



FSS Consumer Trends Survey (260131370)

Final Weighted Topline Results

Notes on tables

The unweighted samples (actual number of people interviewed) are shown in the top row of each table. The weighted bases are shown in the second row of the table. The percentages are calculated on these weighted bases and all the other figures in the table are also weighted ones.

Percentages are rounded to the nearest whole number. This may cause some mutually exclusive categories to sum to slightly more than or less than 100%.

Any percentages calculated on small bases should be treated with caution as they may be subject to wide margins of sampling error. This is particularly true if the base comprises less than 100 respondents.

“ - “ Indicates a value of zero. “ * “ indicates a number or percentage less than 0.5.

For questions where more than one answer is allowed, the percentages representing different responses may well add to considerably more than 100%.

‘Nets’ or ‘overcodes’ are sometimes used to cover two or more responses. If a respondent has made more than one of these responses, he or she will only be counted once in the overcode total, which may therefore be less than the sum of the figures for the individual responses.

Questions/tables are laid out in the sequence in which they were asked in the final survey questionnaire. The question number e.g. Q61 does not necessarily reflect this as question order was changed and questions removed throughout the questionnaire design process.



Q1. Are you?

	Total
Unweighted Base	1003
Base	1003
Male	48%
Female	52%

Q2. Which of the following age groups do you fall into?

	Total
Unweighted Base	1003
Base	1003
16-17	1%
18-24	13%
25-34	16%
35-44	16%
45-54	18%
55-64	15%
65-74	18%
75+	3%

Q3. Socio Economic Grade

	Total
Unweighted Base	1003
Base	1003
AB	21%
C1	29%
C2	20%
DE	30%

Q4. Which of these best describes where in Scotland you live?

	Total
Unweighted Base	1003
Base	1003
Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)	24%
Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)	70%
Southern Scotland (Borders/Dumfries & Galloway)	6%



Q5. How many people are there in your household altogether, including any children and yourself?

	Total
Unweighted Base	1003
Base	1003
1	23%
2	42%
3	20%
4	10%
5	3%
6	1%
7	*
8+	*

Q6. Do you have any children in your household of the following ages, or is anyone in the household currently pregnant?

	Total
Unweighted Base	1003
Base	1003
Net: Any children/pregnant	21%
<i>Currently pregnant</i>	1%
<i>Any under 5 years old</i>	7%
<i>Any 5 - 11 years old</i>	11%
<i>Any 12 - 15 years old</i>	7%
<i>Any 16 - 17 years old</i>	4%
No - no children under 18 in household/not currently pregnant	78%

Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

	Total
Unweighted Base	1003
Base	1003
Yes	44%
No	56%

All aware of FSS

Q8. Which of these issues do you think Food Standards Scotland is responsible for?

	Total
Unweighted Base	450
Base	445
Net: Any food safety	86%
<i>Ensuring the food you buy is safe to eat</i>	80%
<i>Promoting food safety in the home</i>	57%
Promoting and enabling healthy eating	49%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	35%
Overseeing inspections of restaurants and other food businesses for food hygiene	63%
Net: Any labelling	76%
<i>Nutrition labelling information on food packaging</i>	58%
<i>Date labels, such as “best before” and “use by” labels</i>	58%
<i>Country of origin labels, which identify where food comes from</i>	49%
Food authenticity – i.e. food is what it says it is on the packaging	65%
Working with the food industry and business to improve standards	75%
Other	*
Don't know	4%

All aware of FSS

Q9. How much do you trust or distrust Food Standards Scotland to do its job?

Unweighted Base	450
Base	445
Net: Trust	70%
<i>I trust it a lot (2)</i>	19%
<i>I trust it (1)</i>	51%
I neither trust it nor distrust it (0)	28%
Net: Distrust	*
<i>I distrust it (-1)</i>	*
<i>I distrust it a lot (-2)</i>	-
Don't know	2%

All aware of FSS

Q10. How do you rate Food Standards Scotland in terms of?

	Working in the best interests of Scotland and people who live here	Providing the right advice about food and nutrition related issues which affect you	Being an organisation which responds quickly to problems related to food	Helping people to understand food labels and what's in their food	Ensuring that food in Scotland is safe to eat	Being the experts when it comes to food safety
Unweighted Base	450	450	450	450	450	450
Base	445	445	445	445	445	445
Net: Top 3 Box	79%	77%	70%	76%	83%	81%
Net: Top 2 Box	45%	42%	39%	42%	49%	46%
Excellent	15%	11%	11%	10%	16%	13%
Very good	30%	31%	27%	31%	32%	32%
Good	34%	34%	31%	34%	35%	35%
Fair	9%	12%	13%	12%	9%	9%
Poor	1%	1%	2%	2%	*	1%
Don't know	11%	10%	15%	10%	7%	9%

	Speaking to people in a way that's friendly and understandable	Being a dynamic and forward-looking organisation	Taking action when needed to protect consumers	Having the necessary expertise to help people in Scotland eat healthily	Providing useful food safety advice
Unweighted Base	450	450	450	450	450
Base	445	445	445	445	445
Net: Top 3 Box	72%	71%	76%	79%	80%
Net: Top 2 Box	37%	36%	43%	41%	44%
Excellent	11%	11%	14%	14%	13%
Very good	26%	25%	29%	26%	31%
Good	36%	35%	33%	38%	36%
Fair	11%	12%	9%	9%	10%
Poor	1%	2%	2%	2%	1%
Don't know	16%	15%	13%	10%	8%

Q11. How much do you agree or disagree with each of these statements?

