

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q1 Are you...?															
Male	49%	100%	-	31%	48%	54%	51%	69%	58%	48%	49%	42%	46%	49%	63%
Female	51%	-	100%	69%	52%	46%	49%	31%	42%	52%	51%	58%	54%	51%	37%
Prefer to self-describe	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Q2 Which of the following age groups do you fall into?															
Under 16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16-17	0%	1%	0%	2%	-	-	-	-	1%	1%	1%	-	0%	1%	-
18-24	9%	4%	14%	29%	-	-	-	-	10%	12%	8%	5%	11%	8%	7%
25-34	21%	15%	26%	69%	-	-	-	-	27%	30%	14%	11%	18%	22%	17%
35-44	15%	15%	15%	-	100%	-	-	-	9%	14%	20%	17%	16%	15%	11%
45-54	18%	20%	16%	-	-	100%	-	-	10%	16%	24%	23%	16%	19%	20%
55-64	15%	15%	15%	-	-	-	100%	-	9%	8%	20%	23%	18%	14%	18%
65-74	18%	24%	12%	-	-	-	-	80%	26%	14%	12%	18%	18%	18%	19%
75+	4%	7%	2%	-	-	-	-	20%	8%	4%	1%	3%	4%	4%	9%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Q3 Which of the following groups does the Chief Income Earner in your household belong to?															
Semi or unskilled manual worker (e.g. Manual jobs that require no special training or qualifications; Manual workers, Apprentic...	14%	12%	17%	11%	22%	20%	24%	3%	-	-	-	49%	17%	13%	20%
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/Ambulance Driver, HGV driver, Unqualified as...	19%	19%	19%	14%	25%	25%	26%	11%	-	-	100%	-	21%	18%	18%
Supervisory or clerical / Junior managerial / Professional / administrator (e.g. Office worker, Student Doctor, Foreman with 25+ e...	26%	27%	25%	34%	26%	24%	15%	24%	-	93%	-	-	25%	27%	23%
Intermediate managerial / Professional / Administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board directo...	19%	21%	16%	25%	10%	11%	11%	28%	78%	-	-	-	14%	21%	15%
Higher managerial/ Professional/Administrative (e.g. Established doctor, Solicitor, Board Director in large Organisation (200+ em...	5%	7%	4%	5%	5%	2%	4%	9%	22%	-	-	-	6%	5%	6%
Student	2%	1%	3%	6%	1%	0%	-	-	-	7%	-	-	1%	2%	2%

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Base															
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Retired and living on state pension only	6%	7%	5%	-	2%	2%	2%	22%	-	-	-	20%	7%	5%	10%
Unemployed (for over 6 months) or not working due to long term sickness	9%	6%	11%	5%	9%	16%	18%	3%	-	-	-	31%	8%	9%	7%

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VQ3 Chief Income Earner															
A	5%	7%	4%	5%	5%	2%	4%	9%	22%	-	-	-	6%	5%	6%
B	19%	21%	16%	25%	10%	11%	11%	28%	78%	-	-	-	14%	21%	15%
C1	28%	28%	28%	40%	27%	25%	15%	24%	-	100%	-	-	26%	29%	25%
C2	19%	19%	19%	14%	25%	25%	26%	11%	-	-	100%	-	21%	18%	18%
D	14%	12%	17%	11%	22%	20%	24%	3%	-	-	-	49%	17%	13%	20%
E	15%	13%	16%	5%	11%	18%	20%	24%	-	-	-	51%	16%	14%	17%

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Q4 Which of these areas best describes where in Scotland you live?															
Grampian	11%	9%	13%	10%	11%	11%	13%	10%	10%	8%	13%	13%	42%	-	-
Highland	6%	6%	6%	6%	9%	5%	5%	6%	4%	4%	8%	9%	24%	-	-
Perth/Tayside	8%	8%	7%	7%	5%	6%	11%	8%	7%	11%	5%	7%	29%	-	-
Western Isles	0%	0%	0%	1%	-	-	-	0%	0%	0%	1%	-	1%	-	-
Orkney	0%	1%	0%	1%	1%	-	1%	-	0%	0%	1%	-	1%	-	-
Shetland	1%	1%	1%	1%	1%	-	1%	0%	1%	1%	1%	-	2%	-	-
Glasgow	23%	22%	25%	27%	22%	28%	18%	19%	23%	25%	22%	24%	-	34%	-
Ayrshire	7%	8%	7%	6%	10%	6%	8%	9%	10%	5%	9%	6%	-	11%	-
Lanarkshire	6%	6%	7%	5%	10%	7%	4%	7%	6%	7%	6%	7%	-	9%	-
Argyll	1%	1%	1%	1%	-	1%	1%	0%	1%	1%	1%	0%	-	1%	-
Edinburgh & Lothians	18%	19%	18%	21%	17%	16%	19%	17%	22%	24%	14%	13%	-	27%	-
Fife	5%	5%	4%	2%	6%	6%	4%	6%	4%	2%	8%	5%	-	7%	-
Central	7%	8%	6%	7%	4%	7%	8%	9%	7%	6%	6%	8%	-	10%	-
Borders	3%	5%	2%	1%	2%	3%	5%	5%	2%	2%	3%	5%	-	-	51%
Dumfries & Galloway	3%	3%	3%	4%	2%	3%	3%	2%	3%	3%	3%	3%	-	-	49%
Do not live in Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
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VQ4 Area of Scotland															
Northern Scotland	26%	24%	28%	25%	27%	23%	31%	25%	22%	24%	29%	29%	100%	-	-
Central Scotland	68%	68%	68%	70%	68%	70%	62%	67%	73%	71%	66%	63%	-	100%	-
Southern Scotland	6%	8%	4%	5%	5%	7%	7%	7%	5%	5%	6%	8%	-	-	100%

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Base															
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VQ5 Number in household															
1	23%	27%	21%	16%	21%	25%	25%	34%	16%	27%	15%	32%	27%	22%	23%
2	40%	41%	39%	31%	27%	29%	52%	61%	43%	37%	39%	41%	39%	40%	38%
3	19%	18%	19%	26%	25%	21%	16%	4%	19%	20%	23%	14%	19%	19%	17%
4	13%	10%	15%	18%	20%	18%	5%	1%	14%	13%	16%	9%	12%	13%	18%
5	4%	3%	5%	7%	5%	4%	1%	0%	6%	2%	4%	3%	4%	4%	3%
6	1%	1%	1%	1%	1%	1%	1%	-	1%	0%	1%	0%	-	1%	-
7	0%	1%	-	1%	2%	0%	-	-	-	1%	-	1%	0%	1%	-
8+	0%	1%	0%	-	-	2%	1%	-	-	0%	1%	0%	0%	0%	-

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		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
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Q6 Do you have any children in your household of the following ages, or is anyone in the household currently pregnant?															
Currently pregnant	1%	1%	2%	3%	2%	-	-	-	2%	2%	1%	-	1%	1%	2%
Any under 5 years old	9%	6%	11%	19%	17%	2%	-	-	11%	8%	8%	7%	7%	9%	11%
Any 5 - 11 years old	12%	11%	13%	15%	26%	17%	2%	0%	11%	13%	12%	11%	11%	12%	11%
Any 12 - 15 years old	9%	9%	9%	5%	24%	17%	5%	-	8%	7%	13%	8%	7%	10%	7%
Any 16 - 17 years old	4%	5%	4%	5%	2%	12%	3%	-	3%	6%	4%	4%	4%	5%	3%
No - no children under 18 in household/not currently pregnant	74%	76%	72%	65%	49%	65%	92%	100%	76%	71%	70%	78%	77%	73%	76%

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Base															
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Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
VQ6 Kids in household															
Yes	26%	24%	28%	35%	51%	35%	8%	0%	24%	29%	30%	22%	23%	27%	24%
No	74%	76%	72%	65%	49%	65%	92%	100%	76%	71%	70%	78%	77%	73%	76%

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
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Q7 Had you heard of Food Standards Scotland before today?															
Yes	60%	55%	64%	67%	63%	62%	51%	50%	61%	57%	67%	56%	59%	60%	55%
No	40%	45%	36%	33%	37%	38%	49%	50%	39%	43%	33%	44%	41%	40%	45%

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		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Q8 How well do you feel you understand Food Standards Scotland's role/remit?															
Very well	11%	11%	11%	14%	21%	10%	8%	2%	14%	12%	14%	7%	13%	11%	6%
Quite well	49%	50%	49%	46%	38%	55%	44%	62%	46%	49%	50%	51%	44%	50%	60%
Not very well	32%	31%	32%	35%	23%	27%	41%	32%	33%	32%	31%	30%	35%	30%	28%
Not at all well	4%	4%	3%	4%	6%	4%	1%	3%	4%	5%	2%	3%	3%	4%	3%
Unsure	4%	4%	5%	2%	13%	4%	6%	1%	3%	2%	3%	8%	5%	4%	3%

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Q9 Which of these issues do you think Food Standards Scotland is responsible for?															
Ensuring the food you buy is safe to eat	84%	84%	84%	80%	79%	84%	89%	92%	87%	87%	80%	82%	84%	83%	94%
Promoting food safety in the home	55%	55%	55%	46%	62%	54%	58%	67%	55%	56%	51%	58%	56%	54%	69%
Promoting and enabling healthy eating	42%	39%	44%	38%	46%	44%	41%	44%	42%	40%	52%	36%	43%	41%	43%
Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food	35%	32%	38%	38%	25%	38%	39%	34%	33%	37%	40%	32%	34%	35%	43%
Overseeing inspections of restaurants and other food businesses for food hygiene	58%	54%	61%	52%	51%	55%	72%	70%	58%	59%	56%	59%	67%	54%	70%
Nutrition labelling information on food packaging	51%	46%	55%	47%	41%	60%	56%	52%	48%	56%	49%	49%	46%	51%	71%
Date labels, such as "best before" and "use by" labels	54%	50%	57%	46%	52%	57%	58%	63%	47%	56%	51%	59%	52%	53%	71%
Ensuring food is authentic – what it says it is on the packaging	53%	53%	53%	43%	39%	51%	69%	76%	54%	55%	47%	57%	59%	50%	64%

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Country of origin labels, which identify where food comes from	46%	42%	50%	35%	33%	55%	54%	63%	41%	51%	42%	49%	49%	43%	64%
Allergen labelling on all food packaging	49%	46%	51%	43%	37%	55%	58%	56%	43%	56%	47%	48%	46%	48%	65%
Working with the food industry and business to improve standards	62%	58%	66%	53%	54%	65%	74%	76%	63%	60%	60%	66%	65%	60%	73%
Tackling food crime and food fraud	47%	50%	44%	35%	48%	52%	50%	61%	47%	45%	47%	49%	46%	46%	60%
Making sure the food we eat in Scotland is of a high quality	56%	54%	57%	43%	56%	56%	63%	74%	59%	51%	53%	60%	57%	56%	55%
Making sure food is produced ethically and that animal welfare is protected	46%	44%	47%	35%	41%	52%	52%	58%	42%	47%	45%	48%	48%	44%	55%
Working with food businesses to improve the nutritional value of the food we eat	40%	39%	41%	32%	27%	52%	44%	53%	33%	43%	46%	41%	41%	39%	59%
Other	0%	1%	-	-	-	-	2%	-	-	1%	-	1%	-	0%	-
Don't know	3%	5%	1%	1%	6%	5%	2%	1%	2%	2%	1%	5%	3%	3%	3%

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Q10 How much do you trust or distrust Food Standards Scotland to do its job?															
I trust it a lot	22%	24%	20%	22%	22%	25%	19%	21%	23%	19%	27%	19%	25%	20%	24%
I trust it	55%	52%	58%	53%	53%	54%	53%	63%	53%	59%	54%	53%	52%	56%	54%
I neither trust it nor distrust it	19%	21%	18%	21%	18%	17%	23%	15%	21%	19%	14%	22%	19%	19%	22%
I distrust it	0%	1%	0%	1%	-	1%	-	1%	-	1%	2%	-	-	1%	-
I distrust it a lot	1%	2%	0%	1%	2%	-	-	-	1%	1%	1%	1%	-	1%	-
Don't know	3%	1%	4%	1%	5%	3%	5%	1%	2%	2%	2%	4%	5%	2%	-

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Mean	3.79	3.77	3.81	3.73	3.86	3.89	3.73	3.79	3.72	3.70	3.96	3.81	3.87	3.76	3.80
Q11a Working in the best interests of Scotland and people who live here															
Excellent	21%	20%	22%	22%	22%	26%	20%	15%	21%	16%	30%	21%	22%	21%	18%
Very good	35%	38%	33%	31%	36%	36%	29%	45%	35%	36%	32%	36%	36%	34%	45%
Good	27%	25%	29%	29%	23%	27%	30%	26%	23%	29%	26%	31%	29%	27%	25%
Fair	5%	6%	4%	6%	2%	5%	6%	5%	9%	5%	4%	2%	3%	6%	6%
Poor	1%	2%	1%	2%	2%	-	-	-	2%	1%	-	1%	-	1%	-
Don't know	11%	10%	11%	11%	14%	6%	14%	9%	11%	14%	9%	8%	10%	11%	6%

