

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ1 Gender																			
Male	49%	100%	-	28%	29%	47%	58%	55%	67%	61%	43%	50%	44%	51%	46%	54%	53%	38%	43%
Female	51%	-	100%	72%	71%	53%	42%	45%	33%	39%	57%	50%	56%	49%	54%	46%	47%	62%	57%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ1 Gender						
Male	49%	36%	53%	47%	49%	63%
Female	51%	64%	47%	53%	51%	37%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ2 Age																			
16-24	8%	4%	11%	100%	-	-	-	-	-	5%	7%	5%	12%	6%	9%	7%	3%	11%	15%
25-34	22%	13%	31%	-	100%	-	-	-	-	11%	25%	30%	25%	19%	27%	18%	19%	30%	30%
35-44	15%	14%	16%	-	-	100%	-	-	-	10%	19%	15%	16%	15%	15%	15%	10%	20%	24%
45-54	18%	21%	15%	-	-	-	100%	-	-	17%	21%	19%	16%	19%	17%	17%	13%	25%	24%
55-64	15%	17%	13%	-	-	-	-	100%	-	18%	13%	17%	13%	15%	15%	17%	20%	8%	5%
65+	22%	30%	14%	-	-	-	-	-	100%	39%	15%	15%	20%	26%	18%	25%	35%	6%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ2 Age						
16-24	8%	10%	7%	5%	9%	-
25-34	22%	39%	17%	22%	23%	13%
35-44	15%	27%	11%	14%	15%	20%
45-54	18%	22%	17%	15%	19%	22%
55-64	15%	2%	19%	16%	15%	17%
65+	22%	0%	29%	27%	19%	29%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ3a SEG																			
AB	24%	30%	18%	17%	12%	16%	22%	28%	43%	100%	-	-	-	46%	-	18%	31%	16%	22%
C1	28%	25%	31%	27%	31%	35%	33%	25%	19%	-	100%	-	-	54%	-	36%	25%	27%	25%
C2	19%	19%	19%	11%	25%	19%	20%	21%	13%	-	-	100%	-	-	40%	9%	20%	27%	22%
DE	29%	26%	32%	44%	32%	30%	25%	26%	26%	-	-	-	100%	-	60%	37%	23%	31%	31%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ3a SEG						
AB	24%	18%	26%	26%	23%	29%
C1	28%	27%	28%	26%	29%	22%
C2	19%	25%	17%	18%	19%	18%
DE	29%	30%	29%	30%	29%	30%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ4 Area of Scotland																			
Northern Scotland	26%	25%	27%	18%	26%	25%	22%	27%	32%	28%	24%	25%	27%	26%	26%	29%	26%	26%	21%
Central Scotland	68%	67%	69%	82%	71%	67%	71%	66%	60%	64%	71%	69%	67%	68%	68%	65%	67%	68%	74%
Southern Scotland	6%	8%	4%	-	4%	8%	7%	7%	8%	7%	5%	6%	6%	6%	6%	6%	7%	6%	5%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ4 Area of Scotland						
Northern Scotland	26%	25%	26%	100%	-	-
Central Scotland	68%	69%	68%	-	100%	-
Southern Scotland	6%	7%	6%	-	-	100%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ5 Number in household																			
1	23%	26%	21%	23%	19%	23%	22%	27%	27%	17%	30%	11%	30%	24%	22%	100%	-	-	-
2	43%	47%	39%	19%	36%	28%	31%	59%	68%	56%	39%	46%	34%	47%	39%	-	100%	-	-
3	16%	12%	19%	24%	21%	21%	23%	8%	4%	10%	15%	23%	17%	13%	19%	-	-	100%	-
4+	18%	16%	20%	35%	24%	28%	24%	6%	1%	16%	16%	20%	19%	16%	20%	-	-	-	100%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ5 Number in household						
1	23%	-	31%	26%	22%	22%
2	43%	9%	54%	43%	42%	47%
3	16%	33%	11%	16%	16%	17%
4+	18%	58%	5%	15%	19%	14%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
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%	1%	-	3%	1%	-	-	-	1%	-	1%	1%	0%	1%	-	1%	2%	-
Any under 5 years old	9%	5%	12%	11%	24%	14%	1%	-	-	7%	5%	11%	11%	6%	11%	-	1%	15%	32%
Any 5 - 11 years old	13%	10%	17%	10%	26%	28%	13%	0%	-	8%	12%	15%	17%	10%	17%	-	3%	21%	50%
Any 12 - 15 years old	7%	7%	7%	9%	3%	19%	16%	2%	-	8%	8%	9%	5%	8%	6%	-	0%	11%	30%
Any 16 - 17 years old	3%	2%	3%	8%	-	3%	10%	1%	0%	3%	4%	4%	1%	3%	2%	-	-	6%	11%
No - no children under 18 in household/not currently pregnant	76%	82%	70%	67%	59%	57%	71%	97%	100%	82%	77%	68%	75%	79%	72%	100%	95%	51%	21%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q6 Do you have any children in your household of the following ages, or is anyone in the household currently pregnant?						
Currently pregnant	1%	3%	-	0%	1%	-
Any under 5 years old	9%	36%	-	8%	9%	9%
Any 5 - 11 years old	13%	56%	-	15%	13%	11%
Any 12 - 15 years old	7%	30%	-	7%	7%	14%
Any 16 - 17 years old	3%	12%	-	1%	4%	3%
No - no children under 18 in household/not currently pregnant	76%	-	100%	77%	76%	73%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ6 Kids in household																			
Yes	24%	18%	30%	33%	41%	43%	29%	3%	0%	18%	23%	32%	25%	21%	28%	-	5%	49%	79%
No	76%	82%	70%	67%	59%	57%	71%	97%	100%	82%	77%	68%	75%	79%	72%	100%	95%	51%	21%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ6 Kids in household						
Yes	24%	100%	-	23%	24%	27%
No	76%	-	100%	77%	76%	73%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q7 Had you heard of Food Standards Scotland before today?																			
Yes	60%	58%	63%	60%	63%	63%	59%	63%	55%	60%	59%	63%	60%	59%	61%	56%	56%	70%	67%
No	40%	42%	37%	40%	37%	37%	41%	37%	45%	40%	41%	37%	40%	41%	39%	44%	44%	30%	33%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q7 Had you heard of Food Standards Scotland before today?						
Yes	60%	73%	56%	59%	62%	51%
No	40%	27%	44%	41%	38%	49%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Q8 Which of these issues do you think Food Standards Scotland is responsible for?																			
Ensuring the food you buy is safe to eat	72%	74%	69%	58%	60%	66%	75%	75%	89%	77%	73%	65%	70%	75%	68%	80%	75%	63%	62%
Promoting food safety in the home	53%	57%	49%	56%	38%	51%	60%	58%	62%	54%	56%	52%	50%	55%	51%	61%	56%	34%	57%
Promoting and enabling healthy eating	46%	48%	45%	63%	37%	42%	47%	45%	55%	44%	46%	48%	47%	45%	47%	47%	45%	43%	50%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	35%	33%	37%	37%	35%	32%	32%	35%	40%	32%	38%	39%	32%	35%	35%	38%	34%	31%	37%
Overseeing inspections of restaurants and other food businesses for food hygiene	59%	58%	61%	53%	48%	55%	67%	64%	68%	63%	64%	58%	53%	64%	55%	65%	64%	51%	52%
Nutrition labelling information on food packaging	56%	57%	56%	48%	57%	60%	59%	51%	58%	57%	62%	51%	54%	60%	53%	58%	57%	53%	58%
Date labels, such as "best before" and "use by" labels	52%	53%	51%	54%	44%	52%	51%	47%	64%	49%	58%	49%	50%	54%	50%	55%	56%	47%	43%
Food authenticity – i.e. food is what it says it is on the packaging	62%	67%	58%	48%	55%	58%	64%	66%	73%	63%	71%	57%	57%	67%	57%	71%	65%	56%	52%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Q8 Which of these issues do you think Food Standards Scotland is responsible for?						
Ensuring the food you buy is safe to eat	72%	59%	77%	74%	70%	84%
Promoting food safety in the home	53%	41%	58%	52%	53%	65%
Promoting and enabling healthy eating	46%	49%	45%	43%	48%	42%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	35%	35%	35%	36%	35%	30%
Overseeing inspections of restaurants and other food businesses for food hygiene	59%	48%	64%	63%	57%	72%
Nutrition labelling information on food packaging	56%	57%	56%	54%	57%	64%
Date labels, such as "best before" and "use by" labels	52%	44%	55%	50%	52%	62%
Food authenticity – i.e. food is what it says it is on the packaging	62%	49%	67%	60%	62%	75%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Country of origin labels, which identify where food comes from	49%	50%	48%	43%	45%	49%	48%	49%	57%	51%	54%	48%	44%	53%	45%	54%	53%	41%	43%
Working with the food industry and business to improve standards	67%	70%	65%	53%	52%	61%	82%	71%	80%	69%	75%	65%	61%	72%	62%	81%	69%	54%	61%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7%	6%	9%	6%	9%	10%	6%	8%	6%	8%	8%	6%	8%	8%	7%	8%	6%	12%	7%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Country of origin labels, which identify where food comes from	49%	41%	52%	46%	49%	64%
Working with the food industry and business to improve standards	67%	56%	72%	68%	67%	75%
Other	-	-	-	-	-	-
Don't know	7%	7%	8%	7%	8%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Q9 How much do you trust or distrust Food Standards Scotland to do its job?																			
I trust it a lot	22%	20%	22%	22%	21%	26%	25%	16%	21%	19%	21%	23%	23%	20%	23%	23%	19%	22%	25%
I trust it	51%	52%	51%	50%	50%	53%	50%	54%	50%	50%	59%	51%	44%	55%	47%	48%	51%	54%	52%
I neither trust it nor distrust it	23%	24%	22%	25%	21%	18%	20%	29%	26%	26%	17%	20%	28%	21%	25%	24%	25%	21%	19%
I distrust it	1%	1%	1%	-	2%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%
I distrust it a lot	1%	0%	1%	3%	1%	2%	-	-	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	-
Don't know	3%	3%	2%	-	5%	1%	3%	2%	2%	3%	2%	3%	3%	2%	3%	4%	2%	2%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Q9 How much do you trust or distrust Food Standards Scotland to do its job?						
I trust it a lot	22%	26%	20%	20%	22%	28%
I trust it	51%	53%	50%	48%	52%	51%
I neither trust it nor distrust it	23%	18%	25%	27%	22%	15%
I distrust it	1%	2%	0%	-	1%	3%
I distrust it a lot	1%	-	1%	1%	1%	-
Don't know	3%	2%	3%	4%	2%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	606	292	314	32	96	109	121	112	136	159	187	122	138	346	260	130	256	107	113
Weighted	603	284	319	46	137	96	106	97	122	143	168	119	173	311	292	130	241	112	120
VQ9 Trust FSS																			
A lot	23%	21%	23%	23%	23%	26%	26%	16%	21%	20%	21%	25%	24%	21%	25%	24%	20%	23%	26%
A little	53%	54%	53%	52%	54%	55%	53%	55%	52%	53%	61%	54%	46%	57%	49%	50%	54%	56%	54%
Neither	24%	25%	24%	26%	23%	19%	21%	29%	27%	27%	18%	21%	30%	22%	26%	26%	26%	21%	20%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	606	163	443	133	447	26
Weighted	603	175	427	152	421	30
VQ9 Trust FSS						
A lot	23%	27%	21%	21%	22%	30%
A little	53%	55%	53%	50%	55%	55%
Neither	24%	18%	26%	28%	23%	16%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.66	3.65	3.66	3.58	3.77	3.67	3.79	3.55	3.53	3.54	3.65	3.80	3.66	3.60	3.72	3.66	3.58	3.67	3.80
Q10a Working in the best interests of Scotland and people who live here																			
Excellent	18%	20%	17%	16%	19%	19%	23%	17%	15%	18%	17%	22%	18%	17%	20%	17%	17%	19%	23%
Very good	30%	27%	32%	26%	33%	35%	27%	24%	30%	21%	34%	36%	30%	28%	32%	27%	30%	28%	34%
Good	29%	28%	30%	43%	26%	26%	26%	33%	31%	31%	28%	30%	29%	29%	29%	26%	32%	33%	25%
Fair	7%	7%	6%	6%	3%	7%	5%	10%	9%	9%	8%	4%	5%	9%	5%	6%	8%	5%	5%
Poor	2%	2%	1%	-	2%	3%	1%	1%	2%	2%	1%	1%	3%	2%	2%	2%	2%	1%	2%
Don't know	14%	15%	13%	9%	17%	11%	17%	15%	12%	20%	12%	8%	15%	16%	12%	22%	11%	14%	11%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.66	3.82	3.58	3.62	3.66	3.85
Q10a Working in the best interests of Scotland and people who live here						
Excellent	18%	25%	16%	15%	19%	31%
Very good	30%	34%	28%	32%	29%	24%
Good	29%	29%	30%	34%	28%	21%
Fair	7%	5%	7%	3%	8%	6%
Poor	2%	1%	2%	2%	1%	3%
Don't know	14%	6%	17%	13%	14%	14%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.53	3.46	3.60	3.58	3.68	3.67	3.60	3.36	3.31	3.37	3.59	3.70	3.48	3.49	3.58	3.53	3.40	3.67	3.67
Q10b Providing the right advice about food and nutrition related issues which affect you																			
Excellent	15%	14%	16%	16%	18%	19%	15%	12%	10%	12%	15%	18%	16%	13%	16%	15%	12%	17%	19%
Very good	29%	24%	33%	36%	33%	36%	27%	20%	23%	22%	30%	36%	27%	26%	31%	20%	25%	36%	38%
Good	30%	33%	28%	20%	24%	25%	31%	38%	37%	29%	33%	30%	28%	31%	29%	31%	36%	26%	22%
Fair	8%	9%	8%	12%	5%	8%	7%	10%	10%	12%	6%	4%	10%	9%	8%	4%	11%	8%	8%
Poor	3%	3%	2%	3%	4%	3%	1%	2%	3%	2%	2%	2%	4%	2%	3%	3%	2%	1%	4%
Don't know	16%	18%	14%	12%	16%	11%	19%	18%	17%	23%	14%	10%	16%	18%	13%	27%	15%	13%	9%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.53	3.66	3.47	3.50	3.54	3.65
Q10b Providing the right advice about food and nutrition related issues which affect you						
Excellent	15%	20%	13%	10%	16%	22%
Very good	29%	38%	25%	34%	27%	21%
Good	30%	25%	32%	30%	30%	33%
Fair	8%	9%	8%	7%	8%	10%
Poor	3%	3%	2%	2%	3%	-
Don't know	16%	5%	20%	17%	16%	14%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.60	3.58	3.60	3.69	3.57	3.64	3.76	3.45	3.52	3.54	3.59	3.70	3.56	3.57	3.62	3.47	3.55	3.60	3.80
Q10c Being an organisation which responds quickly to problems related to food																			
Excellent	15%	16%	14%	23%	11%	19%	20%	12%	13%	14%	12%	17%	17%	13%	17%	11%	11%	20%	22%
Very good	30%	27%	32%	29%	34%	32%	27%	23%	30%	24%	34%	32%	28%	29%	30%	24%	32%	24%	36%
Good	29%	28%	29%	29%	30%	24%	24%	37%	29%	28%	30%	30%	28%	29%	28%	31%	31%	30%	20%
Fair	6%	7%	6%	7%	4%	8%	5%	8%	8%	7%	5%	4%	9%	6%	7%	7%	6%	7%	6%
Poor	2%	3%	2%	3%	3%	4%	1%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%
Don't know	18%	19%	17%	9%	19%	14%	23%	19%	18%	25%	17%	16%	15%	20%	15%	25%	17%	16%	14%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.60	3.75	3.52	3.53	3.62	3.63
Q10c Being an organisation which responds quickly to problems related to food						
Excellent	15%	22%	12%	11%	17%	11%
Very good	30%	35%	28%	34%	28%	34%
Good	29%	24%	31%	28%	30%	19%
Fair	6%	7%	6%	7%	6%	9%
Poor	2%	2%	2%	3%	2%	-
Don't know	18%	10%	21%	17%	18%	27%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.49	3.45	3.52	3.49	3.59	3.60	3.61	3.31	3.29	3.37	3.51	3.66	3.42	3.45	3.52	3.46	3.41	3.51	3.64
Q10d Helping people to understand food labels and what's in their food																			
Excellent	15%	13%	16%	24%	14%	21%	17%	10%	8%	11%	16%	20%	12%	14%	15%	14%	12%	16%	19%
Very good	28%	26%	30%	21%	33%	29%	29%	22%	29%	23%	27%	31%	32%	25%	31%	25%	28%	26%	35%
Good	29%	30%	28%	27%	29%	25%	25%	38%	30%	31%	30%	33%	24%	31%	28%	27%	31%	33%	23%
Fair	10%	11%	10%	13%	6%	9%	12%	11%	14%	11%	10%	8%	13%	10%	11%	11%	12%	8%	10%
Poor	3%	2%	3%	6%	3%	5%	-	2%	3%	2%	3%	1%	4%	3%	3%	2%	2%	3%	3%
Don't know	15%	18%	13%	9%	15%	11%	18%	17%	17%	23%	13%	8%	15%	18%	12%	20%	15%	14%	10%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.49	3.62	3.43	3.49	3.48	3.56
Q10d Helping people to understand food labels and what's in their food						
Excellent	15%	20%	12%	11%	15%	18%
Very good	28%	35%	26%	36%	26%	26%
Good	29%	27%	30%	24%	31%	23%
Fair	10%	10%	11%	11%	10%	16%
Poor	3%	3%	3%	3%	3%	-
Don't know	15%	6%	19%	15%	15%	17%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.73	3.69	3.76	3.63	3.74	3.81	3.84	3.66	3.65	3.69	3.77	3.71	3.73	3.73	3.72	3.70	3.69	3.77	3.80
Q10e Ensuring that food in Scotland is safe to eat																			
Excellent	18%	19%	18%	18%	15%	23%	21%	17%	18%	19%	19%	19%	17%	19%	18%	18%	18%	17%	20%
Very good	34%	31%	37%	31%	36%	33%	36%	31%	33%	27%	38%	32%	37%	33%	35%	26%	33%	38%	39%
Good	29%	30%	28%	32%	32%	28%	22%	34%	29%	28%	27%	37%	27%	28%	31%	32%	32%	26%	23%
Fair	6%	7%	5%	10%	3%	6%	6%	7%	9%	7%	6%	5%	7%	6%	6%	5%	7%	6%	7%
Poor	0%	1%	-	-	-	-	1%	-	1%	1%	0%	-	-	1%	-	-	0%	-	1%
Don't know	12%	13%	11%	9%	15%	10%	15%	11%	10%	18%	10%	7%	12%	14%	10%	18%	9%	13%	11%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.73	3.83	3.68	3.71	3.73	3.84
Q10e Ensuring that food in Scotland is safe to eat						
Excellent	18%	22%	17%	15%	20%	21%
Very good	34%	41%	31%	40%	31%	39%
Good	29%	22%	32%	26%	31%	22%
Fair	6%	7%	6%	6%	6%	6%
Poor	0%	0%	0%	1%	0%	-
Don't know	12%	7%	14%	12%	12%	11%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.74	3.73	3.75	3.86	3.79	3.79	3.79	3.60	3.67	3.67	3.82	3.81	3.67	3.75	3.73	3.79	3.66	3.72	3.88
Q10f Being the experts when it comes to food safety																			
Excellent	19%	19%	19%	25%	16%	26%	20%	14%	19%	18%	20%	22%	17%	19%	19%	19%	17%	17%	25%
Very good	33%	31%	35%	39%	38%	33%	31%	30%	30%	25%	37%	36%	34%	32%	35%	30%	32%	33%	39%
Good	28%	28%	28%	21%	29%	24%	26%	34%	28%	29%	29%	28%	26%	29%	27%	24%	32%	30%	21%
Fair	6%	6%	6%	3%	3%	8%	6%	7%	8%	7%	4%	5%	7%	5%	6%	6%	7%	4%	5%
Poor	1%	1%	1%	3%	-	2%	-	-	1%	1%	-	1%	1%	0%	1%	-	0%	1%	2%
Don't know	13%	15%	12%	9%	14%	8%	17%	15%	14%	20%	10%	8%	15%	15%	12%	22%	11%	15%	9%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.74	3.82	3.71	3.71	3.75	3.82
Q10f Being the experts when it comes to food safety						
Excellent	19%	23%	17%	14%	21%	16%
Very good	33%	38%	31%	41%	30%	45%
Good	28%	28%	28%	24%	30%	19%
Fair	6%	4%	6%	6%	6%	6%
Poor	1%	1%	0%	1%	1%	-
Don't know	13%	5%	17%	14%	13%	14%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.54	3.53	3.54	3.62	3.60	3.64	3.68	3.41	3.32	3.49	3.54	3.68	3.47	3.52	3.56	3.53	3.41	3.57	3.76
Q10g Speaking to people in a way that's friendly and understandable																			
Excellent	14%	14%	14%	16%	15%	17%	19%	8%	9%	12%	16%	16%	12%	14%	14%	16%	10%	15%	20%
Very good	27%	27%	26%	28%	29%	34%	21%	23%	25%	21%	26%	34%	27%	24%	30%	21%	27%	27%	31%
Good	30%	26%	34%	45%	29%	26%	26%	38%	28%	29%	31%	30%	32%	30%	31%	26%	32%	31%	31%
Fair	8%	11%	6%	3%	6%	9%	9%	6%	14%	8%	11%	6%	8%	9%	7%	9%	10%	8%	5%
Poor	1%	1%	1%	-	2%	2%	-	1%	3%	2%	1%	1%	2%	1%	2%	2%	2%	1%	-
Don't know	19%	21%	18%	9%	18%	12%	26%	25%	21%	29%	16%	14%	19%	22%	17%	27%	19%	18%	14%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.54	3.74	3.44	3.48	3.56	3.51
Q10g Speaking to people in a way that's friendly and understandable						
Excellent	14%	19%	12%	8%	16%	18%
Very good	27%	34%	24%	32%	25%	15%
Good	30%	31%	30%	31%	30%	30%
Fair	8%	5%	10%	6%	9%	13%
Poor	1%	-	2%	2%	1%	-
Don't know	19%	10%	23%	20%	19%	24%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.49	3.41	3.55	3.54	3.67	3.67	3.52	3.35	3.16	3.30	3.49	3.64	3.51	3.41	3.56	3.38	3.38	3.55	3.72
Q10h Being a dynamic and forward-looking organisation																			
Excellent	14%	13%	15%	13%	19%	23%	12%	9%	8%	12%	14%	18%	14%	13%	16%	13%	9%	15%	24%
Very good	27%	24%	29%	34%	26%	28%	30%	23%	23%	19%	26%	30%	31%	23%	31%	19%	28%	29%	30%
Good	27%	26%	28%	34%	25%	25%	24%	32%	27%	28%	27%	31%	23%	27%	26%	26%	31%	27%	18%
Fair	9%	11%	8%	7%	6%	8%	11%	10%	14%	10%	10%	6%	11%	10%	9%	13%	9%	6%	10%
Poor	3%	3%	3%	3%	3%	3%	2%	2%	6%	5%	2%	2%	3%	4%	3%	3%	3%	4%	3%
Don't know	20%	23%	17%	9%	22%	12%	22%	24%	22%	26%	21%	14%	17%	24%	16%	26%	19%	19%	14%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.49	3.68	3.39	3.45	3.52	3.27
Q10h Being a dynamic and forward-looking organisation						
Excellent	14%	23%	11%	12%	15%	10%
Very good	27%	31%	25%	28%	26%	26%
Good	27%	22%	29%	28%	26%	28%
Fair	9%	9%	9%	10%	9%	17%
Poor	3%	3%	3%	3%	3%	3%
Don't know	20%	11%	23%	19%	20%	16%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.63	3.63	3.63	3.49	3.71	3.66	3.77	3.44	3.59	3.53	3.68	3.76	3.57	3.61	3.65	3.56	3.56	3.71	3.77
Q10i Taking action when needed to protect consumers																			
Excellent	17%	18%	17%	16%	20%	17%	22%	11%	17%	19%	15%	20%	17%	17%	18%	15%	15%	20%	23%
Very good	30%	27%	33%	30%	30%	39%	29%	25%	28%	20%	39%	35%	27%	30%	30%	25%	31%	31%	33%
Good	28%	28%	28%	32%	27%	24%	24%	33%	30%	28%	25%	26%	32%	27%	30%	27%	32%	27%	22%
Fair	8%	9%	7%	10%	4%	7%	8%	10%	9%	9%	7%	5%	9%	8%	7%	9%	8%	4%	9%
Poor	2%	1%	2%	3%	3%	3%	-	1%	1%	3%	1%	2%	2%	2%	2%	1%	2%	3%	1%
Don't know	15%	17%	13%	9%	15%	10%	17%	19%	15%	21%	13%	12%	14%	17%	13%	23%	13%	14%	12%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.63	3.79	3.56	3.61	3.64	3.66
Q10i Taking action when needed to protect consumers						
Excellent	17%	25%	14%	14%	19%	17%
Very good	30%	34%	29%	36%	28%	37%
Good	28%	24%	30%	25%	29%	25%
Fair	8%	9%	7%	8%	8%	6%
Poor	2%	1%	2%	2%	2%	3%
Don't know	15%	8%	18%	15%	15%	11%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.55	3.55	3.56	3.75	3.51	3.56	3.65	3.52	3.47	3.53	3.62	3.60	3.48	3.58	3.53	3.57	3.46	3.62	3.66
Q10j Having the necessary expertise to help people in Scotland eat healthily																			
Excellent	14%	14%	14%	16%	13%	17%	15%	12%	13%	14%	13%	15%	15%	14%	15%	14%	13%	16%	16%
Very good	34%	32%	35%	46%	33%	35%	35%	33%	28%	28%	38%	37%	32%	33%	34%	30%	32%	35%	40%
Good	26%	27%	25%	18%	25%	22%	23%	31%	31%	25%	27%	26%	26%	26%	26%	25%	30%	19%	25%
Fair	9%	9%	9%	6%	8%	11%	6%	9%	10%	8%	8%	11%	9%	8%	10%	5%	10%	11%	7%
Poor	3%	3%	3%	3%	4%	5%	3%	1%	2%	4%	1%	1%	6%	2%	4%	4%	3%	2%	3%
Don't know	15%	16%	13%	11%	16%	10%	17%	15%	15%	21%	13%	10%	14%	17%	12%	22%	12%	16%	10%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.55	3.63	3.52	3.45	3.58	3.76
Q10j Having the necessary expertise to help people in Scotland eat healthily						
Excellent	14%	18%	13%	9%	16%	13%
Very good	34%	39%	32%	38%	31%	48%
Good	26%	24%	27%	27%	26%	18%
Fair	9%	10%	8%	10%	9%	3%
Poor	3%	3%	3%	3%	3%	3%
Don't know	15%	7%	18%	13%	15%	14%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	631	304	327	33	104	112	127	114	141	167	192	128	144	359	272	136	266	111	118
Weighted	630	297	334	47	149	98	111	99	126	151	173	126	181	323	307	136	252	117	125
Mean	3.64	3.62	3.66	3.49	3.73	3.78	3.61	3.55	3.58	3.61	3.69	3.71	3.57	3.65	3.63	3.62	3.59	3.62	3.80
Q10k Providing useful food safety advice																			
Excellent	18%	19%	17%	19%	17%	26%	19%	15%	13%	17%	18%	21%	17%	17%	18%	18%	14%	19%	24%
Very good	31%	26%	36%	30%	35%	32%	27%	26%	34%	27%	33%	31%	32%	31%	32%	25%	34%	27%	35%
Good	28%	29%	28%	28%	27%	19%	27%	38%	31%	28%	29%	33%	25%	29%	28%	27%	33%	30%	19%
Fair	8%	9%	6%	4%	5%	9%	11%	7%	8%	7%	7%	7%	9%	7%	8%	8%	8%	6%	6%
Poor	2%	1%	2%	10%	1%	3%	1%	1%	1%	2%	1%	-	4%	1%	2%	2%	1%	3%	3%
Don't know	13%	16%	11%	10%	15%	11%	14%	14%	13%	19%	12%	7%	14%	15%	11%	20%	10%	13%	13%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	631	169	462	140	463	28
Weighted	630	182	448	160	439	32
Mean	3.64	3.78	3.58	3.54	3.68	3.66
Q10k Providing useful food safety advice						
Excellent	18%	25%	15%	14%	20%	13%
Very good	31%	35%	29%	33%	30%	34%
Good	28%	24%	30%	29%	28%	36%
Fair	8%	6%	8%	10%	7%	3%
Poor	2%	3%	1%	2%	2%	-
Don't know	13%	7%	16%	13%	13%	14%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Mean	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Q11a I'm not generally interested in food and cooking																			
I definitely agree	8%	9%	6%	11%	10%	11%	7%	3%	6%	7%	7%	7%	10%	7%	9%	8%	7%	9%	8%
I tend to agree	13%	14%	12%	16%	16%	12%	10%	17%	10%	8%	15%	16%	14%	12%	15%	17%	10%	19%	12%
I neither agree nor disagree	18%	17%	18%	20%	21%	20%	19%	11%	15%	13%	17%	15%	24%	15%	20%	16%	19%	20%	15%
I tend to disagree	22%	20%	23%	22%	20%	22%	22%	22%	23%	19%	25%	23%	20%	22%	21%	19%	19%	22%	32%
I definitely disagree	38%	37%	39%	32%	30%	35%	41%	47%	44%	51%	36%	38%	30%	43%	33%	40%	45%	27%	31%
Don't know	1%	1%	0%	-	1%	-	0%	-	1%	0%	0%	1%	1%	0%	1%	0%	1%	2%	-
Not applicable to me	1%	1%	1%	-	2%	-	1%	-	1%	1%	0%	1%	2%	1%	1%	0%	1%	1%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Mean	1.00	1.00	1.00	1.00	1.00	1.00
Q11a I'm not generally interested in food and cooking						
I definitely agree	8%	10%	7%	8%	8%	9%
I tend to agree	13%	15%	13%	15%	12%	14%
I neither agree nor disagree	18%	19%	17%	14%	19%	17%
I tend to disagree	22%	27%	20%	21%	22%	15%