	I'm not generally interested in food and cooking	I don't have time to spend preparing and cooking food	The price of food means I often don't buy the food I would like to	There's so much advice about food I tend to ignore it now	When it comes to preparing and cooking food, I tend to do what I learned when I was younger	When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	I like to talk to people about things that interest or concern me about food and food issues
Unweighted Base	1003	1003	1003	1003	1003	1003	1003
Base	1003	1003	1003	1003	1003	1003	1003
Net: Agree	16%	17%	43%	37%	51%	37%	41%
<i>I definitely agree</i>	6%	3%	14%	7%	8%	6%	9%
<i>I tend to agree</i>	10%	14%	29%	30%	43%	31%	31%
I neither agree nor disagree	15%	17%	19%	31%	22%	25%	33%
Net: Disagree	67%	64%	36%	30%	24%	36%	23%
<i>I tend to disagree</i>	36%	38%	26%	24%	20%	29%	17%
<i>I definitely disagree</i>	32%	26%	10%	7%	4%	8%	6%
Don't know	1%	1%	1%	1%	1%	1%	1%
Not applicable to me	1%	1%	1%	1%	2%	1%	2%

Q12. As a consumer, what issues in relation to eating safely and healthily at home, and outside of the home do you think Food Standards Scotland should focus on? (SPONTANEOUS)

NB: Only mentions of 3%+ shown

	Total
Unweighted Base	1003
Base	1003
Net: SOURCE/TYPE OF FOOD	12%
<i>Origin of the food</i>	5%
<i>Home / locally produced food</i>	3%
Net: PACKAGING	8%
<i>Clear / fully explained / standardised labelling</i>	5%
Net: FOOD SAFETY/STANDARDS	14%
<i>Food safety in shops / restaurants / take-aways</i>	3%
<i>Food safety (no detail)</i>	4%
<i>Food safety/standards all other mentions</i>	*
Net: EDUCATION	16%
<i>Provide information on how to eat healthily</i>	4%
<i>How to prepare/cook food properly / safely</i>	7%
Net: HYGIENE	11%
<i>Food hygiene / cleanliness</i>	5%
<i>Cleanliness / hygiene of food suppliers</i>	6%
Net: HEALTH	7%
Net: HEALTHY EATING	14%
<i>Discourage eating fast / junk food / ready meals</i>	3%
<i>Promoting healthy eating</i>	6%
Net: INGREDIENTS	11%
<i>Sugar content</i>	4%
<i>Reducing sugar / intake</i>	3%
<i>Additives / preservatives</i>	3%
Net: QUALITY/FRESHNESS	8%
<i>Quality of food</i>	4%
<i>Sell by and use before dates / clearer guidelines</i>	3%
Net: PRICE	9%
<i>Healthy food too expensive / needs to be affordable</i>	3%
Net: MISCELLANEOUS	34%
<i>Availability</i>	*
<i>Other</i>	9%
<i>Nothing</i>	4%
<i>Don't Know/not stated</i>	15%

Q13. Please sort this list according to those which cause you and those which do not cause you concern. (Table showing proportion concerned)

	Total
Unweighted Base	1003
Base	1003
Net: Any	99%
<i>Food poisoning such as Salmonella, E. coli and Campylobacter</i>	79%
<i>Genetically Modified (GM) foods</i>	51%
<i>The feed given to livestock</i>	62%
<i>Animal welfare</i>	77%
<i>The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food</i>	79%
<i>The use of additives (such as preservatives and colouring) in food products</i>	68%
<i>Net: Any labelling</i>	56%
<i>Date labels, such as “best before” and “use by” labels</i>	43%
<i>Other information on food labels</i>	32%
<i>Net: Any food hygiene</i>	81%
<i>Food hygiene when eating out</i>	78%
<i>Food hygiene at home</i>	36%
<i>Food prices</i>	70%
<i>Food not being what the label says it is</i>	79%
<i>Allergens – things in food that cause allergic reactions</i>	45%
<i>Possibility of food supply shortages</i>	35%
<i>Impact of environment on food production (e.g. carbon emissions, water scarcity)</i>	56%
<i>People having an unhealthy diet</i>	50%
Not concerned about any	1%

Q14. Which one of the following are you most concerned about?

	Total
Unweighted Base	1003
Base	1003
My family or myself becoming ill through eating unsafe food	30%
Eating food that isn't what it says it is without knowing	21%
Making sure I / myself and my family eat a healthy, balanced diet	31%
Not being able to afford a healthy, balanced diet	16%
Other	*
None	1%

Q15. Do you have clear information on...?

	Eating a healthy balanced diet	How to prepare and cook food safely and hygienically	How to check whether the food I am eating when in a bar/café/restaurant is safe	What the labels on the food that I buy mean
Unweighted Base	1003	1003	1003	1003
Base	1003	1003	1003	1003
Yes	89%	92%	26%	70%
No	11%	8%	74%	30%

Q16. Have you seen or heard any advertising recently about any of the following food issues?

	Total
Unweighted Base	1003
Base	1003
Net: Any	54%
<i>Net: Food hygiene</i>	26%
Preventing food poisoning such as Salmonella, E. coli and Campylobacter	13%
Promoting good food hygiene when preparing and cooking food at home	13%
Promoting good food hygiene when cooking over the festive season	13%
Food hygiene when eating out	7%
<i>Net: Food waste</i>	42%
Reducing the amount of food waste	33%
Food waste recycling	31%
<i>Net: Any labelling</i>	23%
Food labelling	17%
Food not being what the label says it is / products being recalled	12%
<i>Promoting a healthy diet</i>	28%
<i>Other</i>	*
Not seen/heard any advertising about food issues	46%

Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

	Total
Unweighted Base	1003
Base	1003
Net: Responsible	95%
<i>Responsible for all or most of the preparation/cooking</i>	59%
<i>Responsible for about half of the preparation/cooking</i>	25%
<i>Responsible for less than half of the preparation/cooking</i>	11%
Not responsible for any of the preparation/cooking	5%

Base: All responsible for cooking and preparing food in the home

Q18. At the moment, how often do you eat or prepare and cook the following at home?

