 11% | 12% | 12% | 6% | 9% | 12% | 11% | 7% | 9% | 8% | 11% | 5% |
| Internet search engine | 41% | 38% | 43% | 44% | 35% | 43% | 39% | 40% | 47% | 43% | 39% | 35% | 44% | 39% | 41% |
| Product packaging | 35% | 38% | 32% | 31% | 35% | 36% | 42% | 35% | 36% | 37% | 37% | 32% | 28% | 37% | 37% |
| Voice search (e.g. Alexa, Google Home) | 5% | 4% | 7% | 8% | 5% | 6% | 4% | 2% | 6% | 6% | 6% | 3% | 3% | 6% | 2% |
| Other | 1% | 1% | 0% | 0% | - | - | - | 3% | 2% | 0% | - | 1% | 1% | 0% | 2% |
| I don't look for information on food safety | 21% | 24% | 18% | 16% | 19% | 26% | 23% | 24% | 17% | 20% | 21% | 26% | 23% | 20% | 23% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Mean | 3.11 | 3.11 | 3.11 | 3.34 | 3.52 | 3.09 | 2.83 | 2.67 | 3.09 | 3.04 | 3.32 | 3.06 | 3.18 | 3.08 | 3.11 |
| Q45a There is enough information provided about allergens in foods when eating out | | | | | | | | | | | | | | | |
| I definitely agree | 11% | 11% | 12% | 16% | 20% | 8% | 8% | 4% | 9% | 12% | 12% | 13% | 10% | 12% | 11% |
| I tend to agree | 24% | 25% | 23% | 27% | 33% | 23% | 19% | 18% | 28% | 20% | 28% | 22% | 27% | 23% | 23% |
| I neither agree nor disagree | 27% | 27% | 26% | 28% | 20% | 33% | 26% | 25% | 24% | 29% | 30% | 25% | 27% | 26% | 31% |
| I tend to disagree | 20% | 17% | 22% | 19% | 17% | 18% | 19% | 24% | 21% | 23% | 15% | 18% | 15% | 22% | 18% |
| I definitely disagree | 9% | 9% | 8% | 4% | 4% | 7% | 15% | 15% | 9% | 9% | 5% | 12% | 8% | 9% | 8% |
| Don't know | 10% | 10% | 9% | 6% | 6% | 12% | 12% | 14% | 10% | 8% | 11% | 11% | 13% | 8% | 10% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Mean | 3.69 | 3.61 | 3.76 | 3.73 | 3.79 | 3.61 | 3.64 | 3.66 | 3.63 | 3.67 | 3.72 | 3.73 | 3.74 | 3.67 | 3.64 |
| Q45b All restaurants, cafes and takeaways should display calories on their menus / products | | | | | | | | | | | | | | | |
| I definitely agree | 27% | 24% | 29% | 27% | 32% | 29% | 22% | 25% | 24% | 25% | 30% | 30% | 30% | 26% | 26% |
| I tend to agree | 31% | 31% | 31% | 32% | 33% | 27% | 34% | 30% | 36% | 34% | 26% | 28% | 29% | 32% | 31% |
| I neither agree nor disagree | 26% | 27% | 26% | 27% | 23% | 22% | 28% | 31% | 22% | 28% | 29% | 27% | 25% | 27% | 28% |
| I tend to disagree | 9% | 10% | 8% | 7% | 7% | 13% | 11% | 8% | 13% | 8% | 12% | 5% | 9% | 9% | 8% |
| I definitely disagree | 4% | 5% | 4% | 4% | 5% | 6% | 3% | 4% | 4% | 5% | 2% | 6% | 4% | 4% | 6% |
| Don't know | 2% | 2% | 2% | 2% | - | 3% | 3% | 2% | 2% | 2% | - | 4% | 3% | 2% | 2% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Mean | 4.38 | 4.30 | 4.46 | 4.35 | 4.32 | 4.38 | 4.46 | 4.42 | 4.46 | 4.38 | 4.26 | 4.40 | 4.43 | 4.37 | 4.26 |
| Q45c All restaurants, caf  s and takeaways should display allergens on their menus / products | | | | | | | | | | | | | | | |
| I definitely agree | 56% | 50% | 61% | 57% | 51% | 54% | 59% | 56% | 57% | 58% | 46% | 59% | 56% | 56% | 49% |
| I tend to agree | 28% | 32% | 24% | 23% | 32% | 32% | 25% | 30% | 31% | 25% | 35% | 25% | 30% | 27% | 29% |
| I neither agree nor disagree | 11% | 13% | 10% | 14% | 15% | 7% | 10% | 10% | 8% | 13% | 17% | 9% | 8% | 12% | 13% |
| I tend to disagree | 1% | 1% | 1% | 2% | 1% | 1% | 0% | 1% | 2% | 2% | 1% | 0% | 1% | 1% | 2% |
| I definitely disagree | 2% | 2% | 2% | 2% | 0% | 3% | 1% | 1% | 0% | 1% | 1% | 4% | 1% | 2% | 2% |
| Don't know | 2% | 3% | 2% | 2% | - | 3% | 4% | 2% | 2% | 2% | 1% | 4% | 3% | 2% | 5% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q46 How do you judge the hygiene standards of the places you eat out at or buy food from? | | | | | | | | | | | | | | | |
| Word of mouth | 37% | 34% | 39% | 41% | 36% | 37% | 46% | 23% | 37% | 39% | 38% | 33% | 39% | 36% | 29% |
| Reputation | 52% | 48% | 56% | 49% | 44% | 56% | 63% | 51% | 52% | 57% | 54% | 46% | 54% | 52% | 48% |
| Appearance of staff | 48% | 46% | 49% | 35% | 39% | 51% | 64% | 58% | 54% | 51% | 44% | 42% | 46% | 48% | 51% |
| General appearance of premises | 64% | 63% | 65% | 54% | 56% | 66% | 79% | 71% | 71% | 68% | 64% | 54% | 63% | 65% | 60% |
| Hygiene sticker | 36% | 34% | 37% | 38% | 38% | 34% | 34% | 33% | 36% | 32% | 36% | 39% | 34% | 36% | 35% |
| Hygiene certificate | 54% | 52% | 56% | 47% | 55% | 55% | 59% | 59% | 49% | 55% | 58% | 55% | 49% | 56% | 57% |
| Websites | 15% | 15% | 16% | 22% | 18% | 17% | 8% | 7% | 17% | 17% | 13% | 14% | 13% | 17% | 13% |
| Other | 1% | 1% | 1% | 0% | - | 2% | 1% | 2% | 2% | 1% | - | 1% | 1% | 1% | 4% |
| Don't know | 8% | 8% | 7% | 10% | 7% | 6% | 7% | 7% | 8% | 8% | 6% | 9% | 9% | 7% | 15% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q47 Have you ever seen any of these images before today, and if so where? | | | | | | | | | | | | | | | |
| Yes - food establishment window or door (e.g. restaurant/cafe) | 64% | 58% | 70% | 70% | 70% | 64% | 61% | 53% | 65% | 63% | 62% | 66% | 61% | 65% | 65% |
| Yes – on a website | 12% | 12% | 12% | 18% | 19% | 11% | 8% | 4% | 12% | 11% | 11% | 15% | 12% | 13% | 6% |
| Yes – in a newspaper/magazine | 3% | 4% | 3% | 5% | 3% | 1% | 2% | 3% | 3% | 2% | 4% | 4% | 3% | 4% | - |
| Yes – somewhere else | 4% | 3% | 5% | 6% | 1% | 4% | 5% | 4% | 4% | 5% | 4% | 5% | 4% | 5% | 5% |
| No, not seen | 28% | 34% | 22% | 17% | 19% | 32% | 35% | 41% | 30% | 30% | 30% | 24% | 31% | 27% | 29% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q48 In the last 12 months, have you used this food hygiene information scheme to check a food establishment's hygiene sta... | | | | | | | | | | | | | | | |
| Yes | 28% | 27% | 30% | 38% | 37% | 24% | 20% | 20% | 29% | 26% | 26% | 32% | 26% | 30% | 24% |
| No | 72% | 73% | 70% | 62% | 63% | 76% | 80% | 80% | 71% | 74% | 74% | 68% | 74% | 70% | 76% |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 291 | 127 | 164 | 111 | 66 | 44 | 33 | 37 | 88 | 89 | 41 | 73 | 63 | 217 | 11 |
| Weighted | 289 | 134 | 155 | 114 | 56 | 44 | 30 | 44 | 71 | 74 | 50 | 94 | 68 | 206 | 14 |
| Q49 Where did you check it on the most recent occasion? | | | | | | | | | | | | | | | |
| Window or door (of restaurant/café for example) | 72% | 72% | 72% | 67% | 71% | 80% | 71% | 80% | 71% | 74% | 75% | 71% | 78% | 71% | 69% |
| On the internet | 27% | 27% | 28% | 33% | 29% | 20% | 29% | 17% | 28% | 26% | 25% | 29% | 20% | 29% | 31% |
| Somewhere else | 0% | 1% | - | - | - | - | - | 3% | 2% | - | - | - | 2% | - | - |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 291 | 127 | 164 | 111 | 66 | 44 | 33 | 37 | 88 | 89 | 41 | 73 | 63 | 217 | 11 |
| Weighted | 289 | 134 | 155 | 114 | 56 | 44 | 30 | 44 | 71 | 74 | 50 | 94 | 68 | 206 | 14 |
| Q50 And on that occasion how much influence did it have on your decision on whether or not to use that establishment? | | | | | | | | | | | | | | | |
| It had a lot of influence | 57% | 51% | 62% | 54% | 65% | 62% | 52% | 52% | 56% | 44% | 75% | 57% | 64% | 55% | 43% |
| It had a little influence | 37% | 41% | 33% | 41% | 30% | 35% | 38% | 36% | 39% | 50% | 25% | 31% | 32% | 38% | 37% |
| It had no influence at all | 6% | 9% | 5% | 6% | 5% | 3% | 10% | 12% | 5% | 6% | - | 12% | 4% | 6% | 20% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q51 If you wanted to check how a food business did on their most recent hygiene inspection where would you go for this infor... | | | | | | | | | | | | | | | |
| Food Standards Scotland website | 53% | 51% | 54% | 51% | 57% | 53% | 50% | 54% | 55% | 50% | 52% | 53% | 47% | 55% | 50% |
| The website of the food business | 18% | 16% | 19% | 19% | 18% | 21% | 17% | 12% | 21% | 12% | 21% | 18% | 20% | 17% | 13% |
| The local council website | 24% | 25% | 23% | 20% | 23% | 24% | 29% | 25% | 29% | 25% | 22% | 19% | 23% | 24% | 23% |
| The window of the food business | 23% | 24% | 22% | 21% | 18% | 29% | 27% | 23% | 28% | 23% | 25% | 19% | 23% | 23% | 28% |
| Somewhere else | 0% | - | 1% | 0% | 1% | - | - | - | 0% | - | 0% | 0% | - | 0% | - |
| Would never check this | 10% | 11% | 8% | 8% | 8% | 9% | 11% | 12% | 11% | 10% | 9% | 8% | 10% | 9% | 13% |
| Don't know | 17% | 18% | 17% | 18% | 14% | 21% | 21% | 14% | 12% | 20% | 17% | 20% | 21% | 16% | 14% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52a I am unlikely to get food poisoning from food prepared in my own home | | | | | | | | | | | | | | | |
| I definitely agree | 22% | 22% | 22% | 24% | 25% | 17% | 18% | 25% | 21% | 22% | 23% | 23% | 25% | 21% | 29% |
| I tend to agree | 39% | 43% | 36% | 38% | 36% | 39% | 40% | 42% | 45% | 38% | 43% | 33% | 42% | 38% | 34% |
| I neither agree nor disagree | 22% | 20% | 25% | 21% | 25% | 25% | 25% | 19% | 21% | 24% | 21% | 23% | 18% | 24% | 19% |
| I tend to disagree | 9% | 8% | 10% | 9% | 7% | 10% | 10% | 9% | 7% | 10% | 8% | 11% | 8% | 10% | 6% |
| I definitely disagree | 5% | 4% | 5% | 4% | 6% | 6% | 7% | 2% | 4% | 4% | 3% | 6% | 3% | 5% | 9% |
| Don't know | 3% | 4% | 2% | 4% | 1% | 3% | 1% | 3% | 2% | 2% | 2% | 4% | 5% | 2% | 2% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|------------------------------------------------------------------------------------------------------------------------|------------|------------|--------|---------|-------|-------|-------|-----|--------------------------|-----|-----|-----|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52b Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene | | | | | | | | | | | | | | | |
| I definitely agree | 39% | 38% | 40% | 38% | 37% | 44% | 38% | 39% | 32% | 35% | 45% | 45% | 42% | 39% | 35% |
| I tend to agree | 38% | 38% | 39% | 36% | 44% | 37% | 40% | 38% | 40% | 46% | 28% | 37% | 36% | 39% | 42% |