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Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.65	3.61	3.69	3.67	3.75	3.70	3.68	3.45	3.65	3.53	3.81	3.63	3.71	3.64	3.51
Q11b Providing the right advice about food and nutrition related issues which affect you															
Excellent	17%	18%	17%	17%	21%	21%	21%	8%	15%	13%	25%	18%	19%	17%	15%
Very good	30%	28%	32%	33%	30%	28%	21%	35%	32%	30%	30%	28%	30%	30%	31%
Good	28%	27%	28%	28%	23%	28%	26%	32%	23%	30%	30%	27%	28%	28%	21%
Fair	7%	9%	6%	6%	6%	9%	9%	9%	8%	8%	5%	8%	7%	6%	18%
Poor	2%	2%	1%	2%	2%	-	1%	2%	1%	2%	1%	2%	1%	2%	-
Don't know	16%	16%	17%	15%	17%	14%	22%	15%	21%	16%	10%	17%	15%	17%	15%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.74	3.67	3.81	3.66	3.93	3.76	3.69	3.78	3.65	3.61	3.92	3.81	3.82	3.72	3.68
Q11c Being an organisation which responds quickly to problems related to food															
Excellent	19%	19%	18%	17%	23%	21%	18%	15%	13%	13%	26%	24%	21%	18%	15%
Very good	31%	31%	31%	27%	33%	36%	26%	37%	31%	33%	33%	29%	30%	31%	37%
Good	25%	24%	26%	29%	19%	25%	28%	21%	28%	24%	23%	25%	26%	25%	20%
Fair	5%	7%	3%	6%	1%	8%	5%	5%	6%	7%	5%	3%	4%	6%	6%
Poor	1%	3%	0%	1%	2%	1%	1%	1%	-	2%	-	3%	1%	1%	3%
Don't know	19%	16%	21%	20%	22%	9%	22%	21%	21%	23%	14%	16%	19%	18%	18%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.67	3.60	3.73	3.71	3.91	3.77	3.60	3.35	3.60	3.55	3.86	3.70	3.69	3.67	3.59
Q11d Helping people to understand food labels and what's in their food															
Excellent	19%	18%	19%	20%	25%	23%	18%	8%	13%	14%	27%	22%	20%	18%	15%
Very good	31%	31%	32%	32%	33%	34%	23%	33%	32%	30%	34%	30%	31%	31%	39%
Good	29%	26%	31%	27%	24%	27%	34%	34%	31%	32%	24%	27%	27%	29%	30%
Fair	8%	11%	5%	7%	1%	9%	9%	13%	8%	10%	4%	7%	7%	8%	12%
Poor	1%	2%	1%	2%	2%	-	-	2%	-	-	2%	3%	2%	1%	-
Don't know	12%	12%	13%	14%	15%	7%	16%	10%	16%	14%	8%	11%	13%	13%	3%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.89	3.86	3.92	3.87	4.00	3.89	3.92	3.83	3.93	3.77	4.00	3.90	3.95	3.88	3.75
Q11e Ensuring that food in Scotland is safe to eat															
Excellent	24%	25%	24%	24%	27%	27%	26%	17%	22%	18%	33%	25%	24%	24%	24%
Very good	38%	36%	39%	35%	38%	36%	29%	50%	43%	38%	30%	39%	42%	36%	36%
Good	23%	22%	24%	26%	21%	24%	26%	17%	16%	29%	23%	23%	21%	24%	24%
Fair	5%	6%	3%	4%	1%	7%	3%	8%	5%	5%	5%	4%	4%	5%	12%
Poor	0%	1%	-	0%	1%	-	-	-	1%	-	-	1%	-	0%	-
Don't know	10%	10%	10%	10%	13%	6%	16%	8%	13%	11%	9%	8%	9%	11%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.86	3.86	3.86	3.79	3.96	3.95	3.86	3.81	3.90	3.72	4.03	3.82	3.90	3.86	3.69
Q11f Being the experts when it comes to food safety															
Excellent	23%	25%	22%	23%	25%	28%	21%	20%	26%	16%	30%	23%	22%	24%	15%
Very good	36%	35%	37%	33%	37%	38%	37%	39%	34%	37%	36%	37%	41%	33%	46%
Good	24%	22%	25%	24%	23%	22%	21%	28%	19%	29%	22%	25%	24%	24%	27%
Fair	5%	5%	5%	7%	1%	5%	4%	3%	8%	6%	3%	2%	3%	5%	9%
Poor	1%	2%	-	1%	1%	-	1%	1%	-	-	-	3%	1%	1%	-
Don't know	11%	11%	11%	12%	13%	7%	15%	9%	14%	12%	9%	9%	9%	12%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.69	3.61	3.75	3.60	3.92	3.74	3.69	3.58	3.57	3.66	3.81	3.72	3.73	3.67	3.69
Q11g Speaking to people in a way that's friendly and understandable															
Excellent	18%	17%	19%	19%	21%	20%	19%	12%	16%	13%	26%	19%	19%	18%	12%
Very good	25%	26%	25%	22%	34%	30%	20%	23%	23%	30%	28%	22%	28%	24%	33%
Good	27%	27%	27%	27%	21%	26%	29%	33%	29%	24%	24%	30%	28%	27%	24%
Fair	6%	8%	4%	8%	3%	8%	6%	2%	7%	6%	8%	3%	5%	6%	6%
Poor	1%	2%	1%	2%	-	-	-	2%	2%	1%	1%	1%	1%	1%	-
Don't know	22%	20%	24%	22%	21%	17%	26%	28%	24%	26%	14%	24%	19%	24%	24%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.64	3.61	3.67	3.60	3.73	3.77	3.60	3.52	3.58	3.50	3.79	3.70	3.74	3.62	3.45
Q11h Being a dynamic and forward-looking organisation															
Excellent	17%	17%	17%	15%	21%	24%	18%	10%	16%	9%	27%	18%	19%	17%	12%
Very good	26%	29%	23%	24%	26%	28%	19%	30%	24%	28%	20%	28%	26%	25%	28%
Good	28%	24%	32%	29%	28%	26%	26%	30%	24%	30%	32%	27%	28%	28%	34%
Fair	7%	9%	5%	8%	3%	6%	8%	6%	10%	8%	5%	4%	4%	7%	8%
Poor	1%	2%	1%	0%	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%	3%
Don't know	21%	19%	23%	23%	19%	15%	28%	22%	25%	25%	15%	20%	22%	22%	15%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.75	3.73	3.77	3.69	3.86	3.91	3.72	3.63	3.74	3.61	3.90	3.78	3.81	3.74	3.70
Q11i Taking action when needed to protect consumers															
Excellent	19%	20%	19%	18%	21%	25%	20%	12%	13%	13%	27%	24%	21%	18%	18%
Very good	33%	35%	31%	30%	33%	35%	24%	43%	41%	33%	30%	28%	31%	33%	42%
Good	27%	24%	28%	30%	25%	25%	27%	24%	20%	29%	29%	28%	27%	27%	21%
Fair	5%	7%	4%	7%	-	4%	8%	6%	6%	8%	2%	4%	3%	6%	13%
Poor	1%	2%	0%	0%	2%	-	-	3%	1%	1%	1%	2%	1%	1%	-
Don't know	15%	13%	17%	15%	19%	11%	21%	13%	19%	17%	10%	14%	17%	15%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.71	3.67	3.75	3.71	3.91	3.73	3.66	3.58	3.77	3.62	3.79	3.70	3.73	3.72	3.61
Q11j Having the necessary expertise to help people in Scotland eat healthily															
Excellent	19%	19%	18%	18%	23%	23%	17%	11%	18%	11%	26%	21%	17%	19%	18%
Very good	34%	34%	35%	34%	35%	32%	28%	41%	35%	40%	29%	32%	37%	34%	31%
Good	26%	24%	28%	25%	21%	28%	31%	26%	21%	27%	28%	27%	26%	25%	32%
Fair	7%	9%	5%	6%	1%	8%	7%	12%	7%	7%	7%	6%	6%	7%	6%
Poor	1%	2%	1%	2%	2%	2%	-	-	1%	1%	1%	3%	1%	2%	3%
Don't know	13%	12%	14%	14%	17%	7%	18%	10%	18%	13%	9%	11%	14%	13%	9%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	600	285	315	204	89	115	86	106	159	166	129	146	159	408	33
Weighted	605	273	332	205	96	114	78	112	150	163	128	164	156	415	34
Mean	3.81	3.76	3.85	3.77	3.95	3.84	3.86	3.68	3.84	3.65	3.95	3.81	3.91	3.78	3.67
Q11k Providing useful food safety advice															
Excellent	22%	23%	22%	22%	24%	25%	24%	16%	21%	14%	32%	23%	23%	22%	18%
Very good	33%	31%	35%	30%	39%	33%	29%	36%	34%	35%	27%	35%	37%	31%	39%
Good	28%	29%	27%	30%	22%	28%	27%	31%	28%	29%	28%	28%	22%	31%	24%
Fair	4%	6%	3%	4%	-	6%	4%	7%	2%	8%	3%	4%	5%	3%	12%
Poor	1%	1%	1%	1%	2%	-	-	-	1%	-	1%	1%	-	1%	-
Don't know	12%	11%	12%	12%	12%	8%	16%	10%	15%	14%	9%	9%	13%	11%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q12a Price of food															
It will improve	9%	10%	8%	10%	8%	8%	6%	10%	9%	8%	9%	10%	10%	9%	6%
There will be no change	25%	29%	21%	22%	28%	28%	26%	24%	22%	24%	28%	26%	22%	25%	33%
It will get worse	58%	55%	61%	59%	52%	56%	59%	60%	64%	61%	54%	53%	60%	58%	52%
Don't know	8%	7%	10%	8%	12%	8%	8%	7%	5%	8%	9%	11%	8%	8%	10%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q12b Food safety															
It will improve	15%	16%	13%	12%	17%	13%	16%	16%	15%	11%	12%	19%	16%	14%	14%
There will be no change	45%	45%	45%	48%	45%	42%	44%	43%	43%	46%	50%	42%	42%	45%	53%
It will get worse	30%	30%	29%	28%	26%	34%	30%	31%	35%	30%	27%	26%	29%	31%	20%
Don't know	11%	9%	13%	11%	12%	11%	10%	10%	7%	12%	10%	13%	13%	10%	13%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q12c Food availability															
It will improve	9%	10%	8%	10%	10%	8%	7%	9%	8%	7%	9%	13%	11%	8%	13%
There will be no change	41%	47%	35%	33%	39%	42%	44%	50%	42%	40%	43%	40%	39%	42%	33%
It will get worse	40%	36%	44%	46%	40%	39%	39%	33%	44%	45%	37%	34%	39%	41%	36%
Don't know	10%	7%	13%	11%	11%	11%	10%	7%	6%	8%	11%	14%	11%	9%	18%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q12d Food being sustainable and environmentally friendly															
It will improve	16%	16%	17%	21%	18%	15%	14%	12%	18%	16%	13%	17%	18%	16%	15%
There will be no change	41%	45%	38%	34%	41%	43%	42%	49%	40%	37%	48%	42%	36%	42%	48%
It will get worse	30%	29%	30%	32%	26%	34%	31%	25%	34%	33%	26%	25%	31%	30%	18%
Don't know	13%	10%	15%	13%	15%	8%	13%	14%	9%	14%	13%	15%	14%	12%	19%