	Beef, lamb or pork	Raw poultry like chicken or turkey	Pre-cooked meats like ham or meat paté	Burgers and sausages	Milk and dairy foods like cheese and yoghurt	Eggs	Fish, excluding shellfish	Shellfish (includes crab, prawns and lobster)
Unweighted Base	956	956	956	956	956	956	956	956
Base	952	952	952	952	952	952	952	952
Net: Ever	90%	90%	87%	87%	97%	95%	87%	55%
<i>Net: Once a week or more</i>	64%	68%	57%	40%	89%	74%	55%	15%
More than once a week	22%	30%	25%	8%	69%	41%	13%	4%
Once a week	42%	39%	32%	32%	20%	34%	41%	11%
<i>Less often than once a week</i>	26%	22%	29%	47%	9%	20%	32%	40%
Never	10%	10%	13%	13%	3%	5%	13%	45%

Base: All responsible for cooking and preparing food in the home

Q19. How often do you do each of the following?

	Store open tins in the fridge	Use different chopping boards for different foods or wash chopping board when switching between foods	Wash raw meat OTHER THAN chicken/poultry	Wash raw chicken or poultry	Wash raw fish or sea-food	Wash fruit or vegetables (including salad) which are going to be eaten raw	Wash fruit or vegetables which are going to be cooked	Wash hands before starting to prepare or cook food
Unweighted Base	956	956	956	956	956	956	956	956
Base	952	952	952	952	952	952	952	952
Net: Ever	37%	86%	39%	45%	50%	92%	88%	98%
Always	8%	51%	12%	22%	24%	51%	42%	73%
Most of the time	5%	20%	9%	9%	9%	20%	22%	16%
Sometimes	24%	15%	18%	14%	16%	20%	24%	10%
Never	61%	11%	51%	45%	26%	6%	11%	2%
Not applicable	2%	3%	10%	9%	25%	2%	1%	*

	Wash hands immediately after handling raw meat, poultry or fish	Cook food until it is steaming hot throughout	Eat chicken or turkey if the meat is pink or has pink or red juices	Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	Eat burgers or sausages if the meat is pink or has pink or red juices	Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices
Unweighted Base	956	956	956	956	956	956
Base	952	952	952	952	952	952
Net: Ever	94%	98%	11%	45%	18%	18%
Always	76%	74%	2%	8%	3%	4%
Most of the time	11%	20%	4%	14%	3%	4%
Sometimes	7%	4%	4%	23%	11%	10%
Never	2%	2%	83%	47%	72%	72%
Not applicable	4%	*	7%	8%	9%	10%

Base: All responsible for cooking and preparing food in the home and ever eat or prepare meat or fish

Q20. Which method do you usually use to defrost frozen meat or fish?

	Total
Unweighted Base	924
Base	913
Placing it in water	4%
Leaving it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	37%
Leave it in the fridge	38%
Leave it in a cool place (other than fridge)	12%
Defrosting it in the microwave	5%
Use a defrosting tray/box	*
Other	*
Do not defrost meat or fish	4%

Base: All responsible for cooking and preparing food in the home

Q21. Why do you think you should wash your chopping board when using it for preparing different types of food? (SPONTANEOUS)

	Total
Unweighted Base	956
Base	952
To avoid/prevent /for cross contamination	56%
Contamination between raw and cooked food	2%
(Risk of) Bacteria	4%
(To help) Stop the spread / transfer of bacteria	15%
To kill bacteria	5%
Hygiene / cleanliness	9%
To remove / get rid of germs	3%
To stop the spread / transfer of germs/bugs	8%
Best to use different boards (for different food products)	3%
Prevent food poisoning / becoming ill	4%
Other	4%
None	4%
Don't know	2%

Q22. How do you normally check the temperature in your fridge?

Unweighted Base	956
Base	952
Net: Ever check	81%
<i>Check the setting / gauge of fridge</i>	33%
<i>Check the temperature display/ thermometer built into the fridge</i>	30%
<i>Put a thermometer in the fridge and check</i>	19%
<i>Look inside/check for ice/condensation</i>	16%
<i>Feel food inside to see if it is cold</i>	19%
<i>Other</i>	-
Never check fridge temperature	19%
Don't have a fridge	1%

Base: All responsible for cooking and preparing food in the home and have a fridge

Q23. Use the sliding scale on the thermometer to show what the temperature inside your fridge should be.

	Total
Unweighted Base	950
Base	945
-5	9%
0	38%
+5	47%
+10	5%
+15	1%

Q24. Where in the fridge do you store raw meat and poultry?

	Total
Unweighted Base	950
Base	945
Net: Anywhere/wherever space	91%
<i>Anywhere</i>	5%
<i>On the bottom shelf of the fridge</i>	60%
<i>At the top of the fridge</i>	5%
<i>In a separate compartment e.g. a meat drawer or salad tray</i>	13%
<i>In the middle of the fridge</i>	6%
<i>Wherever there is space</i>	9%
<i>In the freezer</i>	*
<i>In a container</i>	*
<i>Other</i>	*
Don't store raw meat/poultry in the fridge	4%
Don't buy or store meat or poultry at all	4%

Base: All responsible for cooking and preparing food in the home and store meat or poultry in the fridge.

Q25. Where in the fridge do you store raw meat and poultry?

	Total
Unweighted Base	867
Base	865
Away from cooked foods	44%
Covered with film \ foil	27%
In a covered container	40%
In its packaging	63%
On a plate	18%
Other	*
None	*

Q26. In general, what is the main thing you look for or think about when deciding whether a food is safe to eat or use in cooking?

	Total
Unweighted Base	1003
Base	1003
How it looks (e.g. mould, discolouration)	19%
How it smells	26%
How it tastes	1%
What it feels like / the texture	1%
Whether it has been stored correctly	4%
Whether it's packaged properly	1%
Net: Any date	48%
<i>Best before date</i>	12%
<i>Use by date</i>	29%
<i>Sell by or display until date</i>	6%
<i>Other date</i>	*
How it looks and smells	*
Most/ combination of the above	1%
Other	*

Q27. Which of these is the best indicator of whether food is safe to eat?