| I neither agree nor disagree | 17% | 19% | 16% | 18% | 15% | 16% | 20% | 17% | 23% | 15% | 21% | 13% | 15% | 18% | 22% |
| I tend to disagree | 1% | 1% | 1% | 3% | - | 1% | - | 1% | 1% | 2% | 1% | 1% | 1% | 2% | - |
| I definitely disagree | 0% | 0% | 1% | 1% | 1% | - | - | 0% | 1% | - | - | 1% | 1% | 0% | - |
| Don't know | 3% | 4% | 3% | 4% | 3% | 2% | 3% | 4% | 3% | 2% | 4% | 3% | 6% | 2% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52c The information on food labels is clear and understandable | | | | | | | | | | | | | | | |
| I definitely agree | 17% | 15% | 18% | 23% | 23% | 15% | 15% | 7% | 13% | 15% | 22% | 19% | 18% | 17% | 7% |
| I tend to agree | 50% | 49% | 51% | 44% | 55% | 52% | 54% | 50% | 55% | 53% | 43% | 48% | 54% | 48% | 55% |
| I neither agree nor disagree | 23% | 25% | 22% | 24% | 17% | 21% | 25% | 29% | 23% | 23% | 25% | 23% | 19% | 25% | 27% |
| I tend to disagree | 7% | 7% | 7% | 6% | 2% | 10% | 4% | 10% | 6% | 8% | 7% | 6% | 4% | 7% | 7% |
| I definitely disagree | 1% | 1% | 1% | 0% | 2% | 1% | 2% | 2% | 2% | 0% | 2% | 2% | 2% | 1% | 2% |
| Don't know | 2% | 2% | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 1% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52d I worry about getting food poisoning when I eat out | | | | | | | | | | | | | | | |
| I definitely agree | 10% | 9% | 12% | 11% | 15% | 13% | 13% | 2% | 8% | 6% | 12% | 15% | 11% | 11% | 2% |
| I tend to agree | 20% | 19% | 20% | 25% | 28% | 19% | 11% | 13% | 15% | 17% | 24% | 23% | 20% | 20% | 15% |
| I neither agree nor disagree | 27% | 25% | 30% | 26% | 24% | 29% | 29% | 29% | 26% | 25% | 28% | 31% | 28% | 27% | 25% |
| I tend to disagree | 27% | 29% | 26% | 27% | 21% | 22% | 32% | 34% | 33% | 32% | 21% | 22% | 25% | 28% | 30% |
| I definitely disagree | 13% | 16% | 10% | 8% | 10% | 15% | 15% | 19% | 17% | 18% | 13% | 6% | 12% | 13% | 25% |
| Don't know | 2% | 2% | 3% | 4% | 1% | 2% | 1% | 3% | 1% | 2% | 2% | 4% | 4% | 2% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52e I'd like to know more about where the food I eat comes from | | | | | | | | | | | | | | | |
| I definitely agree | 22% | 18% | 26% | 25% | 21% | 25% | 19% | 17% | 20% | 20% | 22% | 26% | 23% | 22% | 16% |
| I tend to agree | 38% | 38% | 39% | 40% | 41% | 35% | 33% | 42% | 43% | 40% | 33% | 37% | 42% | 37% | 40% |
| I neither agree nor disagree | 28% | 29% | 26% | 23% | 26% | 31% | 33% | 30% | 25% | 25% | 35% | 28% | 23% | 29% | 31% |
| I tend to disagree | 7% | 8% | 5% | 6% | 5% | 4% | 12% | 8% | 8% | 9% | 7% | 4% | 5% | 7% | 10% |
| I definitely disagree | 3% | 4% | 2% | 3% | 6% | 4% | 3% | 2% | 4% | 5% | 1% | 3% | 3% | 4% | 2% |
| Don't know | 2% | 2% | 2% | 3% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 4% | 1% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52f It's important to me that I try to buy food produced in Scotland when I can | | | | | | | | | | | | | | | |
| I definitely agree | 28% | 22% | 34% | 28% | 24% | 31% | 27% | 30% | 24% | 26% | 32% | 31% | 33% | 27% | 22% |
| I tend to agree | 38% | 39% | 36% | 36% | 41% | 37% | 40% | 37% | 41% | 35% | 40% | 36% | 40% | 37% | 34% |
| I neither agree nor disagree | 24% | 25% | 23% | 24% | 26% | 25% | 21% | 23% | 22% | 26% | 23% | 24% | 19% | 25% | 30% |
| I tend to disagree | 5% | 6% | 4% | 8% | 3% | 3% | 6% | 4% | 5% | 7% | 3% | 4% | 3% | 5% | 10% |
| I definitely disagree | 3% | 5% | 1% | 1% | 3% | 4% | 7% | 4% | 6% | 4% | 1% | 2% | 1% | 4% | 4% |
| Don't know | 2% | 2% | 2% | 3% | 3% | 1% | - | 1% | 2% | 2% | 1% | 2% | 3% | 1% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52g I trust the information on food labels | | | | | | | | | | | | | | | |
| I definitely agree | 13% | 11% | 14% | 19% | 19% | 11% | 8% | 4% | 12% | 11% | 13% | 15% | 15% | 13% | 3% |
| I tend to agree | 55% | 57% | 53% | 49% | 54% | 59% | 65% | 53% | 58% | 61% | 57% | 46% | 56% | 54% | 66% |
| I neither agree nor disagree | 26% | 26% | 27% | 23% | 21% | 25% | 24% | 37% | 25% | 23% | 24% | 33% | 21% | 28% | 31% |
| I tend to disagree | 3% | 3% | 3% | 3% | 2% | 2% | 1% | 4% | 3% | 3% | 4% | 2% | 3% | 3% | - |
| I definitely disagree | 1% | 1% | 1% | 0% | 3% | 1% | 1% | 0% | 1% | - | - | 2% | 1% | 1% | - |
| Don't know | 2% | 2% | 3% | 5% | 1% | 2% | - | 1% | 2% | 2% | 2% | 2% | 4% | 2% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52h It worries me that what's in my food might not be what's on the label | | | | | | | | | | | | | | | |
| I definitely agree | 14% | 11% | 18% | 16% | 16% | 21% | 8% | 10% | 11% | 9% | 14% | 22% | 16% | 15% | 3% |
| I tend to agree | 28% | 27% | 28% | 29% | 29% | 27% | 26% | 27% | 24% | 28% | 29% | 30% | 28% | 27% | 33% |
| I neither agree nor disagree | 32% | 33% | 32% | 30% | 31% | 29% | 37% | 34% | 28% | 32% | 33% | 34% | 33% | 32% | 34% |
| I tend to disagree | 19% | 21% | 17% | 16% | 17% | 16% | 25% | 23% | 29% | 23% | 17% | 9% | 17% | 19% | 23% |
| I definitely disagree | 5% | 6% | 4% | 5% | 6% | 6% | 3% | 5% | 7% | 6% | 5% | 2% | 2% | 6% | 4% |
| Don't know | 2% | 2% | 2% | 4% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 3% | 3% | 1% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52i There are serious health risks to young children and the elderly from food prepared at home | | | | | | | | | | | | | | | |
| I definitely agree | 14% | 12% | 15% | 18% | 16% | 16% | 11% | 5% | 9% | 11% | 17% | 17% | 16% | 14% | 3% |
| I tend to agree | 23% | 25% | 20% | 22% | 32% | 24% | 13% | 22% | 23% | 22% | 20% | 26% | 26% | 21% | 31% |
| I neither agree nor disagree | 25% | 25% | 25% | 22% | 20% | 32% | 34% | 22% | 22% | 27% | 29% | 24% | 21% | 27% | 23% |
| I tend to disagree | 21% | 20% | 22% | 19% | 16% | 14% | 24% | 32% | 27% | 22% | 21% | 17% | 18% | 22% | 27% |
| I definitely disagree | 12% | 13% | 12% | 10% | 10% | 9% | 15% | 17% | 16% | 13% | 8% | 10% | 14% | 11% | 14% |
| Don't know | 5% | 5% | 5% | 8% | 5% | 4% | 3% | 3% | 4% | 5% | 5% | 5% | 5% | 5% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52j There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning | | | | | | | | | | | | | | | |
| I definitely agree | 47% | 44% | 50% | 41% | 43% | 50% | 61% | 47% | 48% | 47% | 47% | 47% | 50% | 46% | 43% |
| I tend to agree | 38% | 38% | 38% | 37% | 43% | 36% | 30% | 43% | 38% | 41% | 33% | 38% | 37% | 38% | 41% |
| I neither agree nor disagree | 10% | 12% | 8% | 15% | 10% | 11% | 6% | 7% | 8% | 9% | 16% | 10% | 8% | 11% | 13% |
| I tend to disagree | 1% | 1% | 1% | 2% | 1% | 1% | 1% | - | 1% | 1% | 2% | 0% | 0% | 1% | - |
| I definitely disagree | 1% | 0% | 1% | 1% | 1% | - | 1% | - | 1% | - | - | 1% | - | 1% | - |
| Don't know | 3% | 4% | 2% | 4% | 2% | 3% | 1% | 3% | 3% | 2% | 2% | 4% | 5% | 2% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q52k Restaurants, bars and cafes usually provide enough information to allow me to check that the food I am eating is safe | | | | | | | | | | | | | | | |
| I definitely agree | 11% | 10% | 12% | 15% | 16% | 12% | 7% | 6% | 9% | 7% | 15% | 15% | 14% | 11% | 5% |
| I tend to agree | 39% | 40% | 37% | 41% | 40% | 42% | 34% | 35% | 39% | 43% | 34% | 37% | 39% | 38% | 39% |
| I neither agree nor disagree | 29% | 28% | 31% | 27% | 30% | 28% | 36% | 27% | 27% | 29% | 33% | 29% | 26% | 30% | 33% |
| I tend to disagree | 11% | 11% | 11% | 9% | 8% | 11% | 11% | 18% | 16% | 11% | 10% | 9% | 10% | 11% | 15% |
| I definitely disagree | 3% | 4% | 3% | 1% | 3% | 4% | 4% | 6% | 4% | 3% | 2% | 4% | 2% | 4% | - |
| Don't know | 6% | 7% | 5% | 6% | 3% | 4% | 9% | 8% | 5% | 6% | 7% | 7% | 8% | 5% | 9% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q53 How well would you say you understand what 'food crime' is? | | | | | | | | | | | | | | | |
| Very well | 7% | 8% | 6% | 9% | 8% | 9% | 3% | 4% | 6% | 4% | 10% | 7% | 8% | 7% | 2% |
| Quite well | 23% | 25% | 21% | 22% | 24% | 24% | 24% | 20% | 26% | 21% | 23% | 22% | 22% | 24% | 18% |
| Unsure | 40% | 38% | 42% | 41% | 38% | 37% | 40% | 42% | 39% | 39% | 42% | 41% | 41% | 39% | 51% |
| Not very well | 15% | 16% | 15% | 13% | 16% | 14% | 18% | 18% | 14% | 18% | 13% | 16% | 14% | 16% | 10% |
| Not at all well | 15% | 14% | 16% | 15% | 13% | 16% | 15% | 15% | 14% | 19% | 12% | 14% | 16% | 14% | 19% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q54 How serious a problem do you think food crime is in Scotland? | | | | | | | | | | | | | | | |
| Very serious | 15% | 15% | 15% | 18% | 21% | 16% | 12% | 8% | 12% | 14% | 14% | 19% | 12% | 17% | 2% |
| Quite serious | 31% | 31% | 31% | 32% | 35% | 31% | 28% | 30% | 29% | 31% | 30% | 34% | 33% | 30% | 37% |
| Neither serious nor not serious | 18% | 17% | 19% | 20% | 12% | 17% | 19% | 19% | 17% | 19% | 19% | 18% | 20% | 17% | 25% |
| Not very serious | 13% | 15% | 11% | 13% | 10% | 15% | 10% | 14% | 18% | 15% | 12% | 7% | 11% | 13% | 16% |
| Not at all serious | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | 3% |
| Unsure | 22% | 21% | 23% | 15% | 20% | 21% | 31% | 28% | 23% | 21% | 23% | 22% | 24% | 22% | 17% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q55 If you became aware of a food crime, what would you do? | | | | | | | | | | | | | | | |
| Report it to the police | 17% | 20% | 15% | 19% | 23% | 15% | 13% | 16% | 23% | 15% | 19% | 15% | 20% | 17% | 11% |
| Report it to my local authority / council | 33% | 35% | 31% | 20% | 31% | 37% | 40% | 45% | 35% | 29% | 35% | 33% | 34% | 32% | 34% |
| Complain to the place the food / drink was bought | 19% | 18% | 20% | 23% | 16% | 18% | 14% | 22% | 21% | 18% | 21% | 18% | 17% | 20% | 19% |
| Search online (e.g. Google) what to do | 21% | 19% | 23% | 25% | 21% | 24% | 19% | 16% | 19% | 24% | 21% | 20% | 25% | 20% | 20% |