I definitely disagree	38%	28%	42%	40%	37%	42%
Don't know	1%	1%	1%	1%	1%	-
Not applicable to me	1%	1%	1%	-	1%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Mean	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Q11b I don't have time to spend preparing and cooking food																			
I definitely agree	5%	6%	4%	9%	6%	12%	2%	3%	1%	5%	4%	5%	5%	5%	5%	6%	2%	8%	7%
I tend to agree	14%	13%	14%	28%	23%	13%	9%	10%	6%	9%	17%	17%	12%	13%	14%	16%	12%	15%	14%
I neither agree nor disagree	18%	16%	21%	20%	21%	24%	22%	14%	11%	16%	16%	18%	23%	16%	21%	17%	15%	25%	22%
I tend to disagree	29%	30%	28%	25%	28%	29%	34%	27%	28%	25%	33%	31%	26%	29%	28%	27%	28%	24%	36%
I definitely disagree	32%	31%	32%	18%	19%	21%	31%	44%	48%	42%	28%	27%	30%	34%	29%	33%	39%	25%	18%
Don't know	1%	1%	1%	-	2%	0%	0%	-	2%	1%	1%	1%	0%	1%	1%	0%	1%	2%	1%
Not applicable to me	2%	3%	1%	-	1%	1%	2%	2%	4%	1%	2%	0%	3%	1%	2%	1%	3%	1%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Mean	1.00	1.00	1.00	1.00	1.00	1.00
Q11b I don't have time to spend preparing and cooking food						
I definitely agree	5%	10%	3%	4%	6%	3%
I tend to agree	14%	17%	13%	12%	13%	24%
I neither agree nor disagree	18%	25%	16%	18%	19%	9%
I tend to disagree	29%	29%	29%	30%	29%	20%
I definitely disagree	32%	18%	36%	34%	30%	40%
Don't know	1%	1%	1%	2%	1%	-
Not applicable to me	2%	1%	2%	1%	2%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Mean	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Q11c The price of food means I often don't buy the food I would like to																			
I definitely agree	14%	13%	15%	22%	15%	22%	14%	12%	5%	8%	11%	13%	22%	10%	18%	19%	11%	15%	14%
I tend to agree	24%	20%	29%	34%	27%	30%	30%	21%	12%	15%	30%	26%	26%	23%	26%	23%	19%	29%	35%
I neither agree nor disagree	22%	22%	22%	30%	25%	24%	16%	22%	19%	17%	22%	20%	28%	20%	24%	23%	22%	22%	21%
I tend to disagree	23%	26%	19%	10%	19%	18%	26%	26%	28%	29%	22%	27%	15%	25%	20%	23%	25%	21%	19%
I definitely disagree	16%	18%	13%	4%	11%	5%	12%	19%	31%	30%	12%	12%	9%	20%	10%	11%	22%	11%	10%
Don't know	1%	1%	1%	-	2%	1%	0%	-	1%	1%	1%	2%	0%	1%	1%	0%	1%	2%	1%
Not applicable to me	1%	1%	0%	-	1%	-	1%	-	2%	1%	1%	-	1%	1%	1%	0%	1%	1%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Mean	1.00	1.00	1.00	1.00	1.00	1.00
Q11c The price of food means I often don't buy the food I would like to						
I definitely agree	14%	17%	13%	15%	13%	19%
I tend to agree	24%	33%	22%	20%	27%	20%
I neither agree nor disagree	22%	21%	22%	22%	22%	19%
I tend to disagree	23%	20%	23%	25%	21%	29%
I definitely disagree	16%	8%	18%	16%	16%	9%
Don't know	1%	1%	1%	2%	1%	-
Not applicable to me	1%	0%	1%	1%	1%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Mean	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Q11d There's so much advice about food I tend to ignore it now																			
I definitely agree	9%	11%	8%	15%	8%	9%	9%	7%	10%	11%	5%	7%	13%	8%	11%	10%	7%	11%	12%
I tend to agree	25%	25%	25%	25%	24%	33%	23%	21%	25%	27%	28%	29%	19%	27%	23%	20%	25%	29%	30%
I neither agree nor disagree	32%	31%	32%	27%	31%	30%	32%	39%	30%	29%	28%	31%	39%	28%	36%	37%	30%	32%	27%
I tend to disagree	20%	17%	23%	21%	22%	16%	22%	22%	17%	17%	27%	21%	15%	22%	18%	18%	22%	17%	20%
I definitely disagree	12%	12%	11%	10%	12%	11%	10%	9%	16%	14%	12%	10%	11%	13%	10%	12%	14%	8%	10%
Don't know	1%	2%	1%	2%	2%	1%	2%	0%	1%	1%	1%	2%	2%	1%	2%	1%	1%	4%	1%
Not applicable to me	1%	1%	0%	-	-	-	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	-	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Mean	1.00	1.00	1.00	1.00	1.00	1.00
Q11d There's so much advice about food I tend to ignore it now						
I definitely agree	9%	11%	9%	9%	10%	6%
I tend to agree	25%	30%	24%	28%	24%	26%
I neither agree nor disagree	32%	29%	33%	31%	32%	33%
I tend to disagree	20%	21%	20%	18%	21%	19%
I definitely disagree	12%	9%	13%	12%	12%	10%
Don't know	1%	1%	1%	2%	1%	2%
Not applicable to me	1%	0%	1%	0%	1%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Mean	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Q11e When it comes to preparing and cooking food, I tend to do what I learned when I was younger																			
I definitely agree	11%	13%	10%	13%	11%	16%	13%	5%	10%	9%	11%	13%	12%	10%	12%	13%	8%	13%	15%
I tend to agree	36%	33%	39%	29%	37%	37%	33%	45%	33%	29%	38%	40%	37%	34%	38%	37%	38%	34%	32%
I neither agree nor disagree	22%	23%	22%	26%	25%	18%	24%	19%	22%	22%	23%	23%	22%	22%	23%	21%	23%	23%	24%
I tend to disagree	19%	19%	18%	19%	13%	20%	20%	17%	24%	25%	17%	18%	16%	21%	17%	16%	20%	21%	20%
I definitely disagree	8%	6%	9%	8%	10%	6%	6%	11%	6%	9%	7%	4%	10%	8%	7%	12%	8%	4%	4%
Don't know	1%	2%	1%	-	3%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	0%	3%	1%
Not applicable to me	2%	4%	1%	5%	1%	2%	2%	2%	4%	4%	3%	2%	2%	3%	2%	1%	3%	2%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Mean	1.00	1.00	1.00	1.00	1.00	1.00
Q11e When it comes to preparing and cooking food, I tend to do what I learned when I was younger						
I definitely agree	11%	14%	10%	9%	12%	18%
I tend to agree	36%	35%	36%	36%	35%	51%
I neither agree nor disagree	22%	26%	21%	23%	23%	14%
I tend to disagree	19%	17%	19%	20%	19%	14%
I definitely disagree	8%	5%	9%	8%	8%	-
Don't know	1%	1%	1%	2%	1%	-
Not applicable to me	2%	2%	3%	2%	3%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Mean	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Q11f When I shop I just tend to buy food for the same type of meals rather than thinking about anything new																			
I definitely agree	9%	10%	9%	23%	12%	10%	8%	6%	4%	6%	9%	6%	15%	7%	11%	15%	5%	11%	10%
I tend to agree	32%	29%	35%	24%	41%	35%	38%	24%	24%	25%	35%	37%	32%	30%	34%	33%	31%	34%	31%
I neither agree nor disagree	22%	21%	23%	22%	19%	26%	19%	27%	21%	20%	19%	23%	25%	20%	24%	20%	21%	24%	25%
I tend to disagree	22%	24%	19%	21%	12%	23%	20%	27%	28%	27%	25%	18%	16%	26%	17%	21%	24%	16%	21%
I definitely disagree	14%	12%	15%	8%	14%	7%	12%	15%	19%	20%	10%	13%	12%	15%	12%	9%	17%	13%	11%
Don't know	1%	1%	-	-	2%	-	0%	-	1%	1%	0%	1%	-	1%	0%	1%	0%	1%	1%
Not applicable to me	1%	2%	0%	2%	-	-	2%	0%	2%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Mean	1.00	1.00	1.00	1.00	1.00	1.00
Q11f When I shop I just tend to buy food for the same type of meals rather than thinking about anything new						
I definitely agree	9%	12%	8%	9%	9%	9%
I tend to agree	32%	33%	32%	31%	32%	35%
I neither agree nor disagree	22%	24%	21%	24%	21%	21%
I tend to disagree	22%	18%	23%	19%	22%	27%
I definitely disagree	14%	12%	14%	15%	14%	5%
Don't know	1%	1%	1%	1%	1%	-
Not applicable to me	1%	1%	1%	1%	1%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Mean	7.33	7.08	7.57	6.45	6.97	7.11	7.60	7.71	7.67	7.49	7.33	7.64	7.00	7.40	7.25	7.17	7.48	7.30	7.21
Q12 How confident are you about cooking meals from scratch (that is, cooking with a range of ingredients including raw ingred...																			
1 = not at all confident	4%	5%	3%	12%	5%	3%	1%	4%	4%	4%	2%	2%	7%	3%	5%	4%	4%	5%	3%
2	2%	3%	1%	2%	1%	3%	3%	3%	2%	2%	2%	2%	3%	2%	3%	3%	2%	-	2%
3	3%	3%	2%	7%	5%	3%	2%	-	1%	2%	4%	1%	3%	3%	3%	4%	2%	3%	2%
4	4%	5%	4%	2%	9%	3%	3%	0%	4%	4%	6%	3%	3%	5%	3%	5%	5%	2%	2%
5	6%	7%	5%	7%	5%	7%	7%	6%	5%	7%	5%	6%	7%	6%	6%	6%	5%	8%	7%
6	9%	11%	7%	2%	12%	12%	8%	9%	7%	7%	9%	9%	10%	8%	10%	9%	6%	13%	13%
7	18%	15%	20%	31%	15%	25%	17%	16%	14%	15%	21%	17%	18%	18%	17%	19%	17%	16%	20%
8	19%	20%	17%	17%	22%	18%	21%	18%	15%	18%	21%	23%	15%	19%	18%	15%	17%	22%	26%
9	13%	12%	13%	6%	7%	12%	16%	15%	18%	14%	13%	14%	11%	13%	12%	14%	14%	11%	12%
10 = extremely confident	23%	19%	26%	15%	19%	16%	22%	28%	30%	27%	19%	23%	22%	23%	23%	22%	28%	21%	13%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Mean	7.33	7.39	7.31	7.39	7.28	7.60
Q12 How confident are you about cooking meals from scratch (that is, cooking with a range of ingredients including raw ingred...						
1 = not at all confident	4%	2%	5%	2%	5%	-
2	2%	1%	3%	1%	3%	2%
3	3%	3%	3%	4%	2%	4%
4	4%	1%	5%	4%	4%	6%
5	6%	7%	6%	7%	6%	5%
6	9%	14%	7%	10%	8%	8%
7	18%	18%	18%	19%	18%	14%
8	19%	24%	17%	17%	19%	20%
9	13%	12%	13%	12%	12%	22%
10 = extremely confident	23%	17%	24%	23%	23%	19%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Mean	2.41	2.36	2.46	2.16	2.30	2.34	2.50	2.54	2.50	2.46	2.39	2.52	2.32	2.42	2.40	2.34	2.44	2.44	2.42
VQ12 Cooking Confidence																			
1 - 4	13%	16%	10%	22%	18%	11%	9%	7%	12%	12%	13%	8%	17%	13%	13%	16%	14%	9%	9%
5 - 7	33%	32%	33%	40%	33%	44%	31%	32%	26%	29%	35%	32%	35%	32%	34%	33%	28%	37%	40%
8 - 10	54%	52%	56%	38%	49%	45%	60%	61%	62%	58%	52%	60%	49%	55%	53%	50%	58%	53%	51%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Mean	2.41	2.46	2.40	2.41	2.40	2.49
VQ12 Cooking Confidence						
1 - 4	13%	7%	15%	11%	14%	12%
5 - 7	33%	39%	31%	36%	32%	27%
8 - 10	54%	54%	54%	53%	54%	61%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13a Food poisoning																			
Causes concern	69%	65%	72%	77%	66%	71%	62%	69%	71%	66%	69%	65%	72%	67%	70%	62%	72%	68%	69%
Does not cause concern	31%	35%	28%	23%	34%	29%	38%	31%	29%	34%	31%	35%	28%	33%	30%	38%	28%	32%	31%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13a Food poisoning						
Causes concern	69%	70%	68%	68%	69%	71%
Does not cause concern	31%	30%	32%	32%	31%	29%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13b Genetically Modified (GM) foods																			
Causes concern	56%	52%	60%	61%	49%	54%	60%	61%	57%	54%	55%	59%	57%	55%	58%	52%	58%	59%	53%
Does not cause concern	44%	48%	40%	39%	51%	46%	40%	39%	43%	46%	45%	41%	43%	45%	42%	48%	42%	41%	47%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13b Genetically Modified (GM) foods						
Causes concern	56%	55%	57%	57%	56%	51%
Does not cause concern	44%	45%	43%	43%	44%	49%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13c The feed given to livestock																			
Causes concern	57%	55%	59%	59%	40%	62%	61%	62%	63%	59%	57%	58%	54%	58%	56%	57%	57%	57%	56%
Does not cause concern	43%	45%	41%	41%	60%	38%	39%	38%	37%	41%	43%	42%	46%	42%	44%	43%	43%	43%	44%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13c The feed given to livestock						
Causes concern	57%	53%	58%	58%	56%	61%
Does not cause concern	43%	47%	42%	42%	44%	39%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13d Animal welfare																			
Causes concern	75%	70%	80%	78%	69%	78%	80%	75%	75%	76%	76%	80%	70%	76%	74%	74%	75%	77%	75%
Does not cause concern	25%	30%	20%	22%	31%	22%	20%	25%	25%	24%	24%	20%	30%	24%	26%	26%	25%	23%	25%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13d Animal welfare						
Causes concern	75%	76%	75%	75%	75%	75%
Does not cause concern	25%	24%	25%	25%	25%	25%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13e The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food																			
Causes concern	75%	72%	77%	71%	61%	73%	77%	83%	83%	75%	77%	71%	75%	76%	73%	77%	76%	72%	70%
Does not cause concern	25%	28%	23%	29%	39%	27%	23%	17%	17%	25%	23%	29%	25%	24%	27%	23%	24%	28%	30%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13e The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food						
Causes concern	75%	70%	76%	77%	73%	77%
Does not cause concern	25%	30%	24%	23%	27%	23%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13f The use of additives (such as preservatives and colouring) in food products																			
Causes concern	62%	60%	65%	65%	51%	59%	66%	67%	69%	69%	63%	62%	57%	66%	59%	63%	63%	58%	64%
Does not cause concern	38%	40%	35%	35%	49%	41%	34%	33%	31%	31%	37%	38%	43%	34%	41%	37%	37%	42%	36%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13f The use of additives (such as preservatives and colouring) in food products						
Causes concern	62%	63%	62%	62%	62%	70%
Does not cause concern	38%	37%	38%	38%	38%	30%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13g Understanding the difference between date labels, such as "best before" and "use by" labels																			
Causes concern	30%	31%	29%	42%	30%	36%	31%	25%	25%	25%	31%	31%	32%	28%	32%	26%	28%	34%	37%
Does not cause concern	70%	69%	71%	58%	70%	64%	69%	75%	75%	75%	69%	69%	68%	72%	68%	74%	72%	66%	63%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13g Understanding the difference between date labels, such as "best before" and "use by" labels						
Causes concern	30%	38%	27%	26%	33%	17%
Does not cause concern	70%	62%	73%	74%	67%	83%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13h Food hygiene when eating out																			
Causes concern	70%	67%	72%	64%	65%	73%	67%	70%	77%	68%	70%	66%	73%	69%	70%	66%	72%	70%	70%
Does not cause concern	30%	33%	28%	36%	35%	27%	33%	30%	23%	32%	30%	34%	27%	31%	30%	34%	28%	30%	30%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13h Food hygiene when eating out						
Causes concern	70%	70%	70%	69%	70%	71%
Does not cause concern	30%	30%	30%	31%	30%	29%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13i Food hygiene at home																			
Causes concern	39%	39%	40%	52%	46%	45%	32%	31%	36%	32%	44%	37%	43%	38%	41%	36%	39%	40%	44%
Does not cause concern	61%	61%	60%	48%	54%	55%	68%	69%	64%	68%	56%	63%	57%	62%	59%	64%	61%	60%	56%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13i Food hygiene at home						
Causes concern	39%	42%	39%	37%	41%	37%
Does not cause concern	61%	58%	61%	63%	59%	63%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13j Food prices																			
Causes concern	76%	72%	80%	86%	72%	83%	82%	72%	69%	65%	82%	74%	80%	74%	78%	77%	74%	76%	78%
Does not cause concern	24%	28%	20%	14%	28%	17%	18%	28%	31%	35%	18%	26%	20%	26%	22%	23%	26%	24%	22%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13j Food prices						
Causes concern	76%	79%	75%	74%	75%	92%
Does not cause concern	24%	21%	25%	26%	25%	8%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13k Food not being what the label says it is																			
Causes concern	70%	66%	73%	69%	69%	66%	64%	68%	78%	68%	68%	69%	73%	68%	72%	63%	71%	68%	75%
Does not cause concern	30%	34%	27%	31%	31%	34%	36%	32%	22%	32%	32%	31%	27%	32%	28%	37%	29%	32%	25%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13k Food not being what the label says it is						
Causes concern	70%	72%	69%	69%	70%	74%
Does not cause concern	30%	28%	31%	31%	30%	26%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13I Allergens – things in food that cause allergic reactions																			
Causes concern	46%	44%	49%	55%	46%	46%	43%	41%	50%	43%	44%	48%	50%	44%	49%	41%	47%	52%	48%
Does not cause concern	54%	56%	51%	45%	54%	54%	57%	59%	50%	57%	56%	52%	50%	56%	51%	59%	53%	48%	52%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13I Allergens – things in food that cause allergic reactions						
Causes concern	46%	51%	45%	49%	45%	47%
Does not cause concern	54%	49%	55%	51%	55%	53%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13m Possibility of food supply shortages																			
Causes concern	48%	44%	51%	64%	46%	49%	51%	44%	43%	45%	48%	43%	52%	47%	49%	45%	49%	46%	49%
Does not cause concern	52%	56%	49%	36%	54%	51%	49%	56%	57%	55%	52%	57%	48%	53%	51%	55%	51%	54%	51%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13m Possibility of food supply shortages						
Causes concern	48%	49%	47%	45%	48%	52%
Does not cause concern	52%	51%	53%	55%	52%	48%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13n Impact of environment on food production (e.g. carbon emissions, water scarcity)																			
Causes concern	65%	65%	66%	77%	58%	64%	64%	70%	67%	64%	66%	62%	67%	65%	65%	66%	65%	65%	63%
Does not cause concern	35%	35%	34%	23%	42%	36%	36%	30%	33%	36%	34%	38%	33%	35%	35%	34%	35%	35%	37%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13n Impact of environment on food production (e.g. carbon emissions, water scarcity)						
Causes concern	65%	61%	66%	65%	65%	69%
Does not cause concern	35%	39%	34%	35%	35%	31%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q13o People having an unhealthy diet																			
Causes concern	59%	58%	60%	59%	54%	55%	62%	62%	62%	63%	62%	58%	53%	63%	55%	54%	61%	68%	54%
Does not cause concern	41%	42%	40%	41%	46%	45%	38%	38%	38%	37%	38%	42%	47%	37%	45%	46%	39%	32%	46%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q13o People having an unhealthy diet						
Causes concern	59%	62%	58%	59%	59%	61%
Does not cause concern	41%	38%	42%	41%	41%	39%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q14 Price of food																			
It will improve	8%	9%	7%	7%	12%	12%	5%	3%	7%	9%	6%	9%	8%	7%	8%	8%	6%	10%	11%
There will be no change	20%	25%	15%	10%	17%	18%	24%	19%	24%	19%	16%	24%	21%	18%	22%	18%	19%	19%	24%
It will get worse	61%	57%	64%	66%	60%	55%	62%	66%	60%	62%	67%	57%	57%	64%	57%	64%	62%	60%	55%
Don't know	12%	10%	13%	17%	12%	15%	8%	12%	10%	10%	11%	10%	14%	11%	12%	10%	13%	11%	10%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q14 Price of food						
It will improve	8%	11%	7%	11%	7%	4%
There will be no change	20%	22%	19%	20%	20%	22%
It will get worse	61%	55%	63%	57%	62%	64%
Don't know	12%	11%	12%	12%	11%	11%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q14a Food safety																			
It will improve	12%	12%	12%	17%	16%	15%	9%	6%	11%	13%	9%	11%	14%	11%	13%	10%	9%	13%	20%
There will be no change	54%	56%	51%	41%	52%	49%	57%	56%	58%	55%	55%	56%	50%	55%	52%	55%	56%	52%	49%
It will get worse	20%	22%	19%	20%	18%	19%	21%	21%	23%	22%	22%	17%	19%	22%	18%	22%	20%	22%	17%
Don't know	14%	10%	19%	22%	15%	17%	13%	17%	9%	9%	14%	16%	17%	12%	17%	13%	16%	13%	13%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q14a Food safety						
It will improve	12%	18%	10%	14%	11%	13%
There will be no change	54%	52%	54%	55%	52%	61%
It will get worse	20%	16%	22%	17%	22%	11%
Don't know	14%	14%	14%	14%	14%	14%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q14b Food availability																			
It will improve	8%	10%	6%	9%	14%	11%	5%	2%	5%	8%	5%	12%	8%	6%	10%	6%	6%	9%	14%
There will be no change	39%	44%	35%	24%	35%	36%	45%	41%	46%	39%	39%	44%	37%	39%	40%	37%	40%	41%	39%
It will get worse	40%	38%	42%	44%	38%	39%	40%	44%	40%	44%	44%	33%	39%	44%	37%	45%	41%	39%	35%
Don't know	13%	9%	16%	22%	13%	14%	10%	13%	9%	10%	12%	11%	16%	11%	14%	12%	13%	11%	13%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q14b Food availability						
It will improve	8%	14%	6%	10%	7%	3%
There will be no change	39%	40%	39%	40%	38%	54%
It will get worse	40%	32%	43%	36%	43%	30%
Don't know	13%	14%	12%	14%	12%	12%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q14c Food being sustainable / environmentally friendly																			
It will improve	12%	14%	10%	17%	14%	15%	11%	8%	10%	11%	12%	12%	13%	11%	13%	11%	9%	15%	18%
There will be no change	47%	50%	44%	33%	47%	43%	48%	47%	53%	51%	46%	46%	45%	48%	46%	46%	49%	42%	47%
It will get worse	25%	24%	26%	29%	23%	21%	29%	24%	25%	27%	26%	26%	22%	26%	24%	26%	25%	28%	21%
Don't know	16%	12%	20%	20%	15%	21%	12%	20%	12%	11%	17%	16%	20%	14%	18%	16%	17%	15%	14%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q14c Food being sustainable / environmentally friendly						
It will improve	12%	18%	10%	15%	11%	13%
There will be no change	47%	47%	47%	50%	45%	54%
It will get worse	25%	21%	26%	19%	29%	8%
Don't know	16%	15%	17%	16%	15%	25%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q14d Food fraud (food being what it says it is on the label)																			
It will improve	11%	12%	10%	13%	11%	14%	10%	8%	10%	10%	8%	13%	12%	9%	13%	11%	10%	12%	12%
There will be no change	43%	45%	41%	43%	49%	37%	44%	44%	41%	48%	43%	43%	39%	45%	41%	42%	43%	44%	45%
It will get worse	28%	29%	26%	22%	23%	25%	30%	27%	34%	27%	29%	27%	26%	28%	27%	30%	27%	26%	26%
Don't know	18%	14%	23%	22%	17%	24%	16%	21%	15%	14%	19%	16%	22%	17%	20%	17%	20%	18%	17%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q14d Food fraud (food being what it says it is on the label)						
It will improve	11%	14%	10%	15%	9%	12%
There will be no change	43%	45%	43%	42%	44%	42%
It will get worse	28%	24%	29%	25%	29%	18%
Don't know	18%	17%	19%	18%	18%	28%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q15a Eating a healthy balanced diet																			
Yes	88%	87%	90%	90%	80%	88%	91%	90%	94%	92%	89%	91%	84%	90%	87%	86%	89%	93%	85%
No	12%	13%	10%	10%	20%	12%	9%	10%	6%	8%	11%	9%	16%	10%	13%	14%	11%	7%	15%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q15a Eating a healthy balanced diet						
Yes	88%	88%	88%	84%	89%	98%
No	12%	12%	12%	16%	11%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q15b How to prepare and cook food safely and hygienically																			
Yes	91%	89%	92%	84%	86%	90%	94%	94%	94%	92%	92%	90%	89%	92%	89%	91%	91%	93%	87%
No	9%	11%	8%	16%	14%	10%	6%	6%	6%	8%	8%	10%	11%	8%	11%	9%	9%	7%	13%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q15b How to prepare and cook food safely and hygienically						
Yes	91%	91%	91%	90%	91%	96%
No	9%	9%	9%	10%	9%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q15c How to check whether the food I am eating when in a bar/café/restaurant is safe																			
Yes	43%	45%	42%	44%	52%	54%	43%	37%	32%	43%	44%	48%	40%	43%	43%	39%	41%	47%	51%
No	57%	55%	58%	56%	48%	46%	57%	63%	68%	57%	56%	52%	60%	57%	57%	61%	59%	53%	49%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q15c How to check whether the food I am eating when in a bar/café/restaurant is safe						
Yes	43%	55%	40%	39%	46%	32%
No	57%	45%	60%	61%	54%	68%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q15d What the labels on the food that I buy mean																			
Yes	81%	80%	81%	77%	76%	85%	89%	74%	81%	83%	84%	78%	77%	84%	77%	79%	81%	84%	79%
No	19%	20%	19%	23%	24%	15%	11%	26%	19%	17%	16%	22%	23%	16%	23%	21%	19%	16%	21%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q15d What the labels on the food that I buy mean						
Yes	81%	79%	81%	77%	82%	76%
No	19%	21%	19%	23%	18%	24%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q16 Have you seen or heard any advertising or publicity recently about any of the following food issues?																			