	Total
Unweighted Base	1003
Base	1003
Use by date	69%
Best before date	19%
Sell by date	4%
Display until date	2%
Don't know	6%



Q28. Do you check use-by dates when you are buying food?

	Total
Unweighted Base	1003
Base	1003
Net: Yes	89%
<i>Yes, always</i>	64%
<i>Yes, depending on the food type</i>	25%
Sometimes	9%
Never	2%

Base: All responsible for cooking and preparing food in the home

Q29. Do you check use-by dates when you are about to cook or prepare food?

	Total
Unweighted Base	956
Base	952
Net: Yes	89%
<i>Yes, always</i>	59%
<i>Yes, depending on the food type</i>	30%
Sometimes	9%
Never	2%

Q30. If a food label says 'use by 15 January' what is the last date you should eat it?

	Total
Unweighted Base	1003
Base	1003
13 January	*
14 January	16%
15 January	63%
16 January	3%
17 January	2%
18 January	1%
19 January	*
20 January	*
No specific date	1%
It depends on the condition of the food	13%
Don't know	1%

Q31. If a food label says ‘best before 15 January’ what is the last date you should eat it?

	Total
Unweighted Base	1003
Base	1003
13 January	1%
14 January	25%
15 January	20%
16 January	3%
17 January	4%
18 January	1%
19 January	*
20 January	1%
No specific date	6%
It depends on the condition of the food	37%
Don't know	1%

Q32. If you open a packet of sliced cooked or cured meat e.g. ham and keep it stored in the fridge, what is the maximum length of time you would keep it before deciding you would definitely not eat it?

	Total
Unweighted Base	1003
Base	1003
Up to one day	3%
Up to two days	18%
Up to three days	27%
Up to four days	9%
Up to five days	9%
More than five days	4%
Net: Refer to label	22%
<i>Follow the storage information on the product</i>	13%
<i>Look at the use-by date</i>	9%
Not applicable – don't ever eat or use this food item	7%

Q33. How many times would you consider re-heating food after it was cooked for the first time?

	Total
Unweighted Base	1003
Base	1003
Not at all (0)	11%
Once (1)	78%
Twice (2)	8%
Three times (3)	1%
More than three times (4)	1%
Don't know	3%

Base: All who ever reheat food

Q34. And how do you usually tell that food has been re-heated properly?

	Total
Unweighted Base	888
Base	897
Net: Any	96%
<i>Steam coming from it</i>	22%
<i>Taste it</i>	15%
<i>Check the middle is hot</i>	50%
<i>Check it's an even temperature throughout</i>	31%
<i>Put hand over it/touch it</i>	5%
<i>Use a thermometer/probe</i>	13%
<i>Use a timer to ensure it has been cooked for a certain amount of time</i>	12%
<i>It looks hot / is bubbling / sizzling</i>	36%
<i>Other</i>	*
I don't check	1%

Q35. Which three foods are most likely to cause food poisoning if not prepared or stored correctly?

	Total
Unweighted Base	1003
Base	1003
Raw meat like beef, lamb or pork	85%
Raw poultry	68%
Cooked poultry	47%
A packet of sliced cooked or cured meat e.g. ham	25%
Milk and dairy foods like cheese and yoghurt	24%
Eggs	24%
Fish (excluding shellfish)	15%
Shellfish	11%

Q36. Have you personally ever had food poisoning and if so when was the last occasion?

	Total
Unweighted Base	1003
Base	1003
Net: Yes	27%
<i>Yes, in the last year</i>	4%
<i>Yes, more than a year ago</i>	23%
I think so but I'm not sure it was food poisoning	13%
No	56%
Don't know	4%

Base: All who have ever had food poisoning

Q37. On the last occasion, how do you think you got food poisoning?

	Total
Unweighted Base	405
Base	405
From something you ate in a café/restaurant	38%
From a take-away	23%
From a barbeque	2%
From a meal prepared at home	7%
From a meal prepared by family/friend in their home	6%
From food bought from an independent retailer eg butcher/fishmonger or farmers' market	3%
From something you ate past its use by date	3%
From food that was not cooked properly	11%
From food that was not stored properly	5%
Other	5%
Don't know	9%

Base: All who have ever had food poisoning

Q38. In response to the last case of food poisoning you had, which of these have you done?

	Total
Unweighted Base	405
Base	405
Net: Any took action	68%
<i>Tried to get more information about the issue</i>	8%
<i>Read food labels more carefully</i>	8%
Net: Any change to cooking/prep	10%
Changed the way you cook food	7%
Changed the way you prepare food	5%
<i>Thrown food away that's reached or passed its use by date</i>	12%
<i>Stopped eating certain foods</i>	11%
Net: Any change to eating out	48%
Stopped eating at certain food establishments (e.g. restaurants/café)	29%
Stopped buying from certain establishments	20%
Paid (more) attention to food hygiene ratings at food establishments	13%
<i>Other</i>	2%
Took no action	32%

Q39. What information are you looking for when you read food labels when shopping?

	Total
Unweighted Base	1003
Base	1003
Net: Ever look at food labels	95%
<i>Ingredients</i>	45%
<i>Cooking instructions</i>	40%
<i>Allergy information</i>	12%
<i>Colour coded nutrition information on the front of the pack</i>	22%
<i>Calorie content / number of calories</i>	26%
<i>Storage information</i>	32%
<i>Use-by dates / best before dates</i>	78%
<i>Country of origin</i>	29%
<i>Organic / sustainable / Fairtrade</i>	16%
<i>Manufacturer</i>	12%
<i>Number of people it serves</i>	20%
<i>Weight/volume of product</i>	28%
<i>Serving suggestions</i>	10%
<i>Price, when it is shown on the food label</i>	56%
<i>Salt content</i>	*
<i>Sugar content</i>	*
<i>Fat content</i>	*
<i>Suitable for vegetarians/vegans</i>	*
<i>Other</i>	*
I never look at labelling on food products	5%

Q40. What information are you looking for when you read food labels at home?

