



# **Food in Scotland Consumer Tracker Wave 10**

Presentation of Results



# 1. Introduction

- The Food in Scotland Consumer Tracking Survey monitors attitudes, knowledge and reported behaviours relating to food amongst a representative sample of Scotland's population, identifying changes over time.
- Established by Food Standards Scotland (FSS) in 2015, the survey is undertaken bi-annually.
- The questionnaire was designed around FSS' six strategic priorities
- Each research wave comprises:
  - a set of core questions, replicated at each wave;
  - a key question module focusing on either **food safety and authenticity**, or **diet and nutrition**;
  - and topical question modules.
- The survey was set up by Kantar TNS who conducted Waves 1 – 6, JRS research consortium undertook Wave 7 onwards
- This document outlines key findings from Wave 10.
- Wave 10 research was carried out during the coronavirus pandemic. The questionnaire was fully reviewed to ensure it reflected this unusual time period, and a specific set of questions relating to Covid-19 was included.
- Where statistically significant differences exist compared with the previous wave, these are highlighted using arrows ↑ ↓

# 2. Methodology

- The research methodology was designed to be consistent with previous waves to ensure comparability. Fresh sample is used each wave.



Online survey



Representative sample of  
**1,015** Scottish adults



30mins questionnaire length



3rd –17th July 2020

- All research was undertaken in strict accordance with MRS Code of Conduct and GDPR legislation.



# 3. Key Findings



# Awareness, Knowledge & Trust

- Awareness of FSS stands at 60% – a level that is broadly consistent with recent years
- However, new data shows that not all who have heard of FSS feel they really understand the organisation's remit
- In addition, detailed understanding of the areas FSS is responsible for has remained static or in decline over time

→ Suggesting a need for awareness raising activity that helps build consumer understanding of FSS' role

- Amongst those who are aware of FSS, levels of trust in the organisation are high and performance is rated very highly
- Data shows that the more consumers know about FSS the more they trust the organisation and rate performance highly

# Healthy Eating

- There is widespread acknowledgement of the health risks associated with unhealthy diets, and recognition that these are an issue in Scotland.
- However, 6 in 10 Scots think their own diet is at least quite healthy, suggesting a lack of connection with the issue at a personal level.
- While people feel they have access to information on healthy diets and are reasonably knowledgeable, there is room for more information and guidance.
- Knowledge is not necessarily translated into action, with a significant proportion of consumers not following recommended practices.
- And other barriers to healthy eating remain – cost, time and promotions (in store and when ordering takeaways).
- Covid-19 has clearly impacted on diet and eating habits with consumers eating more snacks and treats but fewer takeaways.

## Covid-19

- Covid-19 has clearly had an impact on food related aspects of life for many across Scotland, with the data showing:
  - Evidence of food poverty
  - Concerns about the availability of food
  - And changes in shopping, cooking and eating habits
- A significant minority felt their diet and exercise levels had improved during lockdown.
- Although boredom and furlough contributed negatively to people eating more and snacking more.
- And mental wellbeing has been negatively affected for some, particularly in the younger age groups.
- The public are aware of the immune boosting benefits of healthy diets, and aware of the links between obesity, T2D and Covid-19.
- But it is not clear whether they have any sense of personal recognition / risk.

## Allergens

- Data on allergens is very consistent with that seen in the previous two waves, with more than 1 in 10 households personally affected
- Finding information about what ingredients cause allergic reactions does not appear to be a problem for those with allergies, or the general public.
- However, finding clear information on what allergens are in takeaway foods is less easy, and consumers generally believe allergens should be clearly labelled on all menus.
- Attitudes towards people with allergies amongst the general population are broadly supportive.

## 4. FSS Awareness, Knowledge & Trust

This question set is designed to measure performance on the following strategic priorities:

- FSS is a trusted organisation
- FSS is efficient and effective

This section also seeks to understand the wider context in which FSS is operating - looking at issues causing concern for consumers, including Brexit.



# 60% of adults in Scotland are aware of FSS and more than three-quarters of them trust the organisation to do its job.

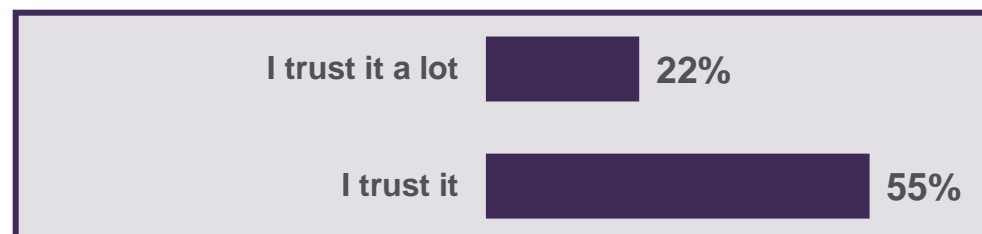
## 60% are aware of FSS



Awareness levels were highest amongst:

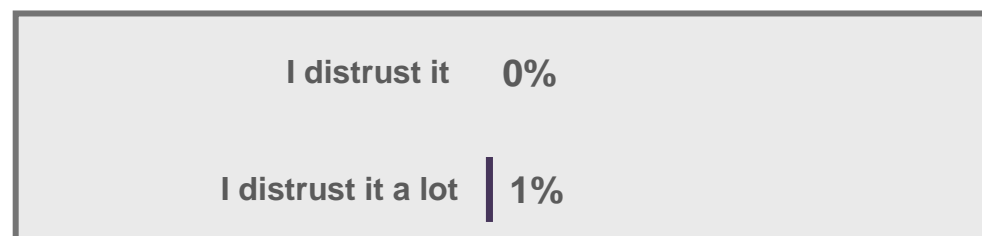
- Under 55yrs age groups, particularly 16-34yrs (67%)
- Those with children at home (67%)

## Trust FSS To Do Job (those aware of FSS)



**Trust 77%**

I neither trust it nor distrust it 19%

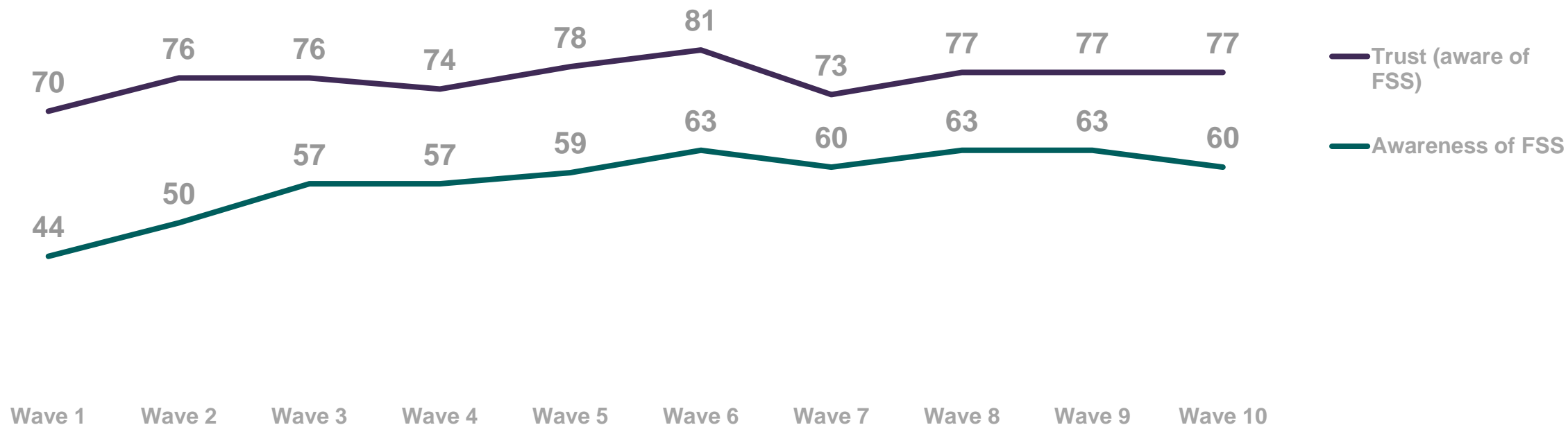


**Distrust 1%**

Don't know 3%

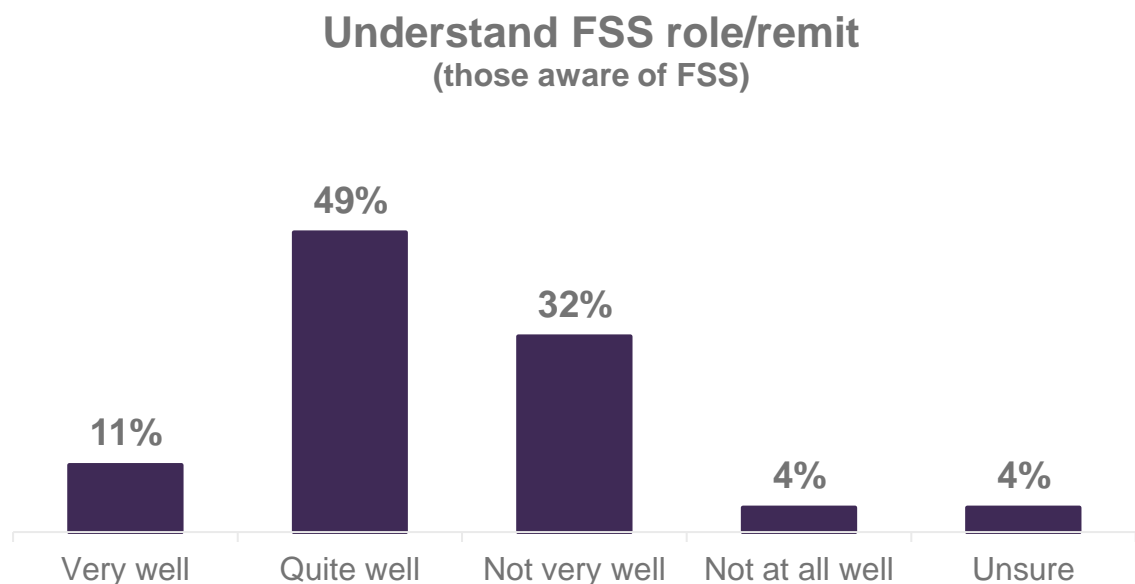
- Levels of trust remained consistent with Waves 8 & 9
- And consistent across demographic groups

# Levels of awareness and trust have remained broadly consistent for several years.

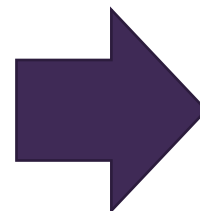




**Amongst those aware of FSS, 6 in 10 feel they understand the organisation's remit very or quite well, equating to 36% of Scottish adults.**



- Those who understand FSS role best have children at home (73%).