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q12e Food fraud (food being what it says it is on the label)															
It will improve	13%	15%	12%	12%	13%	15%	15%	14%	20%	9%	12%	13%	17%	13%	9%
There will be no change	37%	38%	36%	42%	38%	30%	34%	36%	34%	40%	39%	34%	32%	38%	46%
It will get worse	34%	36%	32%	29%	31%	41%	36%	36%	35%	35%	34%	33%	35%	34%	28%
Don't know	16%	12%	19%	18%	18%	14%	15%	13%	12%	17%	15%	19%	16%	15%	17%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q12f Food standards (the quality of the food we eat)															
It will improve	16%	17%	14%	18%	15%	13%	17%	14%	16%	15%	15%	16%	20%	14%	16%
There will be no change	41%	42%	40%	39%	40%	40%	41%	44%	39%	41%	45%	40%	35%	43%	47%
It will get worse	33%	33%	33%	32%	32%	37%	35%	31%	35%	34%	30%	33%	34%	34%	20%
Don't know	11%	9%	12%	11%	13%	10%	8%	11%	9%	10%	11%	12%	11%	10%	16%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q13a Eating a healthy balanced diet															
Yes	93%	90%	96%	94%	93%	95%	92%	90%	96%	94%	92%	90%	93%	93%	94%
No	7%	10%	4%	6%	7%	5%	8%	10%	4%	6%	8%	10%	7%	7%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q13b How to prepare and cook food safely and hygienically															
Yes	93%	90%	96%	91%	92%	96%	95%	93%	95%	92%	94%	92%	93%	93%	91%
No	7%	10%	4%	9%	8%	4%	5%	7%	5%	8%	6%	8%	7%	7%	9%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q13c What the labels on the food that I buy mean															
Yes	82%	80%	83%	79%	88%	86%	81%	79%	85%	78%	85%	80%	80%	83%	78%
No	18%	20%	17%	21%	12%	14%	19%	21%	15%	22%	15%	20%	20%	17%	22%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q13d Ingredients in food which could cause allergic reactions															
Yes	83%	79%	87%	87%	83%	86%	84%	74%	85%	84%	84%	81%	83%	83%	81%
No	17%	21%	13%	13%	17%	14%	16%	26%	15%	16%	16%	19%	17%	17%	19%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q14 Have you seen or heard any advertising or publicity recently about any of the following food issues?															
Preventing food poisoning	13%	13%	13%	16%	13%	13%	11%	11%	14%	12%	14%	13%	12%	14%	17%
Food safety when preparing and cooking food at home	18%	19%	18%	20%	15%	16%	20%	19%	18%	18%	19%	18%	16%	19%	17%
Reducing the amount of treats and unhealthy snacks we eat	24%	24%	25%	28%	18%	16%	25%	29%	34%	20%	22%	21%	23%	25%	27%
Changing what we eat now to avoid health problems later in life	20%	21%	19%	26%	17%	14%	21%	20%	25%	18%	23%	17%	17%	21%	25%
Having a healthy diet	33%	33%	33%	41%	24%	26%	29%	37%	38%	33%	35%	27%	29%	35%	29%
Food allergies	18%	19%	17%	22%	13%	12%	19%	19%	19%	18%	19%	16%	16%	18%	24%
Healthy eating and food safety teaching resources	13%	12%	13%	18%	12%	9%	10%	11%	20%	11%	10%	11%	11%	13%	12%
How to report food crime	4%	4%	5%	8%	7%	3%	1%	1%	4%	4%	4%	5%	4%	5%	4%
Food poisoning from campylobacter	6%	6%	7%	10%	8%	4%	4%	3%	10%	4%	4%	7%	5%	6%	9%
Other	0%	0%	1%	0%	-	-	2%	0%	1%	1%	-	-	0%	1%	-
Not seen/heard any advertising about food issues	51%	51%	51%	39%	59%	60%	55%	51%	44%	52%	48%	57%	57%	48%	55%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q15 Thinking about the kind of foods you eat and drink at the moment (both for meals and snacks), how healthy do you feel...															
Very healthy	8%	9%	6%	7%	12%	6%	4%	9%	13%	6%	7%	5%	7%	8%	7%
Quite healthy	51%	50%	53%	52%	49%	43%	47%	62%	59%	54%	54%	40%	51%	51%	59%
Neither healthy nor unhealthy	25%	27%	22%	22%	19%	31%	32%	22%	17%	24%	25%	32%	26%	24%	23%
Not very healthy	12%	10%	14%	13%	14%	14%	14%	5%	7%	12%	13%	16%	12%	12%	9%
Not at all healthy	2%	1%	3%	3%	4%	3%	-	1%	2%	2%	-	4%	2%	2%	2%
It varies too much to say	2%	3%	2%	3%	2%	3%	2%	1%	2%	2%	2%	3%	3%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	250	119	131	100	70	65	14	1	60	80	54	56	60	176	14
Weighted	253	113	140	102	74	65	12	1	56	78	56	64	59	180	15
Q16 And thinking about the kinds of foods your children eat and drink at the moment (both for meals and snacks), how healthy...															
Very healthy	16%	22%	12%	17%	18%	12%	28%	-	25%	16%	16%	9%	16%	17%	8%
Quite healthy	49%	46%	52%	52%	51%	47%	36%	-	56%	55%	50%	36%	49%	48%	64%
Neither healthy nor unhealthy	25%	22%	27%	19%	25%	30%	30%	100%	14%	21%	30%	32%	19%	27%	22%
Not very healthy	6%	8%	5%	7%	4%	6%	7%	-	5%	5%	2%	12%	11%	5%	6%
Not at all healthy	0%	-	1%	-	-	2%	-	-	-	-	-	2%	-	1%	-
It varies too much to say	3%	3%	4%	5%	1%	3%	-	-	-	3%	2%	9%	6%	3%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q17a The amount of salt in food															
A lot	33%	32%	33%	33%	34%	28%	31%	35%	31%	31%	32%	35%	30%	34%	25%
A little	51%	50%	52%	50%	51%	51%	54%	51%	52%	53%	50%	49%	52%	50%	56%
Not at all	16%	18%	15%	17%	15%	22%	15%	13%	17%	15%	18%	16%	18%	16%	19%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q17b The amount of sugar in food															
A lot	48%	44%	52%	48%	48%	48%	43%	52%	50%	49%	46%	48%	44%	50%	49%
A little	41%	44%	38%	45%	38%	38%	46%	37%	40%	42%	43%	40%	46%	40%	35%
Not at all	11%	12%	9%	8%	14%	15%	11%	10%	10%	9%	12%	12%	10%	11%	16%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q17c The amount of fat in food															
A lot	34%	33%	36%	28%	36%	39%	34%	38%	26%	32%	39%	40%	31%	37%	23%
A little	51%	50%	53%	57%	45%	43%	54%	52%	59%	56%	44%	45%	54%	49%	62%
Not at all	14%	17%	12%	15%	18%	18%	12%	10%	14%	12%	17%	15%	15%	14%	15%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q17d The amount of saturated fat in food															
A lot	43%	40%	46%	41%	42%	44%	44%	45%	40%	45%	42%	44%	38%	45%	43%
A little	46%	47%	44%	47%	44%	41%	47%	47%	49%	44%	45%	44%	49%	44%	48%
Not at all	12%	13%	10%	12%	14%	15%	9%	9%	12%	10%	13%	11%	13%	11%	9%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.37	3.31	3.43	3.36	3.31	3.33	3.47	3.41	3.59	3.34	3.33	3.26	3.35	3.39	3.30
Q18a I get confused over what's supposed to be healthy and what isn't															
I definitely disagree	18%	15%	22%	18%	19%	19%	21%	17%	21%	17%	18%	18%	20%	18%	20%
I tend to disagree	30%	29%	31%	33%	26%	25%	28%	34%	39%	28%	31%	24%	30%	31%	22%
I neither agree nor disagree	25%	29%	22%	20%	27%	27%	29%	26%	21%	29%	21%	28%	21%	26%	30%
I tend to agree	20%	19%	20%	22%	20%	24%	16%	16%	16%	21%	20%	21%	22%	19%	21%
I definitely agree	5%	5%	6%	6%	7%	4%	4%	6%	3%	4%	7%	7%	6%	5%	6%
Don't know	2%	2%	1%	2%	2%	1%	1%	1%	0%	0%	2%	3%	2%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.46	3.42	3.51	3.32	3.31	3.38	3.55	3.77	3.54	3.47	3.53	3.36	3.44	3.47	3.51
Q18b As long as you take enough exercise you can eat whatever you want															
I definitely disagree	17%	15%	18%	14%	19%	13%	17%	22%	20%	15%	16%	16%	18%	16%	18%
I tend to disagree	36%	34%	38%	35%	28%	37%	34%	43%	39%	38%	37%	31%	33%	38%	31%
I neither agree nor disagree	27%	30%	25%	25%	24%	28%	37%	25%	22%	27%	29%	30%	26%	27%	37%
I tend to agree	14%	14%	14%	16%	19%	16%	11%	9%	15%	15%	12%	14%	17%	14%	10%
I definitely agree	5%	5%	5%	8%	8%	4%	1%	0%	5%	3%	3%	7%	5%	5%	3%
Don't know	1%	2%	1%	2%	2%	1%	-	1%	0%	1%	3%	2%	1%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	1.60	1.63	1.57	1.58	1.67	1.58	1.65	1.54	1.46	1.60	1.62	1.70	1.59	1.59	1.69
Q18c I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease															
I definitely disagree	0%	0%	1%	1%	1%	-	1%	0%	0%	1%	0%	0%	0%	1%	-
I tend to disagree	1%	2%	1%	2%	3%	2%	1%	-	1%	1%	2%	2%	1%	1%	4%
I neither agree nor disagree	9%	9%	8%	9%	11%	10%	9%	6%	5%	6%	9%	14%	8%	9%	9%
I tend to agree	35%	36%	34%	31%	33%	34%	42%	38%	30%	42%	34%	33%	37%	34%	41%
I definitely agree	53%	51%	55%	56%	50%	54%	48%	53%	63%	50%	52%	48%	53%	54%	47%
Don't know	1%	2%	1%	2%	2%	1%	-	2%	0%	0%	3%	3%	1%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.57	3.51	3.63	3.45	3.39	3.39	3.73	3.88	3.85	3.61	3.38	3.42	3.47	3.59	3.79
Q18d I tend to eat more unhealthily at home than when eating takeaways/delivery food															
I definitely disagree	28%	25%	32%	26%	28%	20%	32%	36%	41%	28%	21%	23%	25%	30%	28%
I tend to disagree	25%	25%	24%	24%	18%	28%	27%	27%	24%	26%	27%	24%	23%	25%	33%
I neither agree nor disagree	24%	27%	22%	23%	24%	25%	25%	24%	16%	27%	25%	27%	29%	22%	34%
I tend to agree	15%	15%	15%	15%	18%	23%	12%	8%	11%	13%	17%	18%	14%	17%	2%
I definitely agree	6%	6%	5%	8%	9%	3%	3%	2%	6%	4%	7%	5%	7%	5%	4%
Don't know	2%	3%	1%	2%	2%	1%	1%	2%	2%	1%	3%	2%	2%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	250	119	131	100	70	65	14	1	60	80	54	56	60	176	14
Weighted	253	113	140	102	74	65	12	1	56	78	56	64	59	180	15
Mean	2.56	2.63	2.51	2.51	2.61	2.57	2.74	2.00	2.70	2.50	2.59	2.50	2.44	2.61	2.47
Q18e I'm worried about the types of food my child(ren) is/are eating															
I definitely disagree	3%	5%	1%	2%	6%	1%	7%	-	3%	2%	5%	2%	4%	3%	-
I tend to disagree	17%	19%	15%	16%	17%	19%	14%	-	25%	15%	11%	16%	11%	17%	35%
I neither agree nor disagree	29%	26%	31%	29%	30%	26%	39%	-	23%	28%	37%	29%	32%	30%	7%
I tend to agree	34%	29%	37%	34%	26%	42%	27%	100%	32%	38%	32%	30%	30%	35%	29%
I definitely agree	16%	18%	15%	17%	20%	12%	14%	-	15%	16%	15%	18%	21%	13%	30%
Don't know	2%	3%	1%	3%	2%	-	-	-	2%	-	-	5%	2%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.68	2.73	2.64	2.64	2.70	2.52	2.61	2.91	2.71	2.62	2.67	2.73	2.73	2.66	2.73
Q18f Eating things like cakes, biscuits, chocolates or sweets makes me feel good															
I definitely disagree	6%	7%	5%	6%	8%	5%	5%	8%	7%	6%	5%	8%	8%	5%	8%
I tend to disagree	15%	14%	16%	17%	15%	12%	8%	19%	15%	14%	17%	14%	13%	16%	5%
I neither agree nor disagree	28%	30%	26%	25%	27%	25%	35%	31%	30%	26%	27%	29%	30%	26%	45%
I tend to agree	40%	38%	41%	37%	38%	45%	45%	37%	39%	43%	40%	37%	40%	40%	35%
I definitely agree	10%	8%	11%	14%	11%	13%	6%	3%	9%	11%	9%	9%	8%	10%	7%
Don't know	1%	2%	0%	2%	2%	1%	1%	1%	0%	0%	3%	2%	1%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	1.79	1.77	1.81	1.91	1.84	1.79	1.79	1.60	1.67	1.77	1.80	1.91	1.85	1.76	1.82
Q18g There are too many people who eat unhealthily in Scotland															
I definitely disagree	1%	1%	0%	1%	1%	-	-	-	-	1%	-	1%	1%	0%	-
I tend to disagree	2%	4%	1%	3%	4%	2%	3%	1%	2%	1%	3%	3%	2%	2%	4%
I neither agree nor disagree	14%	13%	15%	18%	16%	16%	14%	7%	12%	11%	13%	20%	17%	12%	21%
I tend to agree	40%	35%	44%	39%	36%	39%	39%	43%	38%	47%	42%	33%	39%	41%	28%
I definitely agree	41%	44%	37%	36%	40%	41%	40%	48%	48%	39%	39%	38%	39%	41%	46%
Don't know	3%	3%	2%	2%	3%	2%	4%	2%	1%	1%	3%	5%	3%	3%	2%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.15	2.33	1.98	1.97	2.08	2.24	2.29	2.28	2.04	2.10	2.15	2.30	2.21	2.12	2.27
Q18h Eating healthy food makes me feel good about myself															
I definitely disagree	1%	2%	1%	1%	2%	3%	-	1%	1%	0%	1%	3%	3%	1%	-
I tend to disagree	4%	5%	3%	6%	1%	5%	4%	3%	3%	4%	5%	5%	4%	4%	7%
I neither agree nor disagree	27%	35%	20%	16%	26%	28%	40%	33%	24%	26%	27%	31%	29%	26%	31%
I tend to agree	40%	36%	45%	39%	40%	38%	37%	46%	42%	44%	40%	36%	39%	40%	45%
I definitely agree	25%	20%	30%	35%	28%	24%	19%	15%	29%	25%	25%	22%	24%	26%	17%
Don't know	2%	2%	1%	2%	3%	1%	-	1%	0%	1%	3%	3%	1%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	1.86	1.86	1.87	1.93	1.80	1.85	1.97	1.76	1.78	1.83	1.90	1.95	1.94	1.83	1.89
Q18i I know that in Scotland, we have to make some significant changes to what we eat to be more healthy															
I definitely disagree	1%	1%	0%	1%	1%	1%	-	1%	0%	0%	-	1%	1%	0%	-
I tend to disagree	2%	2%	1%	1%	3%	2%	4%	0%	2%	1%	-	3%	3%	1%	2%
I neither agree nor disagree	16%	16%	16%	21%	12%	16%	18%	12%	11%	16%	22%	17%	18%	15%	22%
I tend to agree	44%	41%	48%	42%	42%	44%	48%	46%	47%	47%	42%	41%	42%	46%	35%
I definitely agree	34%	36%	33%	32%	39%	36%	28%	37%	38%	35%	32%	32%	33%	35%	37%
Don't know	3%	4%	2%	3%	4%	2%	3%	3%	1%	1%	4%	6%	4%	3%	4%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.43	2.48	2.38	2.32	2.42	2.24	2.48	2.70	2.62	2.34	2.38	2.38	2.47	2.41	2.44
Q18j I know I need to do something to eat more healthily															
I definitely disagree	4%	4%	3%	2%	6%	3%	6%	4%	7%	1%	3%	4%	5%	3%	3%
I tend to disagree	12%	11%	12%	13%	8%	9%	10%	17%	15%	11%	12%	10%	12%	11%	16%
I neither agree nor disagree	25%	27%	23%	21%	27%	19%	28%	31%	25%	26%	21%	27%	26%	24%	24%
I tend to agree	42%	40%	43%	43%	39%	48%	37%	40%	40%	45%	45%	38%	41%	43%	33%
I definitely agree	17%	16%	18%	20%	18%	21%	19%	7%	13%	17%	17%	20%	16%	17%	23%
Don't know	1%	2%	1%	2%	2%	1%	-	1%	0%	0%	2%	2%	1%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.78	2.86	2.70	2.62	2.76	2.73	2.78	3.04	2.98	2.77	2.70	2.66	2.83	2.75	2.88
Q18k I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day															
I definitely disagree	13%	13%	12%	10%	9%	13%	13%	17%	18%	10%	10%	12%	14%	12%	16%
I tend to disagree	19%	19%	19%	18%	23%	17%	15%	22%	20%	23%	17%	15%	16%	20%	22%
I neither agree nor disagree	18%	21%	16%	18%	22%	16%	23%	16%	18%	17%	20%	18%	22%	17%	14%
I tend to agree	32%	31%	34%	33%	24%	34%	33%	35%	29%	34%	35%	32%	32%	33%	30%
I definitely agree	17%	14%	19%	21%	20%	18%	15%	9%	14%	16%	16%	20%	15%	18%	18%
Don't know	1%	2%	0%	1%	2%	1%	-	1%	0%	-	2%	2%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.82	2.91	2.73	2.61	2.67	2.58	2.99	3.27	3.11	2.76	2.89	2.57	2.80	2.81	2.98
Q18I Healthy eating is too expensive															
I definitely disagree	9%	11%	8%	6%	9%	7%	13%	13%	12%	7%	11%	8%	13%	8%	5%
I tend to disagree	22%	24%	21%	18%	17%	19%	24%	33%	30%	23%	24%	14%	19%	22%	33%
I neither agree nor disagree	22%	23%	22%	22%	20%	19%	24%	26%	20%	22%	23%	24%	21%	23%	21%
I tend to agree	30%	27%	33%	35%	34%	33%	26%	21%	29%	34%	26%	30%	28%	31%	28%
I definitely agree	15%	13%	16%	17%	17%	21%	13%	6%	8%	13%	15%	21%	18%	14%	9%
Don't know	1%	2%	0%	1%	2%	1%	1%	1%	1%	0%	2%	3%	1%	1%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.86	2.94	2.78	2.54	2.71	2.94	3.04	3.22	2.97	2.88	2.72	2.84	2.84	2.87	2.86
Q18m Most people lack time to make healthy meals															
I definitely disagree	8%	9%	7%	6%	9%	8%	8%	10%	9%	6%	8%	9%	8%	8%	10%
I tend to disagree	23%	22%	23%	19%	15%	25%	25%	28%	25%	28%	19%	18%	22%	23%	19%
I neither agree nor disagree	25%	28%	22%	17%	23%	26%	31%	33%	28%	21%	22%	29%	26%	24%	34%
I tend to agree	30%	26%	34%	36%	36%	30%	23%	22%	26%	33%	35%	28%	28%	32%	18%
I definitely agree	11%	10%	12%	20%	12%	8%	7%	3%	10%	10%	13%	11%	12%	10%	18%
Don't know	3%	5%	2%	2%	5%	3%	5%	4%	2%	2%	4%	5%	4%	3%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.49	3.43	3.55	3.45	3.20	3.42	3.62	3.72	3.72	3.48	3.47	3.31	3.51	3.47	3.66
Q18n Healthy eating isn't appealing															
I definitely disagree	24%	23%	24%	23%	20%	19%	29%	27%	30%	25%	23%	18%	23%	24%	20%
I tend to disagree	28%	25%	32%	29%	21%	33%	23%	33%	34%	27%	29%	24%	33%	26%	36%
I neither agree nor disagree	25%	28%	22%	21%	27%	22%	33%	27%	19%	25%	22%	33%	20%	26%	36%
I tend to agree	17%	16%	17%	20%	21%	19%	13%	9%	13%	18%	21%	16%	17%	17%	6%
I definitely agree	5%	6%	4%	5%	10%	5%	2%	3%	4%	5%	4%	7%	6%	5%	2%
Don't know	1%	2%	0%	1%	2%	2%	-	1%	0%	0%	2%	2%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.08	2.18	1.99	2.06	2.04	2.06	2.08	2.17	1.93	2.13	2.08	2.18	2.07	2.09	2.09
Q18o I'm confident I know what makes up a healthy balanced diet															
I definitely disagree	1%	2%	1%	2%	1%	-	1%	3%	1%	1%	1%	3%	2%	1%	-
I tend to disagree	5%	6%	4%	5%	4%	8%	5%	4%	3%	6%	5%	5%	5%	5%	9%
I neither agree nor disagree	17%	19%	15%	17%	11%	16%	23%	19%	12%	17%	18%	20%	17%	17%	20%
I tend to agree	52%	51%	53%	49%	62%	50%	46%	56%	55%	54%	51%	49%	51%	54%	42%
I definitely agree	23%	20%	26%	26%	20%	25%	26%	18%	28%	21%	23%	21%	25%	22%	29%
Don't know	1%	2%	1%	2%	2%	2%	-	1%	0%	1%	2%	2%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.32	3.26	3.38	3.31	3.33	3.13	3.24	3.55	3.63	3.24	3.31	3.16	3.30	3.33	3.39
Q19a Eat at least 5 portions of a variety of fruit and vegetables each day															
Always or nearly always	18%	17%	19%	15%	21%	14%	18%	22%	24%	13%	17%	18%	20%	17%	22%
Mostly	26%	24%	27%	29%	22%	22%	23%	28%	31%	28%	26%	19%	20%	28%	20%
Sometimes	32%	32%	32%	31%	30%	32%	32%	35%	31%	33%	33%	31%	34%	30%	41%
Rarely	19%	21%	17%	19%	21%	25%	17%	14%	11%	21%	18%	24%	19%	20%	10%
Never	5%	5%	5%	5%	5%	6%	9%	1%	3%	5%	5%	7%	5%	5%	7%
Don't eat/buy/not applicable	1%	1%	0%	1%	-	0%	1%	-	0%	0%	1%	1%	0%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.90	3.87	3.93	3.92	3.85	3.87	3.85	3.97	3.99	3.91	3.85	3.85	3.98	3.90	3.59
Q19b Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.)															
Always or nearly always	37%	36%	38%	38%	34%	39%	34%	39%	39%	37%	35%	38%	42%	36%	30%
Mostly	29%	28%	29%	29%	29%	25%	32%	30%	31%	29%	29%	27%	26%	30%	27%
Sometimes	22%	23%	21%	21%	26%	22%	20%	21%	20%	22%	27%	19%	22%	22%	23%
Rarely	9%	9%	9%	9%	8%	10%	10%	9%	7%	9%	7%	12%	7%	9%	13%
Never	2%	3%	2%	2%	2%	3%	4%	1%	2%	2%	3%	3%	2%	2%	7%
Don't eat/buy/not applicable	1%	1%	0%	1%	-	0%	1%	-	0%	0%	-	1%	0%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.31	3.12	3.49	3.53	3.41	3.17	3.12	3.18	3.47	3.32	3.40	3.10	3.25	3.34	3.24
Q19c Look at the front of pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated f...															
Always or nearly always	21%	16%	25%	22%	22%	20%	18%	19%	23%	21%	23%	17%	22%	20%	17%
Mostly	23%	20%	26%	28%	26%	20%	20%	19%	28%	23%	23%	19%	21%	23%	23%
Sometimes	30%	32%	28%	34%	29%	29%	27%	29%	28%	32%	32%	29%	26%	31%	33%
Rarely	17%	21%	13%	10%	14%	19%	17%	26%	15%	18%	15%	18%	18%	16%	19%
Never	8%	9%	7%	5%	8%	12%	14%	6%	6%	7%	7%	13%	11%	7%	7%
Don't eat/buy/not applicable	1%	2%	1%	1%	1%	0%	4%	1%	1%	0%	-	4%	2%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.21	3.16	3.26	3.13	3.22	3.19	3.21	3.33	3.32	3.14	3.33	3.11	3.16	3.23	3.17
Q20a Eating at least 5 portions of a variety of fruit and vegetables each day															
Very important	37%	35%	40%	32%	37%	39%	37%	43%	42%	34%	43%	33%	36%	39%	31%
Quite important	46%	47%	45%	48%	48%	41%	46%	46%	47%	48%	42%	47%	46%	45%	55%
Not very important	12%	13%	11%	14%	11%	14%	14%	7%	9%	15%	8%	15%	13%	12%	9%
Not at all important	2%	3%	2%	3%	2%	3%	1%	2%	1%	2%	2%	3%	3%	2%	3%
Don't know	2%	2%	2%	4%	2%	2%	1%	1%	1%	1%	4%	3%	2%	2%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.81	2.74	2.88	2.78	2.85	2.86	2.81	2.80	2.83	2.80	2.85	2.79	2.71	2.84	2.99
Q20b Only choosing foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amo...															
Very important	22%	20%	24%	20%	22%	26%	24%	22%	24%	19%	24%	24%	21%	22%	27%
Quite important	45%	43%	46%	45%	47%	41%	43%	47%	47%	49%	43%	39%	40%	46%	48%
Not very important	17%	18%	16%	20%	18%	22%	13%	12%	13%	19%	16%	19%	20%	17%	12%
Not at all important	11%	13%	10%	11%	9%	9%	15%	14%	13%	9%	11%	12%	14%	11%	8%
Don't know	4%	5%	4%	4%	4%	3%	5%	5%	2%	4%	6%	6%	5%	4%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.91	2.83	2.98	2.93	2.92	2.90	2.85	2.91	2.93	2.89	3.04	2.82	2.83	2.93	2.96
Q20c Look at the front of pack traffic light, or colour coding labelling which shows how many calories, sugar, salt and saturated f...															
Very important	25%	21%	28%	25%	26%	27%	21%	26%	27%	23%	30%	21%	22%	27%	20%
Quite important	45%	45%	44%	45%	47%	42%	44%	44%	44%	47%	46%	42%	46%	43%	52%
Not very important	21%	22%	20%	23%	18%	21%	19%	21%	20%	22%	17%	24%	19%	22%	21%
Not at all important	6%	8%	5%	4%	8%	8%	8%	7%	7%	6%	5%	7%	10%	6%	2%
Don't know	3%	4%	2%	2%	2%	3%	7%	2%	2%	1%	3%	5%	4%	2%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.48	2.37	2.60	2.52	2.65	2.47	2.37	2.41	2.44	2.50	2.60	2.44	2.47	2.49	2.52
Q20d Eating less meat															
Very important	17%	13%	20%	19%	25%	17%	12%	10%	13%	16%	22%	17%	16%	17%	14%
Quite important	31%	30%	33%	30%	29%	29%	29%	36%	35%	34%	29%	27%	31%	31%	30%
Not very important	32%	34%	30%	32%	24%	30%	36%	36%	32%	32%	27%	35%	31%	31%	45%
Not at all important	17%	20%	15%	17%	17%	19%	18%	16%	18%	17%	17%	18%	18%	18%	8%
Don't know	3%	4%	2%	2%	5%	4%	5%	2%	1%	2%	6%	4%	4%	3%	3%