	Total
Unweighted Base	1003
Base	1003
Net: Ever look at food labels	93%
<i>Ingredients</i>	19%
<i>Cooking instructions</i>	67%
<i>Allergy information</i>	7%
<i>Colour coded nutrition information on the front of pack</i>	9%
<i>Calorie content / number of calories</i>	14%
<i>Storage information</i>	43%
<i>Use-by dates / best before dates</i>	72%
<i>Country of origin</i>	8%
<i>Organic / sustainable / Fairtrade</i>	4%
<i>Manufacturer</i>	4%
<i>Number of people it serves</i>	17%
<i>Weight/volume of product</i>	12%
<i>Serving suggestions</i>	20%
<i>Price, when it is shown on the food label</i>	7%
<i>Other</i>	*
I never look at labelling on food products	7%

Q41. Time spent looking at labelling on pack.

	Front	Back	Total time
Unweighted Base	1003	1003	1003
Base	1003	1003	1003
0-5	18%	18%	6%
6-10	20%	23%	8%
11-15	24%	17%	11%
16-20	16%	11%	11%
21-25	8%	7%	11%
26-30	4%	6%	11%
30+	10%	19%	43%

Q42. Where would you go for information about food hygiene, and how to prepare and cook food safely at home?

	Total
Unweighted Base	1003
Base	1003
Net: Any friend/family/colleague	20%
<i>Family and friends</i>	17%
<i>School / college / a course</i>	4%
<i>Work</i>	1%
Retailers (e.g. supermarkets)	7%
Newspapers	3%
News websites	3%
Food TV shows / cooking programmes	13%
Food magazines	9%
Cookery books	23%
Net: Any online/social media	63%
<i>Food Standards Scotland website</i>	30%
<i>Other food websites</i>	16%
<i>Internet search engine</i>	46%
<i>Social media</i>	3%
TV / radio campaigns	4%
Books	6%
Product packaging	37%
Doctor / GP	2%
Personal experience/ common sense	1%
Other	*
I don't look for information on food safety	17%

Q43. During the past 7 days how many meals did you have away from home that were prepared in the following places?

	Restaurant / sit-in café (not fast food)	Fast food - takeaway	Fast food - sit-in	Canteen/ cafeteria at workplace, University or College	Bakery
Unweighted Base	1003	1003	1003	1003	1003
Base	1003	1003	1003	1003	1003
0	68%	74%	86%	89%	88%
1	24%	20%	13%	6%	10%
2	5%	5%	1%	2%	2%
3	1%	1%	*	1%	*
4	1%	*	-	1%	*
5	*	*	*	1%	-
6	*	-	-	1%	-
7	*	-	-	*	-
8-14	-	-	-	-	-
15-21	*	-	-	-	-

	Sandwich shop / deli	Retail / grocery shop / supermarket - 'meal deal'	Retail / grocery shop / supermarket - not 'meal deal'	Coffee shop	Vending machine
Unweighted Base	1003	1003	1003	1003	1003
Base	1003	1003	1003	1003	1003
0	86%	85%	88%	84%	97%
1	10%	11%	7%	12%	3%
2	3%	2%	3%	2%	1%
3	*	*	1%	1%	*
4	*	*	1%	*	-
5	*	*	*	*	-
6	-	*	-	*	-
7	-	*	*	*	-
8-14	*	-	*	-	-
15-21	-	-	-	-	-

Q44. Thinking about these same sorts of places...when you're deciding where to eat out, which of the following are important to you?

	Total
Unweighted Base	1003
Base	1003
Price	67%
Recommendations or invitation from someone you know/good reviews	39%
Nutritional information of the food is provided	7%
Healthy foods/choices	26%
Net: Hygiene	67%
<i>Cleanliness and hygiene</i>	65%
<i>The result of the most recent hygiene inspection</i>	9%
Good service	62%
Food for restricted diets such as Vegetarian, Halal, Kosher etc.	9%
Something else	5%
I never eat out at all	6%

Base: All who ever eat out

Q45. In your opinion, when you eat out, how healthy would you say the food that you eat is, compared to when you eat at home?

	Total
Unweighted Base	945
Base	943
Net: Healthier	6%
<i>A lot more healthy when I eat out (2)</i>	2%
<i>A bit more healthy when I eat out (1)</i>	4%
About the same (0)	39%
Net: Less Healthy	45%
<i>A bit less healthy when I eat out (-1)</i>	32%
<i>A lot less healthy when I eat out (-2)</i>	13%
It varies too much to say	5%
Don't know	4%

Base: All who ever eat out

Q46. When you eat out, how safe would you say the food that you eat is, compared to when you eat at home?

	Total
Unweighted Base	945
Base	943
Net: Safe	7%
<i>A lot more safe when I eat out (2)</i>	1%
<i>A bit more safe when I eat out (1)</i>	5%
About the same (0)	52%
Net: Less Safe	28%
<i>A bit less safe when I eat out (-1)</i>	24%
<i>A lot less safe when I eat out (-2)</i>	4%
It varies too much to say	3%
Don't know	11%

Q47. How do you judge the hygiene standards of the places you eat out at or buy food from?

	Total
Unweighted Base	1003
Base	1003
Net: Reputation	65%
<i>Word of mouth</i>	38%
<i>Reputation</i>	56%
Net: Appearance	78%
<i>Appearance of staff</i>	57%
<i>General appearance of premises</i>	74%
Net: Hygiene	40%
<i>Hygiene sticker</i>	20%
<i>Hygiene certificate</i>	34%
Websites	8%
Cleanliness of toilets	1%
Previous experience	*
Cleanliness of the premises/cutlery/plates etc	*
Don't check/ eat out	*
How they handle/ serve food	*
Other	*
NA	*
Don't know	8%

Q48. Have you seen any of these images before today, and if so where?