### Amongst Scottish Public



**Understand FSS' remit**



**Do not understand remit**



**Unaware of FSS**

**Ensuring food is safe to eat is the most widely known element of FSS' remit. Consumers are also aware that FSS works to improve and inspect standards in the food industry. Aspects relating to healthy eating, labelling and sustainability are less widely recognised.**



### Food is Safe

Ensuring the food you buy is safe to eat



84% ↑

Promoting food safety in the home



55%

Date labels, such as "best before" and "use by" labels



54% ↑

Allergen labelling on all food packaging



49%



### Food is Authentic

Ensuring food is authentic – what it says it is on packaging



53%

Tackling food crime and food fraud



47%

Country of origin labels, identifying where food comes from



46%



### Healthier Diets

Nutrition labelling information on food packaging



51%

Helping people in Scotland to eat more healthily



42%



### Responsible Food Businesses Flourish

Working with the food industry and business to improve standards



62%

Overseeing hygiene inspections of restaurants and food businesses



58%

Making sure the food we eat in Scotland is of a high quality



56%

Making sure food is produced ethically & animal welfare is protected



46%

Working with food businesses to improve nutritional value of food



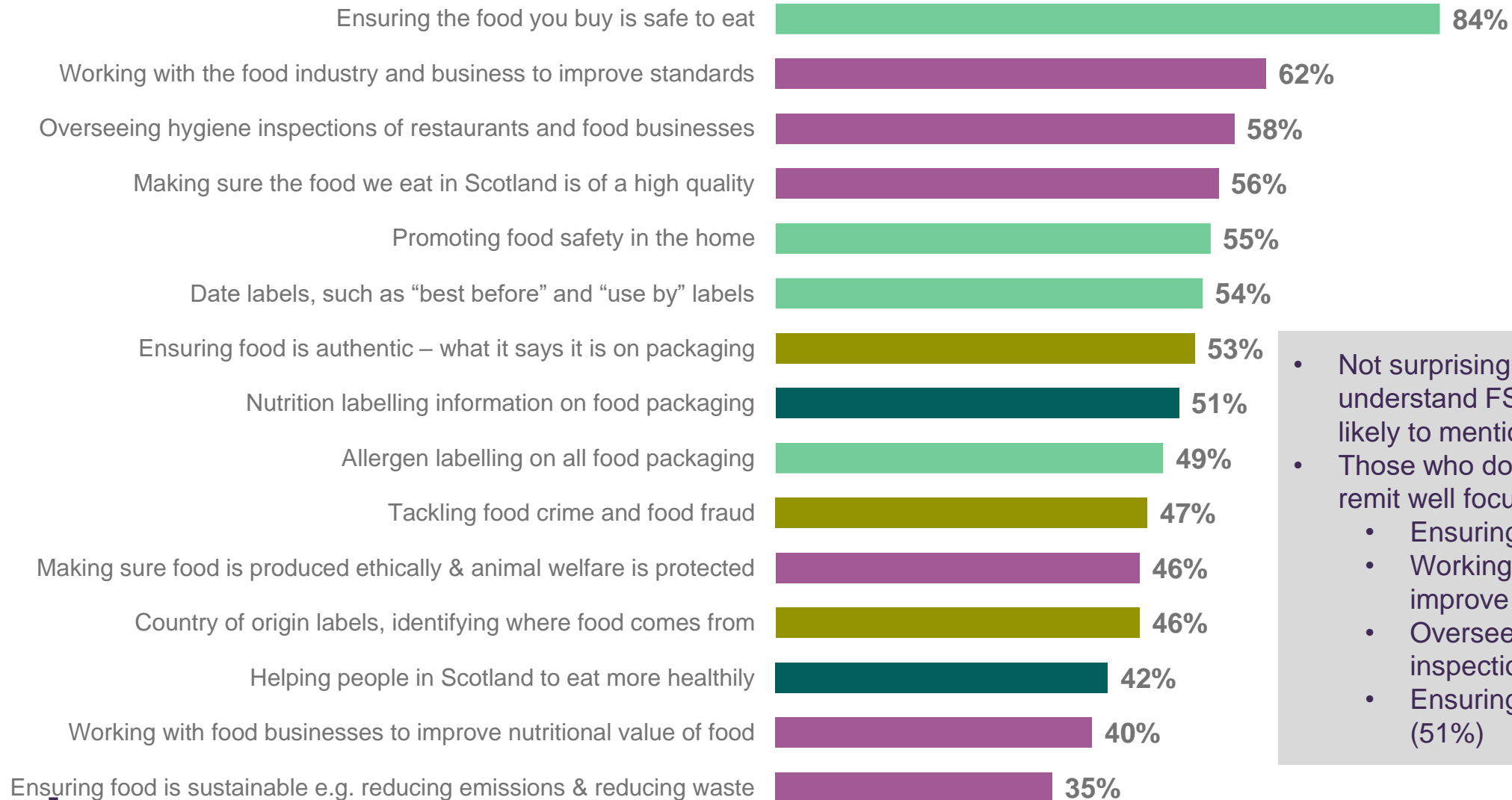
40%

Ensuring food is sustainable e.g. reducing emissions & reducing waste



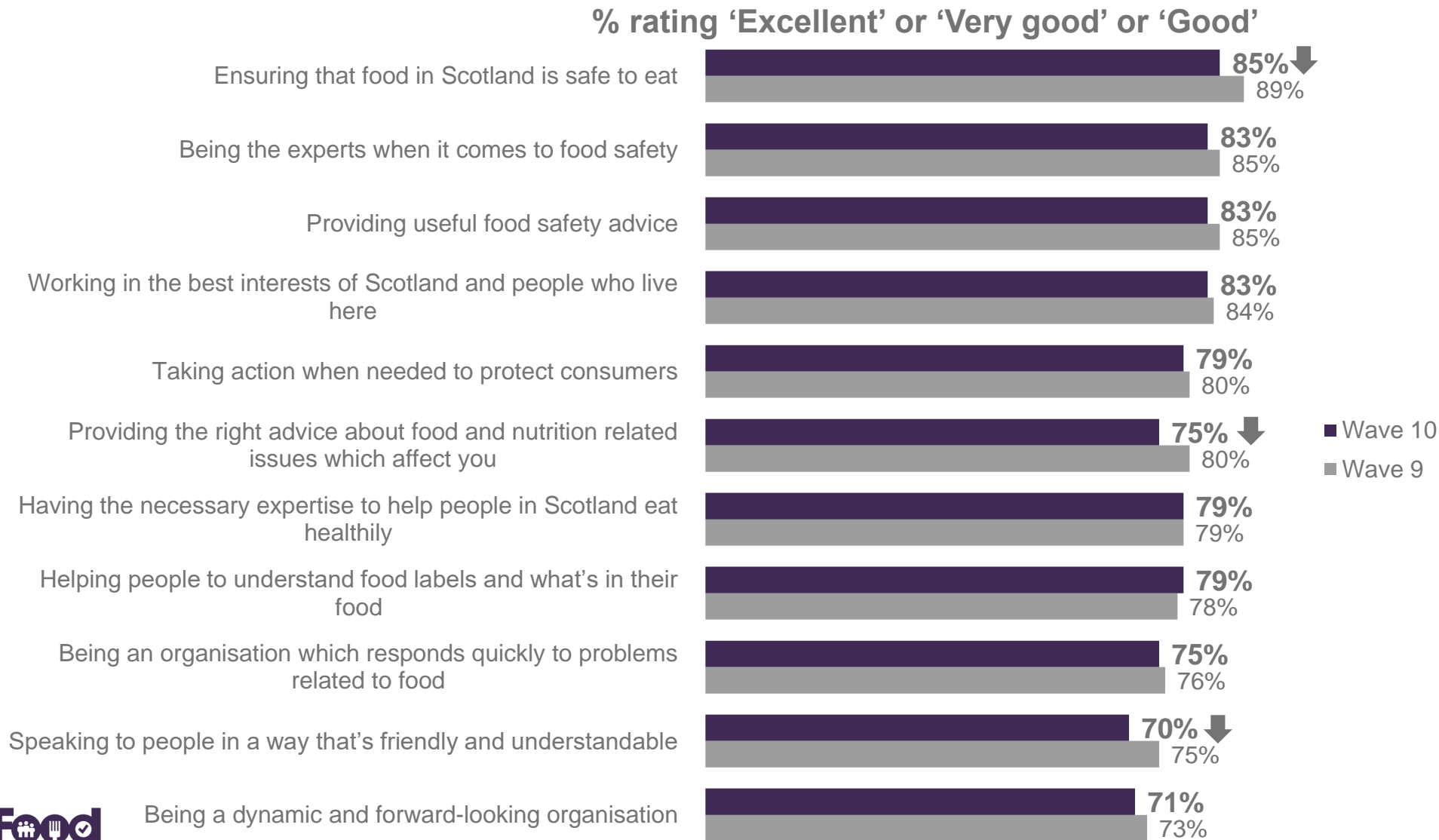
35%

# This chart ranks the issues consumers think FSS is responsible and further highlights the dominance of food safety as the main element of FSS' remit that consumers are aware of.



- Not surprisingly those who feel they understand FSS' role well, are more likely to mention many of these roles
- Those who do not understand FSS' remit well focus on 4 key areas:
  - Ensuring food is safe (86%)
  - Working with industry to improve standards (58%)
  - Overseeing restaurant inspections (53%)
  - Ensuring food is authentic (51%)

# FSS' performance continues to be rated highly across all measures, particularly relating to food safety.

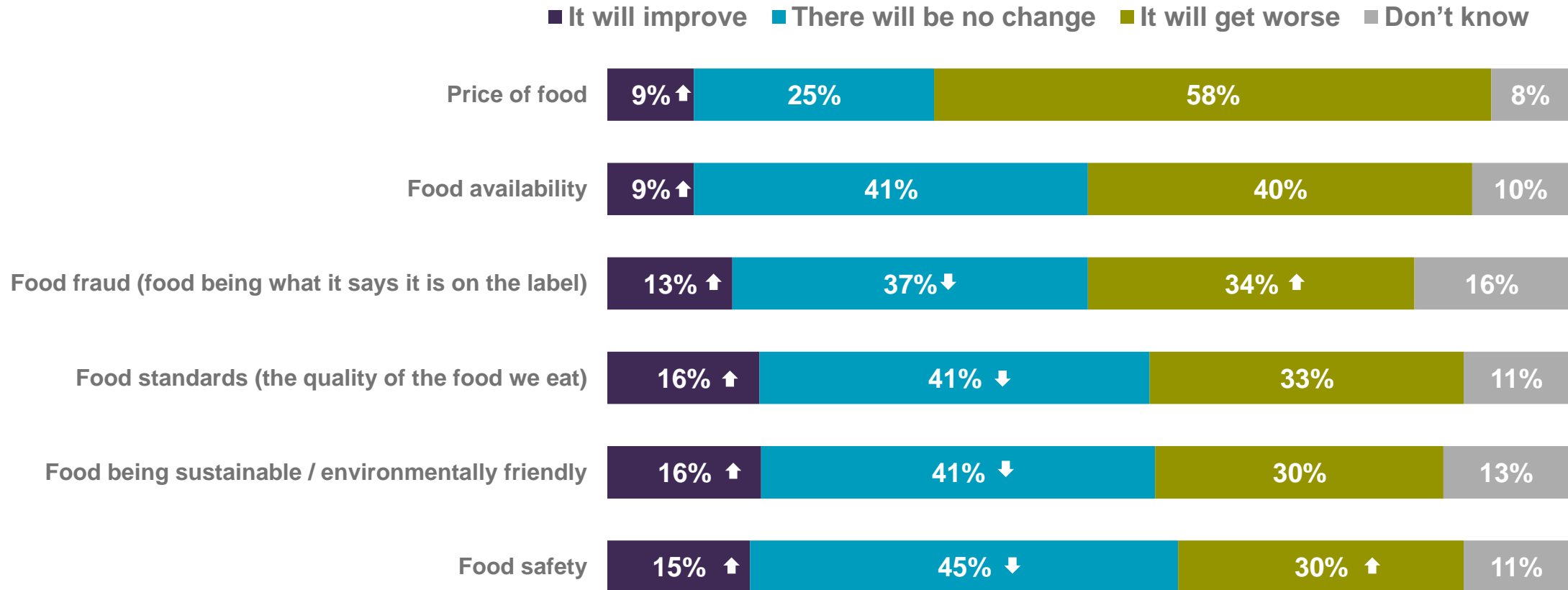


- Analysis shows those who know more about FSS' remit rate the organisation higher than those with less knowledge.