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21a Beans and fruit and vegetables are all good sources of fibre															
TRUE	93%	91%	94%	90%	92%	92%	96%	95%	96%	94%	92%	90%	92%	92%	97%
FALSE	2%	2%	1%	2%	3%	1%	1%	1%	1%	2%	2%	3%	3%	2%	-
DON'T KNOW	6%	7%	5%	7%	6%	7%	3%	4%	3%	5%	7%	8%	5%	6%	3%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21b It is a healthy choice to avoid carbohydrates such as bread, pasta, rice and potatoes															
TRUE	35%	38%	31%	30%	34%	43%	31%	38%	31%	35%	36%	36%	34%	36%	29%
FALSE	56%	52%	60%	61%	57%	46%	59%	55%	64%	56%	54%	51%	58%	54%	64%
DON'T KNOW	9%	10%	9%	9%	9%	11%	11%	7%	5%	9%	9%	13%	9%	10%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21c Eating too much sugar and fat can lead to obesity															
TRUE	93%	90%	95%	88%	91%	95%	94%	96%	94%	94%	90%	91%	92%	93%	94%
FALSE	4%	5%	2%	7%	3%	1%	3%	2%	4%	3%	4%	4%	5%	3%	6%
DON'T KNOW	4%	5%	3%	5%	6%	4%	2%	2%	2%	3%	5%	5%	3%	4%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21d Too much salt can raise your blood pressure															
TRUE	90%	88%	91%	85%	88%	93%	91%	95%	92%	92%	88%	87%	89%	90%	93%
FALSE	4%	4%	4%	10%	5%	1%	2%	0%	5%	3%	5%	5%	4%	4%	4%
DON'T KNOW	6%	7%	5%	6%	7%	7%	6%	5%	3%	6%	7%	8%	6%	6%	3%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21e Foods, such as biscuits, cakes, confectionery and savoury snacks should only be eaten occasionally and in small amou...															
TRUE	91%	88%	94%	88%	88%	92%	93%	93%	93%	93%	89%	88%	92%	90%	90%
FALSE	4%	5%	4%	6%	6%	3%	4%	2%	4%	4%	4%	5%	4%	4%	4%
DON'T KNOW	5%	7%	3%	6%	6%	5%	3%	5%	3%	4%	7%	7%	4%	5%	5%

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21f You should avoid sugary drinks such as colas or lemonade															
TRUE	88%	86%	90%	81%	87%	91%	90%	94%	89%	90%	86%	87%	87%	88%	89%
FALSE	7%	7%	7%	11%	9%	4%	5%	3%	8%	5%	9%	6%	8%	7%	5%
DON'T KNOW	5%	7%	3%	8%	4%	5%	5%	3%	3%	6%	6%	7%	5%	5%	5%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21g The natural sugars in fruit juice are good for you															
TRUE	41%	43%	38%	41%	40%	47%	42%	35%	40%	38%	47%	39%	42%	40%	42%
FALSE	38%	34%	43%	43%	41%	33%	32%	39%	41%	43%	35%	34%	36%	39%	37%
DON'T KNOW	21%	23%	19%	16%	19%	20%	26%	27%	19%	19%	18%	26%	22%	21%	21%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21h Calories in alcoholic drinks don't count															
TRUE	6%	6%	5%	8%	11%	6%	3%	1%	8%	4%	5%	6%	4%	6%	11%
FALSE	89%	88%	90%	85%	83%	90%	94%	94%	89%	92%	88%	87%	91%	88%	86%
DON'T KNOW	5%	6%	4%	7%	7%	4%	3%	4%	3%	4%	7%	7%	4%	6%	4%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21i You should avoid eating oily fish as it is too fatty															
TRUE	9%	9%	10%	14%	11%	8%	7%	5%	9%	7%	12%	10%	11%	9%	4%
FALSE	81%	80%	83%	76%	79%	81%	85%	89%	86%	84%	75%	80%	81%	81%	89%
DON'T KNOW	9%	11%	8%	10%	9%	11%	9%	6%	5%	9%	13%	11%	8%	10%	7%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21j Tinned fruit does not count as 1 of your 5 a day															
TRUE	16%	16%	16%	22%	17%	13%	12%	15%	16%	18%	14%	17%	15%	18%	7%
FALSE	70%	68%	71%	60%	70%	78%	75%	71%	71%	68%	69%	71%	72%	68%	74%
DON'T KNOW	14%	16%	12%	18%	13%	9%	13%	15%	13%	14%	18%	12%	12%	14%	19%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q21k Full fat dairy products are better for you than lower fat															
TRUE	21%	17%	25%	26%	31%	20%	14%	14%	25%	18%	24%	20%	20%	22%	21%
FALSE	58%	63%	53%	48%	47%	58%	70%	68%	55%	57%	60%	59%	59%	56%	62%
DON'T KNOW	21%	20%	22%	26%	21%	22%	16%	18%	19%	25%	16%	21%	20%	22%	17%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
VQ22 Calories - Male															
Under estimate	33%	31%	36%	36%	28%	33%	39%	30%	36%	35%	32%	31%	29%	36%	24%
Correct estimate	31%	26%	35%	37%	37%	32%	25%	21%	34%	32%	30%	27%	30%	30%	40%
Over estimate	8%	7%	9%	7%	10%	11%	9%	5%	7%	8%	9%	9%	10%	8%	7%
Don't know	28%	35%	20%	20%	25%	24%	27%	43%	22%	26%	29%	33%	31%	26%	30%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
VQ23 Calories - Female															
Under estimate	30%	27%	33%	30%	24%	29%	39%	29%	35%	28%	32%	27%	28%	32%	20%
Correct estimate	35%	27%	42%	43%	41%	37%	25%	23%	36%	37%	32%	32%	33%	35%	40%
Over estimate	7%	9%	6%	7%	9%	11%	6%	5%	7%	8%	7%	7%	11%	6%	7%
Don't know	28%	38%	18%	19%	26%	23%	29%	43%	21%	27%	29%	33%	28%	27%	33%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q24 If you drink alcoholic drinks, are you aware of how many calories are in them?															
Yes – every time I drink them	8%	10%	7%	9%	8%	10%	10%	6%	13%	6%	8%	7%	9%	8%	8%
Yes – some of the time when I drink them	24%	18%	29%	33%	23%	22%	13%	20%	31%	24%	24%	16%	22%	25%	15%
No – never think of the calories when I drink them	42%	49%	36%	37%	40%	43%	46%	47%	39%	47%	43%	41%	42%	43%	38%
I don't drink alcoholic drinks	24%	21%	27%	19%	28%	23%	30%	24%	16%	22%	23%	33%	25%	23%	33%
Don't know	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	3%	2%	2%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q25 How often have you had takeaway/home delivery food in the last 3 months?															
More than once a week	3%	4%	3%	7%	4%	1%	1%	1%	4%	3%	3%	3%	2%	4%	5%
Once a week	14%	14%	14%	23%	12%	15%	9%	4%	18%	14%	12%	12%	13%	15%	7%
2-3 times per month	14%	11%	17%	24%	18%	11%	10%	3%	12%	19%	15%	11%	11%	16%	13%
Once a month	12%	13%	12%	13%	9%	13%	13%	13%	14%	12%	14%	11%	12%	13%	7%
Less than once a month	19%	16%	21%	17%	19%	23%	18%	17%	15%	20%	20%	19%	21%	18%	17%
Haven't had a takeaway in the past 3 months	37%	42%	33%	15%	37%	36%	48%	62%	37%	33%	37%	43%	40%	35%	52%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Mean	3.38	3.42	3.36	3.43	3.47	3.36	3.27	3.30	3.31	3.39	3.27	3.54	3.36	3.37	3.76
Q26a I don't want to think about healthy choices when I order takeaway/delivery															
Strongly agree	15%	14%	15%	17%	16%	17%	10%	7%	11%	14%	12%	20%	15%	14%	22%
Agree	35%	36%	34%	34%	40%	35%	31%	37%	38%	35%	35%	32%	32%	36%	46%
Neither agree nor disagree	27%	29%	25%	25%	19%	24%	37%	37%	25%	28%	26%	29%	29%	27%	20%
Disagree	18%	16%	20%	19%	19%	15%	16%	18%	22%	18%	21%	12%	19%	18%	7%
Strongly disagree	4%	3%	5%	3%	4%	9%	5%	1%	4%	3%	6%	5%	4%	4%	4%
Don't know	1%	2%	1%	2%	2%	1%	1%	-	1%	1%	1%	3%	2%	1%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Mean	3.65	3.53	3.75	3.74	3.81	3.62	3.41	3.48	3.60	3.63	3.67	3.71	3.57	3.66	3.92
Q26b There are not enough healthy choices when ordering takeaway/delivery															
Strongly agree	21%	17%	24%	25%	26%	19%	15%	10%	19%	20%	19%	25%	18%	21%	33%
Agree	39%	38%	41%	42%	39%	39%	28%	43%	42%	38%	45%	34%	37%	40%	33%
Neither agree nor disagree	24%	27%	21%	17%	23%	28%	35%	27%	22%	25%	22%	24%	26%	23%	23%
Disagree	11%	13%	10%	11%	9%	11%	15%	13%	12%	13%	12%	10%	14%	11%	4%
Strongly disagree	3%	3%	2%	4%	1%	3%	2%	2%	4%	2%	2%	3%	2%	3%	3%
Don't know	2%	2%	2%	2%	1%	1%	5%	4%	1%	1%	1%	5%	3%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Mean	3.38	3.32	3.42	3.41	3.60	3.26	3.21	3.33	3.47	3.40	3.50	3.17	3.30	3.39	3.51
Q26c Portion sizes of takeaways/delivery food are too big															
Strongly agree	15%	15%	15%	19%	21%	12%	8%	6%	17%	15%	16%	12%	13%	15%	25%
Agree	32%	28%	36%	31%	33%	28%	31%	42%	37%	31%	37%	25%	31%	34%	18%
Neither agree nor disagree	32%	34%	30%	27%	30%	38%	38%	34%	25%	34%	30%	36%	32%	31%	39%
Disagree	16%	16%	16%	17%	16%	15%	18%	11%	14%	16%	15%	19%	20%	14%	17%
Strongly disagree	4%	5%	4%	5%	-	6%	4%	5%	5%	3%	2%	6%	3%	5%	-
Don't know	1%	2%	0%	1%	-	1%	1%	2%	1%	1%	-	1%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Mean	3.44	3.41	3.47	3.53	3.71	3.45	3.19	3.08	3.53	3.36	3.56	3.36	3.50	3.43	3.27
Q26d Having calories for meals displayed on a menu would make me more likely to choose to eat there															
Strongly agree	15%	15%	16%	18%	24%	14%	8%	7%	18%	12%	21%	13%	20%	14%	11%
Agree	35%	35%	35%	35%	39%	37%	27%	32%	35%	37%	31%	34%	30%	37%	32%
Neither agree nor disagree	31%	29%	32%	29%	25%	32%	45%	29%	31%	30%	33%	30%	32%	31%	31%
Disagree	11%	11%	11%	10%	6%	11%	13%	20%	7%	14%	9%	13%	11%	11%	21%
Strongly disagree	6%	7%	5%	5%	5%	5%	6%	9%	6%	6%	4%	6%	6%	6%	3%
Don't know	2%	2%	2%	3%	1%	1%	1%	4%	2%	2%	2%	3%	2%	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Mean	2.75	2.81	2.70	2.94	3.20	2.63	2.12	2.42	2.76	2.69	2.76	2.81	2.69	2.77	2.80
Q26e I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras															
Strongly agree	9%	9%	9%	11%	15%	9%	-	2%	4%	8%	10%	12%	7%	9%	7%
Agree	24%	25%	24%	28%	33%	21%	11%	21%	34%	20%	22%	22%	26%	23%	25%
Neither agree nor disagree	17%	20%	15%	18%	19%	13%	21%	17%	13%	20%	17%	20%	17%	17%	21%
Disagree	31%	29%	33%	29%	21%	39%	34%	34%	29%	38%	36%	21%	25%	33%	33%
Strongly disagree	18%	16%	19%	13%	11%	18%	31%	25%	19%	14%	15%	22%	23%	16%	13%
Don't know	1%	2%	1%	2%	-	1%	3%	1%	1%	1%	1%	2%	1%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Mean	2.81	2.82	2.80	2.89	3.04	2.77	2.64	2.50	2.82	2.74	2.98	2.74	2.76	2.84	2.61
Q26f There is enough information provided about allergens in foods when ordering a takeaway															
Strongly agree	8%	7%	8%	10%	12%	6%	2%	3%	7%	5%	13%	7%	8%	8%	8%
Agree	21%	22%	21%	22%	23%	21%	17%	19%	25%	20%	22%	18%	19%	23%	10%
Neither agree nor disagree	24%	27%	21%	23%	23%	25%	31%	19%	23%	27%	23%	21%	25%	24%	23%
Disagree	28%	25%	31%	29%	21%	31%	29%	29%	26%	27%	27%	31%	26%	28%	40%
Strongly disagree	13%	14%	13%	12%	12%	12%	13%	22%	15%	14%	12%	12%	15%	13%	11%
Don't know	6%	5%	7%	5%	9%	5%	7%	9%	4%	7%	3%	10%	7%	6%	7%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Mean	3.79	3.72	3.85	3.80	3.96	3.86	3.48	3.78	3.85	3.67	3.93	3.78	3.67	3.84	3.74
Q26g All takeaways should display calories on their menus															
Strongly agree	26%	21%	30%	27%	34%	27%	17%	19%	29%	21%	31%	25%	24%	26%	30%
Agree	39%	40%	37%	37%	38%	42%	35%	46%	40%	38%	38%	40%	34%	41%	32%
Neither agree nor disagree	24%	26%	21%	22%	19%	21%	32%	30%	20%	28%	24%	22%	27%	23%	24%
Disagree	8%	8%	7%	9%	6%	8%	11%	3%	7%	11%	3%	8%	11%	6%	11%
Strongly disagree	2%	2%	3%	2%	2%	2%	5%	1%	3%	2%	3%	3%	2%	2%	3%
Don't know	2%	2%	1%	3%	-	1%	1%	1%	2%	1%	2%	2%	1%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Mean	4.28	4.20	4.35	4.35	4.24	4.35	4.06	4.26	4.32	4.29	4.29	4.23	4.22	4.30	4.38
Q26h All takeaways should display allergens on their menus															
Strongly agree	46%	41%	51%	51%	49%	45%	36%	38%	50%	47%	50%	40%	44%	47%	52%
Agree	38%	40%	36%	33%	31%	45%	35%	53%	33%	39%	33%	44%	37%	38%	35%
Neither agree nor disagree	12%	15%	10%	10%	15%	7%	26%	7%	13%	10%	11%	14%	13%	12%	13%
Disagree	2%	3%	2%	3%	3%	2%	1%	1%	2%	3%	2%	1%	4%	2%	-
Strongly disagree	1%	0%	1%	0%	1%	-	1%	1%	1%	0%	2%	-	1%	1%	-
Don't know	1%	1%	1%	2%	-	2%	1%	-	1%	1%	2%	1%	2%	1%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Q27 How easy or difficult is it for you to eat healthily when...															
Very easy	8%	11%	5%	9%	10%	5%	5%	9%	13%	4%	6%	8%	10%	6%	15%
Quite easy	27%	31%	24%	27%	30%	28%	30%	20%	30%	28%	22%	26%	30%	26%	20%
Quite difficult	49%	46%	51%	44%	45%	53%	54%	57%	40%	50%	56%	50%	45%	50%	47%
Very difficult	17%	13%	20%	21%	15%	15%	12%	14%	17%	18%	16%	16%	15%	17%	18%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	632	302	330	256	89	119	86	82	164	197	122	149	161	443	28
Weighted	635	287	348	258	95	117	79	86	154	192	122	167	157	448	29
Q28 Which, if any, of the following would make it easier for you to eat healthily when ordering a takeaway or delivery?															
Showing the calories in food on menus	44%	44%	44%	46%	42%	44%	37%	46%	49%	44%	45%	39%	41%	44%	59%
Smaller portion sizes	35%	31%	39%	32%	35%	38%	33%	44%	29%	37%	40%	36%	39%	34%	30%
More healthy options	57%	53%	61%	60%	55%	61%	51%	53%	54%	60%	59%	57%	59%	57%	63%
Better promotion of healthy options	43%	39%	46%	43%	39%	45%	40%	49%	48%	41%	42%	42%	44%	43%	40%
Being able spot healthy options quickly and easily	44%	44%	44%	41%	53%	40%	47%	49%	46%	41%	48%	43%	46%	43%	51%
Lower prices for healthy options	48%	47%	50%	50%	46%	49%	51%	45%	51%	45%	45%	52%	44%	50%	54%
Fewer promotions on unhealthy options	21%	22%	21%	24%	18%	15%	19%	26%	28%	19%	16%	20%	19%	21%	37%
Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras	22%	25%	20%	18%	19%	27%	24%	33%	22%	25%	20%	22%	23%	22%	29%
Other	0%	1%	-	0%	1%	-	-	-	1%	1%	-	-	-	0%	-
Nothing/none	8%	11%	6%	5%	10%	9%	14%	10%	7%	9%	6%	9%	8%	8%	7%
Don't know	4%	4%	4%	4%	3%	3%	5%	4%	4%	4%	3%	5%	4%	3%	10%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q29a Eaten at home															
MORE	65%	62%	69%	76%	67%	63%	53%	59%	73%	67%	63%	58%	60%	68%	54%
LESS	2%	3%	2%	4%	4%	1%	2%	0%	1%	3%	3%	2%	3%	2%	2%
NO CHANGE	32%	36%	29%	20%	29%	36%	45%	40%	26%	29%	34%	39%	38%	29%	44%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q29b Cooked at home															
MORE	60%	58%	63%	68%	61%	62%	49%	56%	66%	60%	64%	54%	54%	63%	53%
LESS	4%	4%	5%	9%	4%	2%	3%	1%	5%	5%	4%	4%	4%	5%	2%
NO CHANGE	35%	38%	33%	23%	35%	36%	48%	43%	29%	35%	33%	42%	41%	32%	45%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q29c Had takeaway food direct from a restaurant/takeaway															
MORE	11%	10%	12%	22%	12%	8%	4%	4%	15%	13%	9%	8%	14%	11%	5%
LESS	48%	51%	45%	44%	45%	53%	49%	49%	46%	46%	53%	48%	46%	49%	47%
NO CHANGE	41%	39%	43%	34%	43%	39%	46%	47%	39%	41%	38%	44%	40%	41%	48%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q29d Had home delivery from a fast food outlet or restaurant															
MORE	10%	10%	11%	19%	13%	8%	2%	5%	13%	10%	10%	9%	10%	11%	7%
LESS	44%	44%	44%	47%	39%	48%	42%	43%	43%	43%	48%	44%	41%	46%	40%
NO CHANGE	45%	46%	45%	34%	48%	43%	56%	53%	43%	47%	42%	47%	49%	43%	53%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q29e Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo, UberEats															
MORE	14%	12%	15%	24%	17%	12%	7%	4%	15%	15%	11%	13%	13%	15%	5%
LESS	37%	38%	36%	37%	32%	41%	35%	40%	36%	35%	43%	36%	34%	38%	36%
NO CHANGE	49%	50%	49%	40%	51%	47%	59%	56%	49%	50%	46%	51%	53%	47%	59%