| Contact Food Standards Scotland | 44% | 43% | 45% | 40% | 46% | 43% | 48% | 46% | 44% | 45% | 43% | 44% | 43% | 45% | 41% |
| Phone the Scottish Food Crime Hotline | 22% | 24% | 21% | 17% | 22% | 22% | 23% | 29% | 20% | 20% | 27% | 23% | 22% | 22% | 26% |
| Contact Crimestoppers | 6% | 7% | 5% | 10% | 9% | 6% | 1% | 4% | 7% | 4% | 10% | 6% | 8% | 6% | 6% |
| Something else | 0% | 0% | 0% | - | 0% | - | - | 0% | - | 1% | - | - | 0% | 0% | - |
| I wouldn't know what to do | 16% | 17% | 16% | 16% | 15% | 18% | 20% | 14% | 12% | 17% | 19% | 17% | 13% | 18% | 12% |
| Nothing | 3% | 3% | 3% | 5% | 3% | 3% | 1% | 2% | 4% | 3% | 2% | 4% | 3% | 2% | 11% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q56 Have you ever suspected that something you have eaten or drunk isn't what it said it was on the label? | | | | | | | | | | | | | | | |
| Yes | 16% | 17% | 15% | 24% | 20% | 13% | 9% | 11% | 15% | 16% | 18% | 16% | 17% | 16% | 10% |
| No | 84% | 83% | 85% | 76% | 80% | 87% | 91% | 89% | 85% | 84% | 82% | 84% | 83% | 84% | 90% |

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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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q57 Before today, had you heard of the Scottish Food Crime Hotline? | | | | | | | | | | | | | | | |
| Yes | 10% | 12% | 8% | 13% | 14% | 8% | 4% | 5% | 7% | 9% | 14% | 10% | 10% | 10% | 7% |
| No | 90% | 88% | 92% | 87% | 86% | 92% | 96% | 95% | 93% | 91% | 86% | 90% | 90% | 90% | 93% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q58 Which, if any, of the following applies to you? | | | | | | | | | | | | | | | |
| Completely vegetarian | 4% | 3% | 6% | 9% | 4% | 3% | 1% | 0% | 3% | 5% | 3% | 6% | 4% | 4% | 3% |
| Pescetarian (eat a vegetarian diet which also includes fish but no meat) | 4% | 3% | 5% | 7% | 4% | 3% | 2% | 2% | 4% | 4% | 5% | 3% | 2% | 5% | 7% |
| Flexitarian (actively reducing the amount of meat and dairy in my diet) | 13% | 12% | 13% | 14% | 13% | 13% | 10% | 11% | 14% | 12% | 12% | 12% | 16% | 12% | 7% |
| Vegan | 4% | 3% | 4% | 8% | 2% | 2% | 3% | 0% | 3% | 3% | 5% | 3% | 3% | 4% | 5% |
| Allergic to certain foods or ingredients | 6% | 5% | 8% | 7% | 8% | 8% | 4% | 5% | 8% | 6% | 5% | 7% | 9% | 6% | 6% |
| On a diet trying to lose weight | 16% | 12% | 21% | 17% | 16% | 16% | 19% | 13% | 13% | 19% | 19% | 15% | 14% | 18% | 15% |
| On a diet trying to gain weight | 2% | 2% | 1% | 3% | 5% | 0% | 1% | 1% | 3% | 3% | 2% | 0% | 2% | 2% | - |
| On a diet due to diabetes | 4% | 5% | 3% | 3% | 3% | 4% | 5% | 7% | 3% | 5% | 3% | 5% | 3% | 4% | 3% |
| Reducing the amount of fat in my diet | 24% | 23% | 25% | 19% | 17% | 22% | 30% | 34% | 25% | 27% | 25% | 20% | 22% | 25% | 20% |
| Reducing the amount of sugar in my diet | 30% | 30% | 30% | 21% | 22% | 26% | 38% | 47% | 34% | 35% | 28% | 24% | 30% | 30% | 35% |
| Reducing the amount of starchy foods in my diet | 10% | 10% | 10% | 7% | 9% | 10% | 11% | 13% | 10% | 11% | 11% | 9% | 10% | 10% | 9% |
| Increasing the amount of protein in my diet | 10% | 11% | 9% | 12% | 14% | 8% | 6% | 9% | 8% | 12% | 8% | 11% | 10% | 11% | 4% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Increasing the amount of starchy foods in my diet | 2% | 2% | 1% | 1% | 5% | 3% | 1% | 1% | 3% | 1% | 2% | 1% | 1% | 2% | 2% |
| Avoid certain food for religious or cultural reasons | 3% | 2% | 3% | 4% | 5% | 3% | 1% | - | 3% | 2% | 3% | 3% | 5% | 2% | 1% |
| Avoid certain food for medical reasons other than a food allergy e.g. diabetes | 6% | 6% | 7% | 6% | 8% | 6% | 5% | 7% | 6% | 6% | 8% | 5% | 6% | 6% | 6% |
| Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me) | 14% | 14% | 14% | 12% | 12% | 11% | 21% | 16% | 15% | 15% | 8% | 16% | 15% | 14% | 16% |
| Other | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - |
| None | 33% | 40% | 27% | 30% | 36% | 38% | 35% | 32% | 35% | 30% | 32% | 36% | 34% | 33% | 36% |

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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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| VQ58 Respondent with allergy | | | | | | | | | | | | | | | |
| Yes | 4% | 3% | 4% | 8% | 2% | 2% | 3% | 0% | 3% | 3% | 5% | 3% | 3% | 4% | 5% |
| No | 96% | 97% | 96% | 92% | 98% | 98% | 97% | 100% | 97% | 97% | 95% | 97% | 97% | 96% | 95% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 68 | 26 | 42 | 22 | 14 | 16 | 7 | 9 | 25 | 20 | 8 | 15 | 20 | 44 | 4 |
| Weighted | 66 | 26 | 39 | 22 | 12 | 14 | 7 | 11 | 19 | 17 | 10 | 20 | 23 | 38 | 4 |
| Q59 What are you allergic to? | | | | | | | | | | | | | | | |
| Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains | 15% | 13% | 17% | 6% | 16% | 30% | 22% | 10% | 18% | 24% | 14% | 6% | 15% | 17% | - |
| Crustaceans, e.g. prawns, crab and lobster | 20% | 27% | 16% | 21% | 40% | - | 22% | 23% | 24% | 16% | 32% | 15% | 16% | 25% | - |
| Eggs | 17% | 26% | 10% | 21% | 36% | 15% | - | - | - | 5% | 58% | 22% | 28% | 11% | - |
| Fish | 20% | 22% | 18% | 31% | 43% | 8% | - | - | 8% | 11% | 58% | 20% | 28% | 17% | - |
| Peanuts | 26% | 25% | 27% | 39% | 56% | 6% | - | 8% | 23% | 14% | 60% | 22% | 40% | 18% | 23% |
| Soybeans | 3% | 8% | - | - | 10% | 6% | - | - | - | 5% | 13% | - | 9% | - | - |
| Milk | 26% | 31% | 22% | 17% | 26% | 46% | 11% | 25% | 23% | 26% | 38% | 22% | 42% | 16% | 19% |
| Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts | 21% | 37% | 11% | 21% | 50% | - | 15% | 23% | 5% | 15% | 49% | 29% | 35% | 13% | 23% |
| Celery (including celeriac) | 12% | 8% | 15% | 9% | 10% | 9% | 50% | - | 8% | - | 39% | 13% | 22% | 4% | 31% |
| Mustard | 3% | 5% | 2% | 3% | 10% | - | - | - | 4% | - | 13% | - | 5% | 2% | - |
| Sesame | 2% | 3% | 2% | - | 6% | - | - | 8% | 8% | - | - | - | - | 2% | 23% |
| Sulphur dioxide/sulphites (preservatives used in some foods and drinks) | 7% | 7% | 8% | 6% | 16% | - | - | 15% | 4% | - | 27% | 8% | 18% | 2% | - |
| Lupin | 3% | 5% | 2% | - | 16% | - | - | - | - | 4% | 13% | - | 5% | 2% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 68 | 26 | 42 | 22 | 14 | 16 | 7 | 9 | 25 | 20 | 8 | 15 | 20 | 44 | 4 |
| Weighted | 66 | 26 | 39 | 22 | 12 | 14 | 7 | 11 | 19 | 17 | 10 | 20 | 23 | 38 | 4 |
| Molluscs, eg clams, mussels, whelks, oysters, snails and squid | 19% | 24% | 15% | 21% | 25% | 14% | - | 23% | 12% | 21% | 23% | 21% | 16% | 22% | - |
| Other | 21% | 15% | 25% | 32% | - | 5% | 43% | 29% | 31% | 25% | 12% | 12% | 4% | 26% | 77% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 804 | 361 | 443 | 252 | 145 | 144 | 116 | 147 | 257 | 255 | 132 | 160 | 188 | 573 | 43 |
| Weighted | 797 | 378 | 419 | 260 | 125 | 137 | 110 | 165 | 211 | 217 | 162 | 206 | 206 | 541 | 49 |
| Q60 Does anyone in your household, other than you, have a food allergy? | | | | | | | | | | | | | | | |
| Yes, an adult aged 18+ | 11% | 10% | 13% | 15% | 11% | 10% | 7% | 10% | 12% | 11% | 8% | 14% | 19% | 9% | 9% |
| Yes, a young person aged 12-17years | 4% | 5% | 3% | 4% | 11% | 3% | - | - | 3% | 5% | 4% | 2% | 4% | 4% | - |
| Yes, a child aged 11 years or under | 4% | 3% | 5% | 7% | 9% | 1% | - | - | 3% | 4% | 4% | 3% | 4% | 4% | - |
| No | 82% | 84% | 81% | 74% | 78% | 86% | 93% | 90% | 83% | 84% | 85% | 79% | 76% | 84% | 91% |
| Don't know | 1% | 0% | 2% | 2% | 1% | 1% | - | - | 1% | 1% | 1% | 2% | 1% | 1% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| VQ60 Food allergy in household | | | | | | | | | | | | | | | |
| Respondent | 4% | 3% | 4% | 8% | 2% | 2% | 3% | 0% | 3% | 3% | 5% | 3% | 3% | 4% | 5% |
| Yes, an adult | 9% | 7% | 10% | 13% | 9% | 7% | 5% | 8% | 10% | 8% | 7% | 10% | 15% | 7% | 7% |
| Yes, child | 5% | 5% | 5% | 8% | 13% | 3% | - | - | 5% | 5% | 6% | 4% | 5% | 5% | - |
| No / DK | 86% | 88% | 85% | 78% | 82% | 89% | 95% | 92% | 86% | 88% | 88% | 84% | 81% | 88% | 93% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 133 | 58 | 75 | 55 | 34 | 20 | 8 | 16 | 43 | 41 | 18 | 31 | 43 | 86 | 4 |
| Weighted | 132 | 58 | 73 | 62 | 27 | 19 | 7 | 17 | 35 | 34 | 23 | 41 | 49 | 79 | 4 |
| Q61 And do you ever buy food for this person with the allergy? | | | | | | | | | | | | | | | |
| Yes | 78% | 85% | 72% | 74% | 81% | 86% | 88% | 75% | 75% | 69% | 94% | 79% | 84% | 75% | 68% |
| No | 22% | 15% | 28% | 26% | 19% | 14% | 12% | 25% | 25% | 31% | 6% | 21% | 16% | 25% | 32% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 133 | 58 | 75 | 55 | 34 | 20 | 8 | 16 | 43 | 41 | 18 | 31 | 43 | 86 | 4 |
| Weighted | 132 | 58 | 73 | 62 | 27 | 19 | 7 | 17 | 35 | 34 | 23 | 41 | 49 | 79 | 4 |
| Q62 What is this person(s) in your household allergic to? | | | | | | | | | | | | | | | |
| Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains | 17% | 28% | 8% | 17% | 2% | 15% | 31% | 37% | 25% | 14% | 18% | 11% | 23% | 13% | 22% |
| Crustaceans, e.g. prawns, crab and lobster | 11% | 10% | 12% | 6% | 10% | 21% | 11% | 23% | 15% | 14% | 6% | 9% | 10% | 13% | - |
| Eggs | 16% | 12% | 20% | 15% | 19% | 19% | - | 19% | 20% | 12% | 27% | 9% | 15% | 16% | 32% |
| Fish | 5% | 8% | 2% | 4% | 8% | 4% | - | 5% | 7% | 7% | - | 4% | 7% | 4% | - |
| Peanuts | 19% | 20% | 18% | 24% | 23% | 12% | 12% | 6% | 20% | 20% | 38% | 7% | 19% | 19% | 21% |
| Soybeans | 5% | 6% | 4% | 6% | 5% | 7% | - | - | 2% | 6% | 11% | 3% | 8% | 4% | - |
| Milk | 17% | 16% | 18% | 18% | 25% | 21% | - | 6% | 11% | 22% | 26% | 13% | 20% | 13% | 57% |
| Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts | 17% | 16% | 18% | 22% | 25% | 8% | - | - | 11% | 22% | 20% | 15% | 12% | 21% | - |