Denotes significant difference vs previous wave (95% confidence level)

**Brexit is largely anticipated to have a neutral to negative effect on food with consumers particularly concerned about the impact on price and availability. Latest data shows consumers are less likely to expect 'no change' as a result of Brexit.**



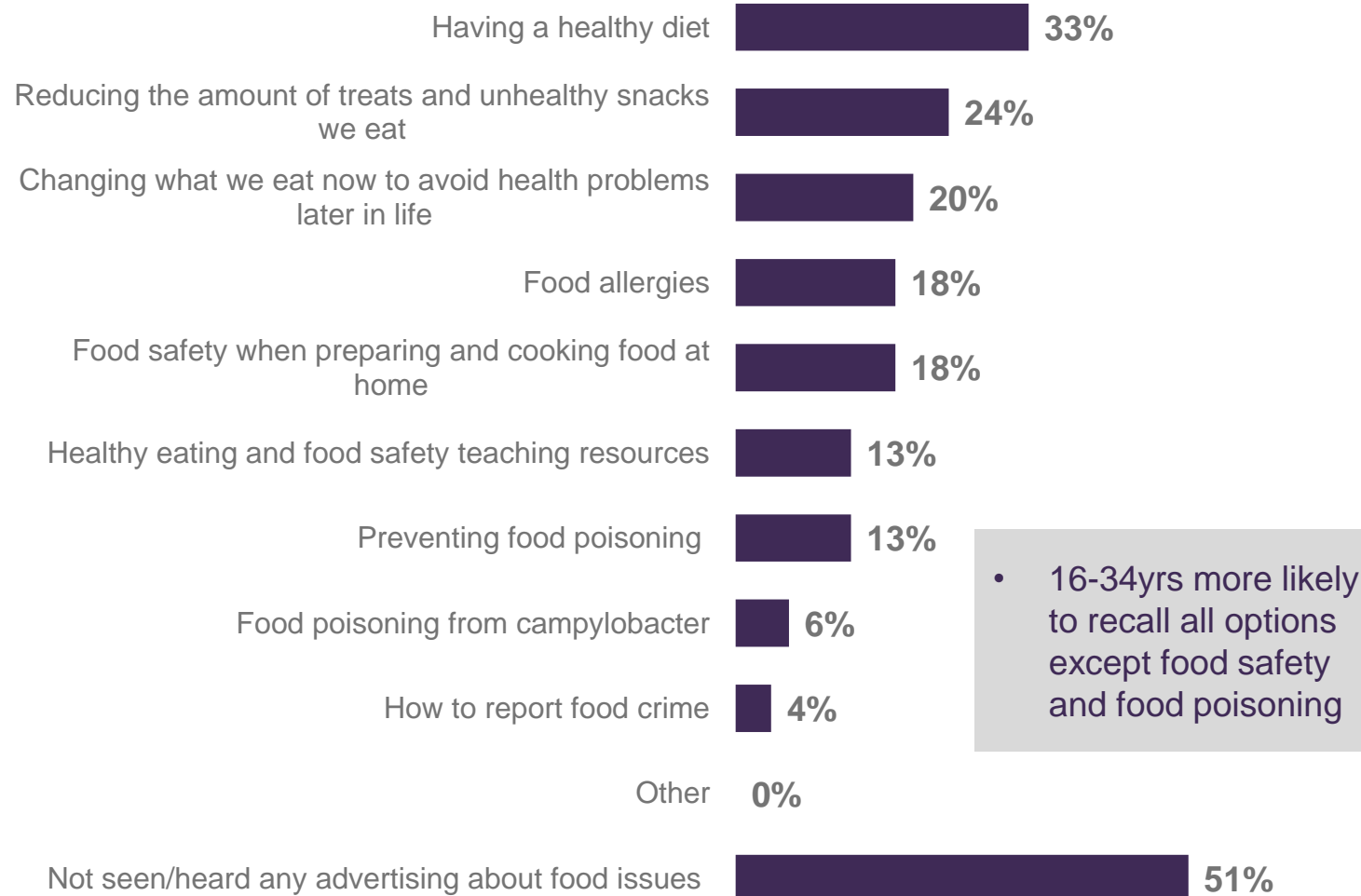
# Half of consumers were aware of advertising or publicity on food issues. The most commonly recalled topics related to healthy eating.



**49%** were spontaneously aware of advertising on food issues

Note: Not designed to track ad awareness. Total awareness figure not directly comparable with previous waves

## Aware of Advertising on Food Issues



# 5. Healthy Eating – Attitudes, Knowledge & Behaviour

This question set is designed to deliver insight and track changes for the following strategic objective :

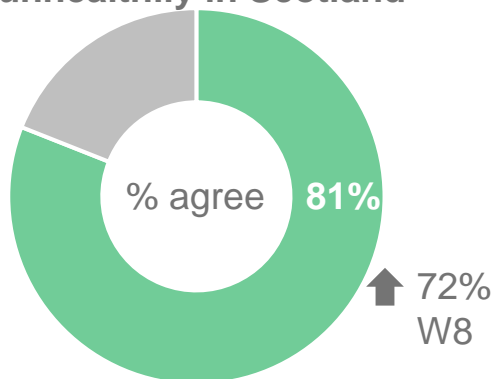
→ Consumers Have Healthier Diets

This section focuses on consumer attitudes, knowledge and current behaviour with regards to healthy eating.

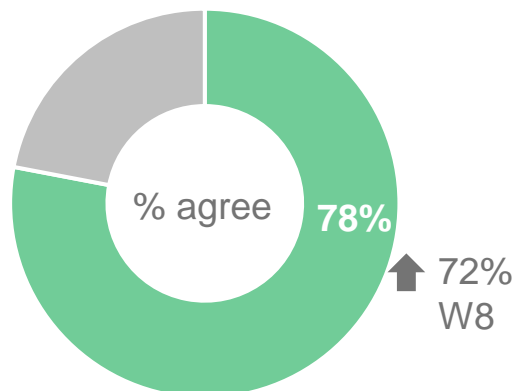


# The vast majority increasingly believe that significant changes are required to the diets of the Scottish population in order to improve health. The health risks of poor diets and obesity are widely recognised.

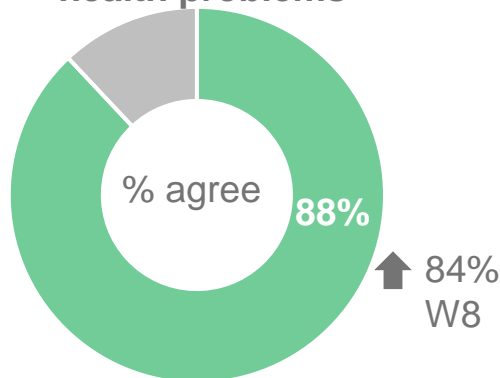
There are too many people who eat unhealthily in Scotland



In Scotland we have to make significant changes to what we eat to be healthier

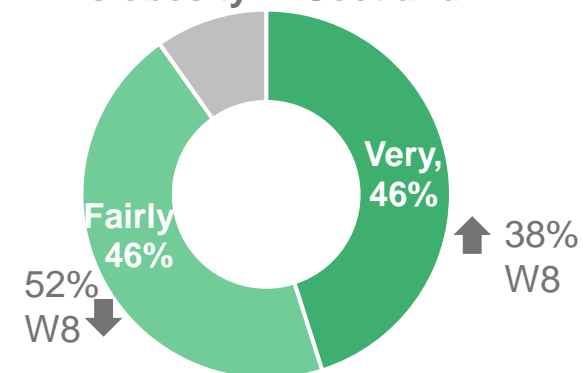


An unhealthy diet can cause lots of health problems

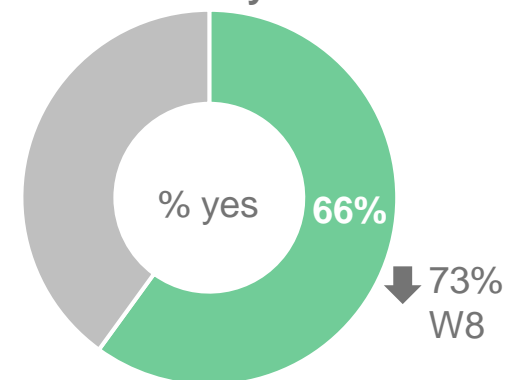


- Those in higher SEGs are more likely to agree too many eat unhealthily; unhealthy diet can cause health problems and link between obesity and cancer.

How serious a problem is obesity in Scotland



Believe there is a link between obesity & cancer

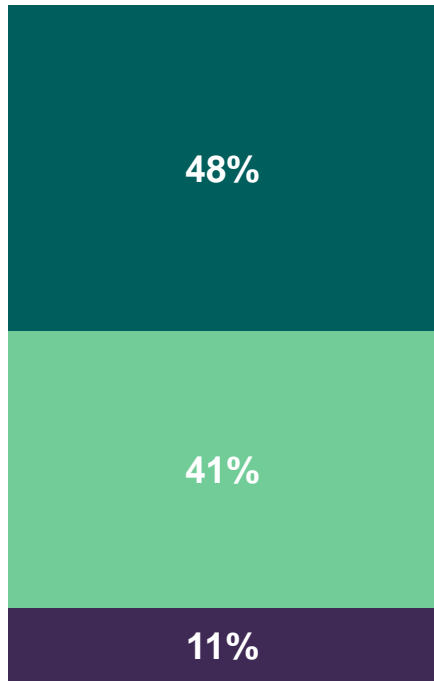




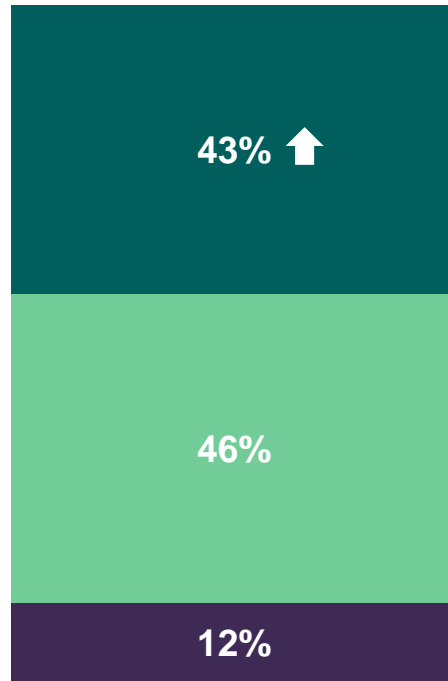
**9 in 10 consumers are concerned about the amount of sugar in food. Saturated fat, fat and salt are also causes for concern. Levels of concern are very similar to last year.**



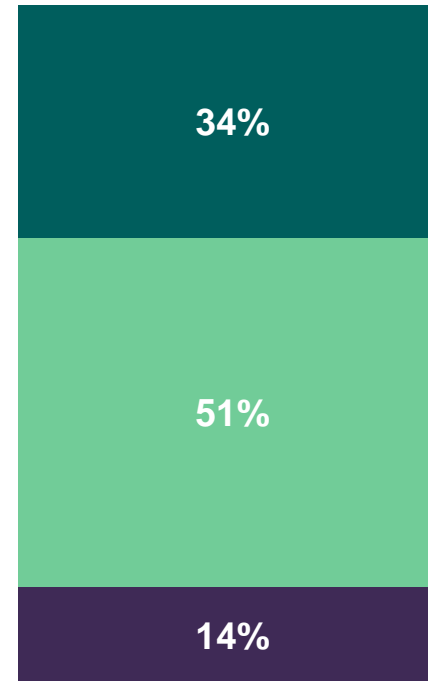
The amount of sugar in food



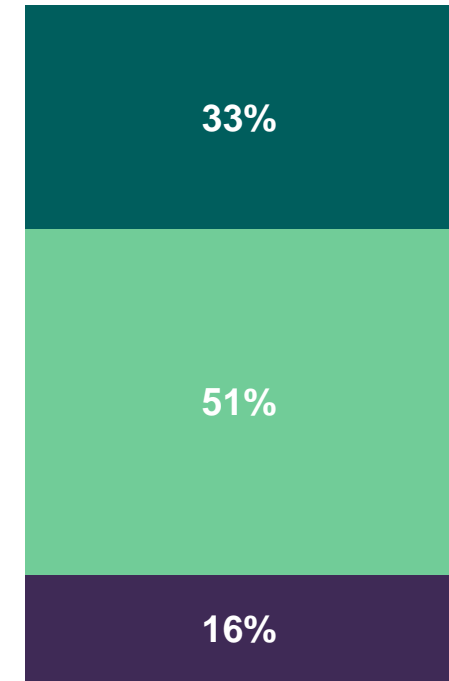
The amount of saturated fat in food



The amount of fat in food



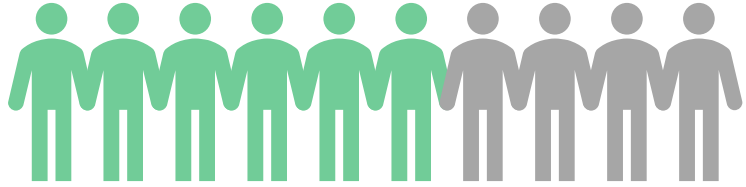
The amount of salt in food



■ A lot  
■ A little  
■ Not at all

Females more concerned about sugar than males (52% 'a lot')