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q29f Eaten snacks and treats															
MORE	43%	38%	47%	52%	42%	44%	41%	30%	43%	44%	42%	42%	39%	46%	23%
LESS	20%	20%	20%	23%	17%	16%	16%	24%	19%	18%	21%	21%	21%	19%	30%
NO CHANGE	38%	42%	33%	25%	42%	40%	43%	46%	37%	39%	37%	37%	41%	36%	46%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q29g Bought snacks and treats on special offer															
MORE	32%	24%	39%	40%	40%	34%	28%	16%	31%	30%	37%	31%	29%	33%	26%
LESS	23%	23%	22%	27%	12%	19%	16%	31%	23%	24%	18%	24%	23%	22%	27%
NO CHANGE	46%	53%	39%	33%	48%	47%	56%	54%	46%	46%	45%	45%	47%	45%	47%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q30 How serious a problem do you think obesity is in Scotland today?															
Very serious	46%	48%	45%	37%	46%	47%	50%	56%	50%	42%	44%	49%	43%	47%	48%
Fairly serious	46%	45%	47%	51%	46%	44%	45%	43%	45%	51%	47%	41%	47%	46%	45%
Not very serious	4%	4%	4%	8%	2%	4%	3%	1%	3%	5%	5%	4%	5%	4%	5%
Not at all serious	0%	1%	0%	-	1%	-	1%	-	1%	-	1%	0%	0%	0%	-
Don't know	3%	3%	3%	3%	5%	5%	1%	1%	2%	2%	4%	5%	4%	3%	2%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q31 Do you believe there is a definite link between obesity and the likelihood of getting some types of cancer?															
Yes	66%	68%	64%	65%	69%	70%	61%	64%	73%	69%	62%	59%	61%	67%	68%
No	10%	10%	11%	14%	8%	7%	12%	8%	9%	9%	9%	14%	12%	10%	7%
Don't know	24%	23%	25%	21%	23%	23%	27%	28%	18%	22%	30%	27%	27%	23%	25%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.38	3.39	3.37	3.19	3.47	3.23	3.53	3.60	3.50	3.27	3.53	3.29	3.36	3.39	3.37
Q32a Promotional offers on foods high in fat, sugar and salt should be banned															
Strongly agree	18%	19%	17%	13%	23%	20%	22%	17%	21%	16%	23%	14%	18%	18%	17%
Agree	32%	33%	32%	31%	29%	25%	31%	43%	37%	32%	29%	30%	30%	32%	37%
Neither agree nor disagree	24%	23%	26%	25%	24%	22%	28%	24%	20%	22%	27%	28%	27%	24%	21%
Disagree	16%	15%	17%	19%	17%	20%	12%	11%	13%	21%	11%	16%	12%	17%	17%
Strongly disagree	7%	9%	6%	10%	6%	11%	6%	4%	8%	8%	6%	7%	9%	7%	8%
Don't know	2%	3%	2%	2%	2%	3%	2%	3%	1%	1%	3%	3%	3%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.11	3.06	3.16	3.15	3.27	2.95	3.01	3.14	3.10	3.04	3.28	3.07	3.11	3.11	3.05
Q32b Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced															
Strongly agree	14%	13%	15%	15%	18%	14%	13%	10%	10%	12%	21%	14%	15%	13%	14%
Agree	24%	22%	26%	26%	25%	20%	20%	27%	28%	25%	22%	22%	24%	25%	22%
Neither agree nor disagree	28%	29%	26%	23%	25%	25%	33%	34%	32%	26%	25%	28%	29%	27%	25%
Disagree	23%	23%	23%	25%	22%	25%	22%	20%	20%	27%	21%	23%	20%	24%	32%
Strongly disagree	9%	10%	8%	8%	6%	14%	11%	7%	9%	9%	8%	10%	11%	8%	6%
Don't know	2%	3%	2%	2%	4%	2%	1%	3%	0%	2%	3%	4%	2%	3%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.87	3.76	3.97	3.94	3.93	3.75	3.92	3.80	3.86	3.77	4.01	3.88	3.88	3.88	3.71
Q32c It worries me that unhealthy foods seem to be on price promotion more often than healthy ones															
Strongly agree	30%	24%	35%	33%	40%	25%	30%	20%	26%	26%	38%	31%	34%	28%	24%
Agree	38%	39%	38%	39%	28%	40%	38%	44%	46%	38%	33%	36%	33%	40%	39%
Neither agree nor disagree	21%	23%	18%	16%	19%	21%	23%	26%	17%	24%	19%	22%	20%	21%	22%
Disagree	6%	7%	6%	7%	10%	7%	5%	4%	6%	9%	5%	5%	6%	6%	10%
Strongly disagree	3%	3%	2%	3%	3%	5%	2%	2%	3%	2%	3%	3%	4%	2%	3%
Don't know	2%	3%	1%	2%	1%	2%	2%	4%	2%	1%	3%	3%	3%	2%	2%