Preventing food poisoning	12%	12%	12%	13%	11%	6%	9%	16%	17%	13%	9%	10%	15%	11%	13%	11%	12%	16%	9%
Food safety when preparing and cooking food at home	13%	12%	14%	14%	10%	7%	10%	15%	21%	14%	10%	12%	16%	12%	14%	10%	14%	17%	11%
Food safety when cooking over the festive season	12%	11%	13%	9%	11%	8%	13%	14%	16%	10%	9%	14%	16%	9%	15%	11%	13%	14%	11%
Food safety when eating out	9%	10%	9%	5%	9%	9%	8%	10%	13%	8%	10%	9%	10%	9%	10%	10%	10%	9%	8%
Food labelling	17%	16%	18%	11%	14%	14%	17%	19%	23%	17%	19%	15%	16%	18%	16%	15%	18%	16%	17%
Food not being what the label says it is	11%	10%	11%	9%	7%	9%	8%	13%	16%	11%	10%	10%	11%	10%	11%	12%	11%	9%	8%
Having a healthy diet	28%	28%	28%	24%	24%	22%	26%	29%	39%	31%	29%	28%	25%	30%	26%	31%	29%	30%	21%
How to barbecue chicken properly	7%	8%	7%	8%	8%	4%	6%	8%	8%	7%	6%	9%	7%	6%	8%	7%	6%	6%	10%
Avoiding food poisoning when barbecuing	10%	11%	10%	2%	9%	9%	10%	12%	15%	11%	10%	11%	10%	10%	10%	12%	10%	8%	12%
Reducing the amount of treats and unhealthy snacks we eat	24%	22%	27%	23%	20%	16%	22%	25%	36%	26%	23%	24%	24%	24%	24%	28%	23%	28%	17%
Changing what we eat now to avoid health problems later in life	18%	16%	21%	22%	12%	16%	18%	17%	26%	19%	17%	16%	20%	18%	18%	20%	19%	18%	14%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q16 Have you seen or heard any advertising or publicity recently about any of the following food issues?						
Preventing food poisoning	12%	11%	12%	7%	13%	19%
Food safety when preparing and cooking food at home	13%	12%	13%	14%	12%	21%
Food safety when cooking over the festive season	12%	11%	13%	12%	12%	15%
Food safety when eating out	9%	9%	9%	9%	9%	9%
Food labelling	17%	17%	17%	17%	17%	17%
Food not being what the label says it is	11%	8%	11%	11%	10%	9%
Having a healthy diet	28%	25%	29%	27%	28%	34%
How to barbecue chicken properly	7%	9%	6%	6%	7%	15%
Avoiding food poisoning when barbecuing	10%	9%	11%	11%	10%	11%
Reducing the amount of treats and unhealthy snacks we eat	24%	19%	26%	25%	23%	35%
Changing what we eat now to avoid health problems later in life	18%	14%	20%	23%	16%	19%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	25%	23%	26%	26%	17%	20%	22%	26%	38%	26%	24%	25%	24%	25%	24%	24%	25%	33%	19%
Products being recalled	19%	16%	21%	28%	18%	11%	19%	20%	21%	19%	17%	19%	20%	18%	20%	20%	18%	25%	13%
Not washing chicken/poultry	24%	24%	24%	17%	15%	16%	27%	22%	39%	27%	25%	19%	22%	26%	21%	23%	25%	22%	22%
Washing hands before cooking	24%	26%	22%	20%	18%	17%	21%	25%	38%	20%	23%	26%	27%	22%	27%	26%	26%	20%	20%
Eating rare burgers	9%	10%	7%	7%	3%	6%	7%	10%	17%	10%	7%	10%	8%	9%	9%	7%	11%	8%	7%
Eating cheese made from unpasteurised (raw) milk	7%	7%	6%	6%	2%	5%	7%	5%	15%	9%	6%	7%	6%	7%	7%	7%	7%	7%	6%
How to eat more healthily outside the home	8%	7%	10%	18%	6%	7%	7%	6%	10%	8%	8%	8%	10%	8%	9%	8%	8%	11%	8%
Saying no to upsizing deals offered when buying food in restaurants, cafes, takeaways, petrol stations or cinemas	16%	15%	18%	16%	11%	14%	16%	17%	23%	20%	17%	16%	13%	18%	14%	17%	18%	16%	12%
Other	0%	0%	0%	-	1%	-	0%	-	-	-	1%	-	-	0%	-	1%	0%	-	-
Not seen/heard any advertising about food issues	41%	42%	40%	46%	44%	41%	44%	41%	35%	42%	41%	40%	42%	41%	41%	45%	42%	36%	40%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)	25%	23%	25%	27%	22%	43%
Products being recalled	19%	16%	20%	16%	20%	19%
Not washing chicken/poultry	24%	21%	25%	23%	23%	31%
Washing hands before cooking	24%	20%	25%	23%	24%	26%
Eating rare burgers	9%	7%	9%	6%	9%	13%
Eating cheese made from unpasteurised (raw) milk	7%	6%	7%	7%	7%	12%
How to eat more healthily outside the home	8%	9%	8%	10%	7%	12%
Saying no to upsizing deals offered when buying food in restaurants, cafes, takeaways, petrol stations or cinemas	16%	14%	17%	17%	16%	14%
Other	0%	0%	0%	1%	0%	-
Not seen/heard any advertising about food issues	41%	32%	44%	44%	40%	38%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
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	59%	48%	71%	49%	59%	64%	63%	66%	53%	51%	64%	60%	62%	58%	61%	96%	46%	52%	49%
Responsible for about half of the preparation/cooking	24%	26%	22%	31%	30%	26%	24%	15%	19%	25%	23%	28%	21%	24%	24%	3%	28%	34%	33%
Responsible for less than half of the preparation/cooking	12%	20%	5%	12%	8%	6%	9%	14%	22%	20%	10%	7%	11%	14%	10%	0%	19%	7%	15%
Not responsible for any of the preparation/cooking	5%	7%	3%	7%	3%	4%	4%	5%	7%	5%	3%	5%	6%	4%	6%	1%	7%	6%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
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	59%	56%	60%	62%	60%	43%
Responsible for about half of the preparation/cooking	24%	32%	21%	24%	23%	31%
Responsible for less than half of the preparation/cooking	12%	8%	13%	10%	12%	19%
Not responsible for any of the preparation/cooking	5%	3%	5%	4%	5%	7%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ17 Resp for cooking/prep																			
All/Most	59%	48%	71%	49%	59%	64%	63%	66%	53%	51%	64%	60%	62%	58%	61%	96%	46%	52%	49%
Half or less	36%	46%	26%	43%	38%	32%	33%	29%	40%	45%	33%	35%	32%	38%	33%	3%	47%	41%	47%
None	5%	7%	3%	7%	3%	4%	4%	5%	7%	5%	3%	5%	6%	4%	6%	1%	7%	6%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ17 Resp for cooking/prep						
All/Most	59%	56%	60%	62%	60%	43%
Half or less	36%	40%	34%	34%	35%	49%
None	5%	3%	5%	4%	5%	7%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18a Beef, lamb or pork																			
More than once a week	24%	24%	24%	18%	21%	17%	26%	28%	29%	25%	22%	28%	22%	23%	25%	20%	25%	21%	28%
Once a week	41%	43%	39%	36%	32%	45%	44%	45%	42%	38%	39%	43%	43%	39%	43%	30%	43%	49%	42%
Less often than once a week	26%	25%	26%	24%	32%	28%	22%	21%	24%	27%	28%	18%	27%	27%	23%	35%	24%	19%	22%
Never	10%	8%	12%	22%	15%	10%	7%	7%	5%	10%	11%	10%	8%	11%	9%	15%	8%	11%	8%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18a Beef, lamb or pork						
More than once a week	24%	26%	23%	22%	24%	25%
Once a week	41%	47%	38%	40%	40%	46%
Less often than once a week	26%	21%	27%	29%	25%	21%
Never	10%	5%	12%	9%	11%	7%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18b Raw poultry like chicken or turkey																			
More than once a week	28%	22%	33%	34%	34%	30%	27%	24%	20%	23%	29%	33%	27%	26%	29%	17%	28%	31%	38%
Once a week	40%	43%	37%	32%	32%	38%	46%	44%	45%	45%	35%	42%	39%	40%	40%	34%	43%	40%	42%
Less often than once a week	21%	23%	19%	16%	20%	24%	17%	19%	25%	21%	20%	15%	25%	20%	21%	30%	20%	17%	12%
Never	12%	12%	11%	18%	13%	8%	10%	13%	11%	11%	15%	10%	9%	13%	10%	19%	9%	12%	8%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18b Raw poultry like chicken or turkey						
More than once a week	28%	36%	25%	27%	28%	24%
Once a week	40%	46%	38%	44%	38%	44%
Less often than once a week	21%	12%	24%	22%	20%	25%
Never	12%	6%	13%	7%	14%	7%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18c Pre-cooked meats like ham or meat patè																			
More than once a week	25%	25%	24%	20%	27%	30%	22%	19%	27%	21%	25%	29%	25%	23%	27%	21%	22%	28%	33%
Once a week	29%	31%	28%	23%	25%	30%	32%	32%	30%	30%	27%	32%	29%	28%	30%	27%	29%	32%	30%
Less often than once a week	30%	30%	30%	27%	26%	25%	31%	39%	31%	35%	28%	25%	31%	31%	29%	29%	35%	26%	22%
Never	16%	14%	18%	30%	22%	15%	15%	10%	12%	14%	21%	14%	15%	18%	15%	23%	14%	13%	15%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18c Pre-cooked meats like ham or meat patè						
More than once a week	25%	34%	22%	27%	24%	24%
Once a week	29%	32%	28%	26%	30%	33%
Less often than once a week	30%	23%	32%	33%	29%	31%
Never	16%	11%	18%	15%	17%	12%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18d Burgers and sausages																			
More than once a week	10%	13%	7%	14%	12%	14%	13%	7%	3%	8%	12%	11%	9%	10%	10%	11%	6%	11%	16%
Once a week	37%	40%	34%	27%	38%	43%	41%	36%	32%	31%	34%	45%	40%	32%	42%	28%	36%	37%	51%
Less often than once a week	43%	39%	47%	42%	38%	37%	39%	49%	52%	49%	44%	36%	41%	46%	39%	48%	46%	44%	28%
Never	10%	9%	11%	16%	13%	7%	7%	8%	13%	13%	10%	8%	10%	11%	9%	14%	12%	8%	5%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18d Burgers and sausages						
More than once a week	10%	15%	8%	8%	11%	5%
Once a week	37%	51%	33%	34%	38%	38%
Less often than once a week	43%	32%	46%	48%	40%	52%
Never	10%	3%	13%	10%	11%	6%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18e Milk and dairy foods like cheese and yoghurt																			
More than once a week	70%	70%	71%	56%	66%	62%	76%	74%	79%	76%	70%	65%	70%	73%	68%	69%	71%	72%	70%
Once a week	19%	19%	18%	28%	20%	20%	17%	20%	13%	15%	18%	26%	17%	17%	21%	15%	19%	21%	20%
Less often than once a week	7%	9%	5%	7%	8%	15%	4%	4%	6%	5%	6%	7%	9%	6%	9%	9%	7%	6%	5%
Never	4%	2%	5%	10%	5%	3%	4%	3%	2%	3%	6%	2%	4%	5%	3%	7%	3%	1%	5%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18e Milk and dairy foods like cheese and yoghurt						
More than once a week	70%	70%	70%	73%	68%	84%
Once a week	19%	22%	18%	16%	20%	9%
Less often than once a week	7%	6%	7%	7%	7%	7%
Never	4%	2%	5%	4%	4%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18f Eggs																			
More than once a week	44%	44%	44%	34%	44%	33%	48%	47%	50%	45%	40%	48%	45%	42%	46%	38%	49%	43%	42%
Once a week	31%	32%	30%	23%	29%	33%	32%	31%	32%	28%	34%	29%	31%	31%	30%	29%	29%	31%	38%
Less often than once a week	19%	17%	20%	33%	19%	25%	16%	14%	15%	19%	20%	16%	19%	20%	18%	24%	18%	19%	13%
Never	6%	7%	6%	11%	8%	8%	3%	8%	3%	7%	6%	7%	5%	7%	6%	9%	4%	7%	7%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18f Eggs						
More than once a week	44%	44%	44%	43%	43%	61%
Once a week	31%	35%	29%	31%	32%	14%
Less often than once a week	19%	18%	19%	20%	18%	21%
Never	6%	3%	7%	5%	7%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18g Fish, excluding shellfish																			
More than once a week	15%	18%	13%	6%	13%	13%	14%	13%	25%	24%	14%	15%	9%	19%	11%	12%	18%	12%	15%
Once a week	40%	43%	37%	34%	36%	36%	40%	45%	44%	46%	38%	44%	34%	42%	38%	33%	42%	38%	45%
Less often than once a week	27%	25%	29%	24%	28%	29%	31%	26%	23%	20%	29%	23%	34%	25%	30%	33%	24%	28%	26%
Never	18%	15%	21%	36%	23%	22%	15%	16%	8%	10%	19%	18%	23%	15%	21%	22%	16%	21%	14%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18g Fish, excluding shellfish						
More than once a week	15%	17%	15%	15%	15%	18%
Once a week	40%	42%	39%	39%	41%	31%
Less often than once a week	27%	26%	28%	31%	26%	29%
Never	18%	15%	19%	15%	19%	22%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18h Shellfish (includes crab, prawns and lobster)																			
More than once a week	4%	4%	3%	2%	5%	8%	2%	2%	3%	5%	3%	5%	2%	4%	3%	2%	3%	4%	8%
Once a week	14%	15%	14%	9%	18%	9%	14%	13%	17%	20%	13%	18%	8%	16%	12%	6%	17%	15%	17%
Less often than once a week	37%	40%	34%	27%	33%	36%	40%	36%	43%	42%	34%	34%	37%	38%	36%	38%	36%	36%	38%
Never	45%	41%	49%	62%	44%	47%	44%	49%	37%	33%	50%	43%	53%	42%	49%	54%	44%	45%	37%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18h Shellfish (includes crab, prawns and lobster)						
More than once a week	4%	8%	2%	5%	4%	-
Once a week	14%	20%	12%	14%	14%	18%
Less often than once a week	37%	33%	38%	37%	36%	41%
Never	45%	38%	47%	44%	46%	41%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q18i Game, such as Pheasant, Duck and Venison																			
More than once a week	2%	3%	2%	6%	5%	3%	0%	-	1%	3%	1%	4%	2%	2%	3%	0%	1%	4%	6%
Once a week	7%	9%	5%	7%	9%	13%	4%	4%	5%	7%	4%	11%	6%	6%	8%	3%	6%	7%	13%
Less often than once a week	33%	36%	30%	19%	28%	27%	34%	38%	41%	43%	29%	33%	26%	36%	29%	26%	37%	32%	31%
Never	58%	52%	64%	68%	58%	57%	62%	59%	53%	46%	65%	53%	65%	57%	60%	71%	55%	57%	50%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q18i Game, such as Pheasant, Duck and Venison						
More than once a week	2%	6%	1%	1%	3%	5%
Once a week	7%	13%	5%	8%	7%	-
Less often than once a week	33%	34%	32%	35%	31%	39%
Never	58%	47%	62%	56%	59%	57%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19a Store open tins in the fridge																			
Never	58%	57%	60%	46%	45%	52%	65%	66%	69%	65%	56%	55%	56%	60%	56%	62%	63%	51%	49%
Sometimes	22%	24%	20%	19%	23%	28%	18%	22%	20%	21%	25%	21%	21%	23%	21%	21%	20%	20%	31%
Most of the time	9%	11%	8%	17%	15%	13%	6%	6%	3%	7%	8%	11%	11%	8%	11%	6%	8%	13%	13%
Always	8%	6%	9%	12%	13%	5%	7%	5%	4%	5%	9%	10%	7%	7%	8%	7%	8%	13%	5%
Not applicable	3%	2%	3%	6%	3%	1%	3%	1%	3%	2%	2%	3%	4%	2%	3%	5%	1%	3%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19a Store open tins in the fridge						
Never	58%	49%	61%	61%	57%	57%
Sometimes	22%	27%	20%	19%	23%	25%
Most of the time	9%	15%	8%	8%	10%	5%
Always	8%	8%	8%	8%	8%	10%
Not applicable	3%	2%	3%	3%	2%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19b Use different chopping boards for different foods or wash chopping board when switching between foods																			
Never	9%	10%	8%	4%	8%	14%	6%	7%	12%	9%	10%	7%	9%	10%	8%	13%	9%	9%	4%
Sometimes	13%	14%	13%	20%	17%	12%	16%	12%	8%	12%	15%	14%	12%	14%	13%	18%	11%	9%	17%
Most of the time	20%	24%	17%	20%	27%	21%	15%	16%	20%	15%	21%	23%	21%	19%	22%	16%	19%	29%	22%
Always	54%	50%	59%	52%	47%	51%	59%	59%	59%	61%	50%	53%	54%	55%	54%	48%	59%	51%	56%
Not applicable	3%	3%	3%	3%	1%	2%	4%	6%	2%	2%	3%	3%	3%	2%	3%	5%	2%	1%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19b Use different chopping boards for different foods or wash chopping board when switching between foods						
Never	9%	8%	9%	8%	9%	13%
Sometimes	13%	12%	14%	13%	14%	9%
Most of the time	20%	26%	18%	19%	21%	20%
Always	54%	53%	55%	57%	53%	55%
Not applicable	3%	1%	3%	3%	3%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19c Wash raw meat OTHER THAN chicken/poultry																			
Never	48%	42%	54%	50%	46%	57%	56%	43%	41%	44%	56%	43%	48%	50%	46%	46%	48%	46%	54%
Sometimes	17%	21%	14%	11%	13%	13%	16%	20%	25%	20%	16%	17%	17%	17%	17%	13%	21%	17%	13%
Most of the time	10%	10%	10%	8%	13%	13%	8%	10%	8%	9%	10%	12%	9%	10%	10%	8%	10%	12%	12%
Always	14%	17%	11%	11%	14%	9%	14%	16%	18%	17%	8%	18%	15%	12%	16%	15%	14%	15%	12%
Not applicable	10%	10%	11%	20%	13%	9%	6%	12%	8%	11%	10%	10%	11%	10%	11%	17%	7%	10%	9%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19c Wash raw meat OTHER THAN chicken/poultry						
Never	48%	53%	47%	52%	46%	59%
Sometimes	17%	15%	18%	14%	18%	20%
Most of the time	10%	14%	9%	11%	10%	7%
Always	14%	12%	15%	13%	15%	9%
Not applicable	10%	6%	12%	10%	11%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19d Wash raw chicken or poultry																			
Never	48%	39%	55%	55%	39%	52%	54%	46%	47%	51%	48%	39%	50%	50%	45%	47%	49%	42%	51%
Sometimes	11%	14%	9%	11%	11%	12%	12%	11%	11%	8%	14%	13%	11%	11%	12%	10%	11%	13%	13%
Most of the time	10%	12%	9%	7%	17%	13%	6%	11%	6%	8%	11%	14%	9%	10%	11%	7%	11%	11%	12%
Always	21%	26%	15%	11%	19%	13%	22%	22%	28%	21%	15%	25%	23%	18%	24%	20%	22%	24%	15%
Not applicable	10%	10%	11%	16%	14%	9%	6%	11%	8%	10%	13%	9%	8%	12%	8%	17%	7%	11%	9%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19d Wash raw chicken or poultry						
Never	48%	47%	48%	49%	46%	59%
Sometimes	11%	14%	10%	11%	11%	13%
Most of the time	10%	13%	9%	12%	10%	8%
Always	21%	17%	22%	21%	21%	12%
Not applicable	10%	8%	11%	7%	11%	9%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19e Wash fruit or vegetables (including salad) which are going to be eaten raw																			
Never	6%	5%	6%	15%	6%	6%	6%	3%	3%	4%	6%	6%	6%	5%	6%	6%	7%	4%	2%
Sometimes	21%	21%	22%	13%	27%	27%	23%	21%	12%	17%	28%	18%	21%	23%	20%	28%	18%	20%	22%
Most of the time	21%	21%	22%	28%	23%	21%	18%	24%	19%	21%	18%	22%	25%	19%	24%	19%	20%	28%	22%
Always	49%	49%	50%	40%	40%	42%	52%	50%	64%	57%	46%	52%	44%	51%	47%	41%	53%	49%	52%
Not applicable	3%	4%	1%	4%	3%	4%	2%	2%	1%	2%	2%	1%	4%	2%	3%	6%	2%	-	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19e Wash fruit or vegetables (including salad) which are going to be eaten raw						
Never	6%	3%	6%	4%	6%	4%
Sometimes	21%	23%	21%	26%	20%	14%
Most of the time	21%	27%	19%	23%	20%	24%
Always	49%	47%	50%	46%	50%	57%
Not applicable	3%	1%	3%	2%	3%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19f Wash hands before starting to prepare or cook food																			
Never	2%	2%	2%	2%	1%	5%	2%	0%	1%	1%	2%	2%	2%	2%	2%	3%	2%	1%	2%
Sometimes	9%	10%	9%	12%	15%	11%	9%	4%	5%	6%	11%	9%	11%	9%	10%	10%	8%	8%	13%
Most of the time	18%	19%	17%	22%	22%	23%	14%	13%	15%	19%	17%	16%	19%	18%	18%	22%	15%	16%	19%
Always	71%	68%	73%	63%	62%	61%	74%	82%	78%	74%	69%	72%	69%	71%	70%	65%	74%	76%	65%
Not applicable	0%	1%	0%	-	-	-	1%	1%	1%	0%	1%	1%	-	0%	0%	1%	0%	-	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19f Wash hands before starting to prepare or cook food						
Never	2%	2%	2%	2%	2%	5%
Sometimes	9%	12%	8%	5%	11%	8%
Most of the time	18%	21%	17%	17%	19%	10%
Always	71%	65%	72%	75%	68%	76%
Not applicable	0%	0%	0%	0%	0%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19g Wash hands immediately after handling raw meat, poultry or fish																			
Never	2%	2%	1%	5%	2%	1%	3%	-	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%
Sometimes	5%	6%	4%	4%	6%	10%	4%	7%	2%	5%	4%	7%	5%	5%	6%	6%	4%	6%	7%
Most of the time	13%	16%	10%	19%	15%	16%	9%	10%	12%	11%	13%	13%	14%	12%	14%	13%	13%	11%	14%
Always	74%	71%	78%	59%	70%	68%	79%	78%	83%	75%	74%	73%	75%	75%	74%	68%	77%	77%	73%
Not applicable	6%	5%	7%	14%	8%	5%	5%	5%	3%	6%	9%	5%	4%	7%	5%	11%	4%	5%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19g Wash hands immediately after handling raw meat, poultry or fish						
Never	2%	2%	1%	2%	1%	2%
Sometimes	5%	7%	5%	5%	5%	4%
Most of the time	13%	15%	12%	12%	14%	7%
Always	74%	73%	75%	78%	72%	85%
Not applicable	6%	3%	7%	3%	7%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19h Cook food until it is steaming hot throughout																			
Never	2%	2%	2%	6%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%	0%	2%	3%	4%
Sometimes	5%	5%	5%	12%	6%	5%	6%	4%	2%	4%	5%	5%	6%	5%	5%	4%	5%	4%	8%
Most of the time	17%	20%	14%	8%	22%	23%	13%	16%	16%	17%	19%	18%	15%	18%	16%	20%	16%	15%	18%
Always	75%	71%	78%	74%	70%	68%	78%	78%	80%	77%	73%	72%	77%	75%	75%	74%	77%	78%	69%
Not applicable	1%	2%	0%	-	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19h Cook food until it is steaming hot throughout						
Never	2%	3%	2%	1%	3%	-
Sometimes	5%	8%	4%	4%	5%	5%
Most of the time	17%	20%	16%	14%	19%	10%
Always	75%	68%	77%	80%	72%	85%
Not applicable	1%	1%	1%	1%	1%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19i Eat chicken or turkey if the meat is pink or has pink or red juices																			
Never	79%	78%	81%	64%	69%	73%	87%	83%	91%	84%	80%	72%	80%	82%	77%	78%	84%	76%	75%
Sometimes	6%	6%	5%	10%	10%	6%	3%	6%	1%	5%	4%	8%	6%	5%	7%	4%	5%	5%	11%
Most of the time	5%	7%	3%	8%	7%	9%	4%	2%	1%	2%	5%	8%	5%	4%	6%	3%	5%	6%	6%
Always	3%	3%	2%	2%	4%	5%	1%	-	2%	2%	1%	5%	3%	2%	4%	1%	1%	6%	4%
Not applicable	7%	6%	8%	16%	10%	6%	4%	8%	4%	6%	10%	7%	6%	8%	7%	14%	5%	7%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19i Eat chicken or turkey if the meat is pink or has pink or red juices						
Never	79%	73%	81%	81%	78%	94%
Sometimes	6%	10%	4%	9%	5%	2%
Most of the time	5%	8%	4%	4%	6%	-
Always	3%	5%	2%	3%	2%	2%
Not applicable	7%	4%	9%	4%	9%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19j 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																			
Never	47%	47%	48%	37%	40%	47%	54%	51%	50%	41%	48%	43%	55%	45%	50%	55%	45%	42%	46%
Sometimes	24%	26%	22%	21%	23%	22%	23%	25%	29%	28%	23%	25%	23%	25%	24%	17%	28%	26%	22%
Most of the time	15%	14%	15%	8%	18%	17%	14%	16%	12%	16%	14%	17%	12%	15%	14%	10%	16%	16%	17%
Always	7%	8%	6%	18%	10%	8%	4%	2%	5%	8%	6%	8%	6%	7%	7%	6%	5%	9%	10%
Not applicable	7%	5%	8%	16%	9%	6%	5%	7%	4%	7%	9%	7%	4%	8%	5%	11%	5%	7%	5%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19j 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						
Never	47%	43%	49%	52%	45%	52%
Sometimes	24%	27%	23%	23%	24%	29%
Most of the time	15%	18%	14%	15%	15%	14%
Always	7%	9%	6%	5%	8%	2%