(IMAGES OF FHIS SHOWN)

	Total
Unweighted Base	1003
Base	1003
Net: Yes	50%
<i>Yes - food establishment window or door (e.g. restaurant/cafe)</i>	44%
<i>Yes – on a website</i>	6%
<i>Yes – in a newspaper/magazine</i>	1%
<i>Yes – somewhere else</i>	4%
No, not seen	50%

Q49. In the last 12 months, have you used a food hygiene information scheme, like this one, to check an establishment’s hygiene standards? (FHIS CERTIFICATE SHOWN)

	Total
Unweighted Base	1003
Base	1003
Yes	26%
No	74%

Base: All who have used a food hygiene information scheme

Q50. Where did you check it on the most recent occasion?

	Total
Unweighted Base	235
Base	263
Window or door (of restaurant/café or example)	90%
On the internet	8%
Somewhere else	2%

Base: All who have used a food hygiene information scheme

Q51. And on that occasion how much influence did it have on your decision on whether or not to use that establishment?

	Total
Unweighted Base	235
Base	263
Net: Any	83%
<i>It had a lot of influence</i>	31%
<i>It had a little influence</i>	53%
It had no influence at all	17%

Q52. How much do you agree or disagree with each of these statements?

	I am unlikely to get food poisoning from food prepared in my own home	Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene	The information on food labels is clear and understandable	I worry about getting food poisoning when I eat out	I don't know what campylobacter is
Unweighted Base	1003	1003	1003	1003	1003
Base	1003	1003	1003	1003	1003
Net: Agree	58%	75%	52%	25%	47%
<i>I definitely agree</i>	20%	33%	9%	6%	32%
<i>I tend to agree</i>	38%	41%	43%	19%	15%
I neither agree nor disagree	23%	18%	27%	27%	11%
Net: Disagree	16%	4%	19%	46%	37%
<i>I tend to disagree</i>	12%	3%	15%	35%	20%
<i>I definitely disagree</i>	4%	1%	4%	11%	17%
Don't know	3%	4%	2%	2%	5%

	I'd like to know more about where the food I eat comes from	It's important to me that I try to buy food produced in Scotland when I can	I trust the information on food labels	It worries me that what's in my food might not be what's on the label
Unweighted Base	1003	1003	1003	1003
Base	1003	1003	1003	1003
Net: Agree	55%	57%	50%	47%
<i>I definitely agree</i>	15%	21%	6%	12%
<i>I tend to agree</i>	40%	37%	44%	36%
I neither agree nor disagree	31%	29%	35%	32%
Net: Disagree	12%	12%	13%	19%
<i>I tend to disagree</i>	10%	8%	10%	16%
<i>I definitely disagree</i>	2%	3%	3%	3%
Don't know	2%	2%	2%	2%

Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

	Total
Unweighted Base	1003
Base	1003
Net: Healthy	53%
<i>Very healthy (2)</i>	6%
<i>Quite healthy (1)</i>	47%
Neither healthy nor unhealthy (0)	30%
Net: Not Healthy	14%
<i>Not very healthy (-1)</i>	12%
<i>Not at all healthy (-2)</i>	2%
It varies too much to say (0)	4%

Base: All respondents with more than one person in the household

Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

	Total
Unweighted Base	757
Base	776
Net: Healthy	53%
<i>Very healthy (2)</i>	7%
<i>Quite healthy (1)</i>	47%
Neither healthy nor unhealthy (0)	27%
Net: Not Healthy	15%
<i>Not very healthy (-1)</i>	13%
<i>Not at all healthy (-2)</i>	2%
It varies too much to say (0)	5%

Q55. Please indicate how much each of these concerns you?

	The amount of salt in food	The amount of sugar in food	The amount of fat in food	The amount of saturated fat in food
Unweighted Base	1003	1003	1003	1003
Base	1003	1003	1003	1003
Net: Any	83%	86%	87%	87%
<i>A lot</i>	34%	44%	39%	40%
<i>A little</i>	49%	42%	48%	47%
Not at all	17%	14%	13%	13%



Q56. How much do you agree or disagree with each of these statements?

	The experts contradict each other over what foods are good or bad for you	I get confused over what's supposed to be healthy and what isn't	As long as you take enough exercise you can eat whatever you want	I think my children are a healthy weight for their age and height	I'm worried about the possibility of me or my children getting diabetes later in life	I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease
Unweighted Base	1003	1003	1003	208	208	1003
Base	1003	1003	1003	216	216	1003
Net: Agree	69%	35%	20%	75%	41%	85%
<i>I definitely agree</i>	23%	9%	3%	34%	11%	45%
<i>I tend to agree</i>	46%	27%	17%	41%	30%	40%
I neither agree nor disagree	22%	25%	29%	15%	28%	11%
Net: Disagree	7%	38%	49%	5%	28%	2%
<i>I tend to disagree</i>	6%	26%	36%	4%	21%	2%
<i>I definitely disagree</i>	1%	12%	13%	2%	6%	*
Don't know	3%	2%	2%	5%	3%	2%

	I tend to eat more unhealthily at home than at work	I'm worried about the types of food my child(ren) is/are eating	I think the problems around people in Scotland being overweight or obese are exaggerated	Eating things like cakes, biscuits, chocolates or sweets makes me feel good	I think there are too many children who are not a healthy weight for their age and height	There are too many people who eat unhealthily in Scotland
Unweighted Base	1003	208	1003	1003	1003	1003
Base	1003	216	1003	1003	1003	1003
Net: Agree	18%	45%	19%	46%	76%	74%
<i>I definitely agree</i>	4%	12%	6%	7%	38%	35%
<i>I tend to agree</i>	15%	33%	13%	39%	38%	39%
I neither agree nor disagree	33%	30%	22%	32%	16%	15%
Net: Disagree	44%	22%	56%	21%	5%	6%
<i>I tend to disagree</i>	27%	17%	34%	14%	3%	4%
<i>I definitely disagree</i>	18%	5%	22%	6%	2%	2%
Don't know	4%	3%	3%	1%	4%	4%

	Eating healthy food makes me feel good about myself	I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	I know I need to do something to eat more healthily	It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day
Unweighted Base	1003	1003	1003	1003	1003	1003
Base	1003	1003	1003	1003	1003	1003
Net: Agree	66%	75%	66%	51%	24%	41%
<i>I definitely agree</i>	20%	30%	28%	12%	5%	13%
<i>I tend to agree</i>	46%	45%	38%	39%	19%	28%
I neither agree nor disagree	25%	18%	22%	28%	24%	22%
Net: Disagree	7%	4%	8%	20%	49%	36%
<i>I tend to disagree</i>	5%	3%	6%	15%	29%	24%
<i>I definitely disagree</i>	2%	1%	2%	4%	20%	12%
Don't know	2%	3%	3%	1%	3%	1%

Q57. Which, if any, of the following applies to you?