**Almost 6 in 10 Scots consider their own diet to be healthy, consistent with the previous wave. A significant number were modifying their diet in some way, although less so than last year.**

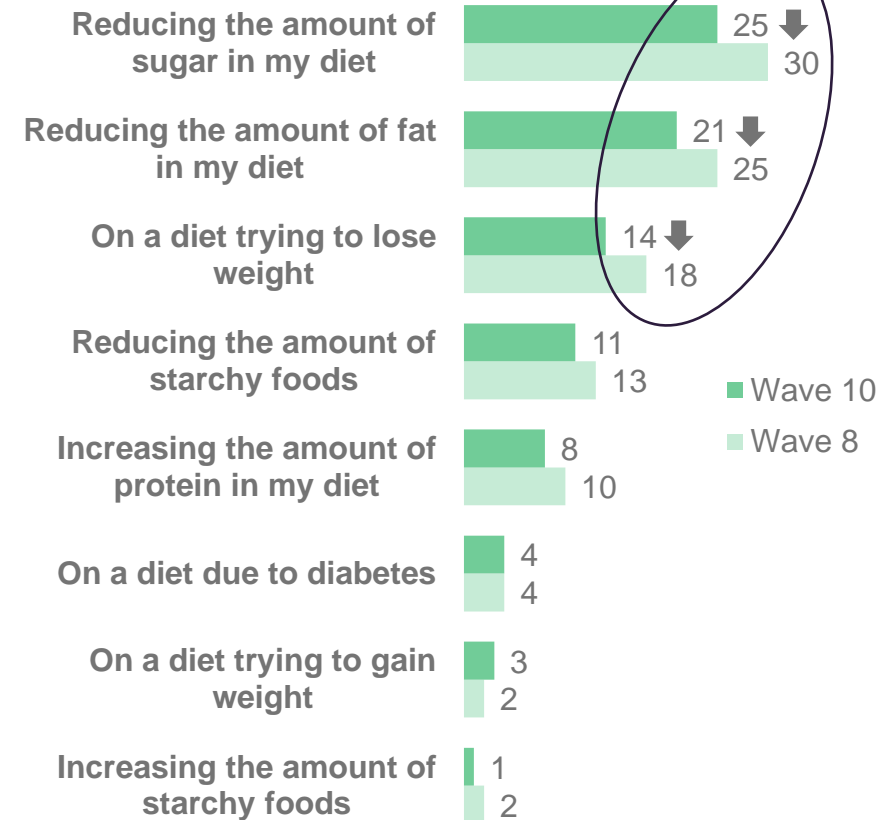


**59%** say the kinds of food they eat are very / quite healthy

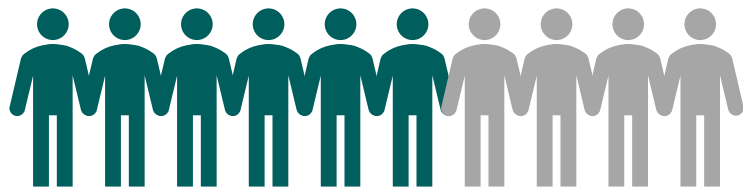
Wave 8 = 60%



### Modifying Diet



**While 65% of parents say their children eat very or quite healthy foods, they clearly do still have some concerns around the types of food children are eating.**

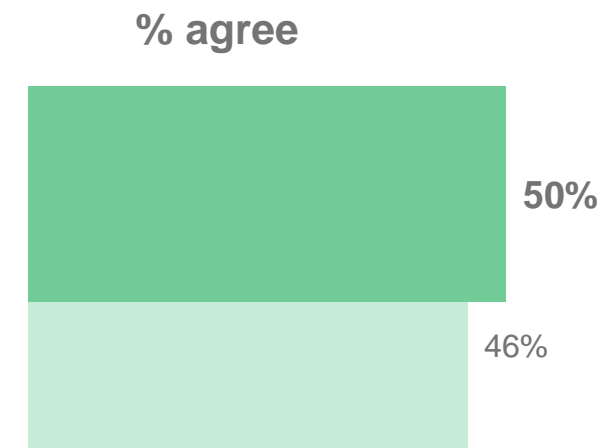


65% say the kinds of food their children eat are very / quite healthy

- Although base sizes are small, there does seem to be a link between SEG and perceived healthy diet of children:
  - AB 81% → DE 45% very/quite healthy



I'm worried about the types of food my child(ren) is/are eating



**Consumers believe they have clear information and are confident they know what constitutes a healthy balanced diet, with minimal confusion. However, 7 in 10 would welcome further guidance.**



**93%** say they have clear information on eating a healthy balanced diet

Wave 8 = 93%



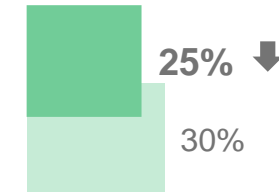
**70%** say that further guidance on eating a healthy balanced diet would be useful to them.

% agree

I'm confident I know what makes up a healthy balanced diet

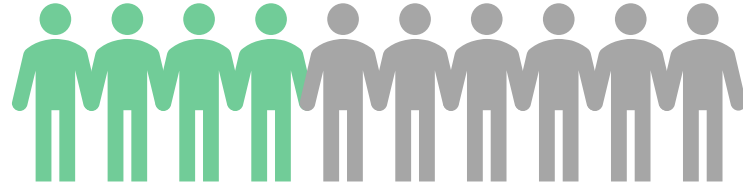


I get confused over what's supposed to be healthy and what isn't



■ Wave 10  
■ Wave 8

**4 in 10 consumers recognised the Eatwell Guide, and just over a third of them have used it. The Guide is understood well by the majority of those who have used it.**