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q33 Would you support restricting the marketing / promotion o...															
Yes	58%	59%	57%	56%	58%	51%	57%	67%	66%	57%	59%	51%	57%	58%	61%
No	25%	27%	24%	28%	27%	33%	24%	17%	22%	28%	23%	28%	27%	25%	30%
Don't know	17%	14%	19%	17%	15%	16%	19%	16%	12%	15%	18%	21%	16%	17%	8%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q34 Have you seen the Eatwell Guide?															
Yes, online / on a website	14%	12%	17%	21%	17%	10%	8%	10%	19%	10%	17%	13%	15%	14%	12%
Yes, in medical centre/GP/hospital/dentist	14%	11%	18%	21%	13%	13%	9%	10%	13%	14%	14%	16%	14%	14%	16%
Yes, in school	12%	8%	16%	30%	12%	4%	1%	1%	18%	11%	12%	8%	11%	12%	12%
Yes, at college/university	5%	4%	7%	12%	6%	2%	1%	-	8%	5%	4%	4%	6%	5%	7%
Yes, at workplace	7%	7%	8%	12%	9%	9%	4%	2%	11%	8%	7%	5%	5%	7%	17%
Yes, at an event I attended	4%	3%	6%	5%	6%	5%	2%	3%	6%	3%	4%	5%	3%	5%	4%
Yes, somewhere else	3%	2%	3%	1%	6%	2%	3%	2%	2%	0%	3%	5%	4%	2%	4%
No, not seen	56%	66%	47%	32%	55%	60%	71%	77%	54%	59%	54%	57%	54%	57%	58%
Don't know	5%	5%	6%	7%	6%	6%	6%	2%	3%	7%	5%	7%	7%	5%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	382	151	231	181	55	62	39	45	110	98	80	94	102	259	21
Weighted	389	146	243	183	60	62	36	48	104	97	81	107	101	266	22
Q35 How well do you feel you understand the Eatwell Guide?															
Very well	33%	32%	33%	30%	46%	23%	46%	33%	39%	26%	41%	28%	35%	32%	39%
Fairly well	58%	55%	60%	60%	49%	69%	49%	56%	58%	63%	49%	61%	52%	60%	61%
Not very well	8%	12%	6%	9%	6%	7%	5%	11%	3%	9%	9%	10%	10%	8%	-
Not at all well	0%	-	0%	1%	-	-	-	-	-	1%	-	-	1%	-	-
Don't know	0%	1%	0%	0%	-	2%	-	-	-	1%	1%	-	2%	-	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	382	151	231	181	55	62	39	45	110	98	80	94	102	259	21
Weighted	389	146	243	183	60	62	36	48	104	97	81	107	101	266	22
Q36 Have you personally used the Eatwell guide?															
Yes	35%	42%	31%	31%	45%	32%	49%	33%	42%	24%	45%	33%	40%	33%	43%
No	65%	58%	69%	69%	55%	68%	51%	67%	58%	76%	55%	67%	60%	67%	57%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q37 To what extent would further guidance on eating a heathy ...															
Very useful	19%	18%	21%	20%	23%	18%	20%	16%	20%	19%	23%	17%	20%	19%	18%
Fairly useful	51%	52%	51%	53%	49%	52%	42%	57%	51%	51%	50%	53%	50%	52%	55%
Not very useful	18%	18%	19%	20%	14%	16%	21%	19%	18%	23%	15%	16%	16%	19%	19%
Not at all useful	5%	6%	4%	3%	5%	6%	9%	6%	9%	2%	3%	7%	7%	5%	2%
Don't know	6%	6%	5%	4%	9%	8%	8%	2%	3%	4%	9%	7%	7%	5%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q38 Since the coronavirus pandemic began, people have been affected in different ways. Looking at the list below, which...															
Working from home	22%	22%	22%	36%	28%	22%	12%	5%	34%	33%	13%	8%	20%	23%	17%
Being put on the government scheme known as 'furloughing'	15%	13%	17%	23%	16%	21%	9%	4%	10%	21%	23%	9%	15%	16%	11%
Having a reduced income	24%	22%	25%	33%	29%	27%	19%	9%	25%	23%	34%	18%	24%	24%	27%
Seeking help to afford food from family and/or friends	5%	4%	6%	9%	6%	7%	4%	0%	7%	3%	6%	6%	5%	5%	5%
Seeking help to afford food from emergency support such as a foodbank	3%	2%	3%	5%	3%	3%	2%	0%	4%	1%	4%	3%	4%	3%	-
I am shielding (I am vulnerable and not leaving my home and minimising all non-essential contact within my home)	14%	14%	13%	10%	10%	10%	16%	24%	11%	13%	12%	18%	12%	15%	11%
None of these	41%	43%	38%	24%	35%	37%	56%	62%	38%	29%	42%	54%	45%	39%	48%
Prefer not to say	1%	1%	1%	2%	1%	2%	1%	-	0%	1%	1%	2%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q39 To what extent, if at all, are you worried about there being enough food available for you/your household to buy in the ne...															
Very worried	5%	4%	6%	5%	8%	10%	3%	0%	3%	3%	9%	6%	5%	5%	-
Somewhat worried	13%	14%	13%	16%	20%	12%	13%	6%	12%	12%	12%	17%	14%	14%	8%
Not very worried	27%	24%	29%	27%	29%	29%	22%	25%	22%	27%	27%	30%	26%	27%	22%
Not at all worried	51%	55%	48%	46%	37%	47%	59%	66%	61%	56%	48%	41%	51%	50%	64%
Don't know	3%	2%	4%	5%	5%	2%	1%	2%	2%	2%	3%	6%	3%	3%	6%
Prefer not to answer	0%	0%	1%	1%	-	0%	1%	-	0%	0%	1%	0%	0%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q40 To what extent, if at all, are you worried you/your household will not be able to afford food in the next month?															
Very worried	5%	6%	5%	6%	10%	8%	4%	0%	4%	4%	8%	7%	7%	5%	2%
Somewhat worried	12%	11%	13%	13%	21%	15%	9%	6%	8%	10%	15%	16%	13%	13%	3%
Not very worried	22%	21%	23%	26%	24%	24%	19%	17%	20%	23%	24%	22%	21%	23%	17%
Not at all worried	57%	60%	54%	49%	40%	52%	65%	76%	65%	61%	49%	50%	55%	56%	74%
Don't know	3%	2%	4%	4%	5%	1%	3%	1%	2%	2%	3%	4%	4%	2%	4%
Prefer not to answer	1%	1%	1%	1%	-	0%	1%	-	0%	0%	1%	1%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41a Cooking meals from scratch															
Much more	20%	15%	25%	26%	22%	21%	14%	14%	17%	21%	25%	18%	16%	22%	17%
A little more	27%	27%	27%	28%	31%	30%	25%	23%	32%	27%	24%	25%	29%	26%	37%
No difference	46%	50%	43%	36%	42%	46%	57%	56%	47%	45%	43%	48%	49%	46%	41%
A little less	2%	2%	2%	4%	1%	-	1%	3%	2%	2%	3%	2%	2%	2%	-
Much less	2%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%	2%	1%	2%	-
Don't know	1%	1%	1%	1%	-	0%	1%	-	0%	1%	1%	0%	0%	1%	2%
N/A	2%	3%	2%	2%	3%	2%	2%	1%	1%	1%	3%	4%	3%	2%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41b Eating longer shelf life foods (such as tinned, dried or frozen foods)															
Much more	7%	6%	9%	9%	17%	7%	5%	1%	5%	7%	9%	9%	5%	9%	5%
A little more	24%	22%	26%	28%	19%	30%	18%	22%	27%	25%	23%	22%	25%	24%	20%
No difference	58%	60%	55%	49%	56%	57%	67%	65%	58%	59%	56%	57%	61%	56%	63%
A little less	4%	4%	3%	4%	3%	3%	3%	5%	5%	2%	4%	5%	2%	4%	9%
Much less	2%	3%	2%	4%	1%	1%	2%	3%	1%	2%	5%	2%	3%	2%	2%
Don't know	1%	1%	1%	2%	-	1%	-	1%	0%	1%	1%	1%	0%	1%	-
N/A	4%	4%	3%	4%	4%	1%	5%	4%	4%	3%	3%	5%	4%	4%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41c Eating fruit and vegetables (fresh, frozen or tinned)															
Much more	10%	7%	13%	12%	14%	7%	6%	10%	9%	9%	13%	11%	8%	11%	10%
A little more	25%	25%	25%	30%	24%	19%	21%	27%	29%	28%	21%	21%	23%	26%	22%
No difference	55%	58%	52%	43%	55%	60%	65%	60%	55%	54%	51%	58%	60%	52%	60%
A little less	6%	5%	6%	9%	4%	7%	5%	2%	5%	5%	9%	5%	4%	6%	4%
Much less	2%	3%	2%	3%	3%	4%	1%	1%	0%	2%	4%	3%	2%	2%	4%
Don't know	1%	1%	1%	2%	-	0%	-	-	1%	1%	1%	0%	1%	1%	-
N/A	1%	2%	1%	2%	-	2%	2%	1%	1%	1%	1%	2%	2%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41d Eating cakes and biscuits															
Much more	7%	5%	9%	9%	10%	9%	2%	4%	4%	8%	6%	9%	6%	8%	9%
A little more	28%	24%	32%	35%	28%	23%	25%	24%	33%	30%	27%	23%	26%	29%	20%
No difference	45%	51%	39%	34%	46%	46%	53%	52%	46%	43%	42%	47%	50%	42%	50%
A little less	10%	10%	10%	11%	8%	9%	11%	10%	9%	9%	12%	11%	8%	11%	12%
Much less	6%	5%	7%	6%	5%	9%	6%	6%	3%	7%	10%	6%	4%	8%	1%
Don't know	1%	0%	1%	2%	-	0%	-	-	1%	1%	1%	-	0%	1%	-
N/A	3%	4%	2%	2%	3%	4%	3%	4%	3%	3%	3%	4%	5%	2%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41e Eating savoury snacks															
Much more	8%	5%	10%	10%	14%	8%	5%	2%	5%	6%	8%	10%	7%	8%	7%
A little more	26%	24%	28%	30%	29%	23%	23%	21%	30%	26%	25%	22%	24%	27%	21%
No difference	51%	55%	47%	44%	44%	53%	57%	59%	50%	53%	46%	53%	54%	49%	54%
A little less	7%	7%	8%	7%	7%	9%	7%	7%	8%	6%	11%	6%	7%	7%	10%
Much less	4%	5%	4%	3%	3%	5%	3%	7%	2%	5%	6%	4%	3%	5%	6%
Don't know	1%	0%	1%	3%	-	0%	-	-	1%	1%	1%	1%	1%	1%	-
N/A	3%	3%	3%	2%	4%	2%	4%	5%	3%	2%	3%	4%	4%	3%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41f Eating confectionery															
Much more	7%	4%	10%	10%	9%	10%	3%	4%	4%	7%	7%	10%	7%	7%	9%
A little more	25%	23%	26%	29%	31%	21%	23%	18%	28%	25%	28%	20%	21%	27%	15%
No difference	46%	51%	42%	37%	45%	49%	57%	50%	46%	48%	40%	49%	49%	45%	51%
A little less	12%	13%	11%	15%	6%	8%	8%	15%	13%	10%	13%	11%	11%	11%	17%
Much less	5%	4%	6%	4%	5%	8%	4%	6%	4%	6%	7%	5%	5%	5%	5%
Don't know	1%	1%	1%	3%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	-
N/A	4%	4%	3%	3%	3%	3%	3%	7%	5%	3%	3%	4%	5%	3%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41g Eating ice cream															
Much more	4%	3%	5%	5%	7%	5%	3%	1%	2%	3%	8%	4%	4%	4%	4%
A little more	16%	13%	19%	22%	16%	13%	14%	13%	19%	19%	11%	14%	16%	16%	19%
No difference	52%	57%	48%	49%	52%	50%	52%	59%	56%	54%	49%	49%	54%	53%	43%
A little less	8%	9%	8%	8%	5%	10%	9%	9%	7%	7%	10%	9%	6%	9%	14%
Much less	8%	8%	7%	7%	4%	12%	8%	9%	7%	7%	9%	8%	6%	8%	9%
Don't know	1%	1%	1%	2%	-	0%	1%	-	0%	1%	2%	1%	1%	1%	-
N/A	10%	9%	11%	7%	16%	9%	13%	9%	8%	7%	10%	14%	13%	9%	12%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41h Eating ready meals															
Much more	4%	4%	5%	6%	12%	4%	-	1%	4%	3%	6%	5%	3%	5%	4%
A little more	9%	11%	7%	11%	8%	9%	7%	7%	9%	8%	10%	9%	11%	9%	2%
No difference	46%	49%	44%	40%	44%	48%	56%	48%	45%	48%	46%	45%	46%	46%	49%
A little less	10%	10%	11%	12%	6%	8%	11%	13%	12%	12%	10%	8%	9%	10%	14%
Much less	12%	11%	13%	14%	10%	13%	8%	12%	11%	13%	15%	9%	8%	13%	15%
Don't know	1%	1%	1%	2%	1%	0%	-	-	0%	1%	1%	0%	0%	1%	-
N/A	18%	14%	21%	14%	20%	18%	18%	19%	19%	15%	12%	23%	22%	16%	16%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41i Drinking alcohol															
Much more	5%	6%	4%	7%	9%	4%	2%	2%	4%	7%	4%	4%	5%	5%	4%
A little more	19%	18%	19%	28%	17%	15%	18%	11%	26%	17%	20%	13%	15%	20%	19%
No difference	39%	40%	37%	31%	31%	39%	40%	52%	39%	40%	36%	38%	42%	37%	43%
A little less	9%	8%	9%	10%	8%	9%	5%	10%	11%	8%	9%	7%	7%	10%	5%
Much less	10%	12%	9%	12%	11%	11%	9%	9%	8%	11%	13%	10%	12%	10%	8%
Don't know	1%	1%	1%	2%	1%	0%	-	-	0%	1%	1%	1%	1%	1%	2%
N/A	18%	15%	21%	11%	24%	21%	26%	16%	12%	15%	17%	27%	19%	18%	20%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41j Spending on grocery food shopping															
Much more	13%	9%	16%	16%	16%	15%	9%	7%	11%	14%	16%	12%	12%	14%	7%
A little more	31%	28%	33%	32%	31%	30%	38%	25%	34%	31%	31%	28%	30%	30%	38%
No difference	41%	47%	36%	33%	41%	42%	40%	51%	41%	41%	37%	44%	42%	41%	39%
A little less	9%	11%	8%	8%	9%	7%	9%	13%	11%	9%	8%	9%	9%	9%	10%
Much less	4%	4%	5%	6%	3%	4%	4%	4%	2%	5%	7%	5%	5%	4%	3%
Don't know	1%	1%	2%	3%	1%	1%	-	-	2%	1%	1%	2%	0%	2%	2%
N/A	0%	1%	0%	1%	-	-	-	-	-	-	1%	1%	1%	0%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41k Watching portion sizes															
Much more	6%	4%	7%	8%	7%	6%	4%	2%	5%	6%	7%	5%	5%	5%	11%
A little more	13%	10%	16%	16%	16%	10%	10%	12%	16%	12%	12%	12%	12%	14%	9%
No difference	69%	75%	64%	61%	69%	69%	74%	78%	67%	73%	70%	67%	74%	67%	75%
A little less	5%	5%	5%	7%	2%	5%	5%	4%	7%	4%	4%	5%	1%	6%	5%
Much less	3%	3%	4%	4%	4%	5%	2%	2%	3%	2%	3%	4%	3%	3%	-
Don't know	1%	1%	1%	1%	-	1%	1%	-	0%	1%	1%	0%	1%	1%	-
N/A	3%	3%	4%	4%	3%	5%	5%	1%	2%	2%	3%	6%	4%	4%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	775	384	391	255	113	139	126	142	217	215	165	178	200	530	45
Weighted	777	365	411	257	121	137	115	148	204	209	164	200	194	536	47
Q411 Eating together as a family															
Much more	17%	13%	21%	21%	28%	19%	10%	6%	20%	17%	22%	12%	17%	17%	29%
A little more	21%	17%	25%	27%	27%	21%	19%	9%	21%	24%	21%	19%	19%	22%	18%
No difference	52%	60%	46%	40%	37%	50%	65%	79%	51%	49%	47%	62%	53%	52%	49%
A little less	3%	4%	2%	5%	2%	3%	3%	2%	6%	2%	3%	2%	4%	3%	2%
Much less	2%	3%	2%	2%	4%	3%	1%	2%	1%	3%	3%	2%	3%	2%	-
Don't know	1%	1%	1%	2%	-	1%	-	-	1%	1%	1%	-	1%	1%	-
N/A	3%	2%	3%	3%	3%	4%	2%	1%	0%	3%	4%	3%	4%	2%	2%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41m The amount of indoor physical activity you are doing															
Much more	9%	7%	11%	15%	12%	5%	2%	5%	11%	8%	9%	7%	9%	9%	9%
A little more	21%	19%	23%	29%	27%	18%	16%	13%	24%	22%	23%	16%	21%	20%	27%
No difference	45%	50%	41%	34%	40%	45%	57%	56%	41%	46%	44%	49%	47%	45%	41%
A little less	9%	9%	10%	10%	9%	10%	7%	9%	11%	8%	7%	10%	8%	10%	9%
Much less	8%	9%	8%	7%	5%	12%	10%	8%	6%	9%	9%	8%	6%	9%	8%
Don't know	1%	1%	1%	2%	-	1%	-	0%	1%	1%	2%	-	1%	1%	-
N/A	7%	7%	6%	3%	7%	8%	8%	9%	6%	5%	6%	10%	8%	6%	6%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41n The amount of outdoor physical activity you are doing															
Much more	10%	9%	12%	16%	8%	11%	4%	9%	12%	15%	10%	6%	11%	10%	10%
A little more	24%	25%	24%	26%	24%	25%	17%	25%	33%	24%	22%	18%	23%	25%	24%
No difference	30%	34%	27%	26%	33%	25%	41%	32%	24%	29%	34%	34%	29%	30%	40%
A little less	14%	14%	15%	14%	13%	14%	20%	13%	18%	14%	13%	13%	15%	15%	10%
Much less	16%	14%	17%	13%	16%	19%	12%	18%	11%	15%	17%	19%	13%	17%	15%
Don't know	1%	1%	1%	2%	2%	0%	-	-	0%	1%	1%	1%	1%	1%	-
N/A	4%	4%	4%	3%	5%	6%	7%	3%	2%	2%	3%	9%	7%	3%	2%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41o Eating more out of boredom															
Much more	12%	9%	15%	17%	16%	14%	6%	3%	9%	12%	14%	13%	9%	13%	10%
A little more	33%	28%	38%	38%	33%	30%	33%	29%	37%	31%	37%	30%	37%	33%	19%
No difference	39%	46%	32%	27%	35%	43%	49%	48%	37%	45%	32%	40%	37%	40%	40%
A little less	5%	4%	5%	8%	5%	3%	3%	4%	5%	4%	8%	4%	3%	5%	14%
Much less	3%	2%	3%	3%	2%	1%	2%	4%	2%	2%	3%	3%	3%	3%	2%
Don't know	1%	1%	1%	1%	-	2%	1%	-	1%	1%	1%	0%	0%	1%	-
N/A	8%	10%	6%	5%	10%	8%	6%	11%	9%	5%	5%	11%	10%	6%	14%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41p Had an online food delivery from a supermarket															
Much more	14%	13%	14%	14%	14%	11%	11%	17%	15%	13%	12%	15%	12%	14%	18%
A little more	13%	13%	14%	16%	16%	12%	11%	11%	15%	13%	14%	12%	15%	13%	12%
No difference	27%	27%	27%	33%	32%	29%	22%	16%	25%	29%	28%	25%	24%	28%	28%
A little less	4%	4%	3%	6%	4%	2%	5%	-	5%	2%	4%	3%	5%	3%	2%
Much less	4%	5%	4%	4%	5%	3%	6%	6%	2%	5%	7%	4%	3%	5%	5%
Don't know	1%	1%	1%	2%	-	0%	1%	-	1%	1%	1%	0%	0%	1%	-
N/A	37%	38%	37%	25%	30%	43%	43%	50%	37%	38%	34%	39%	40%	36%	36%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41q Purchased food from a local supplier (i.e. farm shop, veg box etc) either direct or online															
Much more	6%	5%	7%	7%	7%	6%	5%	4%	6%	5%	8%	5%	7%	5%	7%
A little more	17%	17%	17%	18%	16%	18%	17%	17%	22%	17%	21%	11%	21%	16%	19%
No difference	37%	41%	34%	43%	39%	34%	30%	36%	38%	44%	30%	35%	34%	39%	38%
A little less	4%	5%	4%	7%	3%	2%	3%	5%	5%	4%	5%	5%	4%	5%	4%
Much less	3%	3%	3%	3%	4%	3%	2%	3%	4%	2%	3%	3%	3%	3%	3%
Don't know	1%	1%	1%	3%	1%	1%	1%	-	2%	2%	2%	1%	1%	2%	-
N/A	30%	27%	33%	20%	29%	35%	42%	34%	22%	26%	31%	41%	29%	31%	29%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41r Visiting the supermarket															
Much more	4%	5%	4%	8%	7%	5%	-	1%	4%	5%	6%	4%	4%	5%	3%
A little more	11%	11%	11%	18%	11%	8%	7%	4%	12%	11%	10%	9%	8%	12%	11%
No difference	27%	31%	23%	27%	30%	28%	28%	22%	25%	28%	29%	25%	26%	27%	23%
A little less	24%	24%	25%	19%	22%	28%	30%	25%	27%	23%	19%	25%	23%	25%	22%
Much less	32%	28%	36%	25%	27%	29%	34%	46%	30%	31%	34%	34%	36%	30%	39%
Don't know	1%	0%	1%	2%	-	0%	-	-	1%	1%	1%	-	0%	1%	-
N/A	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q41s Meal planning															
Much more	13%	10%	16%	19%	14%	12%	8%	8%	15%	14%	14%	9%	10%	14%	13%
A little more	28%	25%	30%	27%	32%	31%	25%	25%	30%	26%	33%	25%	28%	28%	28%
No difference	50%	55%	45%	36%	47%	52%	59%	62%	47%	49%	45%	56%	52%	49%	52%
A little less	3%	3%	4%	7%	4%	1%	2%	1%	4%	4%	3%	2%	3%	3%	4%
Much less	2%	2%	2%	3%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	-
Don't know	1%	1%	1%	2%	-	1%	1%	-	1%	1%	1%	0%	1%	1%	-
N/A	4%	4%	3%	6%	2%	3%	4%	2%	2%	4%	3%	6%	5%	3%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q42a Your diet															
Much better	9%	8%	10%	17%	8%	6%	3%	4%	12%	9%	10%	6%	9%	9%	12%
A little better	24%	22%	25%	31%	27%	20%	16%	19%	26%	26%	22%	20%	21%	25%	20%
No change	44%	52%	37%	28%	38%	43%	60%	61%	44%	42%	43%	48%	48%	42%	49%
A little worse	18%	15%	22%	18%	20%	25%	16%	14%	18%	20%	22%	16%	18%	19%	15%
Much worse	5%	3%	6%	6%	6%	6%	4%	1%	1%	4%	4%	10%	4%	5%	4%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	775	384	391	255	113	139	126	142	217	215	165	178	200	530	45
Weighted	777	365	411	257	121	137	115	148	204	209	164	200	194	536	47
Q42b The diet of people in your family															
Much better	6%	5%	6%	9%	6%	6%	3%	3%	7%	5%	6%	5%	5%	6%	9%
A little better	23%	23%	23%	31%	22%	17%	19%	19%	30%	27%	19%	14%	20%	24%	20%
No change	52%	57%	47%	41%	50%	51%	61%	66%	48%	53%	50%	55%	56%	50%	55%
A little worse	16%	12%	20%	16%	19%	23%	14%	11%	13%	12%	22%	19%	16%	17%	13%
Much worse	3%	3%	4%	4%	4%	4%	3%	1%	1%	2%	2%	7%	4%	3%	3%