	Total
Unweighted Base	1003
Base	1003
Net: Any Vegetarian/vegan	13%
<i>Completely vegetarian</i>	4%
<i>Partly vegetarian</i>	8%
<i>Vegan</i>	2%
Allergic to certain foods or ingredients	7%
Net: Any Diet	20%
<i>On a diet trying to lose weight</i>	16%
<i>On a diet trying to gain weight</i>	2%
<i>On a diet due to diabetes</i>	5%
Net: Any reducing specific element	36%
<i>Reducing the amount of fat in my diet</i>	25%
<i>Reducing the amount of sugar in my diet</i>	29%
<i>Reducing the amount of starchy foods in my diet</i>	10%
Net: Any increasing specific element	8%
<i>Increasing the amount of protein in my diet</i>	8%
<i>Increasing the amount of starchy foods in my diet</i>	1%
Net: Any avoiding food for other reason	17%
<i>Avoid certain food for religious or cultural reasons</i>	1%
<i>Avoid certain food for medical reasons other than a food allergy e.g. diabetes</i>	5%
<i>Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)</i>	12%
Reducing the amount of salt in my diet	1%
Trying to eat healthily	*
Other	1%
None	39%

Base: All who follow a specific diet / have specific dietary requirements

Q58. Does anyone in your household, other than you, have a food allergy?

	Total
Unweighted Base	757
Base	776
Yes	7%
No	91%
Don't know	2%

Base: All with someone in the household with a food allergy**Q59. And do you ever buy food for this person with the allergy?**

	Total
Unweighted Base	49
Base	52
Yes	74%
No	26%

Base: All with / living with someone with food allergy**Q60. What are you / someone in your household allergic to?**

	Total
Unweighted Base	108
Base	110
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	20%
Crustaceans, e.g. prawns, crab and lobster	20%
Eggs	15%
Fish	11%
Peanuts	14%
Soybeans	3%
Milk	15%
Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	9%
Celery (including celeriac)	-
Mustard	1%
Sesame	3%
Sulphur dioxide/sulphites (preservatives used in some foods and drinks) at levels above 10mg per kg or per litre	2%
Lupin	-
Molluscs, e.g. clams, mussels, whelks, oysters, snails and squid	16%
Fruit (all mentions)	11%
Mushrooms	7%
Vegetables (all mentions)	3%
Meat (any type)	1%
Other	8%

Base: All with / living with someone with food allergy

Q61. How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?

	Total
Unweighted Base	108
Base	110
Net: Easy	61%
<i>Very easy (2)</i>	10%
<i>Quite easy (1)</i>	51%
Neither (0)	25%
Net: Difficult	15%
<i>Quite difficult (-1)</i>	11%
<i>Very difficult (-2)</i>	4%

Base: All with / living with someone with food allergy

Q62. 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 restaurant, or when ordering a take-away?

	Total
Unweighted Base	108
Base	110
Net: Easy	25%
<i>Very easy (2)</i>	3%
<i>Quite easy (1)</i>	22%
Neither (0)	26%
Net: Difficult	49%
<i>Quite difficult (-1)</i>	36%
<i>Very difficult (-2)</i>	13%

Base: All with / living with someone with food allergy

Q63. Where do you mainly get allergy information when shopping or eating out of the home?

	Total
Unweighted Base	108
Base	110
Labels on food	59%
Ask staff/people in shops/stalls for information	53%
Information on menus	62%
Other in-store information e.g. signs on the wall	12%
Restaurant website	11%
Other	1%
None	1%

Q75. Looking at the list below, please indicate whether you have done each of these more or less in the last 6 months, or whether you have not changed these.

	Eaten at home	Cooked at home	Bought takeaway food	Prepared packed lunches	Bought snacks and treats on special offer	Eaten leftover food	Kept leftovers for longer	Eaten food past its use by date	Eaten food past its best before date
Unweighted Base	1003	1003	1003	1003	1003	1003	1003	1003	1003
Base	1003	1003	1003	1003	1003	1003	1003	1003	1003
More	38%	38%	7%	15%	14%	16%	8%	6%	8%
Less	5%	5%	43%	15%	25%	16%	23%	18%	17%
No change	57%	56%	50%	70%	61%	67%	68%	75%	75%

Q76. You said that you had [INSERT ACTION] [INSERT IF MORE OR LESS] in the last 6 months. Why have you made this change?