Not applicable	7%	3%	8%	5%	8%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19k Eat burgers or sausages if the meat is pink or has pink or red juices																			
Never	76%	75%	76%	59%	64%	70%	86%	80%	87%	79%	75%	67%	80%	77%	75%	78%	77%	73%	72%
Sometimes	8%	10%	7%	9%	12%	13%	5%	9%	4%	8%	9%	12%	6%	9%	8%	7%	9%	8%	10%
Most of the time	6%	6%	5%	17%	12%	7%	2%	1%	-	3%	4%	9%	7%	4%	8%	2%	5%	9%	9%
Always	2%	3%	2%	4%	2%	4%	1%	1%	1%	1%	2%	4%	1%	2%	2%	1%	2%	2%	5%
Not applicable	8%	6%	10%	11%	10%	6%	5%	9%	7%	8%	10%	8%	6%	9%	7%	11%	8%	8%	5%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19k Eat burgers or sausages if the meat is pink or has pink or red juices						
Never	76%	71%	77%	79%	74%	82%
Sometimes	8%	8%	8%	10%	8%	8%
Most of the time	6%	12%	3%	2%	7%	5%
Always	2%	5%	1%	3%	2%	-
Not applicable	8%	4%	9%	6%	9%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19I Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices																			
Never	72%	71%	73%	55%	60%	66%	81%	80%	82%	77%	72%	66%	72%	74%	70%	70%	75%	69%	70%
Sometimes	8%	9%	7%	11%	9%	10%	6%	7%	7%	7%	8%	7%	8%	8%	8%	6%	8%	9%	10%
Most of the time	7%	8%	5%	8%	11%	12%	4%	3%	2%	4%	4%	11%	9%	4%	9%	5%	5%	7%	11%
Always	4%	4%	3%	6%	6%	5%	2%	2%	2%	3%	3%	7%	3%	3%	4%	2%	5%	5%	2%
Not applicable	10%	8%	12%	20%	14%	8%	8%	9%	7%	10%	12%	9%	8%	11%	9%	17%	8%	10%	6%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19I Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices						
Never	72%	70%	73%	76%	69%	83%
Sometimes	8%	8%	8%	8%	8%	4%
Most of the time	7%	13%	4%	4%	8%	2%
Always	4%	4%	3%	4%	4%	3%
Not applicable	10%	4%	12%	8%	11%	8%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19m Use the same utensils for moving / cutting raw meat and for vegetables																			
Never	66%	66%	67%	68%	54%	61%	72%	75%	73%	70%	64%	64%	67%	67%	66%	66%	69%	64%	64%
Sometimes	13%	14%	11%	2%	16%	16%	10%	12%	14%	10%	15%	13%	13%	13%	13%	14%	13%	13%	13%
Most of the time	9%	8%	9%	9%	16%	10%	7%	5%	4%	5%	8%	13%	9%	6%	11%	6%	8%	11%	12%
Always	7%	7%	6%	11%	7%	8%	6%	4%	6%	6%	7%	5%	7%	7%	7%	5%	7%	6%	8%
Not applicable	6%	6%	6%	11%	7%	6%	5%	5%	4%	8%	7%	4%	3%	8%	4%	10%	4%	6%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19m Use the same utensils for moving / cutting raw meat and for vegetables						
Never	66%	62%	68%	70%	64%	75%
Sometimes	13%	12%	13%	14%	13%	5%
Most of the time	9%	16%	6%	7%	9%	5%
Always	7%	7%	6%	5%	7%	8%
Not applicable	6%	3%	7%	3%	6%	8%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19n Regularly change / wash dish cloths / tea towels																			
Never	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	3%	3%
Sometimes	8%	10%	6%	12%	11%	14%	7%	4%	3%	7%	8%	9%	9%	7%	9%	11%	6%	5%	12%
Most of the time	26%	32%	20%	20%	30%	26%	28%	22%	23%	24%	27%	26%	25%	26%	26%	27%	25%	27%	24%
Always	63%	55%	71%	59%	56%	58%	62%	73%	71%	66%	63%	61%	62%	64%	62%	57%	68%	64%	60%
Not applicable	1%	1%	2%	7%	1%	0%	2%	1%	1%	1%	1%	2%	2%	1%	2%	3%	1%	1%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19n Regularly change / wash dish cloths / tea towels						
Never	2%	4%	1%	1%	2%	-
Sometimes	8%	10%	8%	9%	8%	8%
Most of the time	26%	27%	25%	24%	26%	25%
Always	63%	59%	65%	65%	62%	67%
Not applicable	1%	1%	2%	2%	1%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19o Allow pets on to kitchen surfaces																			
Never	57%	59%	56%	40%	50%	54%	68%	60%	61%	60%	54%	60%	56%	57%	58%	51%	58%	63%	56%
Sometimes	8%	7%	9%	17%	10%	10%	6%	7%	4%	9%	9%	6%	7%	9%	7%	6%	7%	11%	11%
Most of the time	5%	4%	6%	8%	8%	7%	4%	3%	1%	2%	5%	7%	6%	4%	6%	4%	4%	6%	8%
Always	4%	5%	3%	8%	7%	7%	3%	1%	0%	1%	4%	9%	3%	3%	5%	3%	4%	4%	5%
Not applicable	26%	26%	27%	27%	24%	21%	20%	30%	34%	28%	28%	18%	29%	28%	24%	36%	27%	16%	20%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe-rn Sco...	Central Scotla...	Southe-rn Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19o Allow pets on to kitchen surfaces						
Never	57%	55%	58%	64%	54%	66%
Sometimes	8%	13%	7%	6%	9%	5%
Most of the time	5%	9%	3%	5%	5%	2%
Always	4%	7%	3%	2%	4%	6%
Not applicable	26%	16%	30%	23%	28%	21%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19p Clean worktops before preparing food																			
Never	3%	4%	3%	4%	5%	4%	3%	2%	2%	3%	2%	4%	4%	3%	4%	3%	3%	3%	3%
Sometimes	15%	15%	15%	20%	15%	18%	18%	11%	10%	14%	18%	9%	16%	16%	13%	21%	11%	11%	19%
Most of the time	25%	29%	20%	22%	29%	28%	20%	23%	22%	23%	28%	24%	23%	26%	23%	30%	24%	24%	21%
Always	57%	51%	62%	54%	50%	49%	57%	63%	64%	58%	52%	61%	56%	55%	58%	44%	62%	61%	57%
Not applicable	1%	1%	0%	-	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19p Clean worktops before preparing food						
Never	3%	4%	3%	4%	3%	2%
Sometimes	15%	14%	15%	14%	16%	11%
Most of the time	25%	25%	24%	23%	25%	27%
Always	57%	57%	56%	58%	56%	60%
Not applicable	1%	-	1%	1%	1%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19q Completely fill my fridge																			
Never	27%	33%	23%	24%	27%	24%	28%	30%	29%	33%	30%	21%	24%	31%	23%	46%	24%	17%	19%
Sometimes	46%	41%	51%	32%	46%	49%	49%	48%	45%	46%	46%	42%	49%	46%	46%	39%	50%	48%	47%
Most of the time	21%	20%	22%	30%	20%	21%	18%	18%	22%	15%	21%	26%	22%	18%	23%	11%	21%	26%	27%
Always	5%	6%	4%	12%	5%	6%	4%	2%	3%	5%	3%	8%	4%	4%	6%	3%	4%	7%	6%
Not applicable	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19q Completely fill my fridge						
Never	27%	13%	32%	29%	27%	26%
Sometimes	46%	51%	44%	44%	47%	44%
Most of the time	21%	26%	19%	21%	20%	26%
Always	5%	9%	3%	5%	5%	3%
Not applicable	1%	1%	1%	0%	1%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q19r Turn down the temperature to make my fridge colder when it is full																			
Never	45%	44%	47%	48%	47%	44%	47%	38%	47%	44%	50%	47%	40%	48%	43%	49%	47%	43%	40%
Sometimes	22%	20%	23%	15%	19%	24%	17%	27%	25%	24%	21%	16%	24%	22%	21%	21%	22%	23%	21%
Most of the time	15%	17%	13%	22%	18%	16%	14%	11%	13%	12%	12%	17%	19%	12%	18%	13%	14%	13%	21%
Always	12%	12%	12%	11%	10%	12%	14%	16%	11%	12%	10%	16%	13%	11%	14%	9%	13%	17%	11%
Not applicable	6%	7%	5%	4%	6%	4%	8%	8%	4%	7%	7%	5%	4%	7%	4%	8%	5%	5%	7%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q19r Turn down the temperature to make my fridge colder when it is full						
Never	45%	42%	47%	48%	43%	58%
Sometimes	22%	20%	22%	22%	22%	17%
Most of the time	15%	21%	13%	10%	16%	17%
Always	12%	13%	12%	14%	12%	4%
Not applicable	6%	4%	6%	5%	6%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	957	475	482	45	149	161	196	168	238	256	292	188	221	548	409	225	426	145	161
Weighted	953	464	490	65	212	144	174	146	212	231	263	185	275	494	460	225	407	151	171
Q20 What are your views on washing raw poultry?																			
Washing raw poultry has a bad effect on the quality of the cooking	10%	10%	9%	16%	15%	11%	9%	4%	7%	8%	9%	7%	14%	9%	11%	10%	10%	9%	12%
It has already been washed so you don't need to wash it	19%	17%	21%	23%	18%	20%	25%	16%	17%	16%	21%	21%	19%	19%	20%	18%	21%	17%	20%
Washing poultry can mean you splash water containing harmful bacteria around the kitchen	49%	45%	53%	42%	43%	48%	55%	58%	48%	57%	50%	42%	49%	53%	46%	50%	48%	49%	53%
You need to wash raw poultry to remove the chemicals/pesticides	18%	23%	13%	13%	14%	10%	15%	26%	26%	17%	16%	22%	18%	17%	19%	20%	18%	18%	15%
You need to wash it to get any dirt off	15%	17%	12%	16%	16%	9%	12%	11%	21%	13%	12%	18%	16%	12%	17%	14%	14%	16%	15%
You should wash any raw food that has been handled to avoid eating germs or bacteria	28%	33%	23%	17%	28%	19%	25%	32%	36%	30%	23%	32%	28%	26%	30%	31%	27%	31%	21%
Other	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	1%	1%
Don't know	11%	10%	13%	22%	14%	17%	8%	7%	7%	7%	13%	11%	14%	10%	12%	13%	8%	12%	14%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	957	217	740	231	677	49
Weighted	953	236	718	257	640	57
Q20 What are your views on washing raw poultry?						
Washing raw poultry has a bad effect on the quality of the cooking	10%	12%	9%	11%	10%	4%
It has already been washed so you don't need to wash it	19%	22%	18%	18%	20%	22%
Washing poultry can mean you splash water containing harmful bacteria around the kitchen	49%	52%	49%	51%	48%	59%
You need to wash raw poultry to remove the chemicals/pesticides	18%	15%	19%	17%	19%	7%
You need to wash it to get any dirt off	15%	17%	14%	14%	16%	5%
You should wash any raw food that has been handled to avoid eating germs or bacteria	28%	22%	30%	29%	28%	19%
Other	2%	1%	2%	3%	2%	2%
Don't know	11%	14%	10%	9%	12%	12%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q21 Which method do you usually use to defrost frozen meat?																			
Placing it in water	3%	3%	3%	4%	6%	5%	0%	1%	2%	1%	3%	3%	5%	2%	4%	3%	2%	4%	4%
Leave it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	33%	36%	31%	25%	35%	30%	38%	31%	35%	32%	32%	35%	35%	32%	35%	26%	37%	33%	35%
Leave it in the fridge	38%	34%	41%	32%	34%	42%	36%	49%	34%	38%	42%	35%	35%	40%	35%	44%	37%	31%	37%
Leave it in a cool place (other than fridge)	11%	11%	11%	13%	7%	5%	14%	7%	17%	13%	6%	14%	11%	9%	13%	7%	12%	14%	10%
Defrosting it in the microwave	6%	8%	4%	15%	5%	11%	4%	4%	5%	6%	6%	6%	7%	6%	7%	5%	5%	9%	9%
Other	0%	0%	-	-	-	-	-	-	0%	0%	-	-	-	0%	-	-	0%	-	-
Do not defrost meat or fish	8%	8%	9%	11%	12%	8%	6%	8%	6%	9%	10%	8%	7%	10%	7%	14%	6%	8%	6%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q21 Which method do you usually use to defrost frozen meat?						
Placing it in water	3%	5%	2%	2%	3%	6%
Leave it at room temperature (e.g. on the worktop whether on a plate, in a container or in its packaging)	33%	35%	33%	37%	32%	28%
Leave it in the fridge	38%	33%	39%	40%	36%	45%
Leave it in a cool place (other than fridge)	11%	12%	10%	9%	12%	12%
Defrosting it in the microwave	6%	10%	5%	5%	7%	6%
Other	0%	-	0%	-	-	2%
Do not defrost meat or fish	8%	5%	10%	7%	10%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q22 How do you normally check the temperature in your fridge?																			
Check the setting / gauge of fridge	34%	33%	34%	30%	31%	33%	39%	38%	31%	33%	36%	32%	33%	35%	33%	33%	35%	34%	32%
Check the temperature display/ thermometer built into the fridge	30%	31%	30%	18%	28%	31%	25%	34%	38%	39%	24%	35%	26%	31%	30%	23%	34%	28%	33%
Put a thermometer in the fridge and check	19%	22%	16%	13%	11%	19%	20%	20%	26%	20%	16%	20%	20%	18%	20%	18%	20%	18%	18%
Look inside/check for ice/condensation	15%	16%	13%	28%	16%	16%	13%	12%	11%	13%	16%	15%	14%	15%	14%	12%	14%	18%	17%
Feel food inside to see if it is cold	13%	11%	15%	21%	14%	21%	11%	10%	7%	10%	15%	13%	13%	13%	13%	16%	10%	15%	13%
Other	0%	0%	0%	-	-	1%	1%	1%	-	0%	-	1%	0%	0%	1%	1%	0%	-	-
Never check fridge temperature	23%	20%	25%	36%	29%	20%	23%	17%	17%	22%	25%	19%	24%	23%	22%	27%	21%	25%	20%
Don't have a fridge	0%	1%	0%	2%	1%	1%	1%	-	-	-	-	1%	1%	-	1%	-	0%	1%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q22 How do you normally check the temperature in your fridge?						
Check the setting / gauge of fridge	34%	31%	35%	29%	36%	27%
Check the temperature display/ thermometer built into the fridge	30%	32%	30%	30%	31%	30%
Put a thermometer in the fridge and check	19%	20%	18%	25%	16%	27%
Look inside/check for ice/condensation	15%	19%	13%	12%	16%	12%
Feel food inside to see if it is cold	13%	16%	12%	11%	13%	18%
Other	0%	-	0%	1%	0%	-
Never check fridge temperature	23%	21%	23%	21%	24%	20%
Don't have a fridge	0%	1%	0%	1%	0%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1042	523	519	54	165	174	211	180	258	280	322	199	241	602	440	243	469	158	172
Weighted	1041	510	531	77	234	156	187	157	230	251	293	196	301	544	497	244	448	166	183
Q23 Use the scale on the thermometer to show what the temperature inside your fridge should be.																			
-5	12%	12%	11%	7%	8%	12%	9%	13%	18%	16%	11%	9%	10%	14%	10%	14%	12%	11%	10%
0	16%	16%	17%	20%	21%	15%	15%	13%	14%	11%	19%	12%	20%	15%	17%	16%	15%	20%	16%
+5	64%	64%	64%	67%	62%	67%	68%	70%	55%	65%	65%	66%	61%	65%	63%	64%	65%	60%	64%
+10	6%	6%	6%	4%	7%	4%	6%	3%	9%	5%	3%	11%	6%	4%	8%	3%	6%	6%	9%
+15	2%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%	3%	2%	2%	3%	2%	3%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1042	228	814	244	744	54
Weighted	1041	248	793	269	709	63
Q23 Use the scale on the thermometer to show what the temperature inside your fridge should be.						
-5	12%	8%	13%	9%	12%	15%
0	16%	15%	17%	16%	17%	13%
+5	64%	64%	64%	68%	62%	65%
+10	6%	11%	4%	6%	6%	3%
+15	2%	2%	2%	1%	3%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1042	523	519	54	165	174	211	180	258	280	322	199	241	602	440	243	469	158	172
Weighted	1041	510	531	77	234	156	187	157	230	251	293	196	301	544	497	244	448	166	183
Q24 Where in the fridge do you store raw meat and poultry?																			
Anywhere	5%	7%	3%	6%	3%	12%	4%	2%	4%	5%	4%	5%	6%	4%	6%	4%	4%	6%	6%
On the bottom shelf of the fridge	61%	54%	68%	58%	56%	59%	63%	68%	63%	60%	62%	65%	59%	61%	61%	60%	61%	61%	62%
At the top of the fridge	4%	5%	3%	8%	3%	6%	4%	4%	2%	3%	3%	5%	5%	3%	5%	4%	4%	4%	4%
In a separate compartment e.g. a meat drawer or salad tray	16%	17%	14%	15%	14%	17%	17%	14%	17%	20%	14%	15%	14%	17%	15%	11%	15%	20%	20%
In the middle of the fridge	7%	9%	6%	10%	7%	9%	7%	7%	7%	8%	6%	10%	7%	7%	8%	5%	8%	8%	9%
Wherever there is space	10%	12%	8%	11%	13%	11%	9%	7%	8%	6%	12%	8%	12%	9%	11%	11%	9%	9%	11%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't store raw meat \poultry in the fridge	4%	4%	3%	5%	3%	2%	3%	3%	5%	4%	3%	1%	6%	3%	4%	3%	5%	2%	4%
Don't buy or store meat or poultry at all	6%	5%	6%	8%	8%	5%	5%	6%	3%	6%	7%	3%	5%	7%	4%	12%	4%	5%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1042	228	814	244	744	54
Weighted	1041	248	793	269	709	63
Q24 Where in the fridge do you store raw meat and poultry?						
Anywhere	5%	8%	4%	5%	5%	2%
On the bottom shelf of the fridge	61%	62%	61%	64%	59%	69%
At the top of the fridge	4%	5%	4%	3%	5%	-
In a separate compartment e.g. a meat drawer or salad tray	16%	22%	13%	13%	16%	17%
In the middle of the fridge	7%	7%	8%	7%	8%	6%
Wherever there is space	10%	12%	9%	10%	10%	5%
Other	-	-	-	-	-	-
Don't store raw meat \poultry in the fridge	4%	2%	4%	2%	4%	3%
Don't buy or store meat or poultry at all	6%	2%	7%	4%	6%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	949	221	728	227	672	50
Weighted	945	239	706	253	633	58
Q25 How do you store raw meat and poultry in the fridge?						
Away from cooked foods	48%	43%	49%	46%	48%	49%
Covered with film \ foil	29%	23%	30%	33%	27%	30%
In a covered container	40%	38%	40%	41%	40%	33%
In its packaging	61%	59%	61%	61%	61%	57%
On a plate	20%	22%	19%	23%	19%	16%
Other	-	-	-	-	-	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q27 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 cookin...																			
How it looks (e.g. mould, discolouration)	16%	15%	16%	18%	22%	14%	11%	12%	16%	19%	17%	15%	12%	18%	13%	17%	17%	11%	14%
How it smells	26%	26%	26%	19%	20%	28%	32%	25%	30%	23%	29%	27%	25%	26%	26%	28%	26%	29%	21%
How it tastes	3%	3%	2%	7%	3%	2%	1%	1%	3%	1%	2%	4%	4%	2%	4%	3%	3%	3%	2%
What it feels like / the texture	1%	1%	1%	-	1%	3%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%
Whether it has been stored correctly	4%	4%	5%	-	5%	4%	4%	4%	6%	4%	4%	6%	4%	4%	5%	6%	4%	4%	4%
Whether it's packaged properly	2%	1%	2%	5%	1%	2%	3%	2%	0%	1%	1%	1%	3%	1%	3%	2%	1%	2%	3%
Best before date	10%	12%	9%	10%	9%	14%	10%	9%	11%	8%	12%	12%	10%	10%	11%	6%	10%	11%	14%
Use by date	31%	29%	33%	31%	32%	25%	30%	39%	31%	37%	29%	27%	31%	33%	29%	29%	33%	29%	33%
Sell by or display until date	6%	7%	4%	10%	7%	3%	7%	7%	3%	6%	3%	5%	8%	4%	7%	5%	4%	8%	7%
Other date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1%	1%	1%	-	-	4%	1%	0%	-	0%	1%	-	2%	1%	1%	3%	0%	1%	-

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q27 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 cookin...						
How it looks (e.g. mould, discolouration)	16%	11%	17%	19%	15%	5%
How it smells	26%	23%	27%	25%	26%	33%
How it tastes	3%	3%	3%	1%	3%	4%
What it feels like / the texture	1%	2%	1%	1%	1%	-
Whether it has been stored correctly	4%	3%	5%	6%	3%	8%
Whether it's packaged properly	2%	4%	1%	1%	2%	2%
Best before date	10%	15%	9%	7%	11%	10%
Use by date	31%	32%	31%	33%	31%	33%
Sell by or display until date	6%	7%	5%	6%	6%	2%
Other date	-	-	-	-	-	-
Other	1%	1%	1%	2%	0%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q28 Which of these is the best indicator of whether food is safe to eat?																			
Use by date	71%	70%	72%	76%	67%	68%	74%	71%	73%	78%	74%	64%	68%	76%	66%	76%	73%	61%	69%
Best before date	19%	19%	19%	17%	15%	18%	22%	24%	19%	15%	18%	23%	21%	17%	22%	20%	18%	23%	19%
Sell by date	4%	4%	3%	6%	6%	3%	2%	2%	3%	4%	2%	3%	6%	3%	5%	3%	3%	4%	6%
Display until date	2%	3%	2%	-	5%	5%	1%	2%	1%	0%	3%	4%	3%	2%	3%	1%	3%	4%	3%
Don't know	4%	4%	3%	2%	7%	6%	1%	1%	3%	3%	3%	6%	3%	3%	4%	1%	4%	7%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q28 Which of these is the best indicator of whether food is safe to eat?						
Use by date	71%	64%	73%	71%	71%	75%
Best before date	19%	21%	19%	18%	19%	21%
Sell by date	4%	7%	3%	4%	4%	-
Display until date	2%	4%	2%	5%	2%	2%
Don't know	4%	4%	3%	2%	4%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q29 Do you check use-by dates when you are buying food?																			
Yes, always	63%	60%	66%	57%	55%	61%	68%	70%	65%	66%	62%	60%	63%	64%	62%	59%	67%	61%	60%
Yes, depending on the food type	29%	30%	28%	37%	35%	32%	24%	24%	25%	28%	31%	27%	29%	30%	28%	30%	25%	33%	33%
Sometimes	6%	7%	5%	7%	8%	4%	6%	4%	8%	5%	6%	10%	5%	6%	7%	8%	6%	6%	7%
Never	2%	3%	1%	-	1%	3%	2%	1%	2%	1%	1%	3%	2%	1%	3%	3%	2%	0%	-

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q29 Do you check use-by dates when you are buying food?						
Yes, always	63%	60%	64%	63%	62%	69%
Yes, depending on the food type	29%	32%	28%	27%	30%	24%
Sometimes	6%	7%	6%	6%	7%	5%
Never	2%	1%	2%	4%	1%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	998	489	509	51	162	169	204	172	240	266	312	192	228	578	420	241	440	150	167
Weighted	997	478	519	73	229	151	181	149	214	239	284	189	285	523	474	242	419	157	179
Q30 Do you check use-by dates when you are about to cook or prepare food?																			
Yes, always	62%	61%	63%	65%	58%	62%	63%	65%	61%	64%	58%	60%	65%	61%	63%	55%	66%	61%	64%
Yes, depending on the food type	27%	28%	27%	25%	32%	30%	28%	26%	21%	24%	30%	31%	25%	27%	27%	28%	23%	33%	30%
Sometimes	9%	9%	9%	9%	10%	6%	7%	9%	13%	10%	10%	8%	8%	10%	8%	13%	9%	6%	6%
Never	2%	2%	1%	-	-	2%	2%	-	5%	3%	1%	1%	2%	2%	2%	4%	2%	0%	0%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	998	222	776	235	713	50
Weighted	997	242	755	261	678	58
Q30 Do you check use-by dates when you are about to cook or prepare food?						
Yes, always	62%	65%	61%	61%	62%	64%
Yes, depending on the food type	27%	30%	26%	25%	28%	23%
Sometimes	9%	5%	10%	11%	9%	7%
Never	2%	0%	2%	3%	1%	6%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q31 If a food label says 'use by 15 January' what is the last date you should eat it?																			
13-Jan	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	3%
14-Jan	14%	13%	14%	2%	17%	13%	12%	14%	15%	7%	11%	17%	18%	9%	18%	14%	14%	13%	12%
15-Jan	67%	65%	68%	73%	69%	65%	71%	67%	59%	70%	73%	60%	62%	72%	61%	67%	65%	71%	66%
16-Jan	3%	3%	3%	-	2%	3%	3%	3%	4%	4%	2%	3%	3%	3%	3%	2%	4%	3%	2%
17-Jan	1%	1%	2%	2%	-	1%	1%	1%	3%	3%	1%	2%	0%	1%	1%	1%	2%	2%	1%
18-Jan	1%	2%	1%	-	1%	4%	1%	1%	1%	0%	0%	5%	1%	0%	2%	1%	1%	1%	2%
19-Jan	1%	0%	1%	4%	1%	1%	-	-	-	-	-	1%	1%	-	1%	1%	-	-	2%
20-Jan	0%	1%	0%	-	-	1%	-	-	1%	1%	0%	1%	-	0%	0%	0%	1%	-	-
No specific date	1%	1%	0%	-	1%	-	-	-	2%	0%	0%	1%	1%	0%	1%	0%	1%	1%	-
It depends on the condition of the food	10%	12%	8%	14%	5%	8%	11%	11%	14%	12%	11%	7%	10%	11%	9%	13%	10%	7%	9%
Don't know	1%	1%	1%	4%	2%	2%	1%	1%	-	0%	0%	2%	3%	0%	2%	1%	1%	1%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q31 If a food label says 'use by 15 January' what is the last date you should eat it?						