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q42c Your physical activity levels															
Much better	10%	9%	11%	16%	8%	9%	4%	8%	11%	13%	11%	6%	11%	10%	11%
A little better	23%	22%	24%	27%	25%	22%	19%	21%	31%	25%	22%	17%	22%	24%	22%
No change	34%	38%	30%	28%	35%	31%	41%	38%	28%	33%	34%	39%	39%	31%	43%
A little worse	22%	23%	21%	19%	20%	24%	23%	25%	24%	22%	22%	21%	19%	24%	15%
Much worse	11%	8%	13%	9%	12%	15%	13%	7%	7%	7%	11%	17%	9%	12%	9%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	775	384	391	255	113	139	126	142	217	215	165	178	200	530	45
Weighted	777	365	411	257	121	137	115	148	204	209	164	200	194	536	47
Q42d Physical activity levels of people in your family															
Much better	8%	8%	8%	11%	7%	8%	5%	5%	12%	7%	6%	6%	9%	7%	13%
A little better	23%	23%	22%	28%	20%	19%	19%	22%	31%	24%	22%	14%	18%	24%	22%
No change	42%	46%	40%	37%	42%	43%	43%	52%	33%	44%	43%	49%	47%	40%	52%
A little worse	21%	19%	23%	19%	22%	21%	26%	19%	22%	20%	22%	20%	23%	21%	11%
Much worse	6%	4%	7%	4%	9%	9%	7%	2%	3%	4%	7%	10%	3%	7%	3%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q43a Your mental wellbeing															
Much better	3%	4%	3%	5%	2%	4%	2%	2%	5%	4%	4%	2%	4%	3%	3%
A little better	8%	6%	10%	13%	11%	4%	6%	5%	9%	8%	8%	8%	9%	8%	8%
No change	48%	54%	42%	31%	48%	46%	56%	68%	51%	44%	48%	48%	48%	48%	51%
A little worse	27%	26%	29%	32%	23%	31%	26%	22%	28%	32%	23%	24%	26%	28%	26%
Much worse	12%	9%	15%	17%	15%	15%	10%	3%	6%	12%	15%	16%	12%	12%	12%
Prefer not to say	1%	1%	0%	2%	1%	0%	-	-	0%	-	1%	2%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q44a Your body weight															
Very concerned	16%	12%	20%	21%	20%	20%	12%	6%	14%	12%	20%	20%	16%	16%	16%
Somewhat concerned	26%	23%	28%	30%	27%	22%	27%	21%	24%	29%	24%	24%	26%	26%	24%
A little concerned	30%	31%	28%	24%	25%	25%	36%	41%	31%	33%	24%	30%	32%	29%	26%
Not concerned at all	27%	31%	23%	23%	25%	33%	24%	31%	31%	25%	30%	24%	26%	27%	34%
Don't know	1%	2%	0%	2%	2%	0%	1%	0%	1%	0%	2%	3%	1%	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	775	384	391	255	113	139	126	142	217	215	165	178	200	530	45
Weighted	777	365	411	257	121	137	115	148	204	209	164	200	194	536	47
Q44b The body weight of people in your family															
Very concerned	9%	8%	11%	10%	15%	11%	6%	3%	11%	7%	9%	10%	8%	10%	12%
Somewhat concerned	20%	17%	23%	24%	24%	18%	19%	14%	19%	22%	11%	27%	22%	21%	3%
A little concerned	28%	31%	26%	24%	22%	30%	31%	35%	29%	30%	27%	26%	25%	29%	35%
Not concerned at all	40%	41%	39%	38%	35%	39%	43%	46%	40%	39%	50%	33%	43%	38%	51%
Don't know	2%	3%	2%	4%	4%	1%	1%	2%	1%	2%	3%	4%	2%	3%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q44c Your diet															
Very concerned	10%	8%	12%	15%	14%	11%	6%	3%	7%	9%	12%	12%	9%	10%	12%
Somewhat concerned	20%	15%	24%	25%	24%	23%	14%	10%	17%	18%	21%	23%	20%	20%	11%
A little concerned	33%	34%	32%	32%	33%	29%	39%	34%	34%	37%	31%	30%	35%	32%	30%
Not concerned at all	36%	41%	32%	26%	27%	36%	40%	53%	41%	36%	34%	33%	34%	36%	47%
Don't know	1%	2%	0%	2%	1%	0%	1%	0%	1%	1%	1%	2%	1%	1%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	775	384	391	255	113	139	126	142	217	215	165	178	200	530	45
Weighted	777	365	411	257	121	137	115	148	204	209	164	200	194	536	47
Q44d The diet of people in your family															
Very concerned	7%	5%	8%	8%	12%	9%	3%	3%	6%	6%	10%	6%	7%	7%	10%
Somewhat concerned	18%	13%	22%	21%	25%	16%	14%	9%	16%	16%	12%	25%	19%	18%	5%
A little concerned	33%	32%	34%	35%	33%	32%	39%	24%	33%	37%	32%	29%	29%	35%	24%
Not concerned at all	40%	47%	35%	32%	27%	41%	42%	63%	43%	39%	43%	37%	43%	37%	62%
Don't know	2%	3%	2%	4%	3%	1%	2%	1%	2%	2%	3%	3%	2%	3%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q44e Your levels of physical activity															
Very concerned	13%	10%	16%	16%	18%	15%	8%	6%	10%	11%	14%	17%	12%	13%	15%
Somewhat concerned	21%	18%	24%	25%	25%	20%	23%	14%	19%	23%	21%	21%	22%	22%	14%
A little concerned	30%	30%	31%	33%	24%	25%	36%	33%	35%	31%	29%	27%	28%	31%	33%
Not concerned at all	34%	40%	28%	24%	29%	39%	32%	46%	35%	35%	34%	31%	37%	32%	39%
Don't know	2%	2%	1%	2%	4%	1%	2%	0%	1%	1%	2%	4%	2%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	775	384	391	255	113	139	126	142	217	215	165	178	200	530	45
Weighted	777	365	411	257	121	137	115	148	204	209	164	200	194	536	47
Q44f The levels of physical activity in your family															
Very concerned	9%	5%	11%	9%	13%	12%	4%	4%	8%	6%	11%	10%	8%	8%	12%
Somewhat concerned	20%	19%	22%	23%	28%	16%	19%	14%	20%	23%	16%	22%	20%	22%	5%
A little concerned	29%	30%	28%	28%	31%	28%	33%	26%	29%	30%	26%	29%	27%	29%	32%
Not concerned at all	40%	44%	37%	36%	26%	43%	43%	55%	42%	39%	45%	36%	44%	38%	51%
Don't know	2%	3%	2%	4%	3%	1%	1%	1%	2%	2%	3%	3%	2%	3%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q45a Your mental wellbeing															
Very concerned	10%	8%	12%	13%	15%	14%	6%	2%	6%	8%	12%	14%	12%	9%	9%
Somewhat concerned	19%	15%	23%	28%	23%	18%	13%	8%	15%	20%	19%	20%	17%	20%	14%
A little concerned	26%	25%	27%	30%	20%	30%	27%	20%	27%	32%	23%	21%	24%	26%	32%
Not concerned at all	42%	49%	36%	24%	40%	37%	50%	68%	50%	39%	42%	41%	45%	41%	46%
Don't know	2%	2%	2%	3%	1%	1%	3%	2%	2%	1%	2%	3%	2%	3%	-
Prefer not to say	1%	1%	1%	2%	1%	0%	1%	-	0%	-	2%	2%	1%	1%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	775	384	391	255	113	139	126	142	217	215	165	178	200	530	45
Weighted	777	365	411	257	121	137	115	148	204	209	164	200	194	536	47
Q45b The mental wellbeing of your family															
Very concerned	8%	6%	9%	11%	8%	10%	3%	3%	6%	6%	10%	9%	10%	7%	9%
Somewhat concerned	16%	11%	20%	23%	27%	10%	10%	6%	17%	17%	13%	17%	14%	17%	11%
A little concerned	31%	30%	31%	32%	29%	33%	33%	26%	33%	39%	22%	27%	33%	30%	33%
Not concerned at all	42%	48%	36%	27%	33%	46%	52%	61%	41%	35%	49%	43%	40%	42%	47%
Don't know	3%	3%	3%	5%	2%	1%	2%	3%	2%	3%	4%	3%	2%	3%	-
Prefer not to say	1%	1%	1%	2%	1%	1%	1%	-	0%	-	2%	2%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	328	155	173	146	50	49	33	50	97	101	61	69	81	228	19
Weighted	331	148	182	147	54	48	30	53	92	100	61	78	79	232	19
Q46 You said your diet was "Your diet" since the coronavirus outbreak...															
Yes, it will get better	54%	54%	54%	59%	47%	49%	55%	51%	62%	51%	50%	50%	55%	53%	58%
Yes, it will get worse	8%	7%	10%	13%	12%	6%	-	-	9%	7%	11%	7%	11%	8%	5%
No change	30%	32%	28%	21%	30%	31%	43%	45%	25%	34%	30%	31%	27%	31%	26%
Don't know	8%	7%	9%	8%	11%	15%	3%	4%	5%	8%	8%	12%	7%	8%	11%

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	231	97	134	70	37	57	34	33	48	68	48	67	58	162	11
Weighted	235	92	143	71	40	57	32	35	45	66	48	75	58	166	12
Q46 You said your diet was "Your diet" since the coronavirus outbreak...															
Yes, it will get better	73%	63%	80%	80%	67%	74%	56%	82%	81%	73%	82%	64%	70%	75%	74%
Yes, it will get worse	4%	9%	1%	1%	8%	4%	3%	6%	4%	1%	6%	4%	-	5%	9%
No change	7%	12%	5%	2%	14%	8%	9%	9%	6%	4%	2%	15%	16%	5%	-
Don't know	15%	16%	15%	17%	11%	14%	32%	3%	9%	21%	10%	18%	14%	16%	16%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q47 Which of the following best describes your approach to taking vitamin D supplements?															
I usually take a vitamin D supplement	24%	23%	25%	24%	26%	22%	21%	26%	29%	25%	21%	21%	23%	25%	17%
I have started taking a vitamin D supplement since the coronavirus pandemic	10%	10%	11%	16%	10%	7%	10%	7%	14%	10%	14%	6%	10%	10%	12%
I do not take a vitamin D supplement	66%	67%	64%	60%	64%	71%	69%	67%	57%	65%	65%	74%	67%	64%	71%