| Celery (including celeriac) | 6% | 10% | 3% | 9% | 6% | - | 11% | - | 2% | 7% | - | 11% | 8% | 5% | - |
| Mustard | 9% | 12% | 6% | 6% | 8% | 10% | - | 20% | 8% | 18% | 11% | - | 12% | 7% | - |
| Sesame | 2% | 3% | 2% | 4% | 2% | - | - | - | 6% | 3% | - | - | 2% | 3% | - |
| Sulphur dioxide/sulphites (preservatives used in some foods and drinks) | 6% | 4% | 8% | 10% | 9% | - | - | - | - | 3% | 11% | 12% | 5% | 7% | - |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 133 | 58 | 75 | 55 | 34 | 20 | 8 | 16 | 43 | 41 | 18 | 31 | 43 | 86 | 4 |
| Weighted | 132 | 58 | 73 | 62 | 27 | 19 | 7 | 17 | 35 | 34 | 23 | 41 | 49 | 79 | 4 |
| Lupin | 5% | 5% | 4% | 8% | 3% | - | - | - | 8% | 2% | 11% | - | 5% | 4% | - |
| Molluscs, eg clams, mussels, whelks, oysters, snails and squid | 7% | 7% | 7% | 4% | 14% | 8% | 11% | 5% | 7% | 9% | 11% | 2% | 4% | 9% | - |
| Other | 19% | 11% | 27% | 13% | 20% | 33% | 46% | 16% | 9% | 14% | - | 44% | 26% | 16% | - |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 182 | 76 | 106 | 71 | 41 | 32 | 14 | 24 | 62 | 57 | 25 | 38 | 52 | 122 | 8 |
| Weighted | 178 | 77 | 101 | 75 | 34 | 29 | 13 | 26 | 49 | 47 | 31 | 50 | 59 | 111 | 8 |
| Q63 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 | 21% | 26% | 17% | 24% | 36% | 14% | - | 11% | 23% | 24% | 25% | 13% | 27% | 18% | 22% |
| Yes, sometimes | 15% | 14% | 16% | 24% | 17% | 10% | - | - | 8% | 13% | 20% | 22% | 16% | 16% | - |
| No | 38% | 40% | 37% | 32% | 39% | 46% | 40% | 45% | 41% | 39% | 27% | 42% | 38% | 37% | 63% |
| I don't have / need an Epipen / auto-injector | 25% | 20% | 30% | 19% | 8% | 30% | 60% | 44% | 28% | 24% | 28% | 23% | 19% | 30% | 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 182 | 76 | 106 | 71 | 41 | 32 | 14 | 24 | 62 | 57 | 25 | 38 | 52 | 122 | 8 |
| Weighted | 178 | 77 | 101 | 75 | 34 | 29 | 13 | 26 | 49 | 47 | 31 | 50 | 59 | 111 | 8 |
| Q64 How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets? | | | | | | | | | | | | | | | |
| Very easy | 21% | 33% | 12% | 24% | 28% | 10% | 17% | 20% | 27% | 18% | 30% | 13% | 27% | 19% | 13% |
| Quite easy | 43% | 45% | 42% | 47% | 42% | 52% | 20% | 36% | 40% | 47% | 42% | 44% | 41% | 46% | 11% |
| Neither | 23% | 17% | 29% | 22% | 22% | 18% | 27% | 33% | 22% | 21% | 13% | 34% | 19% | 24% | 50% |
| Quite difficult | 10% | 5% | 14% | 5% | 6% | 20% | 36% | 7% | 9% | 14% | 8% | 9% | 10% | 10% | 15% |
| Very difficult | 2% | - | 3% | 2% | 3% | - | - | 4% | 2% | - | 7% | - | 2% | 1% | 11% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 182 | 76 | 106 | 71 | 41 | 32 | 14 | 24 | 62 | 57 | 25 | 38 | 52 | 122 | 8 |
| Weighted | 178 | 77 | 101 | 75 | 34 | 29 | 13 | 26 | 49 | 47 | 31 | 50 | 59 | 111 | 8 |
| Q65 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 | 16% | 20% | 13% | 21% | 25% | 4% | - | 8% | 15% | 13% | 25% | 13% | 16% | 16% | 13% |
| Quite easy | 31% | 34% | 29% | 35% | 36% | 22% | 31% | 23% | 30% | 33% | 41% | 24% | 35% | 31% | - |
| Neither | 25% | 24% | 25% | 23% | 21% | 35% | 6% | 34% | 23% | 22% | 13% | 37% | 22% | 26% | 39% |
| Quite difficult | 20% | 18% | 22% | 15% | 10% | 30% | 38% | 27% | 25% | 29% | 7% | 16% | 13% | 24% | 22% |
| Very difficult | 8% | 5% | 11% | 5% | 8% | 9% | 25% | 8% | 6% | 2% | 14% | 11% | 14% | 3% | 26% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 182 | 76 | 106 | 71 | 41 | 32 | 14 | 24 | 62 | 57 | 25 | 38 | 52 | 122 | 8 |
| Weighted | 178 | 77 | 101 | 75 | 34 | 29 | 13 | 26 | 49 | 47 | 31 | 50 | 59 | 111 | 8 |
| Q66 Where do you mainly get allergy information when shopping or eating out of the home? | | | | | | | | | | | | | | | |
| Labels on food | 54% | 53% | 55% | 45% | 54% | 78% | 53% | 56% | 50% | 54% | 53% | 59% | 54% | 55% | 47% |
| Ask staff/people in shops/stalls for information | 47% | 47% | 48% | 46% | 34% | 49% | 57% | 62% | 62% | 41% | 41% | 43% | 43% | 49% | 60% |
| Information on menus | 55% | 58% | 52% | 58% | 39% | 45% | 58% | 74% | 65% | 41% | 61% | 53% | 57% | 54% | 45% |
| Other in-store information e.g. signs on the wall | 20% | 21% | 18% | 20% | 20% | 24% | 18% | 13% | 19% | 28% | 7% | 20% | 19% | 19% | 27% |
| Restaurant website | 26% | 32% | 22% | 26% | 32% | 26% | 17% | 25% | 32% | 24% | 37% | 16% | 15% | 33% | 11% |
| Other | 1% | - | 1% | - | - | - | - | 5% | - | - | 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 182 | 76 | 106 | 71 | 41 | 32 | 14 | 24 | 62 | 57 | 25 | 38 | 52 | 122 | 8 |
| Weighted | 178 | 77 | 101 | 75 | 34 | 29 | 13 | 26 | 49 | 47 | 31 | 50 | 59 | 111 | 8 |
| Q67 Are you aware t- hat there is a text / e- mail alert system to n- otify consumers of iss- ues with missing or in- correct allergen info... | | | | | | | | | | | | | | | |
| Yes | 27% | 32% | 23% | 36% | 44% | 15% | - | 7% | 27% | 30% | 36% | 18% | 27% | 29% | 11% |
| No | 73% | 68% | 77% | 64% | 56% | 85% | 100% | 93% | 73% | 70% | 64% | 82% | 73% | 71% | 89% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 68 | 26 | 42 | 22 | 14 | 16 | 7 | 9 | 25 | 20 | 8 | 15 | 20 | 44 | 4 |
| Weighted | 66 | 26 | 39 | 22 | 12 | 14 | 7 | 11 | 19 | 17 | 10 | 20 | 23 | 38 | 4 |
| Mean | 3.84 | 3.99 | 3.73 | 3.40 | 4.18 | 4.07 | 3.80 | 4.10 | 3.52 | 3.92 | 3.84 | 4.07 | 4.19 | 3.60 | 4.01 |
| Q68a I always tell the waiter/waitress about my food allergies when eating out in a restaurant / café | | | | | | | | | | | | | | | |
| Strongly agree | 35% | 43% | 30% | 24% | 58% | 35% | 25% | 38% | 28% | 37% | 36% | 39% | 47% | 26% | 50% |
| Agree | 29% | 26% | 32% | 28% | 15% | 39% | 31% | 34% | 28% | 33% | 11% | 36% | 32% | 31% | - |
| Neither agree nor disagree | 22% | 19% | 23% | 25% | 15% | 6% | 45% | 28% | 20% | 16% | 52% | 13% | 14% | 24% | 50% |
| Disagree | 8% | 12% | 6% | 11% | 12% | 12% | - | - | 16% | 14% | - | - | 7% | 10% | - |
| Strongly disagree | 4% | - | 7% | 12% | - | - | - | - | 8% | - | - | 6% | - | 7% | - |
| Don't know | 2% | - | 3% | - | - | 8% | - | - | - | - | - | 5% | - | 3% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 68 | 26 | 42 | 22 | 14 | 16 | 7 | 9 | 25 | 20 | 8 | 15 | 20 | 44 | 4 |
| Weighted | 66 | 26 | 39 | 22 | 12 | 14 | 7 | 11 | 19 | 17 | 10 | 20 | 23 | 38 | 4 |
| | | | | | | | | | | | | | | | |
| Mean | 4.04 | 3.90 | 4.14 | 4.20 | 3.98 | 4.01 | 3.82 | 3.96 | 4.08 | 4.43 | 4.24 | 3.57 | 3.65 | 4.29 | 4.00 |
| Q68b I feel comfortable talking about my food allergies with friends | | | | | | | | | | | | | | | |
| Strongly agree | 43% | 33% | 49% | 58% | 36% | 36% | 22% | 39% | 35% | 53% | 50% | 37% | 37% | 50% | - |
| Agree | 28% | 36% | 23% | 18% | 38% | 31% | 58% | 18% | 45% | 37% | 24% | 8% | 22% | 25% | 100% |
| Neither agree nor disagree | 17% | 20% | 14% | 10% | 15% | 15% | - | 43% | 12% | 10% | 26% | 21% | 11% | 22% | - |
| Disagree | 11% | 11% | 11% | 14% | 11% | 10% | 20% | - | 8% | - | - | 28% | 30% | - | - |
| Strongly disagree | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 2% | - | 3% | - | - | 8% | - | - | - | - | - | 5% | - | 3% | - |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|-----------------------------------------------------------------------------------------------------------|-------------|------------|-----------|-----------|-----------|-----------|----------|-----------|--------------------------|-----------|-----------|-----------|-----------------------------------|-----------------------------------|-----------------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 68 | 26 | 42 | 22 | 14 | 16 | 7 | 9 | 25 | 20 | 8 | 15 | 20 | 44 | 4 |
| Weighted | 66 | 26 | 39 | 22 | 12 | 14 | 7 | 11 | 19 | 17 | 10 | 20 | 23 | 38 | 4 |
| Mean | 3.50 | 3.65 | 3.39 | 3.38 | 3.64 | 3.49 | 3.19 | 3.75 | 3.35 | 3.68 | 3.98 | 3.22 | 3.38 | 3.53 | 3.82 |
| Q68c I always tell staff about my food allergies when buying "food to go" from a sandwich shop / takeaway | | | | | | | | | | | | | | | |
| Strongly agree | 28% | 34% | 24% | 23% | 42% | 13% | 35% | 38% | 25% | 36% | 36% | 20% | 25% | 27% | 50% |
| Agree | 20% | 19% | 20% | 27% | 15% | 29% | - | 9% | 24% | 19% | 25% | 13% | 18% | 23% | - |
| Neither agree nor disagree | 29% | 29% | 28% | 23% | 20% | 31% | 33% | 43% | 19% | 25% | 39% | 36% | 31% | 27% | 31% |
| Disagree | 13% | 13% | 13% | 20% | 12% | 5% | 11% | 10% | 24% | 15% | - | 7% | 9% | 15% | 19% |
| Strongly disagree | 7% | 5% | 9% | 7% | 11% | 5% | 20% | - | 8% | 4% | - | 13% | 11% | 6% | - |
| Don't know | 4% | - | 6% | - | - | 17% | - | - | - | - | - | 12% | 5% | 3% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 68 | 26 | 42 | 22 | 14 | 16 | 7 | 9 | 25 | 20 | 8 | 15 | 20 | 44 | 4 |
| Weighted | 66 | 26 | 39 | 22 | 12 | 14 | 7 | 11 | 19 | 17 | 10 | 20 | 23 | 38 | 4 |
| Mean | 2.64 | 2.54 | 2.70 | 3.08 | 3.22 | 2.79 | 1.57 | 1.58 | 2.59 | 2.51 | 3.07 | 2.58 | 3.01 | 2.56 | 1.19 |
| Q68d If a food label says "may contain" something I'm allergic to, I would still eat it | | | | | | | | | | | | | | | |
| Strongly agree | 9% | 3% | 13% | 16% | 11% | 6% | - | - | 15% | 10% | 14% | - | 9% | 9% | - |
| Agree | 23% | 31% | 17% | 28% | 48% | 23% | - | - | 15% | 18% | 24% | 34% | 29% | 21% | - |
| Neither agree nor disagree | 19% | 19% | 19% | 23% | 15% | 28% | - | 15% | 16% | 24% | 40% | 7% | 26% | 17% | - |
| Disagree | 20% | 13% | 25% | 13% | 6% | 19% | 57% | 28% | 24% | 10% | - | 34% | 25% | 17% | 19% |
| Strongly disagree | 28% | 35% | 23% | 20% | 20% | 17% | 43% | 57% | 31% | 38% | 22% | 20% | 11% | 33% | 81% |
| Don't know | 2% | - | 3% | - | - | 8% | - | - | - | - | - | 5% | - | 3% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 68 | 26 | 42 | 22 | 14 | 16 | 7 | 9 | 25 | 20 | 8 | 15 | 20 | 44 | 4 |
| Weighted | 66 | 26 | 39 | 22 | 12 | 14 | 7 | 11 | 19 | 17 | 10 | 20 | 23 | 38 | 4 |