13-Jan	1%	3%	1%	1%	2%	-
14-Jan	14%	12%	14%	14%	14%	11%
15-Jan	67%	70%	66%	69%	66%	65%
16-Jan	3%	3%	3%	3%	3%	3%
17-Jan	1%	1%	2%	1%	1%	-
18-Jan	1%	3%	1%	1%	1%	3%
19-Jan	1%	2%	0%	-	1%	-
20-Jan	0%	-	0%	1%	0%	-
No specific date	1%	-	1%	0%	1%	-
It depends on the condition of the food	10%	5%	12%	9%	10%	16%
Don't know	1%	3%	1%	2%	1%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q32 If a food label says 'best before 15 January' what is the last date you should eat it?																			
13-Jan	2%	2%	1%	3%	2%	3%	1%	1%	1%	1%	1%	3%	1%	1%	2%	2%	1%	2%	3%
14-Jan	20%	21%	18%	14%	17%	18%	19%	25%	23%	15%	15%	25%	26%	15%	25%	19%	20%	23%	19%
15-Jan	19%	18%	19%	13%	19%	21%	19%	18%	18%	16%	20%	18%	19%	18%	19%	16%	18%	21%	20%
16-Jan	4%	2%	5%	-	5%	2%	4%	6%	3%	3%	3%	4%	4%	3%	4%	1%	4%	4%	5%
17-Jan	3%	3%	3%	2%	1%	2%	3%	5%	3%	2%	2%	5%	3%	2%	4%	2%	3%	2%	3%
18-Jan	2%	3%	1%	-	4%	2%	1%	2%	1%	1%	1%	4%	1%	1%	2%	0%	2%	3%	2%
19-Jan	0%	-	1%	4%	-	0%	-	0%	-	-	1%	0%	1%	0%	0%	1%	0%	-	1%
20-Jan	1%	1%	1%	-	1%	2%	-	0%	1%	1%	-	2%	1%	0%	1%	1%	1%	-	1%
No specific date	7%	7%	7%	9%	8%	7%	8%	5%	7%	9%	9%	4%	6%	9%	5%	8%	7%	5%	7%
It depends on the condition of the food	42%	41%	43%	52%	42%	40%	43%	37%	42%	52%	47%	32%	35%	49%	34%	48%	42%	40%	36%
Don't know	2%	2%	2%	4%	2%	4%	2%	1%	0%	-	2%	3%	3%	1%	3%	2%	1%	1%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q32 If a food label says 'best before 15 January' what is the last date you should eat it?						
13-Jan	2%	3%	1%	2%	2%	-
14-Jan	20%	20%	20%	21%	20%	14%
15-Jan	19%	23%	17%	16%	20%	19%
16-Jan	4%	4%	3%	5%	3%	2%
17-Jan	3%	2%	3%	3%	3%	4%
18-Jan	2%	3%	2%	1%	2%	3%
19-Jan	0%	0%	0%	-	1%	-
20-Jan	1%	1%	1%	1%	1%	-
No specific date	7%	5%	8%	10%	6%	2%
It depends on the condition of the food	42%	35%	44%	40%	41%	54%
Don't know	2%	3%	1%	2%	2%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q33 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...																			
Up to one day	4%	6%	3%	-	5%	6%	4%	4%	3%	4%	2%	6%	4%	3%	5%	5%	3%	6%	4%
Up to two days	19%	19%	20%	9%	18%	21%	18%	24%	22%	17%	18%	21%	22%	18%	21%	17%	19%	23%	22%
Up to three days	29%	28%	31%	31%	27%	29%	35%	36%	22%	25%	29%	28%	34%	27%	32%	31%	28%	28%	31%
Up to four days	7%	5%	8%	5%	6%	6%	6%	8%	7%	7%	6%	8%	6%	7%	7%	7%	9%	3%	3%
Up to five days	7%	6%	7%	7%	8%	4%	8%	6%	6%	7%	8%	7%	4%	7%	6%	4%	8%	8%	5%
More than five days	4%	5%	3%	-	6%	5%	3%	4%	4%	3%	5%	5%	4%	4%	4%	7%	4%	3%	2%
Follow the storage information on the product	14%	15%	13%	21%	12%	12%	12%	9%	20%	20%	13%	10%	12%	16%	11%	12%	14%	14%	15%
Look at the use-by date	8%	10%	7%	9%	6%	8%	9%	6%	11%	8%	10%	8%	7%	9%	7%	6%	8%	10%	9%
Not applicable – don't ever eat or use this food item	8%	7%	8%	18%	12%	9%	5%	5%	3%	9%	8%	7%	7%	9%	7%	11%	6%	7%	8%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q33 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...						
Up to one day	4%	6%	4%	4%	4%	9%
Up to two days	19%	25%	18%	21%	19%	21%
Up to three days	29%	29%	30%	24%	32%	27%
Up to four days	7%	3%	8%	8%	6%	8%
Up to five days	7%	7%	6%	6%	7%	6%
More than five days	4%	3%	5%	4%	5%	2%
Follow the storage information on the product	14%	13%	14%	18%	13%	10%
Look at the use-by date	8%	9%	8%	8%	8%	12%
Not applicable – don't ever eat or use this food item	8%	5%	9%	7%	8%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q79 How do you usually tell that food has been cooked properly?																			
Taste it	19%	18%	20%	16%	19%	22%	18%	15%	22%	23%	20%	18%	14%	22%	16%	20%	19%	20%	17%
Check it's an even temperature throughout	36%	34%	38%	48%	32%	42%	35%	34%	35%	37%	37%	36%	35%	37%	35%	37%	36%	38%	36%
Put hand over it/touch it	8%	8%	9%	9%	13%	11%	7%	5%	5%	7%	9%	10%	9%	8%	9%	9%	6%	11%	10%
Use a thermometer/probe	24%	24%	24%	19%	20%	24%	26%	25%	28%	22%	21%	30%	24%	21%	27%	18%	28%	24%	23%
Use a timer to ensure it has been cooked for a certain amount of time	33%	33%	33%	34%	31%	34%	33%	34%	33%	38%	33%	30%	31%	35%	31%	32%	33%	37%	31%
It looks hot / is bubbling / sizzling / steaming	50%	45%	55%	50%	51%	50%	51%	49%	51%	53%	51%	52%	46%	52%	48%	57%	50%	49%	43%
Other	5%	5%	4%	2%	4%	5%	7%	4%	5%	4%	6%	4%	5%	5%	5%	5%	5%	4%	5%
I don't check	2%	2%	1%	2%	1%	1%	1%	1%	3%	3%	2%	1%	1%	2%	1%	2%	2%	1%	0%
Don't know	3%	3%	2%	6%	4%	3%	2%	3%	1%	1%	2%	2%	5%	2%	4%	3%	2%	3%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q79 How do you usually tell that food has been cooked properly?						
Taste it	19%	19%	19%	18%	19%	23%
Check it's an even temperature throughout	36%	39%	35%	34%	38%	28%
Put hand over it/touch it	8%	12%	7%	9%	9%	5%
Use a thermometer/probe	24%	21%	25%	26%	23%	23%
Use a timer to ensure it has been cooked for a certain amount of time	33%	34%	33%	31%	34%	33%
It looks hot / is bubbling / sizzling / steaming	50%	50%	50%	50%	50%	52%
Other	5%	4%	5%	7%	4%	2%
I don't check	2%	1%	2%	2%	1%	2%
Don't know	3%	1%	3%	3%	3%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q34 How many times would you consider re-heating food after it was cooked for the first time?																			
Not at all	11%	14%	8%	7%	8%	8%	13%	13%	13%	10%	10%	13%	11%	10%	12%	12%	10%	13%	7%
Once	77%	73%	80%	71%	76%	72%	78%	80%	79%	78%	78%	71%	77%	78%	75%	73%	78%	76%	77%
Twice	7%	6%	7%	11%	8%	11%	6%	6%	3%	6%	8%	10%	5%	7%	7%	8%	6%	7%	8%
Three times	2%	1%	2%	8%	3%	1%	1%	-	0%	2%	1%	2%	1%	2%	2%	1%	2%	1%	3%
More than three times	1%	1%	1%	4%	1%	1%	-	-	2%	0%	1%	1%	2%	1%	2%	3%	1%	-	1%
Don't know	3%	4%	2%	-	4%	6%	2%	2%	2%	3%	2%	4%	4%	3%	4%	2%	3%	3%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q34 How many times would you consider re-heating food after it was cooked for the first time?						
Not at all	11%	9%	11%	10%	11%	14%
Once	77%	74%	77%	78%	77%	68%
Twice	7%	9%	6%	7%	7%	8%
Three times	2%	3%	1%	2%	2%	-
More than three times	1%	0%	1%	1%	1%	-
Don't know	3%	4%	3%	2%	3%	9%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	931	451	480	51	152	161	186	158	223	251	289	174	217	540	391	212	420	140	159
Weighted	934	442	492	73	216	145	165	137	199	226	264	173	271	490	444	213	403	145	172
Q35 And how do you usually tell that food has been re-heated properly?																			
Taste it	20%	18%	21%	22%	20%	23%	22%	16%	17%	14%	25%	22%	17%	20%	19%	18%	17%	27%	22%
Check it's an even temperature throughout	40%	36%	43%	41%	38%	42%	37%	47%	36%	44%	38%	40%	37%	41%	38%	38%	40%	42%	39%
Put hand over it/touch it	11%	9%	13%	10%	19%	14%	10%	6%	7%	8%	12%	15%	11%	10%	13%	12%	9%	17%	11%
Use a thermometer/probe	18%	17%	18%	8%	15%	25%	21%	18%	17%	14%	17%	22%	19%	16%	20%	13%	20%	13%	23%
Use a timer to ensure it has been cooked for a certain amount of time	23%	24%	22%	23%	22%	24%	20%	25%	23%	28%	20%	28%	18%	24%	21%	23%	24%	19%	24%
It looks hot / is bubbling / sizzling / steaming	54%	53%	56%	58%	55%	49%	56%	53%	56%	58%	59%	52%	49%	58%	50%	59%	57%	49%	48%
Other	1%	1%	1%	-	-	1%	2%	1%	1%	0%	2%	-	1%	1%	1%	1%	1%	1%	1%
I don't check	1%	1%	2%	2%	2%	1%	-	-	3%	2%	1%	1%	1%	1%	1%	2%	2%	2%	-
Don't know	3%	3%	2%	5%	5%	4%	1%	1%	1%	2%	1%	4%	4%	2%	4%	2%	2%	3%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	931	208	723	221	663	47
Weighted	934	228	705	245	635	54
Q35 And how do you usually tell that food has been re-heated properly?						
Taste it	20%	23%	18%	19%	19%	26%
Check it's an even temperature throughout	40%	42%	39%	38%	40%	35%
Put hand over it/touch it	11%	17%	10%	8%	13%	9%
Use a thermometer/probe	18%	21%	17%	19%	18%	11%
Use a timer to ensure it has been cooked for a certain amount of time	23%	21%	23%	24%	23%	11%
It looks hot / is bubbling / sizzling / steaming	54%	51%	56%	52%	55%	56%
Other	1%	0%	1%	2%	0%	-
I don't check	1%	-	2%	1%	1%	-
Don't know	3%	2%	3%	3%	3%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q36 Have you personally ever had food poisoning and if so when was the last occasion?																			
Yes, in the last year	4%	4%	4%	5%	6%	4%	3%	3%	3%	5%	2%	5%	4%	3%	5%	2%	3%	6%	6%
Yes, more than a year ago	24%	24%	24%	3%	25%	29%	27%	25%	22%	28%	25%	23%	19%	26%	21%	24%	24%	22%	25%
I think so but I'm not sure it was food poisoning	12%	12%	13%	15%	13%	15%	13%	8%	11%	12%	11%	11%	14%	12%	13%	11%	13%	10%	13%
No	56%	56%	56%	73%	52%	46%	53%	63%	61%	54%	59%	54%	58%	57%	56%	61%	57%	59%	48%
Don't know	4%	4%	3%	4%	4%	5%	4%	2%	3%	1%	3%	7%	5%	2%	5%	2%	3%	3%	7%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q36 Have you personally ever had food poisoning and if so when was the last occasion?						
Yes, in the last year	4%	8%	3%	5%	4%	2%
Yes, more than a year ago	24%	26%	23%	24%	23%	22%
I think so but I'm not sure it was food poisoning	12%	13%	12%	11%	13%	14%
No	56%	49%	59%	55%	57%	60%
Don't know	4%	4%	3%	5%	3%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ36 Food poisoning																			
Yes	40%	39%	41%	23%	44%	49%	43%	35%	36%	45%	38%	40%	37%	41%	38%	37%	40%	38%	45%
No/DK	60%	61%	59%	77%	56%	51%	57%	65%	64%	55%	62%	60%	63%	59%	62%	63%	60%	62%	55%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ36 Food poisoning						
Yes	40%	47%	38%	40%	40%	38%
No/DK	60%	53%	62%	60%	60%	62%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	420	209	211	13	73	82	93	65	94	127	123	77	93	250	170	91	189	61	79
Weighted	417	200	217	18	103	76	81	55	82	113	112	79	113	225	192	90	180	63	84
Q37 On the last occasion, how do you think you got food poisoning?																			
From something you ate in a café/restaurant	41%	42%	39%	17%	34%	39%	39%	38%	58%	60%	38%	35%	27%	49%	30%	41%	44%	28%	41%
From a take-away	23%	17%	28%	37%	31%	27%	19%	19%	12%	10%	18%	28%	36%	14%	33%	20%	22%	28%	23%
From a barbeque	5%	6%	5%	16%	3%	8%	7%	2%	4%	1%	4%	7%	10%	2%	8%	8%	1%	13%	4%
From a meal prepared at home	9%	9%	8%	16%	14%	14%	6%	3%	1%	4%	10%	12%	9%	7%	10%	14%	6%	7%	9%
From a meal prepared by family/friend in their home	6%	7%	4%	9%	7%	8%	5%	6%	1%	7%	2%	4%	9%	5%	7%	7%	3%	13%	5%
From something you ate past its use by date	7%	6%	7%	7%	7%	9%	10%	3%	3%	6%	6%	11%	5%	6%	7%	9%	3%	12%	9%
From food that was not cooked properly	10%	10%	10%	33%	11%	11%	9%	7%	7%	8%	9%	8%	16%	8%	13%	9%	9%	8%	17%
From food that was not stored properly	8%	9%	7%	16%	6%	7%	9%	6%	9%	8%	4%	10%	10%	6%	10%	7%	9%	4%	9%
Other	7%	4%	9%	16%	8%	2%	9%	8%	4%	4%	10%	3%	7%	7%	6%	10%	7%	6%	2%
Don't know	9%	9%	8%	-	4%	12%	7%	15%	11%	7%	9%	9%	9%	8%	9%	11%	10%	5%	5%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	420	107	313	101	299	20
Weighted	417	118	300	108	285	24
Q37 On the last occasion, how do you think you got food poisoning?						
From something you ate in a café/restaurant	41%	31%	44%	41%	40%	41%
From a take-away	23%	29%	20%	20%	24%	21%
From a barbeque	5%	7%	4%	4%	5%	5%
From a meal prepared at home	9%	14%	6%	4%	10%	14%
From a meal prepared by family/friend in their home	6%	11%	4%	7%	5%	4%
From something you ate past its use by date	7%	12%	5%	6%	8%	-
From food that was not cooked properly	10%	14%	9%	11%	11%	-
From food that was not stored properly	8%	10%	7%	4%	9%	4%
Other	7%	2%	8%	7%	6%	10%
Don't know	9%	4%	10%	11%	8%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	420	209	211	13	73	82	93	65	94	127	123	77	93	250	170	91	189	61	79
Weighted	417	200	217	18	103	76	81	55	82	113	112	79	113	225	192	90	180	63	84
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	50%	48%	51%	22%	56%	35%	54%	51%	56%	57%	52%	44%	43%	55%	43%	55%	51%	48%	43%
Yes, told me it was campylobacter	7%	10%	5%	16%	6%	13%	4%	8%	5%	5%	3%	12%	11%	4%	11%	6%	5%	10%	11%
Yes, told me it was salmonella	7%	7%	7%	8%	5%	14%	4%	7%	6%	5%	11%	6%	6%	8%	6%	5%	7%	10%	8%
Yes, told me it was e-coli	3%	3%	3%	16%	6%	5%	1%	-	-	2%	2%	6%	4%	2%	5%	2%	2%	1%	9%
Yes, told me it was listeria	2%	2%	2%	9%	2%	5%	-	-	-	-	-	2%	5%	-	4%	3%	1%	4%	1%
Yes, told me it was something else (not listed above)	5%	5%	5%	6%	3%	6%	5%	5%	5%	6%	6%	-	6%	6%	4%	2%	6%	3%	6%
No, not told by my GP/not confirmed	23%	24%	23%	23%	17%	19%	31%	26%	26%	23%	25%	25%	20%	24%	22%	24%	24%	21%	22%
Don't know	3%	2%	4%	-	6%	2%	-	3%	2%	1%	2%	4%	5%	1%	4%	3%	4%	2%	-

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	420	107	313	101	299	20
Weighted	417	118	300	108	285	24
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	50%	44%	52%	56%	47%	48%
Yes, told me it was campylobacter	7%	14%	5%	7%	8%	-
Yes, told me it was salmonella	7%	9%	7%	9%	7%	4%
Yes, told me it was e-coli	3%	8%	1%	3%	3%	7%
Yes, told me it was listeria	2%	3%	1%	1%	2%	5%
Yes, told me it was something else (not listed above)	5%	3%	6%	5%	5%	4%
No, not told by my GP/not confirmed	23%	18%	26%	17%	25%	31%
Don't know	3%	2%	3%	2%	3%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	420	209	211	13	73	82	93	65	94	127	123	77	93	250	170	91	189	61	79
Weighted	417	200	217	18	103	76	81	55	82	113	112	79	113	225	192	90	180	63	84
VQ38 Did you confirm with your GP or local doctor's surgery th...																			
Yes	24%	27%	22%	55%	22%	44%	15%	20%	16%	19%	21%	27%	32%	20%	30%	18%	21%	29%	35%
No	26%	26%	26%	23%	23%	22%	31%	29%	28%	24%	27%	29%	25%	25%	27%	27%	29%	23%	22%
Never visited	50%	48%	51%	22%	56%	35%	54%	51%	56%	57%	52%	44%	43%	55%	43%	55%	51%	48%	43%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	420	107	313	101	299	20
Weighted	417	118	300	108	285	24
VQ38 Did you confirm with your GP or local doctor's surgery th...						
Yes	24%	37%	20%	24%	25%	22%
No	26%	19%	29%	19%	28%	31%
Never visited	50%	44%	52%	56%	47%	48%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q39 What information are you looking for when you read food labels?																			
Ingredients	51%	49%	53%	45%	46%	43%	51%	56%	60%	60%	50%	48%	47%	55%	47%	55%	52%	44%	49%
Cooking instructions	57%	56%	58%	46%	46%	53%	65%	65%	64%	58%	59%	55%	55%	59%	55%	58%	61%	54%	48%
Allergy information	17%	18%	16%	18%	19%	18%	16%	10%	19%	16%	15%	17%	20%	15%	19%	13%	17%	22%	19%
Colour coded (traffic light) nutrition information on the front of the pack	31%	31%	31%	31%	24%	30%	37%	26%	36%	34%	37%	32%	22%	35%	26%	29%	31%	31%	32%
Number of calories	30%	27%	33%	28%	32%	35%	29%	28%	27%	30%	34%	30%	27%	32%	28%	30%	29%	33%	30%
Storage information	42%	43%	41%	34%	32%	38%	44%	48%	52%	49%	41%	40%	38%	45%	39%	40%	46%	38%	37%
Use-by dates / best before dates	81%	76%	86%	71%	78%	70%	84%	88%	87%	84%	84%	77%	78%	84%	78%	81%	83%	77%	80%
Country of origin	31%	33%	29%	25%	19%	21%	35%	36%	44%	40%	29%	28%	27%	34%	27%	33%	32%	33%	23%
Organic / sustainable / Fairtrade	18%	16%	20%	26%	13%	16%	19%	17%	21%	23%	17%	17%	16%	20%	16%	16%	17%	25%	17%
Other	1%	0%	1%	-	1%	2%	-	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	-	1%
I never look at labelling on food products	4%	6%	3%	6%	4%	6%	4%	0%	5%	3%	3%	6%	6%	3%	6%	7%	4%	4%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q39 What information are you looking for when you read food labels?						
Ingredients	51%	43%	53%	50%	52%	42%
Cooking instructions	57%	51%	59%	59%	57%	48%
Allergy information	17%	23%	15%	14%	18%	17%
Colour coded (traffic light) nutrition information on the front of the pack	31%	32%	30%	25%	33%	27%
Number of calories	30%	32%	29%	24%	32%	28%
Storage information	42%	36%	44%	46%	41%	38%
Use-by dates / best before dates	81%	76%	83%	82%	81%	80%
Country of origin	31%	27%	32%	31%	30%	36%
Organic / sustainable / Fairtrade	18%	19%	18%	21%	17%	20%
Other	1%	1%	1%	1%	1%	-
I never look at labelling on food products	4%	2%	5%	6%	4%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q40 Where would you go for information about food hygiene, and how to prepare and cook food safely at home?																			
Family and friends	21%	19%	24%	38%	34%	28%	12%	12%	12%	18%	26%	19%	21%	22%	20%	16%	20%	30%	23%
School / college / a course	5%	4%	5%	5%	7%	6%	3%	2%	3%	6%	3%	5%	5%	4%	5%	4%	4%	6%	7%
Work	3%	3%	3%	2%	5%	7%	3%	1%	1%	2%	2%	7%	3%	2%	4%	1%	4%	6%	3%
Retailers (e.g. supermarkets)	8%	9%	6%	7%	9%	7%	9%	8%	6%	6%	8%	10%	6%	7%	8%	6%	7%	14%	6%
Newspapers	3%	3%	2%	8%	1%	2%	4%	2%	2%	3%	2%	2%	4%	2%	3%	3%	1%	2%	7%
News websites	4%	5%	3%	-	2%	5%	7%	4%	5%	5%	5%	4%	2%	5%	3%	4%	3%	3%	6%
Food TV shows / cooking programmes	12%	11%	14%	15%	13%	11%	11%	10%	13%	9%	13%	16%	11%	11%	13%	10%	12%	14%	15%
Food magazines	7%	5%	8%	9%	5%	7%	6%	8%	6%	5%	6%	11%	6%	5%	8%	5%	7%	8%	7%
Cookery books	14%	14%	14%	18%	10%	11%	12%	15%	22%	18%	11%	16%	13%	15%	14%	14%	16%	14%	13%
Food Standards Scotland website	27%	29%	26%	18%	21%	21%	28%	35%	36%	29%	26%	34%	23%	27%	27%	26%	29%	27%	25%
Other food websites	14%	14%	14%	16%	10%	10%	18%	18%	14%	17%	15%	14%	11%	16%	12%	12%	16%	12%	13%
TV / radio campaigns	4%	4%	5%	5%	5%	5%	4%	3%	4%	4%	5%	7%	3%	4%	4%	2%	5%	3%	8%
Books	5%	6%	5%	4%	3%	6%	5%	5%	8%	6%	5%	7%	4%	6%	5%	3%	6%	5%	6%
Internet search engine	37%	33%	41%	46%	44%	32%	39%	33%	33%	38%	41%	38%	33%	39%	35%	36%	36%	41%	38%
Social media	3%	3%	4%	10%	6%	4%	2%	2%	0%	1%	3%	3%	6%	2%	5%	3%	1%	8%	6%
Product packaging	23%	23%	23%	37%	16%	20%	22%	24%	27%	27%	27%	20%	18%	27%	19%	19%	25%	22%	24%
Doctor / GP	2%	2%	2%	-	3%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%
Other	1%	1%	1%	-	-	2%	1%	-	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q40 Where would you go for information about food hygiene, and how to prepare and cook food safely at home?						
Family and friends	21%	27%	20%	18%	23%	22%
School / college / a course	5%	7%	4%	4%	5%	3%
Work	3%	5%	3%	2%	4%	-
Retailers (e.g. supermarkets)	8%	9%	7%	6%	9%	3%
Newspapers	3%	4%	2%	3%	3%	2%
News websites	4%	5%	4%	3%	4%	4%
Food TV shows / cooking programmes	12%	16%	11%	12%	13%	10%
Food magazines	7%	6%	7%	8%	7%	-
Cookery books	14%	14%	14%	14%	14%	20%
Food Standards Scotland website	27%	23%	29%	26%	28%	23%
Other food websites	14%	14%	14%	11%	16%	9%
TV / radio campaigns	4%	7%	3%	5%	5%	2%
Books	5%	6%	5%	8%	4%	3%
Internet search engine	37%	44%	35%	32%	40%	33%
Social media	3%	7%	2%	4%	3%	2%
Product packaging	23%	22%	23%	20%	24%	24%
Doctor / GP	2%	2%	2%	1%	2%	-
Other	1%	1%	1%	1%	1%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
I don't look for information on food safety	24%	25%	23%	23%	16%	25%	27%	28%	27%	22%	24%	16%	31%	23%	25%	32%	23%	19%	20%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
I don't look for information on food safety	24%	17%	26%	30%	21%	29%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q41 Have you seen or heard any advertising or publicity / media coverage recently about upsizing when eating out																			
Yes	23%	23%	23%	33%	19%	23%	26%	19%	24%	28%	19%	24%	21%	24%	22%	23%	22%	27%	20%
No	68%	69%	68%	60%	72%	67%	68%	72%	67%	66%	71%	65%	70%	69%	68%	69%	69%	64%	71%
Don't know	9%	8%	10%	7%	10%	10%	7%	10%	9%	5%	9%	11%	10%	8%	10%	8%	9%	9%	9%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q41 Have you seen or heard any advertising or publicity / media coverage recently about upsizing when eating out						
Yes	23%	24%	23%	22%	24%	18%
No	68%	68%	69%	68%	68%	75%
Don't know	9%	9%	9%	10%	9%	6%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	241	116	125	18	32	40	55	34	62	79	62	49	51	141	100	54	105	44	38
Weighted	239	117	122	26	45	36	48	29	55	71	57	48	63	128	111	57	98	45	38
Q42 Where did you see or hear this advertising or publicity / media coverage?																			