	Eaten at home	Cooked at home	Bought takeaway food	Prepared packed lunches	Bought snacks and treats on special offer	Eaten leftover food	Kept leftovers for longer	Eaten food past its use by date	Eaten food past its best before date
Unweighted Base	1003	1003	1003	1003	1003	1003	1003	1003	1003
Base	1003	1003	1003	1003	1003	1003	1003	1003	1003
MORE	38%	38%	7%	15%	14%	16%	8%	6%	8%
To save money	30%	28%	1%	11%	8%	11%	5%	3%	5%
It's healthier	15%	21%	*	7%	1%	1%	*	1%	1%
For food safety reasons	3%	4%	-	1%	*	*	1%	*	1%
To avoid waste	9%	9%	1%	3%	1%	12%	5%	4%	5%
Other reason	3%	3%	5%	1%	5%	1%	1%	*	*
LESS	5%	5%	43%	15%	25%	16%	23%	18%	17%
To save money	1%	2%	32%	3%	11%	2%	3%	2%	2%
It's healthier	1%	*	17%	2%	14%	4%	3%	3%	3%
For food safety reasons	1%	1%	4%	1%	1%	7%	12%	9%	8%
To avoid waste	1%	1%	3%	2%	4%	4%	7%	5%	5%
Other reason	2%	3%	4%	9%	2%	2%	2%	2%	2%
NO CHANGE	57%	56%	50%	70%	61%	67%	68%	75%	75%

Q65. Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household?

	Total
Unweighted Base	1003
Base	1003
Net: Any	97%
<i>Responsible for all or most of the food/grocery shopping</i>	62%
<i>Responsible for about half of the food/grocery shopping</i>	29%
<i>Responsible for less than half of the food/grocery shopping</i>	6%
Not responsible for any of the food/grocery shopping	3%

Base: All responsible for food and grocery shopping

Q66. Before you shop how often do you?

	Check your cupboards, fridge or freezer to see what you have already and what you might need	Make a list of things to buy	Plan your/your family's meals in advance
Unweighted Base	980	980	980
Base	970	970	970
Net: Ever	97%	91%	90%
<i>Net: Always/most of the time</i>	76%	64%	49%
Always	34%	34%	17%
Most of the time	42%	30%	32%
<i>Sometimes</i>	21%	26%	41%
Never	3%	9%	10%
Don't know	1%	*	1%

Base: All responsible for food and grocery shopping

Q67. Where do you get most of your food and grocery shopping? This could be where you go every week for a main shop or where you buy from on a frequent basis.

	Total
Unweighted Base	980
Base	970
Net: Any Supermarket	98%
<i>Large supermarket</i>	85%
<i>Mini supermarket e.g. Metro/Local</i>	7%
<i>Home delivery – from a supermarket</i>	5%
Net: Any Independent	1%
<i>Independent greengrocer</i>	*
<i>Independent butcher</i>	1%
<i>Independent baker</i>	*
<i>Independent fishmonger</i>	*
Net: Any Home Delivery	5%
<i>Home delivery – from a supermarket</i>	5%
<i>Home delivery (including vegetable boxes) – not from a supermarket</i>	*
Net: Any corner shop/garage	1%
<i>Local/corner shop (including newsagents)</i>	1%
<i>Garage forecourt</i>	-
Market (including stalls or farmer's markets)	*
Farm	*
Other shop	*

Base: All responsible for food and grocery shopping

Q68. How often do you do a main shop for your household food shopping?

	Total
Unweighted Base	980
Base	970
Net: At least once a month	98%
<i>Net: At least once a week</i>	80%
Every day	1%
2-3 times per week	18%
About once a week	61%
<i>2-3 times a month</i>	13%
<i>Once a month</i>	5%
Less often	1%
Never	2%

Base: All responsible for food and grocery shopping

Q69. Which, if any, of the following types of raw meat (including poultry) do you usually buy?

	Total
Unweighted Base	980
Base	970
Minced or diced	67%
Meat portion (e.g. steak or chops)	57%
Skinless chicken portions	61%
Skin-on chicken portions	25%
Processed (e.g. sausages or bacon)	55%
Joints (e.g. of beef, lamb, pork, etc.)	36%
Whole chicken or other poultry	41%
Other type of raw meat	9%
Do not buy raw meat	9%

Q70. Please tell me if you suffer from any of these? You do not need to tell me which, just if you suffer from any.

	Total
Unweighted Base	1003
Base	1003
Yes	24%
No	74%
Don't know	1%
Refused	1%

Q71. Which best describes your current working status?

	Total
Unweighted Base	1003
Base	1003
Net: Working	52%
<i>Self-employed full time (30+ hours per week)</i>	7%
<i>Self-employed part-time (less than 30 hours per week)</i>	4%
<i>In paid full-time employment (30+ hours per week)</i>	29%
<i>In paid part-time employment (less than 30 hours per week)</i>	12%
<i>On maternity/paternity leave</i>	*
Net: Not working	47%
<i>Unemployed</i>	5%
<i>Retired from paid work altogether</i>	23%
<i>Looking after family or home</i>	6%
<i>Full-time student/ at school</i>	6%
<i>Long term sick or disabled</i>	6%
<i>Unable to work because of short-term illness or injury</i>	1%
<i>On a government training scheme</i>	*
Would prefer not to say	1%

Q72. What is your ethnic group?

	Total
Unweighted Base	1003
Base	1003
Net: White	96%
<i>Scottish</i>	76%
<i>Other British</i>	15%
<i>Irish</i>	1%
<i>Gypsy/Traveller</i>	-
<i>Polish</i>	1%
<i>Any other White ethnic group</i>	4%
Net: Mixed or Multiple ethnic groups	1%
<i>Any Mixed or Multiple ethnic groups</i>	1%
Net: Asian, Asian Scottish or Asian British	2%
<i>Pakistani, Pakistani Scottish or Pakistani British</i>	*
<i>Indian, Indian Scottish or Indian British</i>	1%
<i>Bangladeshi, Bangladeshi Scottish or Bangladeshi British</i>	*
<i>Chinese, Chinese Scottish or Chinese British</i>	1%
<i>Any other Asian</i>	-
Net: African	*
<i>African, African Scottish or African British</i>	*
<i>Any other African</i>	-
Net: Caribbean or Black	*
<i>Caribbean, Caribbean Scottish or Caribbean British</i>	*
<i>Black, Black Scottish or Black British</i>	-
<i>Any other Caribbean or Black</i>	-
Net: Other ethnic group	*
<i>Arab, Arab Scottish or Arab British</i>	*
<i>Any other ethnic group</i>	*
Would prefer not to say	*