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q48 Have you seen any information about taking vitamin D supp...															
Yes	28%	26%	30%	28%	32%	25%	28%	28%	33%	25%	29%	26%	28%	27%	36%
No	69%	71%	67%	68%	67%	73%	68%	69%	63%	72%	69%	71%	70%	69%	63%
Don't know	3%	3%	3%	5%	1%	3%	3%	4%	4%	3%	2%	4%	2%	4%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	4.21	4.16	4.26	4.24	4.27	4.24	4.14	4.17	4.25	4.23	4.26	4.13	4.18	4.22	4.28
Q49a Eating a healthy diet can help boost your immune system															
Strongly agree	36%	32%	39%	39%	47%	35%	30%	27%	40%	35%	38%	31%	38%	35%	37%
Agree	48%	48%	48%	44%	34%	51%	52%	58%	46%	51%	45%	49%	44%	50%	45%
Neither agree nor disagree	12%	13%	10%	12%	16%	8%	14%	11%	11%	11%	12%	13%	16%	10%	11%
Disagree	1%	1%	1%	1%	-	2%	1%	0%	1%	1%	0%	0%	1%	1%	-
Strongly disagree	1%	1%	0%	1%	1%	-	1%	-	0%	-	-	2%	1%	0%	-
Don't know	3%	4%	2%	3%	1%	4%	3%	4%	2%	2%	4%	5%	2%	3%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	4.13	4.12	4.14	4.03	4.10	4.23	4.07	4.25	4.23	4.15	4.15	4.01	4.09	4.14	4.18
Q49b Coronavirus can be more severe for people who are overweight or obese															
Strongly agree	33%	33%	33%	29%	36%	32%	34%	36%	38%	31%	36%	28%	31%	33%	35%
Agree	39%	39%	39%	38%	30%	40%	36%	48%	42%	43%	36%	35%	38%	40%	35%
Neither agree nor disagree	13%	13%	13%	16%	18%	10%	13%	9%	11%	13%	11%	16%	12%	13%	16%
Disagree	2%	2%	2%	3%	1%	2%	3%	1%	1%	2%	2%	3%	3%	2%	2%
Strongly disagree	1%	2%	1%	2%	2%	-	3%	-	1%	0%	2%	2%	1%	1%	-
Don't know	12%	11%	12%	12%	12%	16%	11%	6%	6%	11%	13%	16%	13%	11%	12%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	2.79	2.83	2.76	3.00	2.85	2.79	2.49	2.67	2.91	2.80	2.74	2.73	2.74	2.84	2.47
Q49c I am personally unlikely to catch coronavirus															
Strongly agree	6%	6%	6%	9%	7%	6%	3%	3%	6%	6%	6%	6%	8%	5%	3%
Agree	15%	15%	15%	22%	17%	16%	7%	11%	21%	14%	14%	13%	13%	17%	10%
Neither agree nor disagree	34%	35%	33%	30%	32%	33%	36%	41%	34%	36%	31%	34%	32%	35%	31%
Disagree	20%	19%	21%	22%	17%	19%	23%	19%	21%	21%	20%	19%	20%	20%	20%
Strongly disagree	13%	12%	14%	9%	14%	13%	16%	13%	10%	11%	14%	15%	16%	11%	21%
Don't know	12%	13%	11%	7%	13%	13%	16%	14%	8%	12%	16%	13%	12%	12%	15%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	4.27	4.26	4.28	4.12	4.33	4.30	4.31	4.37	4.31	4.29	4.28	4.20	4.32	4.26	4.11
Q49d Coronavirus can be more severe for people who have conditions like Type 2 Diabetes															
Strongly agree	38%	37%	40%	32%	48%	35%	41%	41%	43%	35%	39%	36%	40%	38%	34%
Agree	40%	39%	40%	38%	28%	44%	36%	48%	39%	45%	36%	37%	36%	41%	39%
Neither agree nor disagree	11%	10%	11%	15%	14%	7%	11%	6%	9%	8%	12%	13%	9%	11%	19%
Disagree	1%	1%	1%	3%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	-
Strongly disagree	0%	1%	-	0%	1%	-	1%	-	-	-	1%	1%	0%	0%	2%
Don't know	10%	12%	8%	12%	9%	13%	11%	5%	6%	11%	11%	12%	14%	9%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.59	3.51	3.66	3.70	3.61	3.66	3.47	3.44	3.62	3.56	3.73	3.50	3.58	3.60	3.55
Q49e Taking a vitamin D supplement is especially important at the moment															
Strongly agree	14%	11%	17%	19%	18%	16%	7%	7%	16%	12%	18%	11%	14%	14%	14%
Agree	25%	24%	26%	25%	27%	21%	26%	26%	25%	25%	26%	25%	22%	26%	22%
Neither agree nor disagree	34%	36%	31%	31%	36%	32%	35%	37%	36%	33%	32%	34%	33%	34%	40%
Disagree	4%	3%	5%	5%	5%	2%	2%	4%	4%	5%	1%	5%	3%	4%	5%
Strongly disagree	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	2%	1%	-
Don't know	22%	24%	20%	19%	12%	27%	29%	24%	17%	24%	21%	24%	25%	21%	18%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Mean	3.55	3.44	3.65	3.61	3.69	3.42	3.40	3.56	3.68	3.46	3.64	3.46	3.47	3.56	3.87
Q49f I understand the benefits of taking a vitamin D supplement															
Strongly agree	16%	14%	18%	18%	25%	15%	11%	11%	18%	13%	21%	14%	17%	15%	20%
Agree	37%	35%	39%	40%	37%	33%	32%	41%	41%	41%	33%	33%	33%	39%	35%
Neither agree nor disagree	22%	23%	21%	19%	24%	21%	27%	21%	21%	18%	23%	24%	23%	21%	25%
Disagree	11%	12%	10%	12%	8%	17%	10%	7%	9%	14%	8%	11%	11%	12%	-
Strongly disagree	5%	6%	3%	4%	6%	4%	5%	4%	3%	5%	5%	5%	7%	4%	2%
Don't know	10%	11%	9%	7%	1%	10%	14%	16%	8%	9%	9%	13%	8%	10%	18%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q50 Which, if any, of the following applies to you?															
Completely vegetarian	6%	4%	7%	9%	8%	5%	3%	1%	2%	6%	7%	7%	5%	6%	6%
Pescetarian (eat a vegetarian diet which also includes fish but no meat)	4%	4%	5%	6%	7%	3%	5%	2%	5%	3%	5%	5%	8%	3%	3%
Flexitarian (actively reducing the amount of meat and dairy in my diet)	13%	12%	15%	18%	15%	9%	8%	12%	19%	13%	15%	8%	10%	14%	16%
Vegan	3%	2%	4%	6%	4%	2%	2%	1%	3%	3%	2%	4%	4%	3%	3%
Allergic to certain foods or ingredients	6%	5%	6%	6%	6%	7%	5%	5%	5%	5%	5%	7%	5%	6%	2%
On a diet trying to lose weight	14%	7%	20%	22%	11%	12%	9%	10%	11%	16%	14%	15%	12%	15%	5%
On a diet trying to gain weight	3%	3%	3%	6%	5%	1%	1%	1%	3%	2%	3%	4%	3%	3%	7%
On a diet due to diabetes	4%	5%	4%	1%	1%	3%	7%	10%	4%	3%	2%	7%	5%	4%	4%
Reducing the amount of fat in my diet	21%	19%	22%	17%	15%	18%	25%	28%	21%	17%	24%	22%	19%	21%	29%
Reducing the amount of sugar in my diet	25%	24%	25%	22%	17%	21%	24%	38%	28%	21%	25%	26%	24%	24%	32%
Reducing the amount of starchy foods in my diet	11%	11%	11%	8%	7%	10%	13%	16%	12%	8%	14%	11%	13%	10%	7%
Increasing the amount of protein in my diet	8%	7%	9%	10%	6%	8%	6%	8%	9%	7%	8%	7%	9%	8%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Increasing the amount of starchy foods in my diet	1%	2%	1%	1%	2%	1%	1%	2%	0%	0%	2%	3%	2%	1%	4%
Avoid certain food for religious or cultural reasons	1%	1%	1%	2%	-	1%	-	-	1%	1%	0%	1%	0%	1%	-
Avoid certain food for medical reasons other than a food allergy e.g. diabetes	5%	6%	4%	4%	3%	2%	10%	6%	6%	5%	3%	5%	4%	5%	7%
Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)	11%	9%	14%	13%	9%	10%	15%	9%	9%	14%	11%	12%	12%	12%	8%
Other	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	-	1%	0%	1%	2%
None of the above	40%	48%	32%	32%	39%	50%	42%	42%	40%	42%	38%	39%	41%	39%	40%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
VQ50 Respondent with allergy															
Yes	3%	2%	4%	6%	4%	2%	2%	1%	3%	3%	2%	4%	4%	3%	3%
No	97%	98%	96%	94%	96%	98%	98%	99%	97%	97%	98%	96%	96%	97%	97%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	56	26	30	17	9	12	8	10	12	15	10	19	13	42	1
Weighted	57	25	32	18	10	12	7	10	11	15	10	21	13	44	1
Q51 What are you allergic to?															
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	25%	23%	26%	30%	22%	16%	24%	31%	34%	19%	31%	21%	23%	26%	-
Crustaceans, e.g. prawns, crab and lobster	17%	19%	15%	14%	11%	9%	24%	30%	24%	-	11%	27%	-	22%	-
Eggs	11%	7%	13%	12%	11%	8%	25%	-	8%	12%	11%	10%	15%	7%	100%
Fish	19%	4%	31%	32%	33%	9%	12%	-	17%	20%	11%	23%	7%	23%	-
Peanuts	16%	15%	18%	31%	11%	7%	13%	10%	-	27%	20%	16%	-	22%	-
Soybeans	4%	4%	3%	-	11%	-	14%	-	-	-	-	10%	17%	-	-
Milk	30%	14%	43%	36%	11%	50%	38%	10%	43%	19%	19%	38%	38%	29%	-
Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	20%	22%	17%	29%	34%	7%	13%	10%	8%	27%	40%	10%	14%	22%	-
Celery (including celeriac)	6%	3%	7%	12%	-	9%	-	-	8%	-	-	11%	7%	5%	-
Mustard	6%	8%	4%	7%	11%	-	13%	-	-	-	10%	10%	-	7%	-
Sesame	8%	4%	11%	14%	-	-	13%	10%	9%	-	-	16%	8%	8%	-
Sulphur dioxide/sulphites (preservatives used in some foods and drinks)	8%	7%	8%	14%	-	7%	13%	-	-	-	9%	16%	-	10%	-
Lupin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	56	26	30	17	9	12	8	10	12	15	10	19	13	42	1
Weighted	57	25	32	18	10	12	7	10	11	15	10	21	13	44	1
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	17%	16%	17%	14%	11%	9%	12%	40%	25%	7%	11%	23%	-	22%	-
Other	18%	16%	20%	24%	11%	18%	14%	19%	26%	6%	10%	26%	24%	17%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	775	384	391	255	113	139	126	142	217	215	165	178	200	530	45
Weighted	777	365	411	257	121	137	115	148	204	209	164	200	194	536	47
Q52 Does anyone in your household, other than you, have a food allergy?															
Yes, an adult aged 18+	10%	10%	9%	14%	10%	9%	5%	5%	13%	13%	4%	7%	12%	9%	10%
Yes, a young person aged 12 -17years	2%	2%	1%	2%	5%	1%	-	-	2%	2%	1%	1%	1%	2%	2%
Yes, a child aged 11 years or under	3%	2%	3%	5%	3%	3%	1%	-	4%	3%	1%	2%	3%	3%	-
No	86%	87%	86%	78%	85%	88%	92%	95%	81%	84%	93%	88%	84%	87%	88%
Don't know	1%	1%	1%	2%	1%	1%	2%	-	2%	-	1%	2%	2%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
VQ52 Food allergy in household															
Respondent	3%	2%	4%	6%	4%	2%	2%	1%	3%	3%	2%	4%	4%	3%	3%
Yes, an adult	7%	7%	8%	12%	8%	7%	4%	3%	11%	9%	3%	5%	8%	7%	7%
Yes, child	3%	3%	4%	6%	5%	3%	1%	-	5%	3%	2%	2%	3%	3%	2%
No / DK	90%	91%	89%	82%	88%	91%	95%	96%	86%	88%	94%	92%	89%	90%	91%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	99	47	52	52	16	16	8	7	37	34	10	18	30	64	5
Weighted	98	45	54	52	17	15	7	7	35	33	10	20	28	64	6
Q53 What is this person(s) in your household allergic to?															
Cereals containing gluten, e.g. wheat (including spelt and khorasan), rye, barley and oats and their hybridised strains	16%	14%	17%	17%	12%	6%	11%	42%	25%	15%	21%	-	20%	14%	18%
Crustaceans, e.g. prawns, crab and lobster	7%	11%	4%	4%	12%	6%	11%	14%	10%	6%	-	5%	14%	4%	-
Eggs	13%	12%	14%	14%	13%	21%	-	-	8%	6%	-	39%	3%	15%	44%
Fish	10%	13%	8%	10%	19%	-	-	31%	16%	3%	-	18%	7%	11%	23%
Peanuts	17%	11%	22%	20%	13%	20%	-	15%	16%	6%	41%	23%	10%	19%	23%
Soybeans	2%	-	4%	4%	-	-	-	-	3%	-	10%	-	-	3%	-
Milk	23%	21%	24%	21%	31%	19%	40%	15%	21%	24%	20%	27%	44%	14%	19%
Nuts, e.g. almonds, hazelnuts, walnuts, pecan nuts, Brazil nuts, pistachio, cashew, macadamia nuts or Queensland nuts	22%	15%	28%	29%	13%	20%	-	13%	22%	15%	41%	23%	13%	25%	23%
Celery (including celeriac)	4%	6%	2%	5%	5%	-	-	-	11%	-	-	-	6%	3%	-
Mustard	5%	7%	4%	-	26%	-	14%	-	6%	-	-	17%	4%	7%	-
Sesame	3%	4%	2%	4%	5%	-	-	-	8%	-	-	-	6%	2%	-
Sulphur dioxide/sulphites (preservatives used in some foods and drinks)	6%	6%	6%	5%	6%	6%	-	15%	14%	3%	-	-	10%	4%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	99	47	52	52	16	16	8	7	37	34	10	18	30	64	5
Weighted	98	45	54	52	17	15	7	7	35	33	10	20	28	64	6
Lupin	2%	-	4%	4%	-	-	-	-	3%	-	10%	-	7%	-	-
Molluscs, eg clams, mussels, whelks, oysters, snails and squid	7%	13%	2%	6%	11%	-	11%	14%	11%	5%	-	6%	3%	7%	20%
Other	16%	14%	17%	15%	12%	24%	24%	-	11%	30%	8%	6%	13%	17%	19%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	110	55	55	56	20	13	11	10	37	34	15	24	33	72	5
Weighted	110	53	57	56	21	13	10	10	35	33	16	27	32	73	6
Q54 How easy or difficult is it to find allergy information about foods when ordering a takeaway?															
Very easy	18%	20%	15%	19%	26%	7%	19%	-	22%	3%	26%	26%	11%	18%	44%
Quite easy	27%	27%	27%	30%	28%	36%	-	20%	38%	38%	14%	4%	27%	27%	18%
Neither	16%	15%	18%	16%	15%	7%	28%	19%	16%	18%	7%	20%	19%	17%	-
Quite difficult	24%	22%	26%	25%	15%	16%	17%	52%	19%	30%	28%	22%	13%	29%	19%
Very difficult	11%	9%	13%	9%	10%	25%	9%	9%	5%	9%	21%	16%	21%	6%	19%
Unsure	4%	7%	2%	-	5%	8%	27%	-	-	2%	6%	12%	9%	3%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	110	55	55	56	20	13	11	10	37	34	15	24	33	72	5
Weighted	110	53	57	56	21	13	10	10	35	33	16	27	32	73	6
Q55 Where do you mainly get food allergy information when ordering a takeaway?															
Ask staff for information	49%	45%	53%	52%	40%	55%	34%	58%	59%	57%	27%	38%	36%	55%	42%
Information on menus	37%	37%	37%	41%	35%	17%	27%	51%	22%	44%	60%	34%	36%	36%	58%
Other in-store information e.g. signs on the wall	16%	23%	9%	12%	29%	7%	18%	19%	25%	9%	19%	12%	12%	17%	19%
Takeaway website	39%	33%	44%	43%	35%	54%	10%	31%	33%	44%	40%	38%	42%	39%	18%
Other	3%	2%	3%	-	-	-	19%	9%	5%	-	-	4%	6%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q56a Food allergies can be life-threatening															
Strongly agree	61%	57%	65%	64%	60%	61%	62%	56%	63%	63%	62%	57%	64%	59%	68%
Agree	30%	32%	28%	23%	32%	31%	27%	39%	31%	31%	26%	31%	30%	30%	22%
Neither agree nor disagree	5%	6%	5%	7%	7%	3%	7%	3%	5%	5%	5%	7%	2%	7%	7%
Disagree	1%	1%	1%	3%	1%	-	1%	-	1%	0%	3%	1%	1%	1%	-
Strongly disagree	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%	1%	0%	3%
Don't know	2%	3%	1%	2%	-	3%	3%	1%	0%	1%	3%	3%	2%	2%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q56b I don't believe that all the people who say they have a food allergy really do															
Strongly agree	8%	8%	7%	9%	13%	5%	5%	6%	8%	8%	7%	6%	9%	7%	11%
Agree	24%	22%	26%	27%	24%	23%	23%	24%	27%	27%	20%	22%	25%	25%	17%
Neither agree nor disagree	28%	32%	24%	22%	27%	29%	28%	35%	29%	25%	23%	32%	22%	30%	25%
Disagree	22%	20%	24%	25%	22%	22%	23%	18%	22%	21%	28%	19%	21%	22%	25%
Strongly disagree	12%	10%	15%	15%	12%	13%	14%	8%	7%	14%	16%	13%	14%	11%	17%
Don't know	6%	8%	4%	2%	3%	8%	8%	9%	5%	6%	6%	7%	8%	5%	5%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q56c Having a food allergy is nothing to be embarrassed about															
Strongly agree	53%	46%	60%	60%	53%	55%	50%	45%	50%	56%	59%	49%	51%	53%	60%
Agree	36%	41%	31%	28%	32%	37%	37%	49%	41%	37%	30%	35%	39%	35%	30%
Neither agree nor disagree	7%	8%	7%	8%	10%	5%	11%	5%	6%	5%	7%	11%	5%	8%	9%
Disagree	2%	2%	1%	3%	4%	-	1%	1%	2%	1%	2%	3%	3%	1%	2%
Strongly disagree	0%	1%	0%	1%	1%	1%	-	-	0%	1%	1%	0%	0%	1%	-
Don't know	1%	2%	0%	1%	-	2%	2%	1%	0%	0%	2%	2%	1%	1%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q56d I always check if people I'm cooking for have a food allergy															
Strongly agree	19%	14%	25%	28%	19%	18%	17%	11%	17%	22%	23%	16%	21%	19%	15%
Agree	35%	32%	38%	38%	39%	35%	28%	35%	45%	35%	34%	29%	31%	37%	34%
Neither agree nor disagree	27%	32%	23%	17%	27%	32%	32%	34%	23%	24%	27%	35%	29%	26%	34%
Disagree	11%	13%	9%	12%	11%	9%	12%	11%	11%	12%	11%	11%	12%	11%	6%
Strongly disagree	3%	4%	3%	2%	4%	3%	4%	4%	1%	5%	3%	4%	3%	3%	3%
Don't know	3%	5%	2%	3%	1%	2%	7%	4%	2%	3%	4%	5%	4%	3%	7%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q56e Food intolerances are a myth															
Strongly agree	2%	3%	2%	3%	8%	2%	-	-	3%	1%	3%	3%	4%	2%	4%
Agree	6%	5%	6%	10%	7%	6%	1%	2%	7%	6%	5%	5%	6%	5%	5%
Neither agree nor disagree	15%	16%	13%	14%	17%	12%	16%	15%	15%	11%	14%	18%	12%	16%	14%
Disagree	36%	39%	33%	31%	31%	38%	38%	43%	36%	38%	38%	33%	35%	37%	30%
Strongly disagree	38%	31%	44%	40%	35%	38%	40%	35%	36%	41%	37%	36%	37%	37%	46%
Don't know	4%	5%	2%	2%	2%	4%	5%	5%	3%	3%	4%	5%	6%	3%	2%

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q57 Please tell me if you suffer from any of these?															
Yes	29%	31%	28%	18%	25%	31%	42%	38%	22%	29%	31%	34%	32%	28%	31%
No	67%	66%	69%	78%	72%	65%	52%	61%	75%	68%	68%	60%	65%	68%	69%
Don't know	2%	2%	2%	2%	1%	2%	4%	-	2%	1%	-	4%	2%	2%	-
Would prefer not to say	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	-

Food Standard Scotland - Consumer Tracker Wave 10

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q58 Which best describes your usual 'pre coronavirus' working...															
Self employed full time (30+ hours per week)	10%	12%	8%	11%	19%	10%	8%	1%	15%	9%	11%	5%	10%	10%	5%
Self employed part-time (less than 30 hours per week)	4%	3%	5%	4%	3%	7%	3%	3%	4%	3%	6%	3%	5%	3%	2%
In paid full-time employment (30+ hours per week)	31%	34%	28%	43%	39%	44%	22%	2%	29%	43%	38%	16%	29%	31%	36%
In paid part-time employment (less than 30 hours per week)	11%	6%	16%	11%	13%	13%	14%	5%	6%	9%	14%	14%	13%	10%	17%
Unemployed	5%	4%	6%	8%	3%	4%	7%	2%	2%	3%	4%	10%	3%	6%	7%
Retired from paid work altogether	22%	30%	14%	-	1%	1%	23%	83%	32%	20%	12%	22%	22%	22%	25%
On maternity/paternity leave	0%	0%	1%	1%	-	-	-	-	1%	0%	1%	-	0%	0%	-
Looking after family or home	6%	2%	9%	3%	12%	7%	8%	1%	2%	3%	9%	9%	4%	7%	4%
Full-time student/ at school	4%	3%	5%	13%	-	0%	-	-	7%	6%	2%	1%	3%	4%	2%
Long term sick or disabled	6%	4%	8%	3%	9%	11%	13%	1%	2%	1%	3%	17%	10%	5%	4%
Unable to work because of short-term illness or injury	1%	1%	0%	1%	-	1%	1%	1%	-	1%	-	1%	0%	1%	-
On a government training scheme	0%	-	0%	0%	-	-	-	-	-	-	1%	-	-	0%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Doing something else	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
Would prefer not to say	0%	1%	-	1%	-	0%	-	-	0%	0%	-	1%	1%	0%	-

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Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Q59 What is your ethnic group? (Choose one option that best d...															
White - Scottish	77%	78%	76%	72%	73%	78%	74%	87%	73%	77%	75%	81%	77%	77%	77%
White - Other British	13%	13%	12%	10%	11%	12%	22%	12%	15%	10%	15%	11%	15%	11%	19%
White - Irish	1%	1%	1%	2%	1%	2%	1%	0%	2%	2%	1%	1%	1%	1%	-
White - Gypsy/Traveller	0%	0%	0%	1%	-	1%	-	-	-	-	2%	-	-	0%	-
White - Polish	1%	1%	2%	3%	4%	-	-	-	0%	1%	2%	2%	0%	2%	-
Any other White ethnic group	3%	2%	4%	4%	5%	3%	1%	0%	2%	4%	3%	2%	3%	3%	-
Any Mixed or Multiple ethnic groups	1%	1%	1%	2%	1%	-	1%	-	2%	1%	1%	1%	1%	1%	-
Pakistani, Pakistani Scottish or Pakistani British	0%	0%	0%	0%	1%	1%	-	-	-	1%	-	0%	-	0%	-
Indian, Indian Scottish or Indian British	1%	1%	1%	1%	2%	1%	1%	-	2%	0%	1%	0%	-	1%	-
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	0%	0%	-	-	-	0%	-	-	0%	-	-	-	-	0%	-
Chinese, Chinese Scottish or Chinese British	1%	0%	1%	2%	1%	-	1%	-	2%	1%	-	-	1%	1%	-
Any other Asian	0%	0%	0%	1%	-	1%	-	-	-	1%	-	0%	0%	0%	-
African, African Scottish or African British	0%	0%	0%	1%	-	1%	-	-	1%	-	1%	-	-	0%	2%
Any other African	0%	0%	-	0%	1%	-	-	-	0%	0%	-	-	0%	0%	-

Break % Respondents	Total	VQ1 Gender		VQ2 Age					VQ3a Chief Income Earner				VQ4 Area of Scotland		
		Male	Female	16-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Northern Sco...	Central Scotla...	Southern Sco...
Base															
Unweighted	1009	519	490	302	141	185	166	215	259	292	195	263	269	681	59
Weighted	1015	497	518	305	152	183	152	223	244	284	193	294	264	690	61
Caribbean, Caribbean Scottish or Caribbean British	0%	-	0%	1%	-	-	-	-	1%	-	-	-	0%	0%	-
Black, Black Scottish or Black British	0%	0%	-	0%	-	-	-	-	0%	-	-	-	-	0%	-
Arab, Arab Scottish or Arab British	0%	0%	0%	1%	-	0%	-	-	0%	1%	-	-	0%	0%	-
Any other ethnic group	0%	-	0%	-	1%	-	-	-	-	-	1%	-	-	0%	-
Would prefer not to say	1%	1%	0%	1%	-	1%	-	1%	0%	0%	-	2%	1%	1%	2%