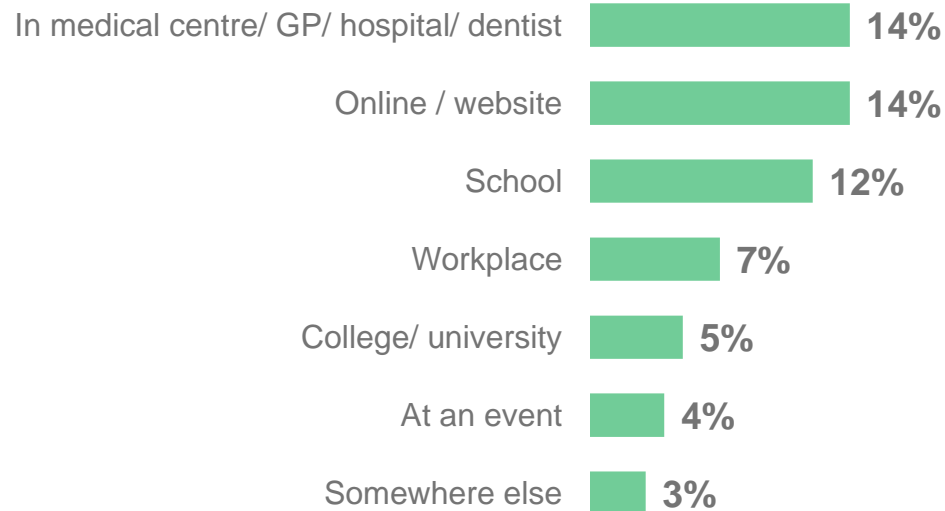
**39% have seen the Eatwell Guide**

Wave 8 = 40%

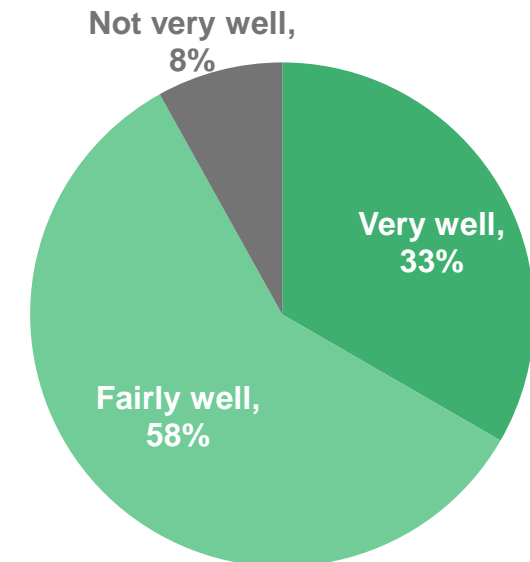


**35% of those aware of the guide have used it**

### Where Eatwell Guide Seen

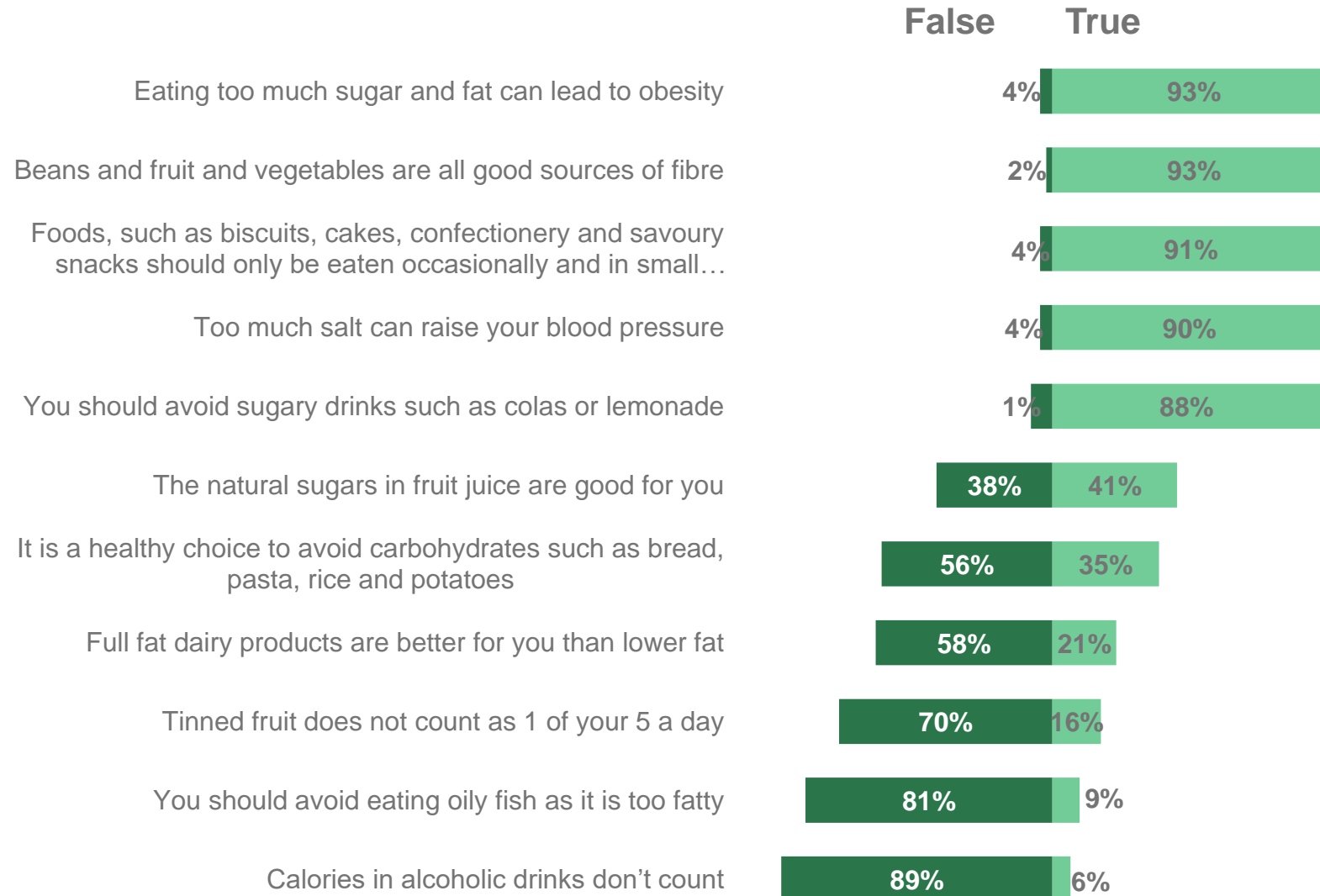


### Understanding Eatwell Guide

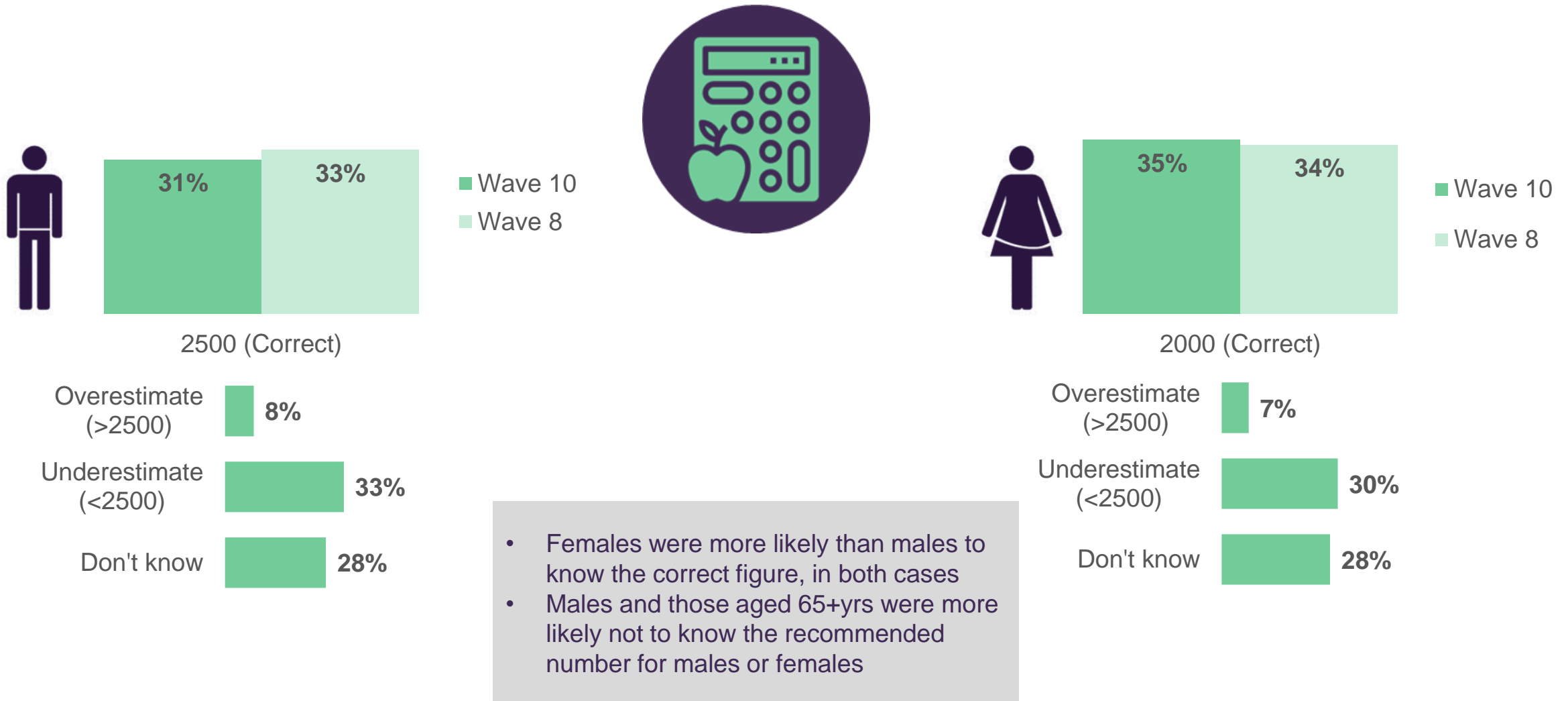


Q34 Have you seen the Eatwell Guide? Base: W8 1069, W10 1015  
 Q35 How well do you feel you understand the Eatwell Guide? Base: 389 W10 (those aware of guide)  
 Q36 Have you personally used the Eatwell guide? Base: 389 W10 (those aware of guide)

# Most Scottish adults do exhibit a good understanding of the key principles of a healthy diet, correctly identifying the statements that were true or false.



**Around a third know the correct recommended calorie intake for males and females, consistent with previous waves. A similar proportion underestimate, and more than a quarter are unsure.**



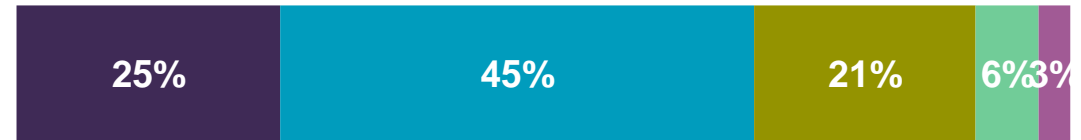
# Attitudes towards the importance of key aspects of healthy eating are consistent with last year; eating 5 portions of fruit/veg a day has greatest prominence. Almost half think it is important to eat less meat.



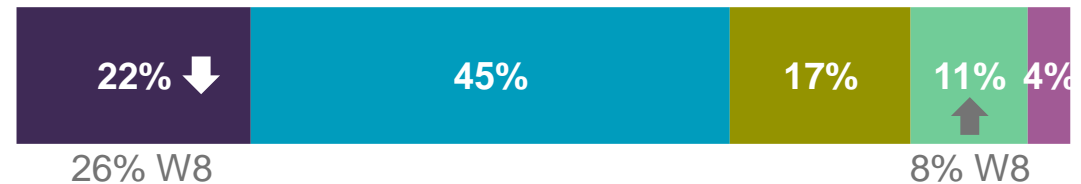
Eat at least 5 portions of a variety of fruit and vegetables each day



Look at the front of the pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods



Only having foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts



Eat less meat



■ Very important ■ Quite important ■ Not very important ■ Not at all important ■ Don't know

- Females were more likely than males to think checking traffic light labels and eating less meat were 'very' important

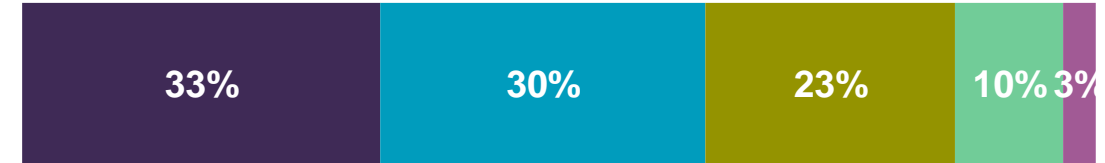
Q20 How important are these to you when thinking about what you eat and drink? Base: W10 1015



**Reported behaviour is also consistent with last year. Of the healthy diet practices, drinking water is most regularly achieved, whilst checking traffic light labels and eating 5 a day are less ingrained.**



Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.)



Look at the front of pack traffic lights, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods



Eat at least 5 portions of a variety of fruit and vegetables each day








■ Always or nearly always ■ Mostly ■ Sometimes ■ Rarely ■ Never

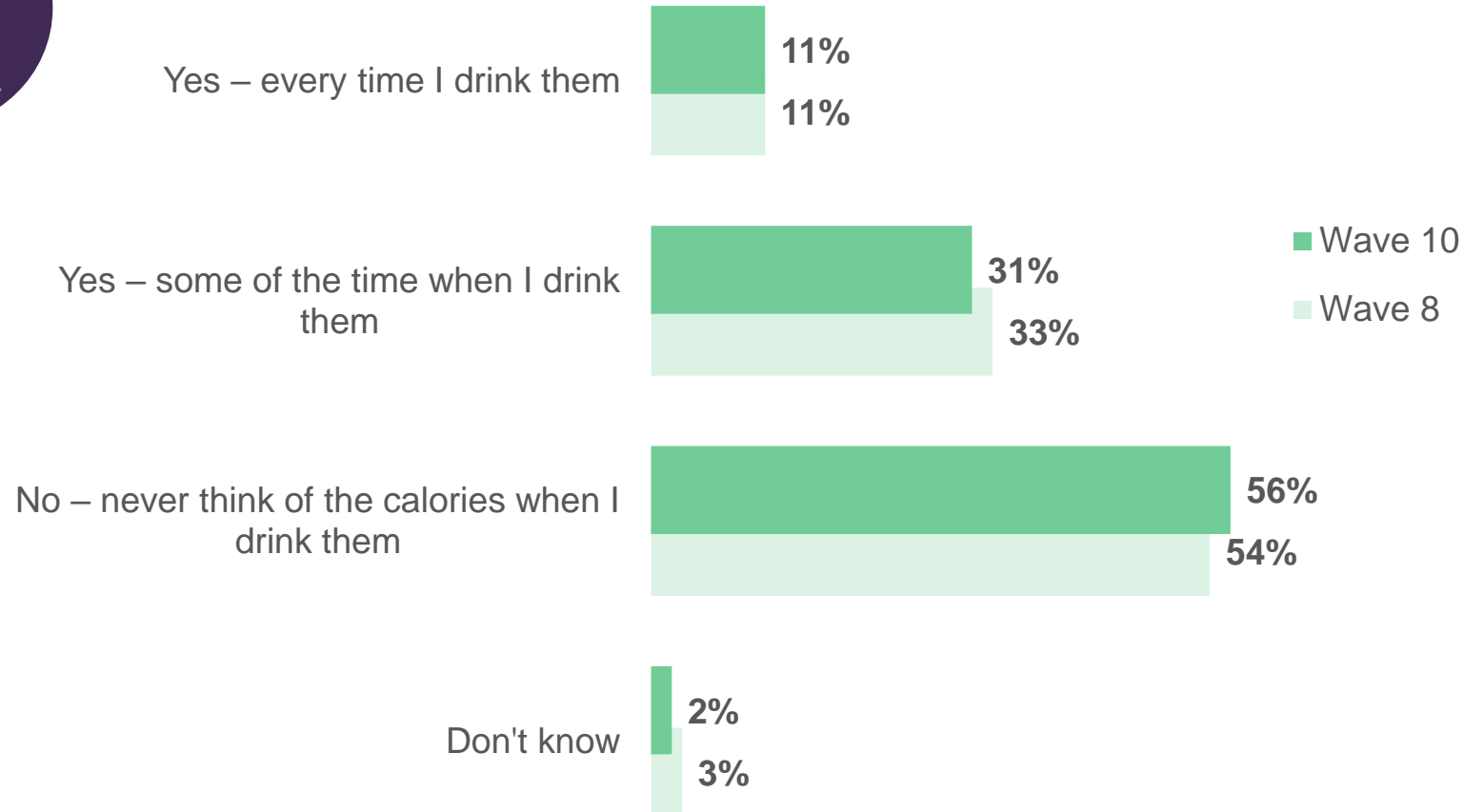
- Those in DE groups more likely to rarely/never manage 5 a day
- Males and DEs more likely to rarely/never read traffic light labels

Q19 Looking at each of these statements, please indicate how regularly you do this? Base: W10 1015

# The gap between attitudes and behaviours remains evident, particularly relating to eating 5 portions of fruit / vegetables every day.