| | | | | | | | | | | | | | | | |
| Mean | 2.96 | 2.91 | 2.99 | 3.36 | 2.97 | 2.82 | 2.10 | 2.66 | 3.02 | 3.05 | 3.33 | 2.56 | 2.78 | 3.04 | 2.99 |
| Q68e It's easy to avoid food allergens when ordering a take-away | | | | | | | | | | | | | | | |
| Strongly agree | 14% | 12% | 16% | 27% | 5% | 14% | - | 10% | 13% | 19% | 14% | 12% | 6% | 19% | 27% |
| Agree | 16% | 18% | 15% | 20% | 32% | 11% | 15% | - | 16% | 24% | 38% | - | 19% | 16% | - |
| Neither agree nor disagree | 30% | 36% | 26% | 31% | 33% | 29% | 11% | 37% | 41% | 14% | 26% | 35% | 34% | 29% | 19% |
| Disagree | 15% | 14% | 16% | 9% | 17% | 5% | 29% | 28% | 23% | 17% | 12% | 6% | 3% | 18% | 54% |
| Strongly disagree | 17% | 19% | 16% | 14% | 14% | 24% | 32% | 10% | 8% | 20% | 10% | 27% | 23% | 16% | - |
| Don't know | 7% | - | 12% | - | - | 17% | 13% | 15% | - | 5% | - | 20% | 16% | 3% | - |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 55 | 26 | 29 | 24 | 25 | 6 | - | - | 16 | 20 | 10 | 9 | 14 | 41 | - |
| Weighted | 51 | 25 | 26 | 26 | 20 | 5 | - | - | 12 | 15 | 12 | 12 | 14 | 37 | - |
| | | | | | | | | | | | | | | | |
| Mean | 3.82 | 4.01 | 3.64 | 3.72 | 3.88 | 4.10 | - | - | 4.28 | 3.71 | 3.30 | 4.02 | 4.12 | 3.71 | - |
| Q69a My child always tells the waiter/waitress about their food allergies when eating out in a restaurant / café | | | | | | | | | | | | | | | |
| Strongly agree | 25% | 25% | 26% | 20% | 29% | 36% | - | - | 45% | 24% | - | 34% | 37% | 21% | - |
| Agree | 40% | 48% | 33% | 41% | 36% | 51% | - | - | 30% | 34% | 53% | 45% | 32% | 43% | - |
| Neither agree nor disagree | 19% | 24% | 15% | 22% | 21% | - | - | - | 18% | 33% | 11% | 10% | 25% | 17% | - |
| Disagree | 12% | - | 22% | 13% | 10% | 13% | - | - | - | 10% | 26% | 11% | - | 16% | - |
| Strongly disagree | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | 4% | 3% | 5% | 5% | 4% | - | - | - | 6% | - | 10% | - | 6% | 3% | - |

FSS Consumer Tracker Wave 11

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | |
|----------------------------------------------------------------------------------------|-------------|------------|--------|---------|-------|-------|-------|-----|--------------------------|------|------|------|-----------------------------------|-----------------------------------|-----------------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 55 | 26 | 29 | 24 | 25 | 6 | - | - | 16 | 20 | 10 | 9 | 14 | 41 | - |
| Weighted | 51 | 25 | 26 | 26 | 20 | 5 | - | - | 12 | 15 | 12 | 12 | 14 | 37 | - |
| Mean | 3.95 | 3.88 | 4.00 | 3.68 | 4.18 | 4.36 | - | - | 4.13 | 3.96 | 3.67 | 4.01 | 3.74 | 4.02 | - |
| Q69b My child feels comfortable talking about their food allergies with friends | | | | | | | | | | | | | | | |
| Strongly agree | 30% | 31% | 30% | 23% | 39% | 36% | - | - | 43% | 29% | 27% | 23% | 21% | 34% | - |
| Agree | 36% | 30% | 41% | 30% | 35% | 64% | - | - | 32% | 38% | 18% | 55% | 27% | 39% | - |
| Neither agree nor disagree | 26% | 31% | 21% | 34% | 22% | - | - | - | 12% | 33% | 34% | 22% | 46% | 19% | - |
| Disagree | 3% | 6% | - | 5% | - | - | - | - | - | - | 11% | - | - | 4% | - |
| Strongly disagree | 1% | - | 3% | 3% | - | - | - | - | 6% | - | - | - | - | 2% | - |
| Don't know | 4% | 3% | 5% | 5% | 4% | - | - | - | 6% | - | 10% | - | 6% | 3% | - |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 55 | 26 | 29 | 24 | 25 | 6 | - | - | 16 | 20 | 10 | 9 | 14 | 41 | - |
| Weighted | 51 | 25 | 26 | 26 | 20 | 5 | - | - | 12 | 15 | 12 | 12 | 14 | 37 | - |
| | | | | | | | | | | | | | | | |
| Mean | 3.87 | 4.06 | 3.69 | 3.83 | 3.92 | 3.88 | - | - | 4.55 | 3.61 | 3.51 | 3.91 | 4.02 | 3.82 | - |
| Q69c My child always tells staff about their food allergies when buying "food to go" from a sandwich shop / takeaway | | | | | | | | | | | | | | | |
| Strongly agree | 37% | 44% | 31% | 37% | 37% | 36% | - | - | 63% | 24% | 20% | 46% | 37% | 37% | - |
| Agree | 25% | 20% | 30% | 26% | 23% | 29% | - | - | 18% | 29% | 33% | 21% | 23% | 26% | - |
| Neither agree nor disagree | 20% | 27% | 14% | 15% | 26% | 22% | - | - | 12% | 33% | 10% | 22% | 35% | 15% | - |
| Disagree | 11% | 6% | 16% | 12% | 10% | 13% | - | - | - | 15% | 27% | - | - | 15% | - |
| Strongly disagree | 2% | - | 5% | 5% | - | - | - | - | - | - | - | 11% | - | 3% | - |
| Don't know | 4% | 3% | 5% | 5% | 4% | - | - | - | 6% | - | 10% | - | 6% | 3% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q70a Food allergies can be life- threatening | | | | | | | | | | | | | | | |
| Strongly agree | 66% | 60% | 72% | 65% | 63% | 65% | 72% | 68% | 67% | 68% | 63% | 66% | 67% | 67% | 57% |
| Agree | 22% | 28% | 17% | 15% | 22% | 28% | 25% | 27% | 25% | 23% | 24% | 19% | 21% | 22% | 31% |
| Neither agree nor disagree | 8% | 9% | 8% | 14% | 13% | 4% | 1% | 5% | 6% | 7% | 10% | 10% | 8% | 8% | 12% |
| Disagree | 1% | 1% | 1% | 3% | - | 2% | - | - | - | 1% | 2% | 2% | 1% | 1% | - |
| Strongly disagree | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 2% | 1% | - |
| Don't know | 1% | 1% | 1% | 2% | 1% | 1% | - | 0% | 1% | 1% | 1% | 2% | 1% | 1% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q70b I don't believe that all the people who say they have a food allergy really do | | | | | | | | | | | | | | | |
| Strongly agree | 8% | 9% | 7% | 12% | 11% | 4% | 3% | 7% | 9% | 7% | 9% | 8% | 10% | 7% | 10% |
| Agree | 21% | 20% | 22% | 19% | 19% | 25% | 19% | 23% | 28% | 24% | 16% | 15% | 21% | 20% | 25% |
| Neither agree nor disagree | 27% | 27% | 26% | 25% | 29% | 25% | 28% | 29% | 23% | 29% | 28% | 28% | 26% | 27% | 27% |
| Disagree | 20% | 21% | 19% | 21% | 17% | 19% | 21% | 21% | 19% | 20% | 25% | 18% | 20% | 20% | 19% |
| Strongly disagree | 20% | 18% | 22% | 20% | 20% | 22% | 23% | 13% | 17% | 17% | 17% | 26% | 19% | 20% | 17% |
| Don't know | 4% | 5% | 4% | 3% | 4% | 5% | 5% | 6% | 5% | 3% | 5% | 5% | 4% | 5% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q70c Having a food allergy is nothing to be embarrassed about | | | | | | | | | | | | | | | |
| Strongly agree | 60% | 57% | 63% | 61% | 60% | 61% | 67% | 53% | 61% | 64% | 59% | 57% | 64% | 59% | 52% |
| Agree | 27% | 30% | 23% | 17% | 27% | 26% | 29% | 38% | 29% | 27% | 24% | 26% | 23% | 28% | 31% |
| Neither agree nor disagree | 9% | 10% | 8% | 14% | 9% | 9% | 1% | 7% | 6% | 7% | 13% | 11% | 8% | 9% | 12% |
| Disagree | 1% | 0% | 2% | 3% | 1% | 2% | - | 0% | 2% | 1% | 2% | 1% | 2% | 1% | - |
| Strongly disagree | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 0% | 1% | 1% | 2% | 3% | 2% | 1% | 5% |
| Don't know | 1% | 1% | 1% | 2% | 1% | 1% | - | 0% | 1% | 1% | 1% | 1% | 1% | 1% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q70d I always check if people I'm cooking for have a food allergy | | | | | | | | | | | | | | | |
| Strongly agree | 30% | 23% | 36% | 38% | 34% | 26% | 26% | 21% | 27% | 30% | 31% | 31% | 33% | 30% | 17% |
| Agree | 32% | 33% | 31% | 31% | 33% | 36% | 29% | 32% | 36% | 30% | 28% | 33% | 36% | 30% | 38% |
| Neither agree nor disagree | 25% | 28% | 23% | 21% | 21% | 27% | 29% | 31% | 26% | 24% | 26% | 25% | 20% | 27% | 31% |
| Disagree | 7% | 8% | 6% | 6% | 4% | 7% | 10% | 8% | 7% | 9% | 8% | 4% | 7% | 7% | 5% |
| Strongly disagree | 3% | 5% | 2% | 1% | 5% | 2% | 5% | 5% | 2% | 5% | 4% | 3% | 2% | 4% | 7% |
| Don't know | 3% | 3% | 2% | 3% | 3% | 3% | 1% | 2% | 1% | 2% | 3% | 4% | 3% | 2% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q70e Food intolerances are a myth | | | | | | | | | | | | | | | |
| Strongly agree | 5% | 6% | 3% | 9% | 7% | 2% | 2% | 1% | 4% | 3% | 5% | 7% | 8% | 4% | - |
| Agree | 5% | 5% | 5% | 7% | 12% | 2% | 2% | 2% | 6% | 5% | 4% | 5% | 4% | 6% | 5% |
| Neither agree nor disagree | 15% | 16% | 14% | 18% | 13% | 15% | 12% | 16% | 13% | 16% | 21% | 13% | 11% | 16% | 24% |
| Disagree | 29% | 29% | 30% | 25% | 28% | 34% | 28% | 34% | 30% | 31% | 32% | 26% | 33% | 28% | 30% |
| Strongly disagree | 43% | 40% | 46% | 39% | 38% | 45% | 56% | 44% | 46% | 43% | 35% | 46% | 42% | 44% | 39% |
| Don't know | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 1% | 2% | 3% | 3% | 3% | 2% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q71 Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping i... | | | | | | | | | | | | | | | |
| Responsible for all or most of the food/grocery shopping | 64% | 54% | 74% | 58% | 71% | 74% | 71% | 56% | 55% | 65% | 69% | 68% | 63% | 65% | 58% |
| Responsible for about half of the food/grocery shopping | 27% | 34% | 21% | 31% | 24% | 20% | 21% | 34% | 36% | 28% | 23% | 22% | 27% | 27% | 31% |
| Responsible for less than half of the food/grocery shopping | 5% | 8% | 2% | 4% | 3% | 3% | 7% | 7% | 6% | 4% | 5% | 5% | 3% | 5% | 8% |
| Not responsible for any of the food/grocery shopping | 4% | 5% | 3% | 7% | 2% | 3% | 2% | 3% | 3% | 4% | 3% | 5% | 6% | 3% | 4% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|------------------------|------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 977 | 443 | 534 | 276 | 174 | 182 | 155 | 190 | 290 | 321 | 152 | 214 | 223 | 702 | 52 |
| Weighted | 977 | 473 | 504 | 283 | 149 | 177 | 150 | 217 | 237 | 274 | 187 | 279 | 248 | 671 | 59 |
| Q72a Minced | | | | | | | | | | | | | | | |
| Fresh | 68% | 67% | 70% | 60% | 68% | 69% | 80% | 72% | 71% | 70% | 67% | 66% | 75% | 66% | 73% |
| Frozen | 4% | 5% | 3% | 8% | 5% | 2% | 1% | 3% | 3% | 4% | 5% | 4% | 5% | 4% | 2% |
| Both | 14% | 16% | 12% | 15% | 15% | 15% | 9% | 14% | 11% | 13% | 16% | 15% | 10% | 16% | 11% |