TV advertising	48%	42%	54%	43%	62%	32%	52%	63%	37%	47%	54%	44%	47%	50%	45%	53%	55%	37%	33%
Advertising on catch-up TV (e.g. STV player, All 4)	3%	3%	3%	-	4%	9%	3%	3%	-	3%	1%	5%	3%	3%	4%	1%	2%	4%	9%
TV programmes	28%	30%	25%	42%	22%	28%	21%	24%	32%	31%	17%	31%	31%	25%	31%	24%	25%	34%	31%
Radio advertising	11%	14%	8%	15%	10%	19%	17%	2%	3%	6%	18%	13%	6%	12%	9%	10%	7%	18%	13%
Radio features/programmes	7%	7%	6%	6%	-	10%	11%	6%	8%	10%	6%	5%	6%	8%	6%	6%	6%	4%	15%
Newspaper / magazine advertising	7%	7%	6%	-	3%	5%	7%	16%	10%	5%	6%	10%	7%	5%	9%	8%	8%	3%	5%
Newspaper / magazine article	12%	11%	12%	13%	4%	9%	8%	8%	24%	19%	4%	5%	15%	13%	11%	16%	10%	9%	13%
Billboards / outdoor posters / digital posters at bus stops / railway stations	4%	2%	5%	6%	-	3%	13%	-	-	2%	1%	4%	7%	2%	6%	5%	3%	-	9%
Posters somewhere else	3%	3%	2%	-	3%	2%	7%	-	2%	-	5%	7%	-	2%	3%	3%	2%	4%	2%
Article on a website / blog / online	5%	4%	5%	11%	-	5%	7%	3%	3%	2%	5%	3%	8%	3%	6%	9%	3%	2%	4%
Advertising on the internet	7%	7%	7%	13%	12%	7%	10%	3%	-	5%	6%	11%	7%	6%	9%	6%	7%	9%	7%
Advertising / posts on Facebook	5%	3%	7%	17%	-	12%	7%	-	-	5%	1%	7%	7%	4%	7%	4%	4%	4%	12%
Advertising / posts on Twitter	2%	3%	2%	11%	3%	5%	-	-	-	2%	-	5%	3%	1%	4%	-	4%	3%	2%
Advertising on Snapchat	3%	2%	4%	7%	6%	5%	2%	-	-	1%	2%	2%	7%	2%	5%	2%	1%	10%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	241	58	183	55	175	11
Weighted	239	59	179	59	168	12
Q42 Where did you see or hear this advertising or publicity / media coverage?						
TV advertising	48%	39%	51%	45%	49%	36%
Advertising on catch-up TV (e.g. STV player, All 4)	3%	8%	1%	-	4%	-
TV programmes	28%	39%	24%	30%	27%	27%
Radio advertising	11%	22%	7%	10%	12%	-
Radio features/programmes	7%	8%	6%	10%	6%	-
Newspaper / magazine advertising	7%	4%	8%	5%	7%	12%
Newspaper / magazine article	12%	13%	11%	18%	9%	17%
Billboards / outdoor posters / digital posters at bus stops / railway stations	4%	6%	3%	3%	4%	-
Posters somewhere else	3%	-	3%	2%	3%	-
Article on a website / blog / online	5%	3%	5%	3%	5%	-
Advertising on the internet	7%	11%	6%	12%	6%	-
Advertising / posts on Facebook	5%	9%	4%	3%	6%	-
Advertising / posts on Twitter	2%	4%	2%	-	3%	-
Advertising on Snapchat	3%	9%	1%	5%	3%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	241	116	125	18	32	40	55	34	62	79	62	49	51	141	100	54	105	44	38
Weighted	239	117	122	26	45	36	48	29	55	71	57	48	63	128	111	57	98	45	38
Advertising on Instagram	2%	2%	2%	-	-	8%	2%	-	-	2%	-	2%	2%	1%	2%	2%	-	2%	5%
Advertising on Youtube	2%	3%	1%	-	6%	3%	4%	-	-	1%	3%	4%	2%	2%	3%	4%	-	-	8%
At a stand / display in a shopping centre	7%	4%	9%	12%	9%	-	13%	3%	3%	5%	4%	6%	13%	4%	10%	6%	6%	7%	9%
Other	1%	-	3%	-	-	-	3%	-	3%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%
Not seen or heard any advertising or publicity / media coverage	1%	2%	1%	-	-	6%	-	-	2%	1%	-	2%	2%	1%	2%	2%	2%	-	-
Don't know	5%	2%	8%	-	3%	17%	5%	3%	3%	3%	12%	3%	2%	7%	3%	3%	5%	10%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	241	58	183	55	175	11
Weighted	239	59	179	59	168	12
Advertising on Instagram	2%	3%	1%	3%	1%	-
Advertising on Youtube	2%	5%	1%	4%	2%	-
At a stand / display in a shopping centre	7%	6%	7%	2%	9%	-
Other	1%	1%	1%	-	2%	-
Not seen or heard any advertising or publicity / media coverage	1%	-	2%	4%	1%	-
Don't know	5%	4%	5%	4%	5%	8%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q44 During the past 7 days, have you eaten any meals prepared in the following places?																			
Restaurant / sit-in café (not fast food)	28%	28%	28%	20%	26%	28%	26%	26%	36%	41%	30%	23%	19%	35%	21%	24%	33%	25%	26%
Fast food - takeaway	20%	18%	22%	31%	31%	24%	23%	17%	4%	10%	24%	20%	25%	18%	23%	19%	17%	25%	27%
Fast food - sit-in	10%	9%	11%	15%	12%	15%	13%	5%	4%	7%	11%	11%	11%	9%	11%	7%	7%	15%	17%
Canteen/cafeteria at workplace, University or College	5%	6%	5%	12%	9%	8%	3%	4%	1%	4%	9%	5%	4%	7%	4%	8%	3%	3%	10%
Bakery	11%	11%	12%	21%	13%	11%	12%	14%	5%	7%	12%	14%	13%	10%	13%	9%	10%	18%	12%
Sandwich shop / deli	10%	10%	11%	18%	13%	12%	13%	6%	5%	5%	12%	18%	9%	8%	12%	7%	8%	15%	16%
Retail / grocery shop / supermarket - 'meal deal'	11%	11%	11%	23%	18%	13%	9%	3%	4%	11%	11%	10%	11%	11%	11%	9%	8%	18%	13%
Retail / grocery shop / supermarket - not 'meal deal'	9%	7%	12%	13%	11%	16%	10%	4%	6%	7%	11%	11%	9%	9%	10%	8%	8%	14%	11%
Coffee shop	15%	14%	16%	21%	17%	13%	12%	12%	17%	14%	16%	15%	15%	15%	15%	11%	15%	21%	15%
Vending machine	2%	2%	2%	7%	2%	4%	3%	-	-	1%	2%	4%	2%	1%	3%	2%	1%	3%	5%
None of the above	35%	36%	34%	22%	25%	33%	36%	44%	44%	37%	30%	33%	39%	33%	37%	42%	36%	29%	29%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q44 During the past 7 days, have you eaten any meals prepared in the following places?						
Restaurant / sit-in café (not fast food)	28%	29%	28%	26%	30%	20%
Fast food - takeaway	20%	27%	19%	11%	24%	21%
Fast food - sit-in	10%	19%	7%	9%	11%	6%
Canteen/cafeteria at workplace, University or College	5%	8%	5%	4%	6%	2%
Bakery	11%	17%	10%	9%	13%	8%
Sandwich shop / deli	10%	16%	8%	8%	12%	4%
Retail / grocery shop / supermarket - 'meal deal'	11%	15%	9%	10%	11%	9%
Retail / grocery shop / supermarket - not 'meal deal'	9%	13%	8%	8%	10%	14%
Coffee shop	15%	17%	14%	14%	16%	14%
Vending machine	2%	5%	1%	2%	2%	-
None of the above	35%	24%	38%	46%	29%	47%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
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 ho...																			
A lot more healthy when I eat out	1%	1%	2%	2%	1%	3%	1%	1%	-	2%	1%	2%	1%	1%	1%	-	0%	3%	3%
A bit more healthy when I eat out	5%	6%	5%	2%	11%	7%	5%	3%	1%	3%	3%	9%	7%	3%	8%	3%	4%	10%	8%
About the same	38%	43%	34%	28%	33%	37%	43%	36%	47%	40%	36%	34%	41%	38%	39%	38%	41%	36%	34%
A bit less healthy when I eat out	29%	27%	31%	31%	26%	23%	28%	35%	32%	34%	35%	24%	23%	34%	23%	32%	30%	24%	27%
A lot less healthy when I eat out	17%	11%	22%	28%	22%	19%	12%	15%	9%	14%	19%	16%	16%	17%	16%	15%	15%	20%	20%
It varies too much to say	6%	6%	5%	10%	3%	5%	6%	5%	7%	5%	4%	9%	5%	4%	7%	7%	6%	5%	5%
Don't know	4%	6%	2%	-	3%	6%	4%	5%	4%	3%	2%	5%	6%	2%	5%	5%	4%	1%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
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 ho...						
A lot more healthy when I eat out	1%	4%	0%	2%	1%	-
A bit more healthy when I eat out	5%	9%	4%	4%	5%	10%
About the same	38%	35%	39%	39%	39%	32%
A bit less healthy when I eat out	29%	24%	31%	30%	29%	23%
A lot less healthy when I eat out	17%	20%	15%	14%	17%	24%
It varies too much to say	6%	5%	6%	8%	5%	4%
Don't know	4%	2%	4%	3%	4%	8%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q46a There is enough information provided about allergens in foods when eating out																			
I definitely agree	7%	9%	5%	13%	5%	10%	6%	7%	5%	6%	7%	5%	9%	7%	7%	6%	6%	11%	6%
I tend to agree	23%	24%	22%	26%	33%	25%	22%	18%	14%	17%	21%	31%	24%	19%	27%	18%	23%	28%	25%
I neither agree nor disagree	24%	23%	26%	34%	20%	19%	27%	22%	28%	24%	21%	22%	29%	22%	26%	28%	22%	20%	27%
I tend to disagree	24%	23%	26%	17%	26%	21%	22%	27%	27%	26%	29%	24%	18%	28%	21%	22%	27%	24%	22%
I definitely disagree	12%	11%	14%	7%	7%	15%	13%	17%	14%	16%	14%	8%	11%	15%	10%	14%	12%	7%	15%
Don't know	9%	11%	8%	4%	9%	10%	10%	9%	11%	11%	8%	10%	9%	9%	9%	12%	9%	10%	6%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q46a There is enough information provided about allergens in foods when eating out						
I definitely agree	7%	9%	6%	7%	7%	6%
I tend to agree	23%	29%	21%	24%	23%	18%
I neither agree nor disagree	24%	25%	24%	23%	24%	24%
I tend to disagree	24%	20%	26%	19%	26%	28%
I definitely disagree	12%	11%	13%	14%	11%	15%
Don't know	9%	7%	10%	12%	9%	9%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q46b All restaurants, cafes and takeaways should display calories on their menus / products																			
I definitely agree	24%	24%	24%	35%	25%	29%	25%	23%	18%	25%	23%	27%	24%	24%	25%	21%	23%	26%	30%
I tend to agree	30%	30%	30%	27%	35%	28%	28%	28%	32%	27%	34%	31%	29%	31%	30%	29%	30%	32%	32%
I neither agree nor disagree	30%	29%	31%	30%	25%	24%	31%	35%	34%	32%	28%	28%	30%	30%	30%	30%	30%	32%	27%
I tend to disagree	8%	9%	8%	3%	7%	7%	10%	8%	10%	8%	8%	9%	8%	8%	8%	8%	10%	6%	6%
I definitely disagree	4%	4%	4%	5%	3%	7%	4%	3%	4%	5%	5%	0%	5%	5%	3%	7%	4%	1%	3%
Don't know	3%	4%	3%	-	6%	5%	2%	4%	1%	3%	2%	5%	4%	3%	4%	4%	3%	4%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q46b All restaurants, cafes and takeaways should display calories on their menus / products						
I definitely agree	24%	30%	23%	19%	26%	26%
I tend to agree	30%	34%	29%	32%	30%	29%
I neither agree nor disagree	30%	26%	31%	32%	29%	27%
I tend to disagree	8%	6%	9%	8%	8%	11%
I definitely disagree	4%	2%	5%	7%	3%	2%
Don't know	3%	2%	4%	2%	4%	5%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q46c All restaurants, cafés and takeaways should display allergens on their menus / products																			
I definitely agree	53%	46%	60%	62%	48%	52%	57%	55%	52%	52%	56%	48%	55%	54%	52%	52%	53%	58%	52%
I tend to agree	29%	35%	23%	25%	29%	27%	26%	31%	33%	30%	30%	35%	23%	30%	28%	30%	31%	27%	27%
I neither agree nor disagree	12%	13%	12%	13%	16%	10%	13%	10%	12%	13%	9%	12%	16%	11%	14%	10%	13%	10%	16%
I tend to disagree	2%	1%	2%	-	2%	3%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
I definitely disagree	1%	1%	0%	-	-	1%	1%	-	1%	1%	0%	-	1%	0%	1%	1%	0%	-	1%
Don't know	3%	3%	2%	-	4%	6%	1%	3%	2%	4%	2%	4%	2%	3%	3%	4%	2%	5%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q46c All restaurants, cafés and takeaways should display allergens on their menus / products						
I definitely agree	53%	53%	53%	47%	54%	63%
I tend to agree	29%	28%	29%	32%	28%	22%
I neither agree nor disagree	12%	13%	12%	14%	13%	3%
I tend to disagree	2%	2%	2%	3%	1%	4%
I definitely disagree	1%	1%	1%	1%	0%	-
Don't know	3%	3%	3%	2%	3%	7%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q47 How do you judge the hygiene standards of the places you eat out at or buy food from?																			
Word of mouth	36%	32%	39%	47%	31%	40%	40%	32%	32%	32%	42%	37%	31%	38%	33%	36%	33%	38%	40%
Reputation	50%	49%	50%	59%	44%	47%	48%	51%	56%	52%	55%	48%	44%	54%	46%	54%	47%	49%	52%
Appearance of staff	50%	47%	53%	38%	38%	44%	50%	54%	68%	58%	50%	49%	45%	53%	47%	49%	55%	45%	43%
General appearance of premises	68%	64%	73%	57%	56%	63%	71%	75%	83%	74%	73%	68%	60%	74%	63%	71%	72%	62%	63%
Hygiene sticker	31%	30%	32%	33%	32%	35%	30%	27%	30%	29%	31%	32%	32%	30%	32%	29%	30%	28%	39%
Hygiene certificate	48%	47%	49%	57%	42%	43%	51%	50%	53%	45%	50%	47%	50%	48%	48%	46%	49%	48%	50%
Websites	13%	12%	14%	22%	14%	16%	15%	10%	7%	15%	14%	12%	11%	15%	11%	10%	11%	14%	20%
Other	1%	1%	2%	-	-	2%	2%	2%	3%	2%	2%	0%	1%	2%	1%	1%	2%	1%	1%
Don't know	8%	8%	7%	12%	10%	8%	10%	5%	4%	6%	6%	6%	12%	6%	9%	10%	7%	7%	8%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q47 How do you judge the hygiene standards of the places you eat out at or buy food from?						
Word of mouth	36%	39%	35%	37%	34%	48%
Reputation	50%	51%	50%	49%	51%	41%
Appearance of staff	50%	43%	52%	56%	48%	49%
General appearance of premises	68%	62%	70%	74%	66%	68%
Hygiene sticker	31%	36%	30%	31%	32%	23%
Hygiene certificate	48%	45%	49%	47%	49%	43%
Websites	13%	21%	10%	11%	14%	3%
Other	1%	1%	2%	2%	1%	2%
Don't know	8%	8%	7%	8%	8%	6%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q48 Have you ever seen any of these images before today, and if so where?																			
Yes - food establishment window or door (e.g. restaurant/cafe)	57%	50%	64%	67%	65%	65%	54%	49%	47%	56%	59%	53%	59%	58%	56%	57%	51%	63%	65%
Yes - on a website	5%	6%	5%	6%	7%	12%	5%	2%	1%	4%	5%	7%	6%	5%	6%	3%	3%	10%	9%
Yes - in a newspaper/magazine	3%	3%	3%	6%	3%	1%	3%	2%	2%	2%	2%	4%	3%	2%	3%	3%	2%	1%	6%
Yes - somewhere else	4%	4%	5%	4%	3%	6%	4%	4%	5%	3%	5%	3%	6%	4%	5%	4%	5%	4%	5%
No, not seen	37%	44%	31%	28%	26%	25%	42%	47%	49%	41%	35%	39%	35%	38%	37%	39%	44%	29%	25%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q48 Have you ever seen any of these images before today, and if so where?						
Yes - food establishment window or door (e.g. restaurant/cafe)	57%	63%	55%	57%	59%	31%
Yes - on a website	5%	13%	3%	5%	6%	3%
Yes - in a newspaper/magazine	3%	6%	2%	2%	3%	-
Yes - somewhere else	4%	4%	4%	5%	4%	5%
No, not seen	37%	27%	41%	38%	35%	62%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q49 In the last 12 months, have you used this food hygiene information scheme to check a food establishment's hygiene sta...																			
Yes	25%	24%	26%	42%	28%	34%	22%	22%	14%	21%	22%	27%	29%	22%	28%	21%	22%	32%	31%
No	75%	76%	74%	58%	72%	66%	78%	78%	86%	79%	78%	73%	71%	78%	72%	79%	78%	68%	69%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q49 In the last 12 months, have you used this food hygiene information scheme to check a food establishment's hygiene sta...						
Yes	25%	38%	21%	20%	28%	14%
No	75%	62%	79%	80%	72%	86%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	251	121	130	22	46	59	48	40	36	59	73	54	65	132	119	51	97	48	55
Weighted	259	122	136	33	66	53	42	34	32	53	65	54	87	118	141	51	97	53	58
Q50 Where did you check it on the most recent occasion?																			
Window or door (of restaurant/café or example)	81%	79%	82%	70%	71%	70%	88%	98%	100%	92%	82%	72%	78%	87%	76%	93%	86%	76%	65%
On the internet	18%	20%	17%	30%	29%	26%	10%	2%	-	8%	17%	27%	21%	13%	23%	7%	13%	24%	32%
Somewhere else	1%	1%	1%	-	-	4%	2%	-	-	-	1%	1%	1%	1%	1%	-	1%	-	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	251	86	165	48	196	7
Weighted	259	94	164	55	196	9
Q50 Where did you check it on the most recent occasion?						
Window or door (of restaurant/café or example)	81%	65%	89%	90%	78%	80%
On the internet	18%	33%	10%	7%	21%	20%
Somewhere else	1%	1%	1%	2%	1%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	251	121	130	22	46	59	48	40	36	59	73	54	65	132	119	51	97	48	55
Weighted	259	122	136	33	66	53	42	34	32	53	65	54	87	118	141	51	97	53	58
Q51 And on that occasion how much influence did it have on yo...																			
It had a lot of influence	54%	60%	49%	39%	54%	62%	59%	51%	54%	53%	57%	62%	49%	55%	54%	51%	53%	55%	58%
It had a little influence	32%	27%	36%	44%	30%	27%	20%	42%	38%	25%	29%	33%	38%	27%	36%	39%	34%	28%	26%
It had no influence at all	14%	13%	14%	17%	17%	11%	21%	7%	8%	22%	14%	6%	14%	18%	11%	10%	12%	17%	16%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	251	86	165	48	196	7
Weighted	259	94	164	55	196	9
Q51 And on that occasion how much influence did it have on yo...						
It had a lot of influence	54%	55%	54%	52%	55%	43%
It had a little influence	32%	34%	31%	41%	28%	57%
It had no influence at all	14%	11%	16%	7%	16%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q52 If you wanted to check how a food business did on their m...																			
Food Standards Scotland website	48%	50%	47%	42%	41%	41%	53%	55%	55%	51%	47%	49%	48%	49%	48%	45%	53%	50%	42%
The website of the food business	13%	13%	14%	34%	15%	17%	8%	9%	9%	14%	11%	19%	12%	12%	14%	10%	12%	19%	16%
The local council website	20%	21%	18%	19%	13%	16%	24%	22%	25%	20%	20%	17%	21%	20%	19%	18%	22%	17%	19%
The window of the food business	20%	20%	20%	34%	14%	17%	21%	18%	25%	22%	20%	20%	19%	21%	19%	20%	21%	22%	17%
Somewhere else	1%	1%	1%	-	1%	-	1%	0%	0%	1%	1%	-	-	1%	-	0%	0%	1%	1%
Would never check this	13%	13%	12%	12%	10%	13%	15%	13%	13%	11%	16%	10%	13%	14%	12%	16%	11%	10%	14%
Don't know	20%	17%	22%	16%	27%	24%	16%	16%	16%	17%	19%	20%	23%	18%	22%	21%	18%	20%	23%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q52 If you wanted to check how a food business did on their m...						
Food Standards Scotland website	48%	46%	49%	43%	51%	39%
The website of the food business	13%	18%	12%	8%	16%	6%
The local council website	20%	18%	20%	20%	20%	12%
The window of the food business	20%	15%	22%	22%	20%	16%
Somewhere else	1%	1%	0%	0%	1%	-
Would never check this	13%	11%	13%	15%	12%	15%
Don't know	20%	22%	19%	22%	18%	29%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	6	3	3	-	2	-	2	1	1	4	2	-	-	6	-	1	2	2	1
Weighted	6	3	3	-	2	-	2	1	1	4	2	-	-	6	-	1	2	2	1
Q52a Where would you go for this information?																			
Valid	100%	100%	100%	-	100%	-	100%	100%	100%	100%	100%	-	-	100%	-	100%	100%	100%	100%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	6	2	4	1	5	-
Weighted	6	2	3	1	5	-
Q52a Where would you go for this information?						