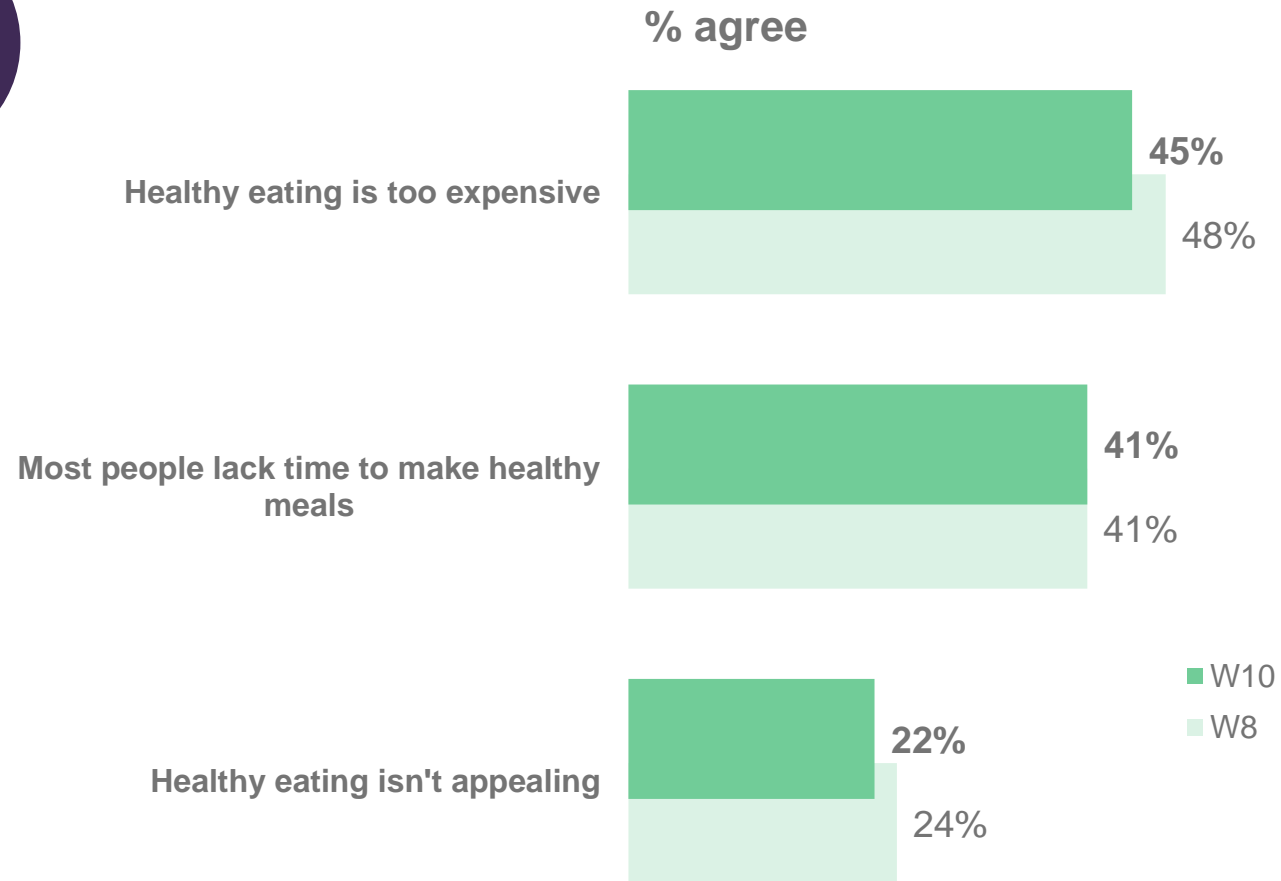
	ATTITUDE Importance (very/quite)	BEHAVIOUR Always / mostly
 Eat at least 5 portions of a variety of fruit and vegetables each day	83%	44%
 Only having foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts	67%	n/a
 Look at the front of the pack traffic light, or colour coded labelling which shows how many calories, sugar, salt and saturated fats are in package foods	70%	44%
 Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.)	n/a	66%
 Eat less meat	48%	n/a

**While earlier data showed an understanding that there are calories in alcohol, more than half of those who drink alcohol never think about the calorie content.**



- Males and those aged 65yrs or older were more likely to say they never think about the calories in alcoholic drinks

# The key barriers to healthy eating – cost and time – remain consistent with previous years, seemingly unaffected by Covid-19.



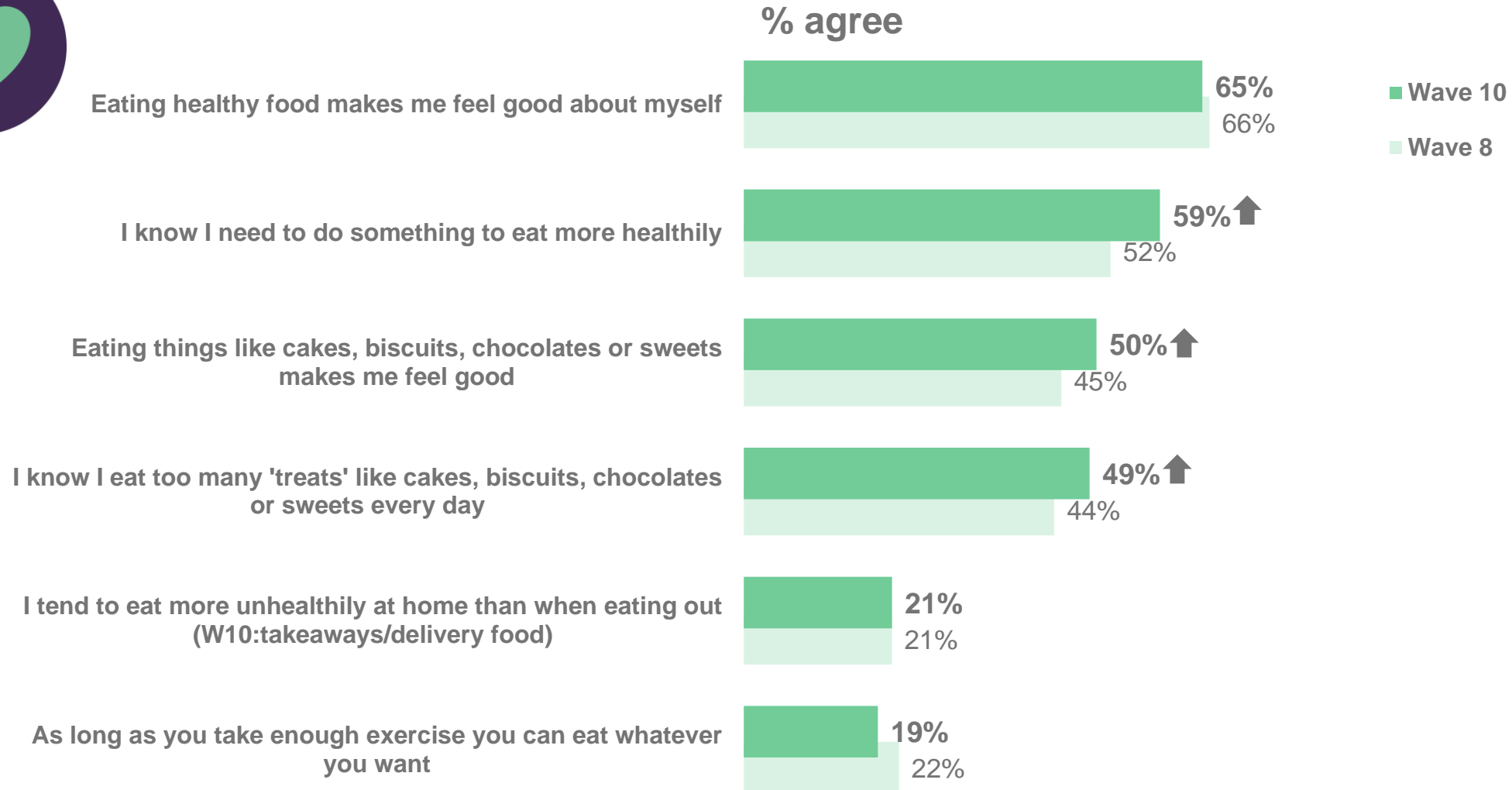
Cost is cited as a particular barrier for:

- DEs and those experiencing food poverty due to Covid-19

Time is a particular barrier for:

- 16-34yr olds, females, and those experiencing food poverty due to Covid-19

**Although most feel good as a result of eating healthy food, there are some signs of increased regularity of treating, potentially mood related. Almost 6 in 10 think they need to take action to eat more healthily.**



# Changes in eating / cooking habits are evident during the Covid-19 period with more eating and cooking at home, including increased snacking, and less takeaway / delivery food consumed.



Eaten at home

PAST 3 MONTHS

Less

More

32%

65%

Cooked at home

35%

60%



Eaten snacks/treats

38%

43%

Bought snacks/treats on special offer

46%

32%



Had a takeaway food from ordering delivery service (Deliveroo etc)

49%

14%

Had takeaway food direct from a restaurant/ takeaway

41%

11%

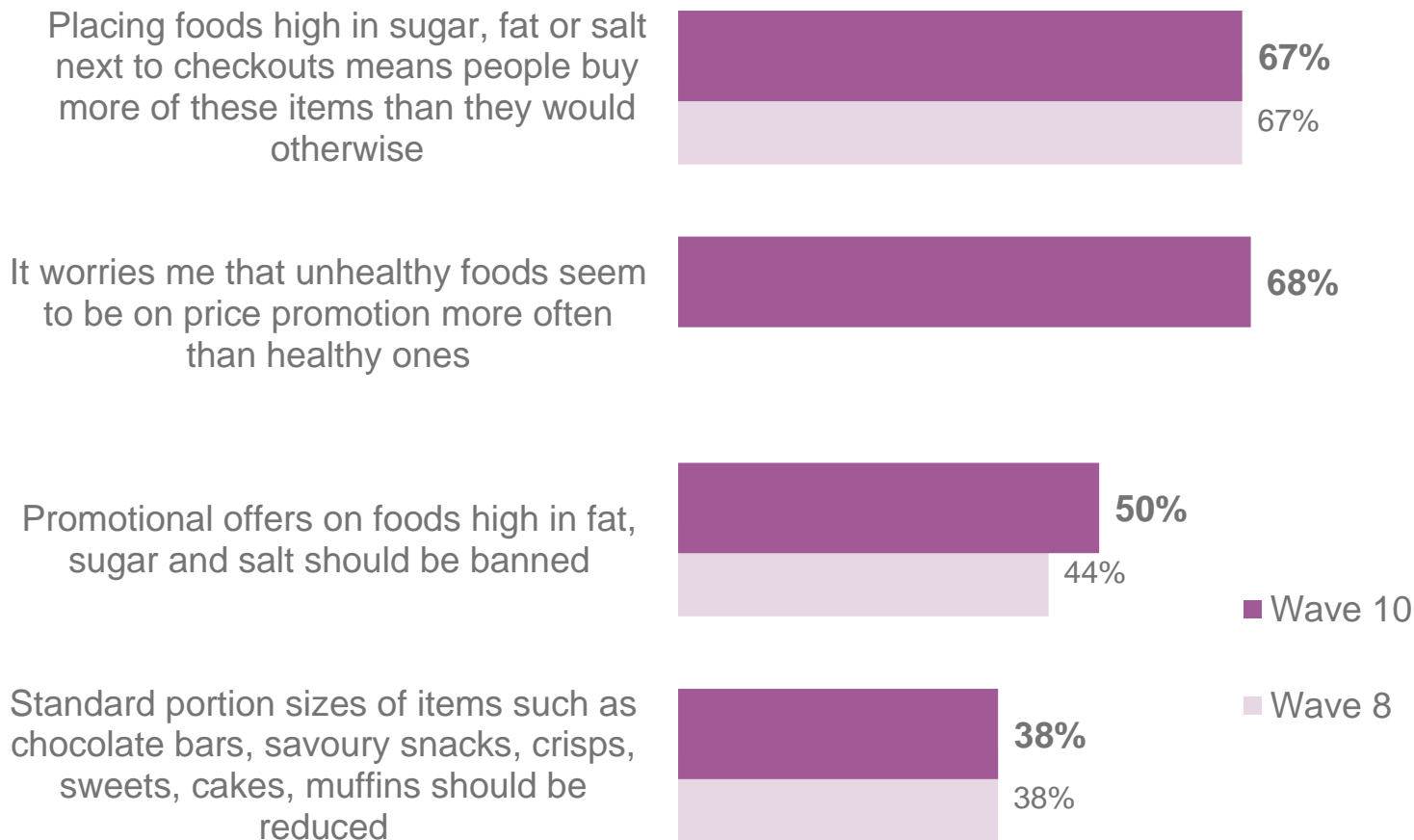
Had home delivery from a fast food outlet/ restaurant