| Do not buy | 14% | 13% | 15% | 18% | 13% | 13% | 10% | 11% | 16% | 13% | 12% | 14% | 10% | 15% | 14% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q72b Meat portion (e.g. steak or chops) | | | | | | | | | | | | | | | |
| Fresh | 62% | 62% | 62% | 52% | 56% | 62% | 77% | 68% | 67% | 63% | 59% | 58% | 64% | 60% | 70% |
| Frozen | 8% | 9% | 6% | 12% | 14% | 3% | 2% | 5% | 6% | 7% | 10% | 8% | 9% | 8% | 2% |
| Both | 15% | 18% | 12% | 14% | 17% | 18% | 12% | 13% | 11% | 15% | 16% | 18% | 11% | 17% | 9% |
| Do not buy | 16% | 11% | 20% | 22% | 13% | 16% | 9% | 14% | 16% | 16% | 16% | 16% | 16% | 15% | 20% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q72c Skinless chicken portions | | | | | | | | | | | | | | | |
| Fresh | 58% | 56% | 60% | 48% | 56% | 63% | 71% | 60% | 61% | 59% | 58% | 54% | 62% | 55% | 68% |
| Frozen | 10% | 11% | 9% | 15% | 10% | 6% | 3% | 11% | 10% | 7% | 11% | 13% | 12% | 10% | 8% |
| Both | 17% | 18% | 16% | 20% | 21% | 12% | 14% | 16% | 13% | 19% | 18% | 17% | 15% | 18% | 10% |
| Do not buy | 15% | 15% | 16% | 18% | 13% | 19% | 11% | 13% | 15% | 15% | 14% | 16% | 11% | 17% | 14% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q72d Skin-on chicken portions | | | | | | | | | | | | | | | |
| Fresh | 44% | 43% | 45% | 36% | 41% | 51% | 55% | 44% | 45% | 43% | 47% | 41% | 47% | 43% | 45% |
| Frozen | 8% | 11% | 6% | 12% | 8% | 5% | 3% | 9% | 10% | 5% | 10% | 9% | 10% | 7% | 8% |
| Both | 13% | 14% | 12% | 17% | 16% | 9% | 10% | 10% | 9% | 14% | 15% | 13% | 10% | 15% | 4% |
| Do not buy | 35% | 32% | 38% | 35% | 35% | 36% | 31% | 38% | 35% | 38% | 27% | 37% | 32% | 35% | 43% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q72e Processed (e.g. sausages or bacon) | | | | | | | | | | | | | | | |
| Fresh | 62% | 62% | 62% | 51% | 58% | 64% | 71% | 70% | 67% | 62% | 61% | 58% | 69% | 59% | 63% |
| Frozen | 7% | 8% | 7% | 13% | 7% | 3% | 3% | 6% | 6% | 5% | 7% | 10% | 7% | 8% | 7% |
| Both | 17% | 19% | 16% | 19% | 23% | 19% | 13% | 13% | 12% | 19% | 20% | 19% | 13% | 20% | 11% |
| Do not buy | 14% | 11% | 16% | 17% | 12% | 13% | 12% | 11% | 15% | 14% | 12% | 13% | 11% | 14% | 19% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q72f Joints (e.g. of beef, lamb, pork, etc.) | | | | | | | | | | | | | | | |
| Fresh | 56% | 55% | 57% | 42% | 51% | 63% | 72% | 64% | 66% | 58% | 56% | 47% | 59% | 55% | 63% |
| Frozen | 6% | 8% | 4% | 11% | 10% | 3% | 1% | 4% | 6% | 5% | 7% | 8% | 5% | 7% | 3% |
| Both | 14% | 16% | 12% | 15% | 20% | 13% | 7% | 14% | 8% | 14% | 16% | 18% | 13% | 15% | 10% |
| Do not buy | 24% | 21% | 26% | 32% | 20% | 21% | 19% | 18% | 21% | 24% | 21% | 27% | 22% | 24% | 24% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q72g Whole chicken or other poultry | | | | | | | | | | | | | | | |
| Fresh | 59% | 56% | 61% | 48% | 55% | 64% | 72% | 62% | 61% | 59% | 61% | 54% | 65% | 56% | 63% |
| Frozen | 5% | 6% | 4% | 9% | 7% | 2% | 1% | 4% | 7% | 4% | 4% | 6% | 7% | 5% | 2% |
| Both | 14% | 16% | 12% | 16% | 20% | 11% | 8% | 14% | 9% | 15% | 17% | 15% | 11% | 15% | 16% |
| Do not buy | 22% | 22% | 23% | 28% | 18% | 23% | 19% | 19% | 23% | 22% | 17% | 25% | 18% | 24% | 18% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q72h Offal (e.g. liver, kidneys) | | | | | | | | | | | | | | | |
| Fresh | 21% | 24% | 19% | 17% | 17% | 14% | 25% | 33% | 27% | 20% | 21% | 18% | 29% | 18% | 22% |
| Frozen | 5% | 7% | 4% | 9% | 9% | 2% | 1% | 3% | 5% | 5% | 7% | 4% | 7% | 5% | 2% |
| Both | 6% | 6% | 6% | 12% | 6% | 2% | 2% | 3% | 4% | 7% | 7% | 5% | 5% | 6% | 4% |
| Do not buy | 68% | 64% | 72% | 62% | 68% | 82% | 71% | 61% | 64% | 68% | 65% | 73% | 59% | 71% | 72% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q72i Breaded chicken portion | | | | | | | | | | | | | | | |
| Fresh | 24% | 25% | 24% | 21% | 25% | 29% | 31% | 21% | 26% | 24% | 24% | 24% | 29% | 23% | 23% |
| Frozen | 25% | 26% | 24% | 27% | 22% | 22% | 24% | 27% | 23% | 22% | 25% | 28% | 24% | 25% | 23% |
| Both | 22% | 22% | 22% | 27% | 31% | 24% | 15% | 12% | 13% | 26% | 28% | 22% | 17% | 24% | 17% |
| Do not buy | 29% | 27% | 31% | 26% | 22% | 25% | 30% | 41% | 38% | 28% | 23% | 26% | 30% | 28% | 37% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q73 Which of the following describes what a food recall is? | | | | | | | | | | | | | | | |
| Unsafe food is removed from the supply chain | 61% | 63% | 59% | 53% | 60% | 62% | 67% | 69% | 62% | 62% | 56% | 63% | 59% | 61% | 71% |
| Consumers are advised to return or dispose of the unsafe food | 71% | 69% | 73% | 62% | 66% | 76% | 75% | 79% | 75% | 72% | 71% | 66% | 72% | 70% | 74% |
| Alerts are issued to inform consumers of the unsafe product | 58% | 56% | 60% | 47% | 47% | 67% | 67% | 68% | 62% | 63% | 49% | 57% | 60% | 57% | 70% |
| Don't know | 9% | 9% | 9% | 14% | 11% | 7% | 5% | 6% | 8% | 10% | 7% | 10% | 12% | 9% | 6% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q74 Do you recall any news or social media alerts about any foods being recalled from sale in the past 12 months? | | | | | | | | | | | | | | | |
| Yes | 23% | 22% | 24% | 28% | 30% | 19% | 22% | 16% | 25% | 21% | 25% | 22% | 18% | 25% | 16% |
| No | 68% | 70% | 66% | 61% | 64% | 71% | 69% | 77% | 69% | 71% | 66% | 65% | 73% | 65% | 76% |
| Don't know | 9% | 8% | 10% | 11% | 6% | 11% | 10% | 8% | 6% | 8% | 9% | 13% | 9% | 10% | 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 236 | 106 | 130 | 81 | 53 | 35 | 35 | 32 | 75 | 70 | 42 | 49 | 42 | 184 | 10 |
| Weighted | 232 | 110 | 122 | 85 | 45 | 34 | 33 | 35 | 60 | 59 | 49 | 64 | 49 | 173 | 10 |
| Q75 To the best of your knowledge, where did you see the recall? | | | | | | | | | | | | | | | |
| In-store | 30% | 30% | 30% | 31% | 36% | 37% | 31% | 12% | 29% | 37% | 24% | 29% | 32% | 27% | 67% |
| Food standard Scotland website, FSS social media site or alert | 21% | 22% | 20% | 27% | 30% | 16% | 15% | 7% | 24% | 16% | 22% | 22% | 23% | 21% | 8% |
| News outlet (e.g. BBC) | 52% | 57% | 48% | 42% | 42% | 60% | 71% | 64% | 66% | 54% | 43% | 44% | 49% | 52% | 64% |
| Consumer or campaign group (e.g. Which?, Allergy UK) | 15% | 18% | 12% | 21% | 28% | 13% | - | - | 10% | 11% | 22% | 18% | 20% | 14% | - |
| Other | 16% | 9% | 23% | 11% | 15% | 16% | 13% | 35% | 10% | 13% | 20% | 22% | 8% | 19% | 11% |
| Don't know | 2% | 1% | 3% | 4% | 3% | - | - | 2% | 2% | 4% | 2% | - | 2% | 2% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q76 Are you aware that there is a text alert system to notify consumers of products which are being recalled? | | | | | | | | | | | | | | | |
| Yes | 9% | 11% | 7% | 16% | 12% | 5% | 3% | 3% | 9% | 8% | 11% | 8% | 9% | 10% | 3% |
| No | 91% | 89% | 93% | 84% | 88% | 95% | 97% | 97% | 91% | 92% | 89% | 92% | 91% | 90% | 97% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q77 Since the coronavirus pandemic began, people have been affected in different ways. Looking at the list below, which,... | | | | | | | | | | | | | | | |
| Working from home | 21% | 21% | 21% | 28% | 36% | 19% | 21% | 3% | 28% | 33% | 13% | 9% | 17% | 23% | 15% |
| Being put on the government scheme known as 'furloughing' | 11% | 10% | 12% | 18% | 8% | 15% | 9% | 3% | 9% | 12% | 19% | 8% | 9% | 12% | 8% |
| Having a reduced income | 20% | 16% | 23% | 26% | 19% | 25% | 24% | 4% | 15% | 23% | 26% | 16% | 19% | 21% | 12% |
| Seeking help to afford food from family and/or friends | 6% | 6% | 7% | 12% | 8% | 5% | 2% | 0% | 3% | 5% | 8% | 8% | 6% | 7% | 2% |
| Seeking help to afford food from emergency support such as a foodbank | 5% | 4% | 6% | 8% | 6% | 8% | 3% | - | 2% | 4% | 4% | 9% | 6% | 5% | 4% |
| Shielding (due to being in a vulnerable group) | 14% | 15% | 12% | 12% | 12% | 15% | 9% | 20% | 14% | 13% | 8% | 18% | 13% | 14% | 19% |
| None of these | 47% | 50% | 43% | 29% | 37% | 45% | 53% | 73% | 49% | 38% | 47% | 52% | 48% | 46% | 52% |
| Prefer not to say | 2% | 3% | 2% | 4% | 1% | 3% | 1% | 1% | 2% | 1% | 3% | 4% | 6% | 1% | - |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|----------------------------------------|------|------------|--------|---------|-------|-------|-------|--------------------------|-----|-----|-----|----------------------|-----------------------------------|-----------------------------------|-----|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78a Cooking meals from scratch | | | | | | | | | | | | | | | |
| Much more | 15% | 13% | 16% | 19% | 17% | 13% | 12% | 10% | 12% | 12% | 17% | 18% | 15% | 15% | 10% |
| A little more | 19% | 20% | 19% | 20% | 23% | 25% | 20% | 11% | 20% | 23% | 20% | 15% | 19% | 20% | 19% |
| No difference | 58% | 60% | 57% | 50% | 51% | 57% | 66% | 71% | 62% | 58% | 56% | 58% | 60% | 57% | 64% |
| A little less | 2% | 2% | 3% | 5% | 2% | 0% | 1% | 1% | 4% | 3% | 1% | 2% | 1% | 3% | 3% |
| Much less | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 3% | 1% | 2% | 2% |
| Don't know | 1% | 1% | 1% | 1% | 1% | 0% | 1% | - | 0% | 0% | 1% | 1% | 1% | 1% | 2% |
| N/A | 3% | 3% | 2% | 3% | 4% | 2% | - | 4% | 0% | 4% | 4% | 3% | 3% | 3% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78b Eating longer shelf life foods (such as tinned, dried or frozen foods) | | | | | | | | | | | | | | | |
| Much more | 6% | 6% | 6% | 10% | 9% | 6% | 2% | 1% | 5% | 3% | 8% | 8% | 7% | 5% | 7% |
| A little more | 16% | 14% | 18% | 21% | 18% | 17% | 13% | 12% | 16% | 13% | 18% | 19% | 18% | 17% | 6% |
| No difference | 68% | 70% | 66% | 59% | 67% | 70% | 76% | 75% | 70% | 74% | 67% | 62% | 66% | 68% | 78% |
| A little less | 3% | 3% | 3% | 4% | 0% | 2% | 2% | 4% | 2% | 3% | 3% | 3% | 3% | 3% | 1% |
| Much less | 2% | 2% | 2% | 1% | 2% | 2% | 4% | 2% | 2% | 1% | 2% | - | 2% | 1% | 1% |