Valid	100%	100%	100%	100%	100%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53a I am unlikely to get food poisoning from food prepared in my own home																			
I definitely agree	17%	18%	17%	26%	17%	14%	17%	12%	20%	20%	14%	16%	18%	17%	17%	17%	18%	18%	14%
I tend to agree	33%	33%	32%	36%	33%	34%	31%	35%	30%	34%	33%	31%	33%	33%	32%	22%	37%	34%	37%
I neither agree nor disagree	27%	26%	27%	28%	23%	31%	22%	29%	30%	26%	28%	26%	27%	27%	27%	35%	24%	29%	21%
I tend to disagree	13%	13%	13%	7%	11%	8%	20%	15%	13%	11%	14%	14%	13%	13%	13%	18%	10%	9%	16%
I definitely disagree	8%	7%	9%	4%	11%	10%	9%	8%	4%	7%	9%	11%	6%	8%	8%	6%	9%	9%	9%
Don't know	2%	3%	2%	-	4%	4%	2%	1%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53a I am unlikely to get food poisoning from food prepared in my own home						
I definitely agree	17%	17%	17%	17%	17%	23%
I tend to agree	33%	38%	31%	33%	33%	34%
I neither agree nor disagree	27%	23%	28%	26%	28%	22%
I tend to disagree	13%	13%	13%	13%	13%	13%
I definitely disagree	8%	8%	8%	8%	8%	8%
Don't know	2%	1%	3%	3%	2%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53b Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene																			
I definitely agree	34%	32%	36%	39%	31%	36%	37%	32%	34%	31%	32%	35%	38%	32%	37%	34%	33%	38%	35%
I tend to agree	39%	40%	38%	35%	37%	36%	39%	44%	40%	38%	43%	36%	37%	41%	36%	37%	40%	41%	37%
I neither agree nor disagree	22%	21%	22%	22%	25%	20%	19%	19%	23%	25%	20%	24%	19%	23%	21%	23%	23%	17%	22%
I tend to disagree	1%	2%	0%	-	3%	1%	0%	2%	0%	1%	1%	3%	0%	1%	1%	1%	1%	1%	1%
I definitely disagree	1%	1%	1%	-	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%
Don't know	3%	3%	3%	4%	3%	6%	3%	2%	1%	3%	3%	2%	4%	3%	3%	4%	3%	3%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53b Restaurants, cafés and takeaways and catering establishments should pay more attention to food safety and hygiene						
I definitely agree	34%	33%	34%	30%	35%	48%
I tend to agree	39%	41%	38%	45%	38%	25%
I neither agree nor disagree	22%	22%	22%	21%	22%	27%
I tend to disagree	1%	2%	1%	1%	2%	-
I definitely disagree	1%	1%	1%	1%	1%	-
Don't know	3%	1%	4%	3%	3%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53c The information on food labels is clear and understandable																			
I definitely agree	10%	11%	9%	18%	11%	16%	7%	4%	9%	9%	9%	7%	14%	9%	11%	11%	9%	13%	9%
I tend to agree	44%	42%	47%	51%	47%	49%	50%	39%	35%	45%	43%	51%	41%	44%	45%	41%	44%	44%	49%
I neither agree nor disagree	32%	31%	34%	20%	32%	22%	31%	41%	40%	33%	33%	30%	33%	33%	32%	30%	34%	33%	31%
I tend to disagree	9%	11%	7%	7%	8%	7%	9%	12%	11%	9%	12%	9%	7%	11%	8%	13%	10%	5%	7%
I definitely disagree	2%	2%	2%	2%	1%	3%	2%	2%	4%	2%	3%	1%	3%	2%	2%	2%	2%	2%	3%
Don't know	2%	2%	1%	2%	1%	3%	2%	2%	1%	2%	1%	2%	2%	1%	2%	3%	1%	3%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53c The information on food labels is clear and understandable						
I definitely agree	10%	13%	9%	13%	9%	6%
I tend to agree	44%	48%	43%	43%	45%	42%
I neither agree nor disagree	32%	31%	33%	31%	32%	41%
I tend to disagree	9%	4%	11%	8%	10%	10%
I definitely disagree	2%	2%	2%	4%	2%	-
Don't know	2%	1%	2%	1%	2%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53d I worry about getting food poisoning when I eat out																			
I definitely agree	8%	6%	10%	13%	10%	14%	5%	4%	6%	9%	6%	8%	9%	7%	9%	4%	8%	9%	13%
I tend to agree	18%	16%	19%	16%	25%	23%	13%	14%	13%	12%	18%	24%	17%	15%	20%	14%	15%	24%	22%
I neither agree nor disagree	30%	29%	31%	23%	24%	29%	33%	35%	32%	25%	26%	30%	37%	26%	34%	30%	32%	30%	24%
I tend to disagree	30%	30%	30%	33%	29%	19%	32%	32%	33%	34%	37%	26%	22%	35%	24%	31%	32%	25%	28%
I definitely disagree	13%	17%	9%	15%	10%	11%	16%	13%	15%	19%	11%	11%	12%	15%	12%	20%	12%	10%	10%
Don't know	2%	2%	1%	-	2%	4%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53d I worry about getting food poisoning when I eat out						
I definitely agree	8%	13%	6%	9%	8%	6%
I tend to agree	18%	26%	15%	19%	18%	9%
I neither agree nor disagree	30%	27%	31%	31%	29%	29%
I tend to disagree	30%	25%	32%	30%	29%	39%
I definitely disagree	13%	8%	15%	10%	15%	12%
Don't know	2%	1%	2%	1%	1%	5%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53e I don't know what campylobacter is																			
I definitely agree	32%	32%	32%	57%	39%	31%	33%	24%	22%	22%	33%	29%	41%	28%	36%	36%	29%	35%	30%
I tend to agree	20%	20%	20%	17%	25%	22%	17%	18%	19%	21%	22%	25%	14%	22%	19%	16%	20%	24%	24%
I neither agree nor disagree	12%	11%	12%	15%	13%	10%	9%	13%	12%	8%	11%	12%	15%	10%	14%	10%	12%	11%	14%
I tend to disagree	16%	18%	15%	5%	12%	12%	24%	18%	20%	23%	16%	15%	12%	19%	13%	18%	18%	14%	13%
I definitely disagree	17%	14%	19%	4%	9%	20%	16%	22%	23%	25%	15%	14%	14%	19%	14%	16%	19%	12%	15%
Don't know	3%	4%	2%	2%	2%	4%	1%	5%	4%	1%	3%	4%	4%	2%	4%	4%	2%	3%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53e I don't know what campylobacter is						
I definitely agree	32%	31%	32%	30%	33%	30%
I tend to agree	20%	26%	18%	23%	20%	16%
I neither agree nor disagree	12%	13%	11%	13%	11%	11%
I tend to disagree	16%	14%	17%	13%	18%	17%
I definitely disagree	17%	13%	18%	18%	16%	20%
Don't know	3%	2%	3%	4%	3%	5%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53f I'd like to know more about where the food I eat comes from																			
I definitely agree	17%	16%	17%	25%	15%	18%	14%	15%	18%	15%	14%	19%	19%	15%	19%	15%	15%	24%	18%
I tend to agree	35%	35%	35%	40%	27%	36%	42%	36%	35%	38%	38%	35%	30%	38%	32%	34%	37%	32%	34%
I neither agree nor disagree	32%	31%	34%	22%	39%	27%	31%	36%	32%	32%	31%	32%	34%	32%	33%	33%	32%	33%	32%
I tend to disagree	10%	11%	10%	5%	14%	8%	9%	9%	12%	8%	12%	12%	10%	10%	11%	11%	11%	7%	9%
I definitely disagree	3%	5%	2%	5%	3%	6%	3%	3%	2%	4%	4%	1%	5%	4%	3%	3%	4%	1%	4%
Don't know	2%	3%	1%	2%	2%	4%	1%	1%	1%	2%	1%	1%	2%	2%	2%	3%	1%	2%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53f I'd like to know more about where the food I eat comes from						
I definitely agree	17%	18%	16%	16%	17%	15%
I tend to agree	35%	35%	35%	32%	36%	41%
I neither agree nor disagree	32%	34%	32%	35%	32%	29%
I tend to disagree	10%	10%	11%	12%	10%	11%
I definitely disagree	3%	2%	4%	4%	4%	-
Don't know	2%	1%	2%	1%	2%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53g It's important to me that I try to buy food produced in Scotland when I can																			
I definitely agree	22%	20%	25%	26%	11%	25%	24%	22%	30%	25%	21%	24%	21%	23%	22%	23%	22%	24%	20%
I tend to agree	35%	34%	36%	33%	39%	30%	27%	43%	37%	38%	37%	39%	28%	38%	32%	32%	38%	33%	33%
I neither agree nor disagree	31%	32%	30%	27%	37%	35%	36%	27%	22%	26%	31%	28%	37%	29%	33%	30%	28%	34%	38%
I tend to disagree	7%	8%	6%	8%	9%	4%	8%	6%	7%	6%	7%	6%	8%	7%	8%	7%	9%	5%	4%
I definitely disagree	3%	5%	2%	6%	3%	3%	5%	2%	3%	3%	3%	1%	5%	3%	3%	7%	2%	2%	3%
Don't know	1%	2%	1%	-	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53g It's important to me that I try to buy food produced in Scotland when I can						
I definitely agree	22%	20%	23%	27%	21%	19%
I tend to agree	35%	35%	35%	34%	35%	38%
I neither agree nor disagree	31%	37%	29%	30%	31%	36%
I tend to disagree	7%	4%	8%	4%	8%	6%
I definitely disagree	3%	2%	3%	3%	4%	-
Don't know	1%	1%	1%	1%	1%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53h I trust the information on food labels																			
I definitely agree	8%	10%	7%	16%	11%	11%	7%	4%	5%	6%	6%	9%	11%	6%	10%	8%	7%	10%	9%
I tend to agree	44%	44%	45%	51%	44%	42%	46%	41%	45%	48%	48%	45%	38%	48%	41%	43%	44%	44%	47%
I neither agree nor disagree	35%	33%	36%	20%	31%	34%	37%	45%	34%	33%	34%	32%	38%	34%	36%	33%	35%	35%	34%
I tend to disagree	9%	9%	8%	11%	8%	8%	7%	7%	11%	7%	9%	9%	9%	8%	9%	13%	9%	5%	6%
I definitely disagree	2%	2%	2%	-	1%	2%	2%	1%	4%	4%	1%	3%	1%	2%	2%	2%	2%	1%	2%
Don't know	2%	3%	2%	2%	5%	3%	1%	2%	1%	2%	3%	2%	3%	2%	3%	2%	2%	5%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53h I trust the information on food labels						
I definitely agree	8%	12%	7%	6%	10%	2%
I tend to agree	44%	46%	44%	44%	44%	44%
I neither agree nor disagree	35%	33%	35%	32%	35%	46%
I tend to disagree	9%	6%	9%	11%	8%	7%
I definitely disagree	2%	1%	2%	4%	1%	-
Don't know	2%	2%	2%	3%	2%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53i It worries me that what's in my food might not be what's on the label																			
I definitely agree	10%	9%	12%	10%	9%	18%	10%	8%	8%	7%	10%	14%	10%	9%	12%	7%	9%	16%	12%
I tend to agree	30%	31%	29%	35%	28%	34%	28%	30%	30%	27%	32%	30%	30%	30%	30%	35%	28%	26%	31%
I neither agree nor disagree	34%	32%	37%	35%	37%	25%	35%	36%	36%	32%	32%	35%	37%	32%	36%	29%	36%	42%	31%
I tend to disagree	19%	19%	19%	17%	18%	15%	19%	22%	20%	26%	20%	16%	14%	23%	15%	20%	21%	14%	18%
I definitely disagree	4%	7%	2%	-	5%	5%	6%	2%	5%	6%	3%	2%	6%	4%	4%	5%	5%	1%	5%
Don't know	2%	3%	2%	4%	3%	4%	1%	2%	2%	2%	1%	3%	3%	2%	3%	3%	1%	2%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53i It worries me that what's in my food might not be what's on the label						
I definitely agree	10%	12%	9%	12%	10%	-
I tend to agree	30%	32%	30%	27%	30%	46%
I neither agree nor disagree	34%	35%	34%	34%	34%	36%
I tend to disagree	19%	15%	20%	20%	19%	15%
I definitely disagree	4%	4%	4%	4%	5%	2%
Don't know	2%	3%	2%	2%	2%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53j I am happy to eat burgers that are pink in the middle																			
I definitely agree	3%	4%	3%	6%	6%	6%	2%	1%	1%	4%	2%	3%	5%	3%	4%	1%	3%	7%	6%
I tend to agree	10%	12%	8%	12%	17%	13%	9%	4%	5%	10%	11%	16%	5%	11%	9%	6%	11%	12%	11%
I neither agree nor disagree	12%	10%	14%	17%	21%	11%	9%	7%	7%	11%	10%	12%	14%	11%	13%	12%	11%	10%	17%
I tend to disagree	16%	17%	16%	19%	14%	18%	15%	18%	18%	16%	17%	19%	14%	17%	16%	18%	17%	18%	11%
I definitely disagree	55%	53%	57%	37%	39%	47%	62%	69%	68%	56%	56%	47%	59%	56%	54%	56%	57%	53%	51%
Don't know	3%	4%	2%	8%	3%	6%	2%	1%	2%	3%	3%	1%	4%	3%	3%	7%	2%	0%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53j I am happy to eat burgers that are pink in the middle						
I definitely agree	3%	8%	2%	3%	4%	3%
I tend to agree	10%	15%	9%	12%	10%	7%
I neither agree nor disagree	12%	16%	11%	10%	13%	5%
I tend to disagree	16%	13%	17%	14%	18%	14%
I definitely disagree	55%	47%	58%	60%	52%	68%
Don't know	3%	1%	4%	1%	4%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53k There are serious health risks to young children and the elderly from food prepared at home																			
I definitely agree	11%	11%	11%	16%	10%	14%	14%	8%	5%	8%	11%	13%	11%	10%	12%	8%	7%	17%	17%
I tend to agree	22%	22%	21%	21%	21%	29%	20%	23%	17%	20%	26%	21%	19%	23%	20%	22%	20%	20%	24%
I neither agree nor disagree	35%	35%	34%	27%	31%	32%	36%	40%	37%	33%	34%	34%	37%	34%	36%	36%	37%	34%	28%
I tend to disagree	18%	18%	17%	14%	18%	13%	18%	15%	23%	21%	15%	23%	15%	17%	18%	15%	21%	15%	17%
I definitely disagree	10%	10%	11%	13%	8%	5%	9%	9%	17%	13%	10%	6%	11%	11%	9%	12%	11%	8%	8%
Don't know	5%	4%	7%	9%	10%	6%	3%	4%	1%	6%	5%	4%	7%	5%	6%	6%	4%	7%	6%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53k There are serious health risks to young children and the elderly from food prepared at home						
I definitely agree	11%	16%	9%	8%	12%	10%
I tend to agree	22%	25%	20%	25%	21%	14%
I neither agree nor disagree	35%	32%	35%	33%	35%	38%
I tend to disagree	18%	17%	18%	17%	17%	24%
I definitely disagree	10%	7%	11%	11%	11%	7%
Don't know	5%	3%	6%	5%	5%	7%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53I No one gets very ill from food they have prepared in their own kitchen																			
I definitely agree	5%	6%	3%	8%	5%	7%	4%	1%	4%	4%	3%	4%	7%	3%	6%	3%	4%	7%	6%
I tend to agree	12%	12%	12%	24%	13%	15%	8%	7%	10%	10%	11%	14%	12%	10%	13%	12%	10%	12%	14%
I neither agree nor disagree	23%	22%	24%	26%	27%	23%	17%	23%	24%	21%	23%	20%	27%	22%	24%	17%	26%	23%	25%
I tend to disagree	30%	28%	31%	21%	29%	20%	33%	34%	35%	33%	30%	31%	26%	31%	28%	33%	26%	31%	33%
I definitely disagree	27%	28%	27%	17%	20%	32%	35%	31%	26%	29%	31%	26%	23%	30%	24%	32%	30%	22%	19%
Don't know	4%	4%	3%	4%	6%	3%	3%	4%	2%	2%	3%	6%	4%	3%	5%	3%	3%	5%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53I No one gets very ill from food they have prepared in their own kitchen						
I definitely agree	5%	7%	4%	5%	5%	-
I tend to agree	12%	15%	11%	13%	11%	12%
I neither agree nor disagree	23%	28%	22%	23%	24%	14%
I tend to disagree	30%	31%	29%	30%	29%	34%
I definitely disagree	27%	18%	30%	26%	27%	37%
Don't know	4%	2%	4%	3%	4%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53m There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning																			
I definitely agree	38%	36%	39%	34%	36%	42%	38%	41%	36%	38%	36%	39%	38%	37%	39%	40%	38%	35%	36%
I tend to agree	45%	45%	45%	42%	38%	39%	51%	47%	50%	48%	47%	44%	41%	47%	42%	42%	44%	46%	50%
I neither agree nor disagree	13%	13%	13%	21%	19%	15%	8%	11%	11%	12%	14%	12%	15%	13%	14%	13%	14%	15%	10%
I tend to disagree	1%	1%	1%	-	4%	0%	0%	0%	0%	-	2%	2%	1%	1%	1%	1%	1%	2%	1%
I definitely disagree	0%	1%	0%	-	1%	-	1%	-	1%	1%	-	1%	0%	0%	0%	0%	1%	-	-
Don't know	2%	3%	2%	4%	4%	4%	1%	1%	1%	2%	1%	2%	4%	2%	3%	4%	2%	2%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53m There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning						
I definitely agree	38%	35%	39%	32%	39%	44%
I tend to agree	45%	50%	43%	52%	42%	44%
I neither agree nor disagree	13%	11%	14%	12%	14%	12%
I tend to disagree	1%	1%	1%	1%	1%	-
I definitely disagree	0%	1%	0%	0%	1%	-
Don't know	2%	2%	3%	2%	3%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53n I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if I pick it u...																			
I definitely agree	7%	6%	8%	12%	9%	11%	6%	4%	4%	7%	7%	4%	8%	7%	7%	6%	7%	8%	7%
I tend to agree	21%	19%	24%	22%	26%	20%	23%	16%	19%	19%	25%	26%	16%	22%	20%	21%	21%	19%	25%
I neither agree nor disagree	21%	20%	21%	18%	23%	20%	19%	24%	20%	17%	18%	21%	26%	18%	24%	17%	21%	24%	22%
I tend to disagree	19%	20%	18%	17%	19%	14%	20%	20%	19%	18%	21%	20%	15%	20%	17%	20%	18%	19%	18%
I definitely disagree	30%	31%	29%	29%	21%	33%	30%	33%	33%	35%	26%	25%	31%	30%	29%	32%	30%	29%	24%
Don't know	3%	5%	1%	2%	2%	2%	2%	4%	5%	4%	2%	3%	3%	3%	3%	4%	3%	0%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53n I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if I pick it u...						
I definitely agree	7%	10%	6%	4%	8%	7%
I tend to agree	21%	23%	21%	21%	21%	21%
I neither agree nor disagree	21%	25%	19%	23%	19%	26%
I tend to disagree	19%	18%	19%	15%	20%	16%
I definitely disagree	30%	23%	32%	35%	28%	27%
Don't know	3%	1%	3%	2%	3%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53o Restaurants, bars and cafes usually provide enough information to allow me to check that the food I am eating is safe																			
I definitely agree	7%	9%	6%	17%	9%	10%	7%	4%	4%	7%	9%	7%	7%	8%	7%	6%	6%	10%	11%
I tend to agree	28%	27%	28%	31%	35%	26%	26%	22%	26%	21%	28%	35%	28%	25%	31%	24%	29%	31%	28%
I neither agree nor disagree	36%	35%	36%	29%	30%	33%	39%	39%	40%	40%	32%	34%	36%	36%	35%	36%	38%	31%	34%
I tend to disagree	17%	15%	19%	8%	16%	15%	16%	20%	20%	18%	20%	12%	15%	19%	14%	17%	18%	18%	13%
I definitely disagree	6%	7%	5%	4%	4%	5%	8%	7%	8%	9%	5%	6%	5%	7%	5%	7%	6%	5%	6%
Don't know	6%	7%	6%	11%	7%	9%	5%	7%	3%	5%	5%	6%	9%	5%	8%	9%	4%	6%	9%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53o Restaurants, bars and cafes usually provide enough information to allow me to check that the food I am eating is safe						
I definitely agree	7%	10%	7%	7%	8%	6%
I tend to agree	28%	33%	26%	25%	29%	21%
I neither agree nor disagree	36%	33%	36%	36%	35%	40%
I tend to disagree	17%	13%	18%	19%	16%	21%
I definitely disagree	6%	5%	6%	6%	6%	5%
Don't know	6%	7%	6%	7%	6%	7%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q53p I always follow use by dates																			
I definitely agree	30%	30%	30%	40%	24%	31%	29%	37%	29%	30%	26%	28%	35%	28%	32%	30%	30%	30%	30%
I tend to agree	36%	37%	36%	29%	44%	36%	36%	34%	33%	34%	36%	39%	37%	35%	38%	36%	37%	37%	35%
I neither agree nor disagree	18%	16%	20%	16%	19%	18%	20%	14%	18%	18%	17%	19%	17%	18%	18%	14%	17%	23%	19%
I tend to disagree	11%	11%	11%	13%	9%	8%	11%	11%	14%	10%	18%	12%	5%	14%	8%	14%	11%	8%	10%
I definitely disagree	3%	3%	3%	-	2%	4%	2%	3%	6%	6%	2%	1%	3%	4%	2%	4%	4%	2%	2%
Don't know	1%	3%	0%	2%	1%	3%	1%	1%	1%	1%	1%	2%	3%	1%	2%	3%	1%	0%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q53p I always follow use by dates						
I definitely agree	30%	31%	30%	28%	30%	37%
I tend to agree	36%	38%	36%	38%	37%	25%
I neither agree nor disagree	18%	19%	17%	17%	18%	21%
I tend to disagree	11%	7%	12%	11%	11%	8%
I definitely disagree	3%	3%	3%	4%	2%	9%
Don't know	1%	1%	2%	2%	1%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q54 Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?																			
Yes	10%	10%	10%	6%	12%	14%	8%	10%	9%	8%	7%	15%	11%	8%	13%	12%	8%	12%	11%
No	85%	86%	84%	88%	83%	83%	87%	83%	86%	90%	89%	77%	82%	89%	80%	84%	87%	84%	83%
Don't know	5%	4%	6%	6%	5%	3%	5%	7%	5%	3%	3%	7%	8%	3%	8%	5%	6%	4%	6%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q54 Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?						
Yes	10%	17%	8%	9%	11%	4%
No	85%	78%	87%	86%	83%	95%
Don't know	5%	5%	5%	5%	6%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	105	49	56	3	19	25	18	18	22	22	25	33	25	47	58	27	38	19	21
Weighted	105	50	55	4	28	22	15	15	20	19	22	30	33	41	63	28	35	21	20
Q55 Where did you see or hear this advertising or publicity?																			
TV advertising	48%	48%	48%	34%	23%	45%	58%	65%	68%	56%	53%	54%	34%	55%	43%	31%	61%	52%	45%
TV programme	24%	26%	22%	29%	25%	12%	21%	23%	36%	33%	16%	29%	18%	24%	24%	21%	28%	15%	29%
Advertising on the radio	10%	11%	9%	71%	11%	7%	17%	-	-	4%	10%	10%	13%	7%	11%	6%	3%	19%	18%
Features / programmes on the radio	4%	2%	6%	-	-	4%	10%	-	9%	9%	3%	5%	-	6%	3%	-	5%	4%	8%
Advertising in newspapers / magazines	11%	18%	5%	34%	-	11%	12%	5%	25%	13%	10%	11%	10%	12%	11%	11%	8%	7%	20%
PR / News / Newspaper article	10%	11%	9%	36%	6%	4%	16%	-	21%	10%	7%	6%	17%	9%	11%	16%	6%	16%	4%
On posters	5%	6%	3%	-	5%	-	5%	5%	9%	-	3%	10%	3%	2%	6%	5%	7%	-	4%
On YouTube	9%	6%	10%	36%	11%	15%	7%	-	-	13%	-	7%	13%	6%	10%	12%	-	4%	23%
On websites	15%	21%	10%	-	24%	15%	17%	10%	9%	8%	31%	13%	12%	20%	12%	25%	7%	12%	19%
On Facebook	12%	12%	11%	36%	22%	11%	7%	6%	-	20%	-	7%	18%	9%	13%	9%	9%	8%	22%
On Twitter	6%	8%	4%	29%	5%	16%	-	-	-	9%	-	15%	-	4%	7%	4%	4%	-	19%
On Instagram	4%	4%	5%	36%	5%	8%	-	-	-	9%	-	4%	5%	4%	5%	6%	-	-	15%
On Snapchat	5%	5%	5%	-	10%	12%	-	-	-	5%	5%	6%	5%	5%	6%	4%	3%	12%	4%
Other internet / social media channels	6%	8%	3%	-	6%	4%	10%	11%	-	10%	11%	-	5%	10%	3%	6%	3%	7%	8%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / can't remember	8%	3%	13%	-	7%	16%	10%	5%	4%	4%	10%	8%	9%	7%	9%	16%	9%	-	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	105	40	65	22	81	2
Weighted	105	42	62	24	78	2
Q55 Where did you see or hear this advertising or publicity?						
TV advertising	48%	42%	52%	48%	46%	100%
TV programme	24%	24%	23%	23%	25%	-
Advertising on the radio	10%	15%	7%	6%	11%	-
Features / programmes on the radio	4%	6%	3%	4%	4%	-
Advertising in newspapers / magazines	11%	8%	13%	19%	9%	-
PR / News / Newspaper article	10%	8%	12%	20%	8%	-
On posters	5%	5%	4%	-	6%	-
On YouTube	9%	13%	5%	4%	10%	-
On websites	15%	15%	16%	-	20%	-
On Facebook	12%	20%	6%	8%	13%	-
On Twitter	6%	12%	2%	8%	6%	-
On Instagram	4%	7%	3%	4%	5%	-
On Snapchat	5%	8%	4%	8%	5%	-
Other internet / social media channels	6%	6%	5%	8%	5%	-
Other	-	-	-	-	-	-
Don't know / can't remember	8%	2%	12%	13%	7%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q57 Thinking about t- he kind of foods you normally eat and dri- nk nowadays (both f- or meals and snacks), how healthy do yo...																			
Very healthy	8%	10%	7%	5%	6%	8%	8%	8%	12%	14%	5%	7%	8%	9%	7%	7%	10%	7%	8%
Quite healthy	49%	48%	50%	44%	47%	43%	48%	53%	55%	59%	50%	59%	33%	54%	44%	46%	52%	47%	48%
Neither healthy nor unhealthy	27%	27%	27%	23%	27%	30%	27%	27%	26%	20%	27%	20%	37%	24%	30%	30%	23%	31%	29%
Not very healthy	10%	9%	10%	21%	11%	14%	10%	8%	5%	5%	12%	9%	13%	9%	11%	11%	11%	7%	9%
Not at all healthy	3%	2%	4%	4%	4%	3%	4%	1%	0%	1%	2%	1%	5%	2%	4%	2%	2%	3%	3%
It varies too much to say	3%	3%	3%	4%	4%	2%	4%	3%	2%	2%	3%	4%	4%	2%	4%	4%	2%	4%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q57 Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you...						
Very healthy	8%	10%	8%	8%	9%	5%
Quite healthy	49%	48%	50%	48%	49%	59%
Neither healthy nor unhealthy	27%	31%	26%	31%	26%	24%
Not very healthy	10%	8%	11%	8%	11%	6%
Not at all healthy	3%	2%	3%	2%	3%	4%
It varies too much to say	3%	2%	3%	4%	3%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ57 Thinking about the kind of foods you normally eat and dri...																			
Very/Quite	58%	58%	57%	49%	54%	52%	55%	61%	67%	73%	56%	66%	41%	63%	51%	53%	62%	55%	56%
Neither / Nor	27%	27%	27%	23%	27%	30%	27%	27%	26%	20%	27%	20%	37%	24%	30%	30%	23%	31%	29%
Very/not at all	12%	11%	14%	25%	15%	16%	14%	8%	5%	6%	15%	9%	18%	11%	15%	13%	13%	10%	12%
Varies	3%	3%	3%	4%	4%	2%	4%	3%	2%	2%	3%	4%	4%	2%	4%	4%	2%	4%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ57 Thinking about the kind of foods you normally eat and dri...						
Very/Quite	58%	58%	57%	55%	58%	64%
Neither / Nor	27%	31%	26%	31%	26%	24%
Very/not at all	12%	9%	14%	10%	14%	10%
Varies	3%	2%	3%	4%	3%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	800	396	404	42	132	135	166	133	192	232	226	174	168	458	342	-	467	159	174
Weighted	799	380	418	59	189	120	146	115	169	208	204	174	213	412	387	-	446	167	186
Q58 And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snack...																			
Very healthy	6%	8%	4%	-	4%	7%	3%	7%	10%	10%	4%	5%	5%	7%	5%	-	7%	6%	4%
Quite healthy	46%	51%	41%	39%	39%	35%	51%	53%	54%	58%	35%	54%	37%	47%	44%	-	48%	43%	43%
Neither healthy nor unhealthy	28%	28%	29%	25%	31%	33%	26%	25%	27%	18%	37%	24%	34%	27%	29%	-	25%	33%	32%
Not very healthy	14%	8%	20%	24%	19%	15%	12%	13%	7%	9%	17%	12%	18%	13%	15%	-	15%	10%	15%
Not at all healthy	3%	2%	4%	5%	4%	4%	4%	-	1%	2%	5%	1%	4%	3%	3%	-	2%	3%	5%
It varies too much to say	3%	3%	3%	8%	3%	4%	3%	2%	1%	3%	3%	4%	3%	3%	4%	-	2%	7%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	800	227	573	181	577	42
Weighted	799	247	551	200	549	49
Q58 And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snack...						
Very healthy	6%	7%	6%	3%	7%	9%
Quite healthy	46%	48%	45%	47%	44%	54%
Neither healthy nor unhealthy	28%	29%	28%	30%	28%	30%
Not very healthy	14%	12%	15%	15%	15%	5%
Not at all healthy	3%	3%	3%	2%	4%	-
It varies too much to say	3%	2%	4%	3%	3%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q59 How serious a problem do you think food crime is in Scotland?																			
Very serious	9%	9%	9%	11%	11%	14%	8%	3%	6%	5%	8%	13%	10%	7%	11%	9%	6%	14%	11%
Quite serious	28%	29%	27%	22%	29%	30%	29%	27%	29%	26%	26%	32%	30%	26%	31%	24%	28%	33%	31%
Neither serious nor not serious	22%	23%	21%	26%	25%	21%	21%	22%	21%	25%	22%	19%	22%	24%	21%	23%	24%	19%	20%
Not very serious	14%	14%	15%	17%	12%	13%	17%	14%	15%	15%	18%	16%	8%	17%	11%	15%	14%	13%	16%
Not at all serious	2%	3%	2%	2%	3%	2%	3%	0%	3%	3%	2%	0%	3%	3%	2%	3%	3%	1%	2%
Unsure	24%	22%	26%	23%	19%	20%	23%	33%	27%	25%	23%	20%	27%	24%	24%	27%	26%	19%	20%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q59 How serious a problem do you think food crime is in Scotland?						
Very serious	9%	16%	6%	6%	9%	14%
Quite serious	28%	32%	27%	35%	26%	25%
Neither serious nor not serious	22%	18%	24%	19%	24%	20%
Not very serious	14%	15%	14%	16%	14%	12%
Not at all serious	2%	2%	3%	2%	3%	-
Unsure	24%	16%	26%	21%	25%	29%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q60 If you became aware of a food crime, what would you do?																			
Report it to the police	17%	22%	12%	19%	11%	13%	22%	21%	17%	21%	19%	16%	12%	20%	13%	16%	17%	18%	16%
Report it to my local authority / council	32%	37%	29%	30%	21%	25%	36%	34%	46%	40%	31%	27%	31%	35%	30%	31%	36%	28%	29%
Complain to the place the food / drink was bought	19%	16%	22%	23%	19%	19%	19%	18%	20%	19%	17%	25%	18%	18%	21%	18%	19%	23%	19%
Search online (e.g. Google) what to do	21%	18%	23%	26%	22%	29%	25%	15%	12%	18%	21%	19%	24%	19%	22%	21%	18%	25%	23%
Contact Food Standards Scotland	39%	41%	37%	30%	28%	34%	45%	46%	47%	38%	35%	51%	35%	37%	41%	33%	45%	39%	31%
Phone the Scottish Food Crime Hotline	17%	20%	15%	16%	14%	14%	15%	21%	23%	18%	15%	19%	19%	16%	19%	13%	20%	19%	16%
Something else	0%	-	1%	2%	-	0%	-	1%	-	-	1%	-	0%	0%	0%	0%	0%	1%	-
I wouldn't know what to do	21%	17%	25%	20%	30%	24%	18%	18%	15%	16%	24%	13%	26%	21%	21%	25%	17%	21%	24%
Nothing	3%	4%	2%	8%	3%	4%	3%	0%	4%	3%	2%	5%	4%	2%	4%	5%	3%	3%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q60 If you became aware of a food crime, what would you do?						