45%

10%

**Despite lower recent purchase of snacks and treats on special offer, consumers understand the impact of in-store promotions. Many are concerned about promotion of unhealthy foods and would support restricting or even banning these.**

% agree

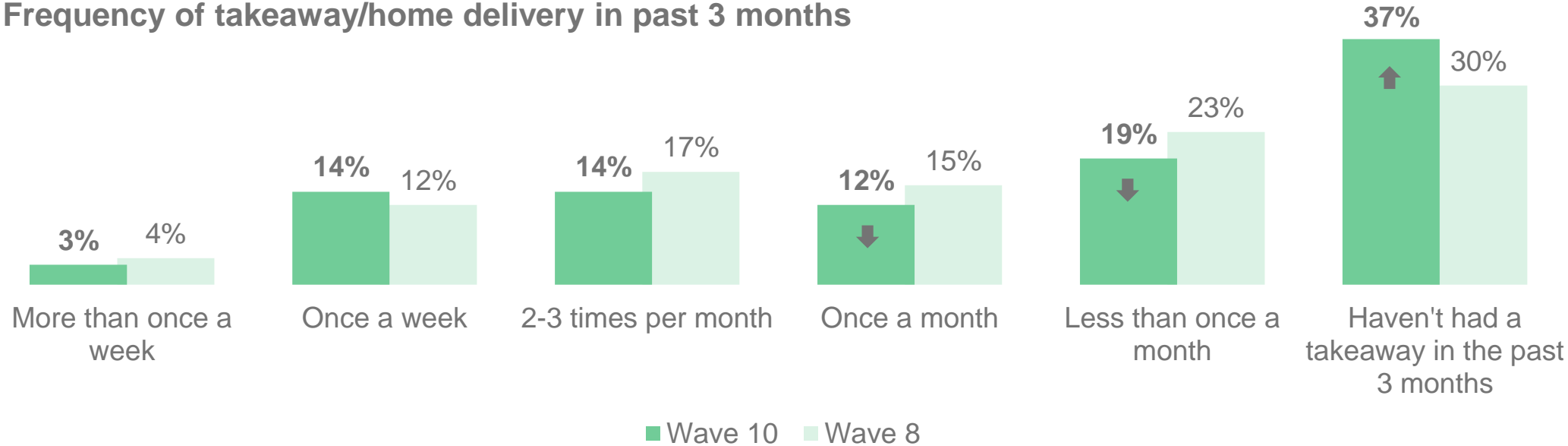


**58%** would support restricting the marketing / promotion of some unhealthy food/drink



**The proportion having takeaway/home delivery food in the quarter to July 2020 is significantly lower compared with the same time last year, likely due to Covid-19 restrictions.**

### Frequency of takeaway/home delivery in past 3 months

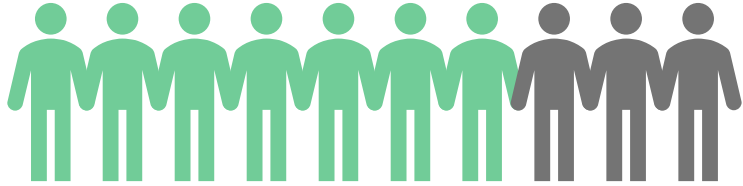


	Wave 10	Wave 8
In past 3 months	63% ↓	70%
1+ per month	40% ↓	48%
1+ per week	17%	16%

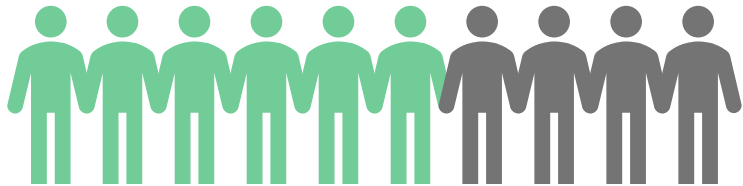
- 16-34yr olds are more likely than any other group to have had a takeaway/delivery once a week or more (30%)
- While 48% of 55-64yrs and 62% of 65+yrs have not had any takeaway/delivery food in past 3 months



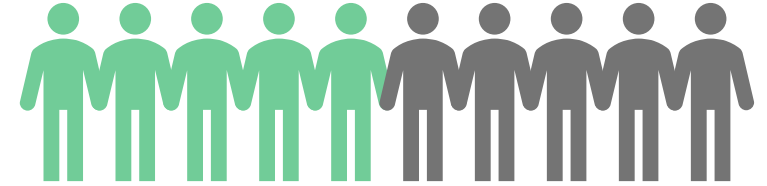
**It is clear that consumers find it difficult to eat healthily when ordering takeaway or delivery food. In part due to a lack of healthy choices, but also linked to their lack of desire to think about healthy choices when eating this type of food.**



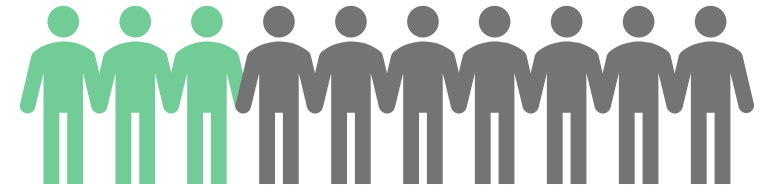
**66%** say it's difficult to eat healthily when ordering takeaway/delivery



**60%** agree there are not enough healthy choices when ordering takeaway/delivery



**50%** agree they don't want to think about healthy choices when ordering takeaway/delivery



**33%** agree they find it hard to say no to upsizing / upselling offers when ordering takeaway/delivery

# Potential ways to encourage healthier choices for takeaway/delivery food focus on providing more healthy options at better prices however, better information on menus and reduced portion sizes and offers could also help.



More healthy options

57%



All takeaways should display calories on their menus

Agree, 65%



Portion sizes of takeaways/delivery food are too big

Agree, 47%

Lower prices for healthy options

48%

Having calories for meals displayed on a menu would make me more likely to choose to eat there

Agree, 50%

Smaller portion sizes

35%

Better promotion of healthy options

43%

Showing the calories in food on menus

44%

Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras

22%

Being able spot healthy options quickly and easily

44%

Fewer promotions on unhealthy options

21%

## 6. Covid-19

This new question set was added in Wave 10 to help understand the impact of Covid-19 on the Scottish public.

Questions focus on how Covid-19 has changed the way consumers eat, shop, cook and exercise, as well as looking at wider health and wellbeing impacts.



# Covid-19 has impacted life for adults in Scotland, in a variety of ways – with evident changes to working patterns. Almost a quarter have a reduced income.



Working from home



22%



Having a reduced income



24%

Being put on the government scheme known as 'furloughing'



15%

Seeking help to afford food from family and/or friends



5%



I am shielding



14%

Seeking help to afford food from emergency support such as a foodbank



3%

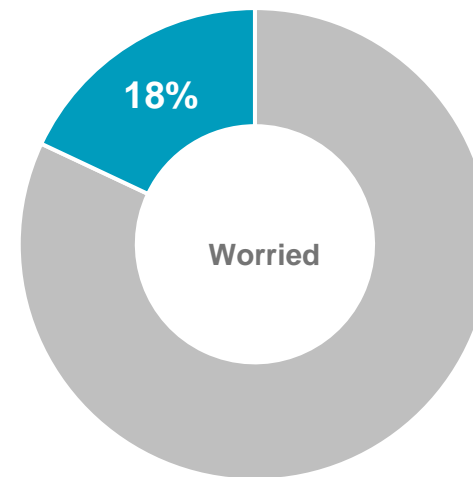
41% said they had not been affected in any of these ways

**17% were worried about being able to afford food for the next month and a similar proportion were concerned about the availability of food. This reflects a generally heightened level of concern amongst those affected by Covid-19.**

Will not be able to afford food  
in the next month



Enough food available to buy in  
the next month



The profile of those most likely to be worried about affordability and availability are very similar:

- People with kids at home
- Those in larger households
- Lower socio-economic groups (DE)
- Those who have been affected by Covid-19 in some way

# Covid-19 has had a clear impact on shopping habits, with more than half visiting the supermarket less, and around a quarter using online deliveries or local suppliers.



## Shopping

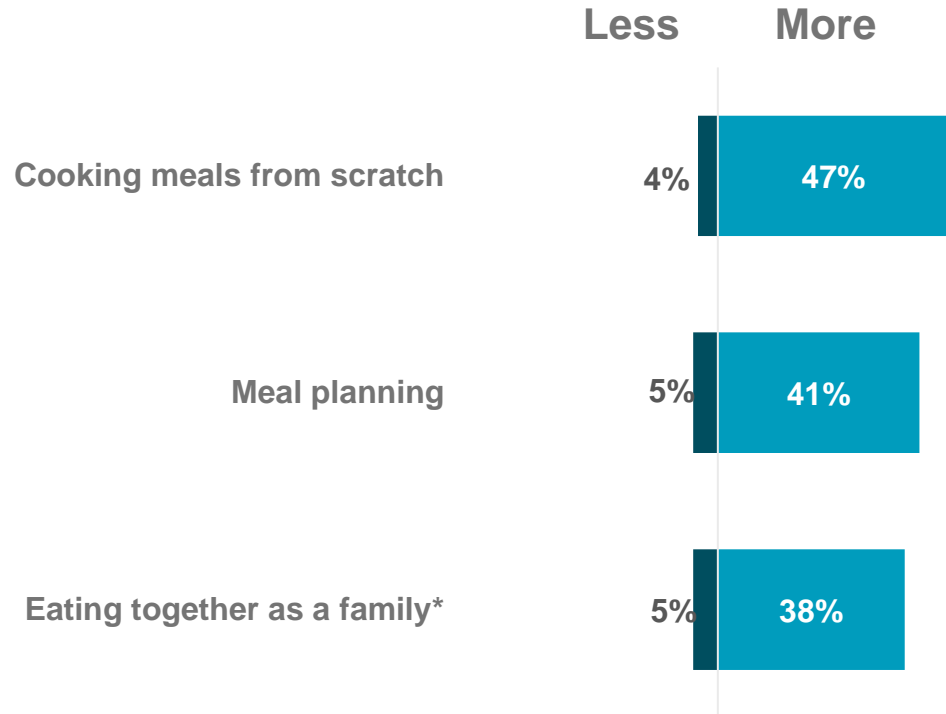


- Those with kids at home and those who were working from home or on furlough were most likely to be spending more on grocery food shopping
- People shielding had more online deliveries
- Those aged 65+yrs and those who were shielding were visiting the supermarket less often

# Cooking habits have also changed as a result of the pandemic, with an increased focus on cooking meals from scratch, meal planning and families eating together.