| Don't know | 1% | 1% | 0% | 1% | 2% | 0% | - | - | 0% | 0% | - | 1% | 0% | 1% | - |
| N/A | 4% | 4% | 4% | 4% | 3% | 3% | 3% | 6% | 4% | 5% | 3% | 5% | 6% | 3% | 5% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78c Eating fruit and vegetables (fresh, frozen or tinned) | | | | | | | | | | | | | | | |
| Much more | 7% | 7% | 8% | 11% | 13% | 4% | 2% | 5% | 7% | 7% | 7% | 8% | 9% | 7% | 3% |
| A little more | 21% | 22% | 19% | 22% | 19% | 16% | 24% | 21% | 20% | 21% | 24% | 19% | 20% | 20% | 28% |
| No difference | 63% | 63% | 62% | 53% | 58% | 69% | 67% | 70% | 67% | 62% | 62% | 61% | 64% | 62% | 63% |
| A little less | 5% | 3% | 7% | 8% | 4% | 5% | 4% | 1% | 3% | 6% | 4% | 5% | 2% | 6% | 3% |
| Much less | 2% | 3% | 2% | 2% | 4% | 3% | 2% | 1% | 2% | 1% | 3% | 3% | 2% | 2% | 2% |
| Don't know | 1% | 0% | 1% | 1% | 1% | 0% | - | - | 1% | 0% | 1% | 1% | 1% | 1% | - |
| N/A | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | - | 3% | 2% | 2% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1002 | 461 | 541 | 291 | 175 | 188 | 154 | 194 | 294 | 329 | 157 | 222 | 234 | 716 | 52 |
| Weighted | 1006 | 494 | 513 | 301 | 151 | 183 | 149 | 223 | 241 | 282 | 193 | 291 | 263 | 684 | 59 |
| Q78d Eating cakes and biscuits, savoury snacks, confectionery or ice cream | | | | | | | | | | | | | | | |
| Much more | 8% | 6% | 9% | 14% | 9% | 6% | 2% | 3% | 7% | 6% | 9% | 9% | 7% | 8% | 9% |
| A little more | 24% | 21% | 27% | 27% | 31% | 28% | 18% | 17% | 23% | 25% | 27% | 22% | 22% | 25% | 28% |
| No difference | 55% | 60% | 50% | 47% | 50% | 54% | 61% | 67% | 60% | 52% | 53% | 55% | 57% | 55% | 53% |
| A little less | 6% | 5% | 6% | 5% | 3% | 7% | 10% | 5% | 5% | 9% | 5% | 5% | 6% | 6% | 2% |
| Much less | 4% | 3% | 5% | 4% | 4% | 2% | 8% | 5% | 3% | 4% | 5% | 6% | 3% | 5% | 3% |
| Don't know | 1% | 1% | 1% | 2% | 0% | 0% | - | - | 1% | 1% | 1% | 0% | 1% | 1% | - |
| N/A | 2% | 3% | 2% | 2% | 1% | 3% | 1% | 2% | 2% | 3% | 1% | 3% | 4% | 1% | 4% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78e Eating ready meals | | | | | | | | | | | | | | | |
| Much more | 4% | 5% | 4% | 8% | 8% | 2% | 1% | 1% | 4% | 3% | 5% | 6% | 5% | 4% | 5% |
| A little more | 12% | 12% | 12% | 19% | 13% | 11% | 7% | 7% | 11% | 12% | 13% | 13% | 10% | 13% | 10% |
| No difference | 53% | 54% | 51% | 47% | 55% | 60% | 53% | 54% | 55% | 55% | 51% | 51% | 50% | 54% | 48% |
| A little less | 7% | 8% | 7% | 7% | 8% | 7% | 9% | 7% | 7% | 8% | 8% | 7% | 6% | 8% | 10% |
| Much less | 7% | 7% | 7% | 8% | 5% | 7% | 9% | 8% | 7% | 8% | 7% | 8% | 10% | 7% | 5% |
| Don't know | 0% | 1% | 0% | 1% | - | 1% | - | - | 1% | 0% | 1% | 0% | - | 1% | - |
| N/A | 15% | 13% | 17% | 11% | 11% | 12% | 21% | 22% | 16% | 14% | 15% | 15% | 20% | 13% | 21% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78f Drinking alcohol | | | | | | | | | | | | | | | |
| Much more | 6% | 7% | 5% | 8% | 9% | 5% | 4% | 2% | 6% | 6% | 8% | 5% | 6% | 6% | 5% |
| A little more | 14% | 15% | 12% | 15% | 16% | 15% | 10% | 11% | 18% | 15% | 11% | 12% | 15% | 13% | 14% |
| No difference | 48% | 51% | 46% | 47% | 42% | 51% | 46% | 55% | 47% | 49% | 50% | 48% | 50% | 47% | 57% |
| A little less | 7% | 6% | 7% | 7% | 8% | 5% | 7% | 7% | 8% | 8% | 5% | 6% | 6% | 7% | - |
| Much less | 9% | 8% | 9% | 8% | 9% | 7% | 15% | 6% | 7% | 10% | 10% | 8% | 7% | 9% | 9% |
| Don't know | 1% | 0% | 1% | 2% | 1% | 0% | - | - | 0% | 1% | - | 1% | - | 1% | - |
| N/A | 16% | 12% | 20% | 13% | 15% | 16% | 18% | 19% | 13% | 12% | 17% | 22% | 16% | 16% | 16% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78g Spending on grocery food shopping | | | | | | | | | | | | | | | |
| Much more | 9% | 8% | 10% | 11% | 16% | 8% | 5% | 6% | 8% | 8% | 9% | 11% | 8% | 10% | 6% |
| A little more | 27% | 25% | 29% | 26% | 29% | 31% | 22% | 28% | 31% | 26% | 27% | 24% | 28% | 27% | 20% |
| No difference | 53% | 57% | 49% | 47% | 44% | 53% | 59% | 62% | 54% | 54% | 51% | 51% | 52% | 52% | 62% |
| A little less | 8% | 7% | 9% | 10% | 8% | 4% | 12% | 3% | 4% | 8% | 9% | 9% | 8% | 7% | 10% |
| Much less | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 0% | 1% | 1% | 2% | 2% | 1% | 2% | 2% |
| Don't know | 0% | 1% | 0% | 1% | - | 0% | - | 1% | 0% | 1% | - | 0% | 0% | 0% | - |
| N/A | 1% | 1% | 2% | 3% | 1% | 2% | - | 0% | 1% | 1% | 1% | 2% | 3% | 1% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 804 | 361 | 443 | 252 | 145 | 144 | 116 | 147 | 257 | 255 | 132 | 160 | 188 | 573 | 43 |
| Weighted | 797 | 378 | 419 | 260 | 125 | 137 | 110 | 165 | 211 | 217 | 162 | 206 | 206 | 541 | 49 |
| Q78h Eating together as a family | | | | | | | | | | | | | | | |
| Much more | 11% | 9% | 13% | 17% | 17% | 11% | 6% | 1% | 9% | 10% | 16% | 11% | 11% | 12% | 11% |
| A little more | 15% | 13% | 17% | 18% | 21% | 13% | 18% | 8% | 13% | 15% | 18% | 16% | 15% | 16% | 14% |
| No difference | 63% | 67% | 59% | 51% | 57% | 71% | 68% | 76% | 64% | 62% | 63% | 62% | 60% | 63% | 66% |
| A little less | 3% | 3% | 3% | 4% | 2% | 1% | 1% | 3% | 5% | 3% | - | 2% | 3% | 3% | 3% |
| Much less | 4% | 5% | 3% | 3% | 1% | 1% | 5% | 9% | 5% | 5% | 1% | 3% | 4% | 4% | 4% |
| Don't know | 1% | 1% | 1% | 1% | 2% | 1% | - | - | 0% | 0% | - | 2% | 1% | 1% | - |
| N/A | 4% | 2% | 5% | 6% | 2% | 2% | 1% | 3% | 3% | 4% | 2% | 4% | 6% | 3% | 2% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78i The amount of physical activity you are doing | | | | | | | | | | | | | | | |
| Much more | 8% | 10% | 7% | 12% | 12% | 5% | 8% | 3% | 9% | 6% | 8% | 10% | 11% | 8% | 1% |
| A little more | 18% | 17% | 19% | 20% | 20% | 19% | 17% | 14% | 18% | 18% | 23% | 14% | 17% | 19% | 11% |
| No difference | 46% | 48% | 43% | 37% | 47% | 45% | 52% | 53% | 45% | 45% | 46% | 47% | 45% | 44% | 63% |
| A little less | 15% | 15% | 16% | 14% | 9% | 18% | 17% | 18% | 18% | 16% | 10% | 15% | 16% | 15% | 15% |
| Much less | 9% | 6% | 11% | 12% | 8% | 9% | 3% | 9% | 8% | 10% | 8% | 9% | 7% | 10% | 7% |
| Don't know | 1% | 1% | 1% | 2% | 2% | 1% | - | 1% | 1% | 1% | 2% | 1% | 1% | 1% | - |
| N/A | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 1% | 3% | 3% | 5% | 4% | 3% | 2% |

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| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|--------------------------------------------|-------------|------------|------------|------------|------------|------------|------------|--------------------------|------------|------------|------------|----------------------|----------------------------|----------------------------|----------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78j Eating more out of boredom | | | | | | | | | | | | | | | |
| Much more | 10% | 8% | 12% | 17% | 14% | 11% | 0% | 3% | 6% | 9% | 11% | 13% | 10% | 10% | 5% |
| A little more | 24% | 20% | 28% | 28% | 24% | 27% | 23% | 20% | 23% | 26% | 26% | 23% | 24% | 25% | 26% |
| No difference | 51% | 58% | 44% | 41% | 47% | 54% | 58% | 59% | 58% | 50% | 51% | 47% | 50% | 51% | 53% |
| A little less | 4% | 4% | 4% | 6% | 5% | 3% | 3% | 3% | 4% | 4% | 4% | 4% | 4% | 4% | 2% |
| Much less | 4% | 3% | 5% | 4% | 5% | 1% | 7% | 4% | 2% | 4% | 2% | 6% | 3% | 4% | 5% |
| Don't know | 0% | 0% | 1% | 1% | 1% | 0% | - | - | 0% | 1% | - | 1% | - | 1% | - |
| N/A | 6% | 7% | 5% | 3% | 4% | 5% | 8% | 11% | 8% | 6% | 4% | 6% | 8% | 5% | 9% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78k Had an online food delivery from a supermarket | | | | | | | | | | | | | | | |
| Much more | 11% | 11% | 12% | 14% | 15% | 9% | 7% | 10% | 13% | 8% | 11% | 12% | 12% | 11% | 6% |
| A little more | 15% | 15% | 16% | 19% | 17% | 12% | 17% | 11% | 12% | 13% | 19% | 17% | 16% | 16% | 7% |
| No difference | 36% | 36% | 37% | 44% | 42% | 43% | 26% | 25% | 31% | 37% | 40% | 38% | 40% | 35% | 33% |
| A little less | 2% | 2% | 3% | 2% | 6% | 2% | 1% | 1% | 1% | 2% | 1% | 4% | 2% | 2% | 3% |
| Much less | 3% | 2% | 3% | 3% | 3% | 4% | 4% | 0% | 5% | 2% | 3% | 1% | 2% | 3% | 1% |
| Don't know | 1% | 1% | 1% | 2% | - | 0% | - | - | 1% | 1% | 1% | 0% | 1% | 1% | - |
| N/A | 31% | 34% | 29% | 16% | 18% | 30% | 45% | 53% | 37% | 36% | 24% | 27% | 28% | 31% | 49% |

| Break % Respondents | | VQ1 Gender | | VQ2 Age | | | | VQ3a Chief Income Earner | | | | VQ4 Area of Scotland | | | |
|--------------------------------------|------------|------------|--------|---------|-------|-------|-------|--------------------------|-----|-----|-----|----------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| | | Male | Female | 16-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q781 Visiting the supermarket | | | | | | | | | | | | | | | |
| Much more | 4% | 3% | 5% | 7% | 7% | 4% | 1% | 1% | 3% | 3% | 6% | 5% | 5% | 4% | 1% |
| A little more | 12% | 12% | 11% | 19% | 16% | 9% | 7% | 5% | 14% | 12% | 15% | 7% | 10% | 13% | 6% |
| No difference | 50% | 56% | 45% | 45% | 50% | 56% | 47% | 55% | 51% | 53% | 48% | 47% | 48% | 51% | 56% |
| A little less | 18% | 15% | 20% | 17% | 12% | 15% | 21% | 21% | 17% | 18% | 17% | 18% | 21% | 16% | 22% |
| Much less | 14% | 12% | 16% | 10% | 14% | 12% | 22% | 16% | 12% | 11% | 13% | 19% | 13% | 15% | 15% |
| Don't know | 0% | 0% | 0% | 1% | - | 0% | - | - | 0% | 1% | - | 0% | - | 1% | - |
| N/A | 2% | 1% | 3% | 2% | 1% | 3% | 1% | 3% | 2% | 2% | 1% | 3% | 3% | 2% | - |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q78m Meal planning | | | | | | | | | | | | | | | |
| Much more | 10% | 7% | 12% | 14% | 15% | 8% | 8% | 4% | 6% | 9% | 13% | 11% | 10% | 10% | 6% |
| A little more | 20% | 21% | 20% | 24% | 16% | 22% | 20% | 16% | 22% | 19% | 23% | 17% | 18% | 22% | 13% |