Report it to the police	17%	17%	17%	13%	18%	17%
Report it to my local authority / council	32%	30%	33%	36%	31%	36%
Complain to the place the food / drink was bought	19%	19%	19%	20%	20%	10%
Search online (e.g. Google) what to do	21%	24%	20%	18%	23%	7%
Contact Food Standards Scotland	39%	34%	40%	38%	39%	41%
Phone the Scottish Food Crime Hotline	17%	18%	17%	21%	17%	13%
Something else	0%	-	0%	-	0%	-
I wouldn't know what to do	21%	22%	20%	21%	20%	26%
Nothing	3%	3%	3%	3%	3%	4%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q61 Have you ever suspected that something you have eaten or drunk isn't what it said it was on the label?																			
Yes	12%	12%	12%	11%	12%	17%	15%	9%	8%	12%	8%	15%	14%	9%	14%	10%	11%	16%	13%
No	88%	88%	88%	89%	88%	83%	85%	91%	92%	88%	92%	85%	86%	91%	86%	90%	89%	84%	87%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q61 Have you ever suspected that something you have eaten or drunk isn't what it said it was on the label?						
Yes	12%	17%	10%	10%	13%	12%
No	88%	83%	90%	90%	87%	88%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q62 Before today, had you heard of the Scottish Food Crime Hotline?																			
Yes	6%	6%	6%	11%	8%	9%	3%	2%	4%	3%	3%	10%	8%	3%	9%	3%	4%	11%	10%
No	94%	94%	94%	89%	92%	91%	97%	98%	96%	97%	97%	90%	92%	97%	91%	97%	96%	89%	90%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q62 Before today, had you heard of the Scottish Food Crime Hotline?						
Yes	6%	14%	3%	6%	6%	-
No	94%	86%	97%	94%	94%	100%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q63 Which, if any, of the following applies to you?																			
Completely vegetarian	5%	5%	5%	5%	11%	8%	4%	2%	1%	3%	7%	6%	5%	5%	6%	7%	3%	6%	8%
Partly vegetarian	7%	5%	8%	8%	8%	9%	5%	6%	5%	8%	7%	5%	6%	8%	5%	6%	7%	6%	6%
Vegan	2%	1%	2%	3%	3%	2%	2%	1%	-	3%	2%	1%	0%	2%	1%	2%	2%	1%	2%
Allergic to certain foods or ingredients	7%	5%	8%	14%	6%	10%	6%	6%	3%	8%	6%	5%	7%	7%	6%	8%	6%	7%	6%
On a diet trying to lose weight	19%	15%	23%	16%	19%	19%	20%	18%	21%	16%	21%	23%	18%	19%	20%	19%	19%	19%	19%
On a diet trying to gain weight	3%	3%	4%	7%	6%	6%	1%	1%	1%	1%	2%	5%	6%	1%	6%	4%	3%	2%	6%
On a diet due to diabetes	3%	4%	2%	2%	1%	2%	2%	4%	7%	2%	2%	2%	5%	2%	4%	3%	4%	3%	2%
Reducing the amount of fat in my diet	26%	26%	27%	22%	15%	20%	26%	34%	38%	28%	24%	27%	26%	26%	27%	24%	28%	26%	24%
Reducing the amount of sugar in my diet	32%	34%	31%	22%	30%	23%	32%	36%	42%	36%	33%	30%	30%	34%	30%	34%	33%	30%	31%
Reducing the amount of starchy foods in my diet	10%	9%	10%	12%	7%	2%	9%	11%	16%	11%	7%	10%	12%	8%	11%	8%	10%	11%	10%
Increasing the amount of protein in my diet	9%	8%	9%	8%	13%	8%	5%	8%	8%	8%	11%	12%	5%	10%	8%	11%	8%	5%	11%
Increasing the amount of starchy foods in my diet	3%	4%	2%	7%	2%	6%	3%	1%	1%	3%	2%	1%	4%	3%	3%	5%	2%	1%	5%
Avoid certain food for religious or cultural reasons	2%	1%	3%	2%	3%	5%	2%	-	1%	1%	1%	2%	4%	1%	3%	2%	1%	2%	4%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q63 Which, if any, of the following applies to you?						
Completely vegetarian	5%	6%	5%	3%	6%	2%
Partly vegetarian	7%	4%	7%	7%	6%	8%
Vegan	2%	2%	2%	1%	2%	-
Allergic to certain foods or ingredients	7%	6%	7%	7%	7%	2%
On a diet trying to lose weight	19%	19%	19%	17%	21%	11%
On a diet trying to gain weight	3%	4%	3%	4%	3%	2%
On a diet due to diabetes	3%	2%	3%	3%	3%	2%
Reducing the amount of fat in my diet	26%	24%	27%	23%	27%	26%
Reducing the amount of sugar in my diet	32%	30%	33%	31%	33%	36%
Reducing the amount of starchy foods in my diet	10%	10%	10%	13%	9%	4%
Increasing the amount of protein in my diet	9%	10%	8%	9%	9%	3%
Increasing the amount of starchy foods in my diet	3%	3%	3%	4%	3%	-
Avoid certain food for religious or cultural reasons	2%	4%	1%	1%	2%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	8%	8%	7%	4%	5%	7%	8%	13%	9%	7%	7%	7%	10%	7%	9%	5%	9%	7%	8%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	17%	15%	19%	17%	10%	20%	14%	22%	20%	17%	16%	15%	19%	16%	17%	16%	16%	20%	16%
Other	1%	1%	1%	2%	1%	1%	1%	-	2%	3%	1%	-	0%	2%	0%	-	2%	1%	1%
None	33%	38%	29%	28%	30%	35%	42%	34%	31%	31%	33%	33%	37%	32%	35%	34%	33%	36%	31%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	8%	7%	8%	9%	7%	10%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	17%	15%	17%	19%	16%	13%
Other	1%	1%	1%	0%	1%	3%
None	33%	34%	33%	35%	32%	41%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
VQ63 Dietary requirement																			
Yes	67%	62%	71%	72%	70%	65%	58%	66%	69%	69%	67%	67%	63%	68%	65%	66%	67%	64%	69%
No	33%	38%	29%	28%	30%	35%	42%	34%	31%	31%	33%	33%	37%	32%	35%	34%	33%	36%	31%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
VQ63 Dietary requirement						
Yes	67%	66%	67%	65%	68%	59%
No	33%	34%	33%	35%	32%	41%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	803	397	406	43	133	136	166	133	192	233	226	176	168	459	344	-	470	159	174
Weighted	802	382	420	61	190	121	146	115	169	208	204	176	213	413	389	-	449	167	186
Q64 Does anyone in your household, other than you, have a food allergy?																			
Yes	10%	10%	10%	13%	11%	13%	8%	6%	9%	16%	10%	8%	5%	13%	6%	-	6%	11%	17%
No	88%	88%	88%	81%	85%	87%	90%	93%	90%	83%	88%	89%	93%	86%	91%	-	92%	87%	80%
Don't know	2%	2%	2%	5%	4%	-	2%	1%	1%	1%	1%	3%	2%	1%	3%	-	2%	2%	3%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	803	230	573	181	580	42
Weighted	802	251	551	200	552	49
Q64 Does anyone in your household, other than you, have a food allergy?						
Yes	10%	16%	7%	9%	10%	10%
No	88%	82%	91%	90%	88%	90%
Don't know	2%	2%	2%	2%	2%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	791	390	401	42	128	136	163	132	190	231	223	172	165	454	337	-	463	157	171
Weighted	788	374	414	59	183	121	144	114	167	206	202	171	209	408	380	-	441	165	182
VQ64 Allergic																			
Yes	15%	13%	17%	26%	17%	19%	12%	10%	12%	21%	16%	12%	11%	18%	11%	-	12%	17%	22%
No	85%	87%	83%	74%	83%	81%	88%	90%	88%	79%	84%	88%	89%	82%	89%	-	88%	83%	78%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northe- rn Sco...	Central Scotla...	Southe- rn Sco...
Base						
Unweighted	791	227	564	179	570	42
Weighted	788	247	541	197	542	49
VQ64 Allergic						
Yes	15%	20%	13%	15%	15%	10%
No	85%	80%	87%	85%	85%	90%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	80	39	41	6	15	19	14	9	17	35	24	14	7	59	21	-	31	18	31
Weighted	79	37	42	8	21	16	11	7	15	34	21	14	11	55	25	-	28	19	32
Q65 And do you ever buy food for this person with the allergy?																			
Yes	92%	90%	92%	68%	85%	94%	100%	100%	100%	97%	88%	100%	70%	94%	87%	-	94%	95%	87%
No	8%	10%	8%	32%	15%	6%	-	-	-	3%	12%	-	30%	6%	13%	-	6%	5%	13%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	80	37	43	17	58	5
Weighted	79	40	39	18	56	5
Q65 And do you ever buy food for this person with the allergy?						
Yes	92%	90%	93%	95%	90%	100%
No	8%	10%	7%	5%	10%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	133	59	74	10	22	33	25	18	25	50	38	24	21	88	45	20	53	27	33
Weighted	132	57	76	14	31	29	21	15	22	46	34	24	28	80	52	20	49	28	35
Q66 What are you / someone in your household allergic to?																			
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	22%	20%	23%	40%	19%	27%	11%	22%	19%	30%	18%	17%	17%	25%	17%	29%	17%	6%	37%
Crustaceans, e.g. prawns, crab and lobster	15%	12%	17%	22%	9%	9%	18%	28%	17%	16%	15%	14%	15%	15%	15%	13%	24%	6%	11%
Eggs	13%	19%	9%	-	9%	29%	3%	29%	4%	15%	10%	17%	11%	13%	14%	10%	20%	13%	5%
Fish	10%	5%	15%	22%	5%	12%	8%	25%	-	10%	6%	11%	15%	9%	13%	18%	9%	9%	9%
Peanuts	12%	9%	15%	8%	26%	18%	8%	-	-	10%	6%	29%	10%	8%	19%	-	15%	13%	15%
Soybeans	5%	5%	5%	11%	5%	3%	-	-	12%	4%	2%	6%	9%	3%	8%	-	5%	-	11%
Milk	23%	16%	28%	20%	30%	20%	22%	21%	21%	25%	29%	24%	11%	27%	17%	18%	21%	24%	27%
Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	12%	5%	17%	8%	13%	24%	16%	-	-	6%	12%	31%	4%	9%	16%	-	14%	10%	16%
Celery (including celeriac)	6%	6%	5%	-	11%	13%	3%	-	-	2%	2%	7%	15%	2%	12%	5%	-	15%	7%
Mustard	5%	7%	3%	11%	10%	-	3%	-	4%	2%	2%	6%	12%	2%	9%	-	2%	6%	11%
Sesame	4%	1%	6%	11%	-	3%	-	-	12%	8%	-	-	6%	4%	3%	-	5%	-	7%
Sulphur dioxide/sulphites (preservatives used in some foods and drinks)	8%	7%	9%	11%	5%	9%	4%	6%	15%	11%	3%	4%	15%	7%	10%	8%	5%	10%	12%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	133	43	90	33	94	6
Weighted	132	47	85	35	91	6
Q66 What are you / someone in your household allergic to?						
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	22%	29%	18%	24%	22%	-
Crustaceans, e.g. prawns, crab and lobster	15%	8%	19%	12%	16%	15%
Eggs	13%	11%	14%	5%	15%	21%
Fish	10%	5%	13%	10%	11%	-
Peanuts	12%	20%	8%	3%	16%	16%
Soybeans	5%	9%	3%	7%	5%	-
Milk	23%	22%	23%	17%	25%	30%
Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	12%	18%	8%	9%	12%	16%
Celery (including celeriac)	6%	12%	2%	3%	7%	-
Mustard	5%	11%	1%	3%	6%	-
Sesame	4%	5%	3%	8%	3%	-
Sulphur dioxide/sulphites (preservatives used in some foods and drinks)	8%	9%	8%	10%	8%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	133	59	74	10	22	33	25	18	25	50	38	24	21	88	45	20	53	27	33
Weighted	132	57	76	14	31	29	21	15	22	46	34	24	28	80	52	20	49	28	35
Lupin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	12%	8%	16%	22%	-	14%	12%	26%	12%	14%	4%	18%	15%	10%	16%	22%	14%	9%	7%
Other	21%	25%	19%	10%	5%	17%	47%	10%	41%	26%	29%	3%	20%	27%	12%	15%	27%	21%	18%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	133	43	90	33	94	6
Weighted	132	47	85	35	91	6
Lupin	-	-	-	-	-	-
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	12%	5%	17%	6%	15%	15%
Other	21%	18%	23%	47%	12%	16%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	133	59	74	10	22	33	25	18	25	50	38	24	21	88	45	20	53	27	33
Weighted	132	57	76	14	31	29	21	15	22	46	34	24	28	80	52	20	49	28	35
Q67 Do you carry an Epipen or other auto-injector with you when you are eating out?																			
Yes, always	13%	16%	10%	20%	24%	16%	-	5%	5%	11%	3%	8%	31%	8%	20%	13%	10%	12%	16%
Yes, sometimes	8%	11%	5%	11%	9%	21%	-	-	-	2%	3%	29%	6%	2%	16%	4%	-	12%	17%
No	41%	44%	38%	38%	23%	46%	34%	65%	52%	39%	53%	35%	35%	45%	35%	60%	41%	37%	33%
I don't have / need an Epipen / auto-injector	39%	29%	46%	31%	44%	17%	66%	30%	43%	48%	41%	29%	29%	45%	29%	23%	48%	39%	34%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	133	43	90	33	94	6
Weighted	132	47	85	35	91	6
Q67 Do you carry an Epipen or other auto-injector with you when you are eating out?						
Yes, always	13%	19%	9%	5%	16%	-
Yes, sometimes	8%	18%	2%	5%	9%	-
No	41%	29%	47%	45%	38%	68%
I don't have / need an Epipen / auto-injector	39%	33%	41%	44%	37%	32%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	133	59	74	10	22	33	25	18	25	50	38	24	21	88	45	20	53	27	33
Weighted	132	57	76	14	31	29	21	15	22	46	34	24	28	80	52	20	49	28	35
Q68 How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?																			
Very easy	15%	19%	13%	-	25%	24%	12%	10%	7%	17%	4%	21%	21%	12%	21%	14%	10%	22%	20%
Quite easy	47%	47%	46%	58%	57%	48%	43%	27%	40%	53%	43%	53%	37%	48%	44%	45%	51%	56%	34%
Neither	22%	18%	25%	22%	5%	19%	34%	31%	33%	19%	31%	11%	26%	24%	19%	15%	25%	16%	26%
Quite difficult	13%	13%	13%	20%	8%	9%	7%	32%	16%	10%	22%	12%	10%	15%	11%	26%	13%	3%	15%
Very difficult	3%	2%	3%	-	5%	-	4%	-	4%	2%	-	3%	6%	1%	5%	-	2%	3%	5%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	133	43	90	33	94	6
Weighted	132	47	85	35	91	6
Q68 How easy or difficult is it to find allergy information about foods you are buying in shops and supermarkets?						
Very easy	15%	24%	11%	12%	18%	-
Quite easy	47%	41%	50%	54%	45%	32%
Neither	22%	22%	22%	18%	23%	32%
Quite difficult	13%	8%	16%	13%	12%	36%
Very difficult	3%	5%	1%	3%	3%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	133	59	74	10	22	33	25	18	25	50	38	24	21	88	45	20	53	27	33
Weighted	132	57	76	14	31	29	21	15	22	46	34	24	28	80	52	20	49	28	35
Q69 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	8%	12%	5%	-	16%	15%	-	10%	-	7%	-	11%	18%	4%	14%	-	5%	22%	7%
Quite easy	20%	28%	14%	-	26%	30%	25%	11%	11%	23%	12%	41%	7%	18%	23%	36%	11%	20%	23%
Neither	24%	21%	27%	42%	23%	12%	19%	33%	29%	21%	28%	18%	30%	24%	24%	25%	30%	19%	20%
Quite difficult	35%	30%	38%	30%	21%	31%	49%	27%	55%	38%	41%	31%	25%	39%	28%	24%	41%	37%	32%
Very difficult	13%	9%	16%	28%	14%	12%	7%	19%	5%	11%	19%	-	20%	14%	11%	15%	14%	3%	19%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	133	43	90	33	94	6
Weighted	132	47	85	35	91	6
Q69 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	8%	16%	4%	3%	11%	-
Quite easy	20%	24%	18%	25%	20%	-
Neither	24%	14%	29%	19%	25%	47%
Quite difficult	35%	32%	37%	45%	31%	32%
Very difficult	13%	14%	12%	9%	14%	21%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	133	43	90	33	94	6
Weighted	132	47	85	35	91	6
Q70 Where do you mainly get allergy information when shopping or eating out of the home?						
Labels on food	54%	40%	62%	55%	53%	70%
Ask staff/people in shops/stalls for information	52%	45%	55%	51%	53%	31%
Information on menus	55%	48%	58%	62%	52%	48%
Other in-store information e.g. signs on the wall	20%	20%	21%	12%	25%	-
Restaurant website	19%	21%	18%	8%	25%	-
Other	-	-	-	-	-	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
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	63%	52%	73%	41%	65%	71%	67%	69%	54%	53%	69%	63%	65%	62%	64%	96%	51%	58%	52%
Responsible for about half of the food/grocery shopping	29%	36%	22%	35%	31%	22%	29%	24%	33%	36%	24%	29%	28%	29%	28%	2%	39%	33%	36%
Responsible for less than half of the food/grocery shopping	7%	8%	5%	18%	4%	5%	3%	6%	10%	10%	5%	6%	6%	7%	6%	0%	9%	6%	10%
Not responsible for any of the food/grocery shopping	2%	3%	1%	5%	1%	2%	1%	0%	3%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
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	63%	63%	63%	67%	61%	63%
Responsible for about half of the food/grocery shopping	29%	29%	29%	25%	30%	32%
Responsible for less than half of the food/grocery shopping	7%	7%	7%	6%	7%	3%
Not responsible for any of the food/grocery shopping	2%	1%	2%	2%	2%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1027	509	518	52	165	172	210	179	249	275	316	197	239	591	436	240	462	154	171
Weighted	1027	497	530	74	234	154	186	156	222	247	288	194	299	534	493	241	442	162	183
Q72 Which, if any, of the following types of raw meat (including poultry) do you usually buy?																			
Minced or diced	71%	70%	73%	57%	58%	71%	78%	78%	81%	69%	71%	76%	72%	70%	73%	59%	74%	77%	77%
Meat portion (e.g. steak or chops)	65%	69%	61%	51%	59%	61%	67%	72%	73%	66%	63%	65%	66%	64%	66%	58%	70%	65%	62%
Skinless chicken portions	68%	63%	72%	60%	63%	64%	74%	78%	68%	73%	67%	67%	65%	70%	66%	58%	70%	69%	75%
Skin-on chicken portions	33%	35%	31%	18%	29%	29%	35%	38%	40%	36%	28%	36%	34%	31%	35%	27%	36%	33%	33%
Processed (e.g. sausages or bacon)	67%	68%	65%	50%	56%	65%	74%	71%	75%	68%	68%	65%	65%	68%	65%	58%	70%	67%	69%
Joints (e.g. of beef, lamb, pork, etc.)	48%	51%	46%	30%	27%	45%	56%	55%	67%	55%	44%	48%	47%	49%	48%	36%	55%	44%	51%
Whole chicken or other poultry	51%	53%	49%	40%	38%	45%	60%	55%	62%	58%	47%	45%	53%	52%	50%	36%	57%	51%	55%
Other type of raw meat	12%	15%	10%	2%	3%	10%	16%	15%	23%	17%	13%	10%	11%	15%	10%	10%	17%	9%	9%
Do not buy raw meat	9%	8%	9%	16%	11%	11%	9%	6%	6%	8%	12%	7%	8%	10%	8%	17%	5%	9%	7%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1027	227	800	242	732	53
Weighted	1027	247	780	268	698	62
Q72 Which, if any, of the following types of raw meat (including poultry) do you usually buy?						
Minced or diced	71%	79%	69%	69%	72%	71%
Meat portion (e.g. steak or chops)	65%	62%	66%	63%	65%	71%
Skinless chicken portions	68%	76%	66%	72%	67%	62%
Skin-on chicken portions	33%	31%	34%	34%	32%	35%
Processed (e.g. sausages or bacon)	67%	69%	66%	69%	65%	76%
Joints (e.g. of beef, lamb, pork, etc.)	48%	48%	49%	48%	48%	58%
Whole chicken or other poultry	51%	53%	51%	54%	49%	65%
Other type of raw meat	12%	8%	14%	12%	12%	18%
Do not buy raw meat	9%	4%	10%	7%	10%	10%

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q73 Please tell me if you suffer from any of these?																			
Yes	25%	29%	22%	28%	11%	30%	22%	31%	34%	25%	21%	24%	30%	23%	28%	26%	26%	22%	23%
No	72%	69%	76%	63%	87%	68%	76%	66%	66%	74%	77%	74%	66%	75%	69%	70%	73%	75%	72%
Don't know	2%	1%	2%	6%	2%	2%	1%	-	0%	1%	1%	1%	3%	1%	2%	1%	1%	2%	4%
Prefer not to say	1%	1%	1%	2%	-	1%	1%	3%	-	1%	0%	1%	2%	0%	1%	3%	0%	1%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q73 Please tell me if you suffer from any of these?						
Yes	25%	21%	26%	26%	24%	36%
No	72%	76%	71%	71%	74%	64%
Don't know	2%	3%	1%	2%	2%	-
Prefer not to say	1%	0%	1%	1%	1%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Q74 Which best describes your current working status?																			
Self employed full time (30+ hours per week)	11%	14%	8%	6%	19%	13%	14%	8%	1%	10%	14%	16%	4%	12%	9%	14%	8%	10%	13%
Self employed part-time (less than 30 hours per week)	5%	3%	6%	-	4%	6%	6%	9%	3%	5%	5%	6%	5%	5%	5%	3%	5%	5%	6%
In paid full-time employment (30+ hours per week)	29%	31%	27%	23%	37%	46%	45%	24%	3%	26%	40%	35%	17%	34%	24%	27%	22%	42%	38%
In paid part-time employment (less than 30 hours per week)	9%	5%	13%	11%	13%	9%	9%	13%	4%	3%	8%	14%	12%	6%	13%	9%	9%	8%	11%
Unemployed	6%	7%	5%	17%	8%	5%	5%	5%	-	3%	2%	4%	12%	3%	9%	8%	4%	8%	3%
Retired from paid work altogether	23%	31%	16%	-	1%	-	3%	22%	87%	43%	18%	13%	19%	29%	17%	28%	36%	6%	1%
On maternity/paternity leave	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Looking after family or home	7%	2%	12%	5%	9%	6%	10%	10%	2%	5%	5%	8%	10%	5%	9%	1%	7%	10%	13%
Full-time student/ at school	4%	2%	5%	32%	4%	1%	1%	-	-	3%	7%	2%	3%	5%	3%	3%	2%	3%	9%
Long term sick or disabled	4%	3%	5%	4%	2%	8%	4%	9%	-	1%	1%	2%	11%	1%	8%	5%	3%	6%	3%
Unable to work because of short-term illness or injury	1%	0%	1%	-	1%	2%	1%	-	-	-	0%	-	2%	0%	1%	1%	1%	-	1%
On a government training scheme	0%	-	0%	-	-	1%	-	-	-	-	-	-	0%	-	0%	0%	-	-	-

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q74 Which best describes your current working status?						
Self employed full time (30+ hours per week)	11%	16%	9%	9%	11%	15%
Self employed part-time (less than 30 hours per week)	5%	6%	5%	6%	4%	3%
In paid full-time employment (30+ hours per week)	29%	42%	25%	25%	31%	23%
In paid part-time employment (less than 30 hours per week)	9%	10%	9%	9%	9%	15%
Unemployed	6%	2%	7%	3%	7%	2%
Retired from paid work altogether	23%	0%	30%	30%	20%	29%
On maternity/paternity leave	-	-	-	-	-	-
Looking after family or home	7%	14%	5%	9%	6%	4%
Full-time student/ at school	4%	6%	3%	1%	5%	-
Long term sick or disabled	4%	3%	4%	3%	4%	4%
Unable to work because of short-term illness or injury	1%	0%	1%	0%	1%	-
On a government training scheme	0%	-	0%	0%	-	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Doing something else	0%	1%	-	-	-	-	1%	-	-	-	-	-	1%	-	1%	-	1%	-	-
Would prefer not to say	1%	1%	1%	2%	1%	3%	1%	0%	0%	1%	0%	1%	3%	0%	2%	1%	1%	2%	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Doing something else	0%	-	0%	-	-	4%
Would prefer not to say	1%	0%	1%	1%	1%	-

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Q75 What is your ethnic group?						
White - Scottish	75%	77%	74%	73%	76%	72%
White - Other British	15%	10%	17%	18%	14%	27%
White - Irish	1%	2%	1%	1%	1%	-
White - Gypsy/Traveller	-	-	-	-	-	-
White - Polish	1%	3%	0%	1%	1%	-
Any other White ethnic group	4%	3%	4%	5%	3%	2%
Any Mixed or Multiple ethnic groups	1%	1%	1%	1%	1%	-
Pakistani, Pakistani Scottish or Pakistani British	0%	1%	0%	-	1%	-
Indian, Indian Scottish or Indian British	0%	2%	-	1%	0%	-
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	-	-	-	-	-	-
Chinese, Chinese Scottish or Chinese British	0%	1%	0%	-	1%	-
Any other Asian	-	-	-	-	-	-
African, African Scottish or African British	0%	1%	0%	-	0%	-
Any other African	0%	-	0%	1%	-	-
Caribbean, Caribbean Scottish or Caribbean British	-	-	-	-	-	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age						VQ3a SEG				VQ3b SEG 2		VQ5 Number in household			
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE	1	2	3	4+
Base																			
Unweighted	1046	525	521	55	166	175	212	180	258	280	322	201	243	602	444	243	470	159	174
Weighted	1046	513	533	78	235	157	188	157	230	251	293	199	303	544	502	244	449	167	186
Black, Black Scottish or Black British	0%	-	0%	-	-	0%	-	-	-	-	0%	-	-	0%	-	0%	-	-	-
Arab, Arab Scottish or Arab British	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other ethnic group	0%	0%	0%	2%	-	1%	-	-	-	0%	-	-	1%	0%	0%	1%	-	-	-
Would prefer not to say	1%	1%	1%	5%	2%	1%	1%	-	0%	0%	1%	1%	3%	1%	2%	3%	1%	-	1%

Break % Respondents	Total	VQ6 Kids in household		VQ4 Area of Scotland		
		Yes	No	Northern Sco...	Central Scotla...	Southern Sco...
Base						
Unweighted	1046	230	816	246	746	54
Weighted	1046	251	795	272	711	63
Black, Black Scottish or Black British	0%	-	0%	-	0%	-
Arab, Arab Scottish or Arab British	-	-	-	-	-	-
Any other ethnic group	0%	-	0%	0%	0%	-
Would prefer not to say	1%	1%	2%	0%	2%	-