| No difference | 62% | 65% | 60% | 50% | 60% | 64% | 69% | 75% | 65% | 64% | 55% | 63% | 64% | 60% | 81% |
| A little less | 2% | 2% | 3% | 6% | 2% | 1% | 1% | 1% | 3% | 3% | 2% | 1% | 3% | 3% | - |
| Much less | 2% | 1% | 3% | 2% | 3% | 2% | 1% | 1% | 2% | 1% | 1% | 3% | 1% | 2% | - |
| Don't know | 1% | 1% | 1% | 1% | - | 1% | - | - | 0% | 0% | 1% | 0% | 1% | 1% | - |
| N/A | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 3% | 1% | 4% | 3% | 4% | 5% | 3% | - |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q79 Which of the following best describes your approach to taking vitamin D supplements? | | | | | | | | | | | | | | | |
| I usually take a vitamin D supplement | 31% | 30% | 33% | 32% | 36% | 25% | 27% | 36% | 35% | 30% | 35% | 27% | 37% | 29% | 33% |
| I have started taking a vitamin D supplement since the coronavirus pandemic | 18% | 16% | 19% | 21% | 18% | 15% | 17% | 15% | 19% | 20% | 15% | 16% | 20% | 17% | 18% |
| I do not take a vitamin D supplement | 51% | 55% | 48% | 47% | 46% | 60% | 56% | 49% | 46% | 50% | 51% | 56% | 43% | 54% | 49% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q80 Have you seen any information about taking vitamin D supplements during the last few months? | | | | | | | | | | | | | | | |
| Yes | 44% | 44% | 44% | 32% | 44% | 49% | 51% | 53% | 54% | 41% | 36% | 45% | 47% | 42% | 53% |
| No | 51% | 51% | 51% | 61% | 54% | 47% | 46% | 43% | 43% | 55% | 61% | 50% | 48% | 54% | 40% |
| Don't know | 4% | 4% | 5% | 7% | 2% | 3% | 4% | 4% | 4% | 5% | 4% | 5% | 5% | 4% | 7% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q81a Coronavirus can be more severe for people who are overweight or obese | | | | | | | | | | | | | | | |
| Strongly agree | 39% | 41% | 38% | 38% | 34% | 39% | 46% | 41% | 45% | 39% | 34% | 39% | 41% | 39% | 37% |
| Agree | 37% | 37% | 37% | 28% | 45% | 39% | 35% | 43% | 38% | 37% | 39% | 34% | 38% | 37% | 32% |
| Neither agree nor disagree | 13% | 13% | 13% | 20% | 10% | 13% | 9% | 9% | 10% | 13% | 16% | 14% | 11% | 13% | 22% |
| Disagree | 2% | 2% | 3% | 3% | 2% | 1% | 4% | 1% | 1% | 2% | 3% | 3% | 3% | 2% | 3% |
| Strongly disagree | 0% | - | 0% | - | - | 1% | - | - | - | - | - | 1% | 1% | - | - |
| Don't know | 8% | 7% | 9% | 10% | 8% | 6% | 7% | 6% | 5% | 9% | 7% | 9% | 7% | 8% | 6% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q81b I am personally unlikely to catch coronavirus | | | | | | | | | | | | | | | |
| Strongly agree | 6% | 6% | 5% | 10% | 6% | 5% | 2% | 1% | 4% | 5% | 8% | 6% | 7% | 5% | 2% |
| Agree | 14% | 14% | 13% | 21% | 20% | 9% | 7% | 6% | 14% | 11% | 19% | 12% | 13% | 14% | 15% |
| Neither agree nor disagree | 35% | 38% | 33% | 36% | 29% | 38% | 34% | 38% | 37% | 36% | 38% | 32% | 31% | 37% | 37% |
| Disagree | 22% | 22% | 22% | 18% | 20% | 22% | 25% | 26% | 23% | 26% | 20% | 19% | 22% | 22% | 26% |
| Strongly disagree | 17% | 13% | 20% | 10% | 16% | 18% | 25% | 18% | 15% | 16% | 10% | 22% | 18% | 16% | 18% |
| Don't know | 7% | 7% | 6% | 4% | 8% | 8% | 7% | 9% | 7% | 5% | 5% | 9% | 9% | 6% | 3% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q81c Taking a vitamin D supplement is especially important during winter | | | | | | | | | | | | | | | |
| Strongly agree | 26% | 19% | 33% | 25% | 29% | 28% | 23% | 27% | 30% | 24% | 24% | 27% | 26% | 27% | 23% |
| Agree | 38% | 40% | 35% | 33% | 35% | 31% | 43% | 47% | 41% | 39% | 35% | 35% | 39% | 37% | 39% |
| Neither agree nor disagree | 23% | 25% | 21% | 27% | 27% | 25% | 19% | 17% | 18% | 22% | 30% | 24% | 21% | 24% | 26% |
| Disagree | 2% | 3% | 2% | 3% | 0% | 4% | 1% | 2% | 2% | 3% | 1% | 2% | 3% | 2% | 3% |
| Strongly disagree | 1% | 1% | 2% | 2% | - | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | - |
| Don't know | 10% | 11% | 8% | 10% | 8% | 11% | 12% | 7% | 9% | 11% | 9% | 9% | 10% | 10% | 10% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q81d I understand the benefits of taking a vitamin D supplement | | | | | | | | | | | | | | | |
| Strongly agree | 24% | 18% | 29% | 25% | 25% | 22% | 20% | 26% | 28% | 19% | 24% | 24% | 25% | 23% | 20% |
| Agree | 41% | 43% | 39% | 35% | 39% | 42% | 45% | 47% | 43% | 45% | 36% | 38% | 43% | 40% | 48% |
| Neither agree nor disagree | 19% | 20% | 18% | 24% | 22% | 20% | 16% | 13% | 15% | 18% | 25% | 20% | 18% | 20% | 19% |
| Disagree | 7% | 8% | 5% | 6% | 6% | 7% | 6% | 7% | 8% | 7% | 5% | 6% | 4% | 7% | 7% |
| Strongly disagree | 3% | 4% | 2% | 2% | 3% | 3% | 3% | 2% | 1% | 3% | 3% | 4% | 2% | 3% | 3% |
| Don't know | 7% | 7% | 6% | 8% | 4% | 6% | 9% | 5% | 4% | 8% | 7% | 8% | 8% | 7% | 3% |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q82 Please tell me if you suffer from any of these? You do no... | | | | | | | | | | | | | | | |
| Yes | 28% | 31% | 26% | 21% | 22% | 31% | 35% | 36% | 25% | 29% | 23% | 34% | 27% | 28% | 40% |
| No | 68% | 65% | 70% | 71% | 75% | 66% | 63% | 62% | 72% | 68% | 74% | 59% | 65% | 69% | 58% |
| Don't know | 3% | 3% | 3% | 7% | 2% | 1% | 3% | 2% | 2% | 3% | 3% | 5% | 7% | 2% | 2% |
| Prefer not to say | 1% | 0% | 1% | 1% | 1% | 1% | - | - | 1% | 1% | - | 1% | 1% | 1% | - |

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q83 Which best describes your current working status? | | | | | | | | | | | | | | | |
| Self employed full time (30+ hours per week) | 8% | 10% | 6% | 11% | 12% | 9% | 6% | 2% | 8% | 10% | 10% | 5% | 7% | 9% | 9% |
| Self employed part-time (less than 30 hours per week) | 5% | 5% | 5% | 8% | 8% | 3% | 4% | 3% | 5% | 4% | 6% | 6% | 6% | 5% | 9% |
| In paid full-time employment (30+ hours per week) | 31% | 32% | 30% | 40% | 48% | 40% | 27% | 1% | 31% | 41% | 41% | 14% | 28% | 32% | 24% |
| In paid part-time employment (less than 30 hours per week) | 9% | 5% | 13% | 12% | 10% | 10% | 14% | 2% | 7% | 8% | 11% | 12% | 10% | 9% | 8% |
| Unemployed | 7% | 7% | 6% | 9% | 7% | 6% | 8% | 3% | 1% | 4% | 4% | 17% | 8% | 7% | 4% |
| Retired from paid work altogether | 23% | 31% | 14% | - | - | 2% | 23% | 85% | 41% | 23% | 10% | 15% | 18% | 23% | 37% |
| On maternity/paternity leave | 0% | - | 0% | 1% | - | - | - | - | - | - | 1% | - | - | 0% | - |
| Looking after family or home | 8% | 3% | 12% | 5% | 8% | 15% | 10% | 3% | 5% | 3% | 12% | 11% | 9% | 8% | 2% |
| Full-time student/ at school | 2% | 1% | 4% | 8% | 1% | - | - | - | 2% | 4% | 2% | 2% | 3% | 3% | - |
| Long term sick or disabled | 5% | 4% | 6% | 3% | 5% | 11% | 6% | 1% | 1% | 2% | 2% | 13% | 8% | 4% | 7% |
| Unable to work because of short-term illness or injury | 1% | - | 1% | 0% | 1% | 1% | 2% | - | - | - | - | 2% | 1% | 1% | - |
| On a government training scheme | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | Northe- rn Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Doing something else | 0% | - | 0% | - | - | 1% | - | - | - | - | - | 1% | 0% | 0% | - |
| Would prefer not to say | 1% | 1% | 1% | 2% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 2% | 3% | 1% | 1% |

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn Sco... | Central Scotla... rn Sco... | Southe- rn Sco... |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Q84 What is your ethnic group? | | | | | | | | | | | | | | | |
| White - Scottish | 77% | 78% | 76% | 72% | 76% | 81% | 77% | 83% | 72% | 78% | 78% | 80% | 72% | 79% | 79% |
| White - Other British | 13% | 14% | 12% | 7% | 8% | 16% | 22% | 15% | 17% | 11% | 16% | 9% | 17% | 11% | 17% |
| White - Irish | 1% | 1% | 0% | 2% | 0% | - | 1% | - | 1% | 1% | 1% | - | 1% | 1% | 2% |
| White - Gypsy/Traveller | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| White - Polish | 2% | 1% | 2% | 4% | 3% | - | - | - | 0% | 1% | 1% | 4% | 1% | 2% | 2% |
| Any other White ethnic group | 3% | 2% | 4% | 6% | 4% | 1% | 1% | 2% | 4% | 4% | 3% | 1% | 4% | 3% | - |
| Any Mixed or Multiple ethnic groups | 1% | 1% | 1% | 2% | 2% | - | - | - | 1% | 1% | - | 1% | 1% | 1% | - |
| Pakistani, Pakistani Scottish or Pakistani British | 1% | 0% | 1% | 1% | 2% | 0% | - | - | - | 1% | 0% | 1% | 0% | 1% | - |
| Indian, Indian Scottish or Indian British | 0% | 0% | 1% | 1% | 1% | - | - | - | 1% | - | 1% | - | 0% | 0% | - |
| Bangladeshi, Bangladeshi Scottish or Bangladeshi British | 0% | - | 0% | - | 0% | - | - | - | 0% | - | - | - | 0% | - | - |
| Chinese, Chinese Scottish or Chinese British | 0% | 0% | 0% | 1% | 1% | - | - | - | 1% | - | - | 0% | - | 0% | - |
| Any other Asian | 0% | 0% | 1% | 1% | 1% | 0% | - | - | 2% | - | - | - | 1% | 0% | - |
| African, African Scottish or African British | 0% | 1% | 0% | 0% | 2% | - | - | - | - | 1% | - | 0% | 1% | 0% | - |
| Any other African | 0% | 0% | - | 1% | - | - | - | - | - | - | - | 1% | 1% | - | - |
| Caribbean, Caribbean Scottish or Caribbean British | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

FSS Consumer Tracker Wave 11

| 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+ | AB | C1 | C2 | DE | North- ern Sco... rn | Central Scotla... rn | Southe- rn Sco... rn |
| Base | | | | | | | | | | | | | | | |
| Unweighted | 1012 | 465 | 547 | 295 | 177 | 188 | 157 | 195 | 298 | 332 | 157 | 225 | 235 | 723 | 54 |
| Weighted | 1016 | 498 | 518 | 305 | 152 | 183 | 152 | 224 | 244 | 284 | 193 | 295 | 264 | 691 | 61 |
| Black, Black Scottish or Black British | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Arab, Arab Scottish or Arab British | 0% | - | 0% | 0% | - | - | - | - | - | - | - | 0% | 1% | - | - |
| Any other ethnic group | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Would prefer not to say | 1% | 2% | 1% | 3% | 0% | 1% | 1% | - | 1% | 1% | 1% | 2% | 2% | 1% | - |