## Cooking

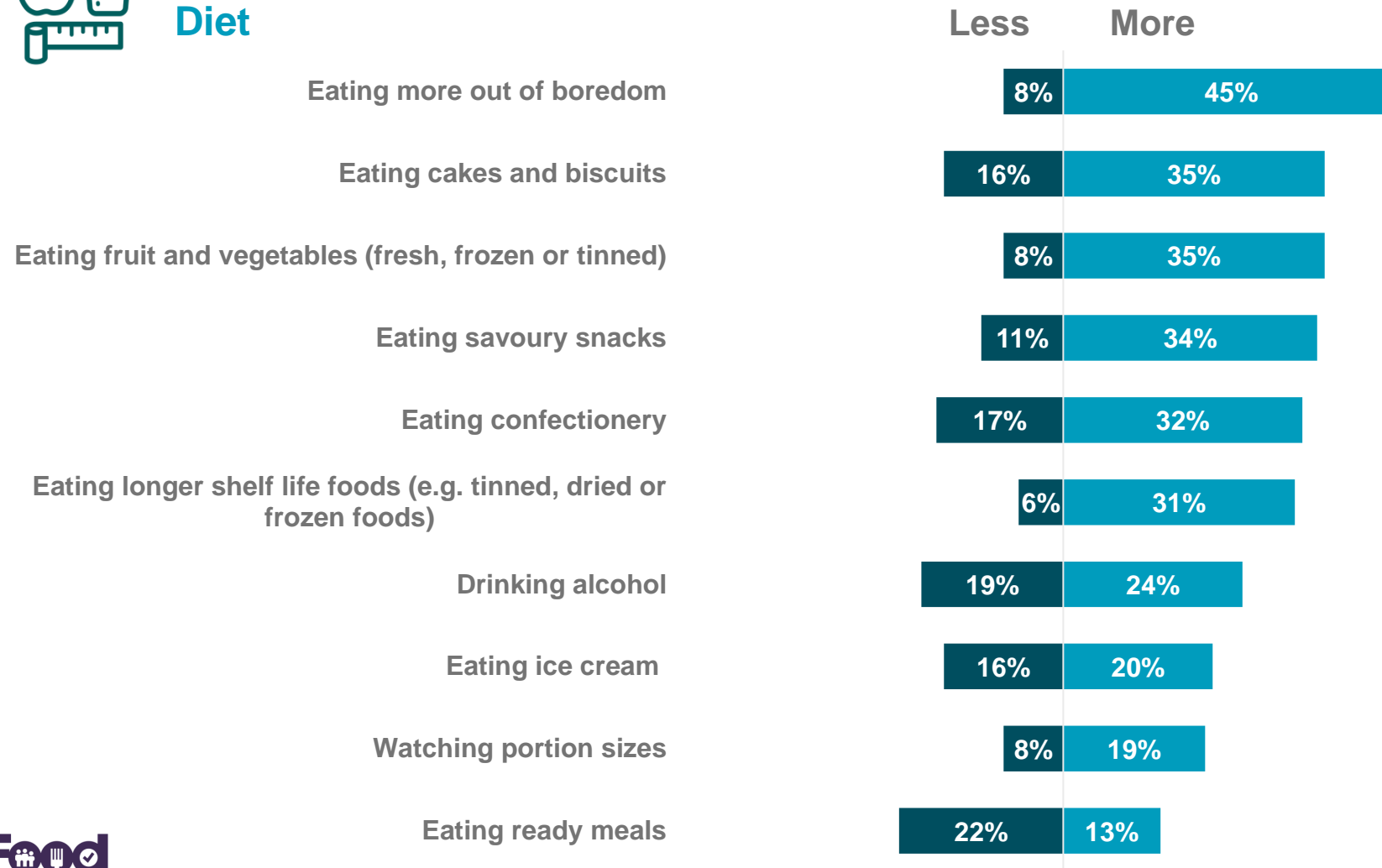


- Those who were furloughed or working from home were more likely to say they were cooking more meals from scratch
- Females, 16-34yr olds and those with kids were most likely to be doing more meal planning

**There is also a clear impact on diet with almost half saying they have been eating more out of boredom, and increased consumption of cakes, biscuits, savoury and sweet snacks. However, a third have also eaten more fruit and veg.**



## Diet



- Females, younger age groups and those on furlough were most likely to be eating more due to boredom
- Females and those with kids at home were eating more confectionery, ice cream, cakes & savoury snacks
- Those worried about affordability or availability of food were watching portion sizes more



**A third of adults had increased their physical activity outdoors. Indoor activity increased for almost a third, the same proportion as had decreased outdoor physical activity.**



## Physical Activity

The amount of outdoor physical activity you are doing

Less

More

30%

34%

The amount of indoor physical activity you are doing

17%

30%

- 16-34s, ABs & those on furlough were doing more outside exercise
- While those shielding were doing less
- 16-34s & 35-44s, those with kids and those working from home or on furlough were doing more indoor activity

**More people felt their own and family's diet was better since the Covid-19 outbreak than thought it was worse. Physical activity levels were less improved, and individual mental wellbeing tended to be unchanged or worse.**



Significant differences were noted for those in the youngest age group (16-34yrs):

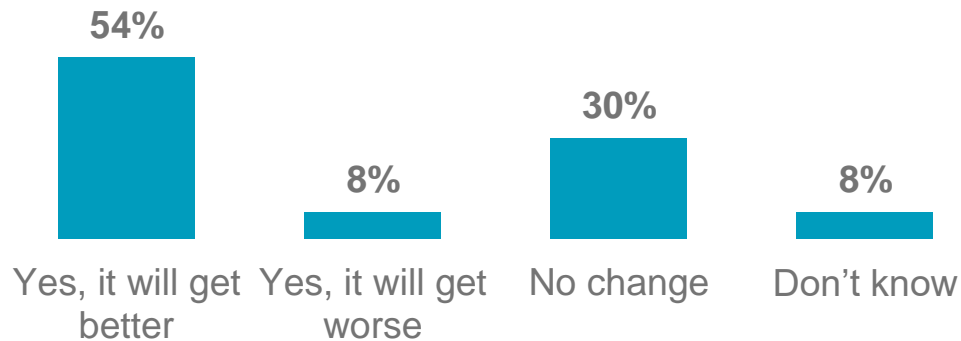
- Half said their diet was better (48%)
- 43% said their physical activity levels were better
- But half said their mental wellbeing was worse

**Regardless of whether it has improved or worsened during the pandemic, the majority expect their diet to improve over the next 6-12 months.**

33% said their diet was better since Covid-19 outbreak



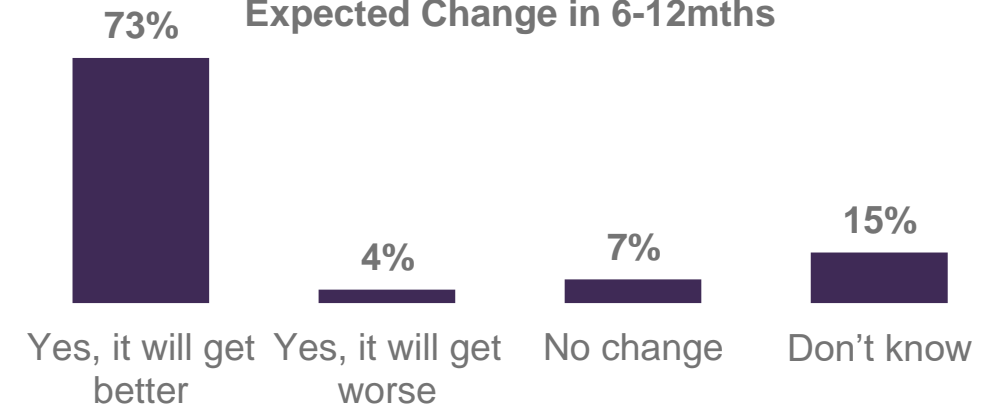
Expected Change in 6-12mths



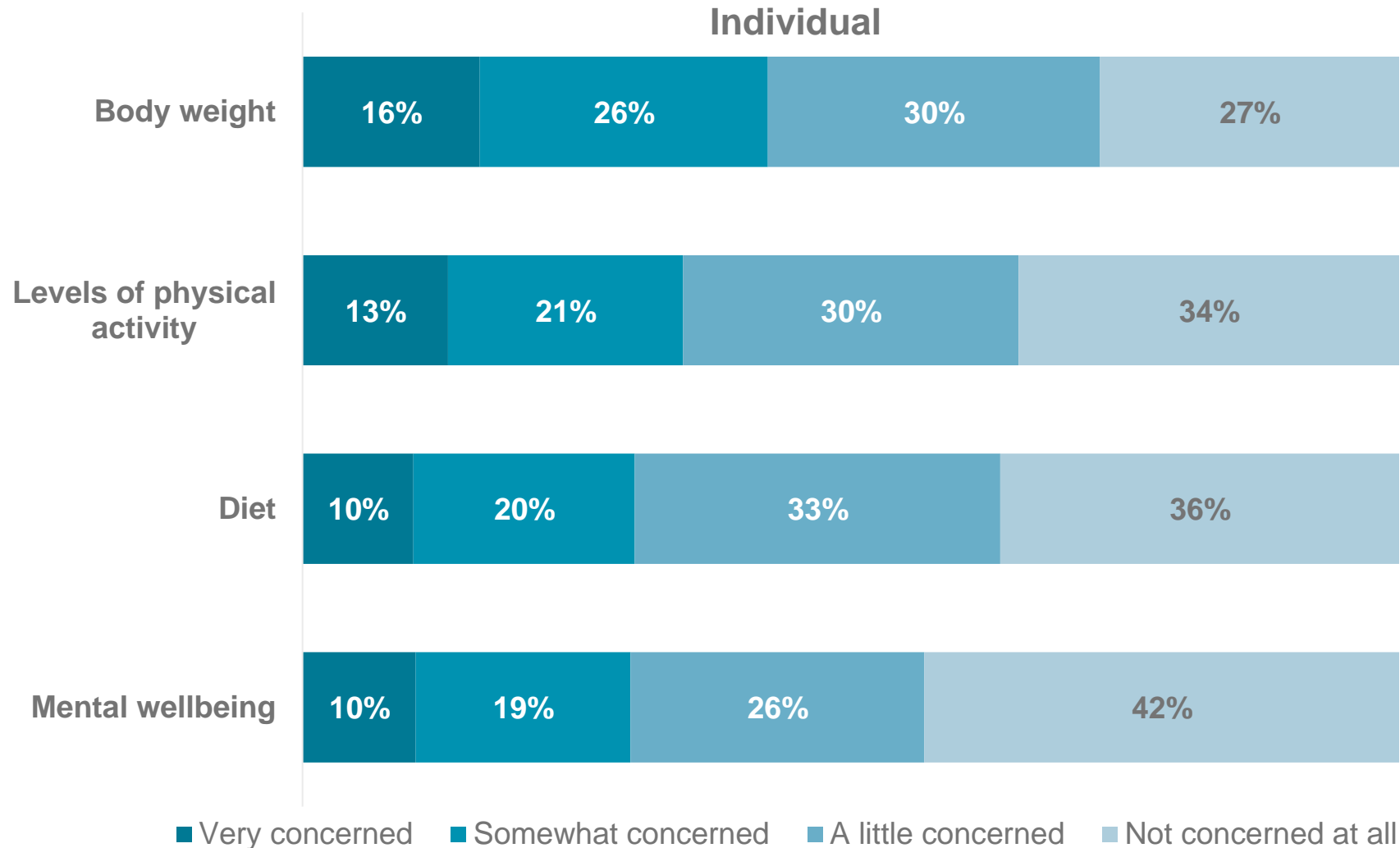
23% said their diet was worse since the Covid-19 outbreak



Expected Change in 6-12mths

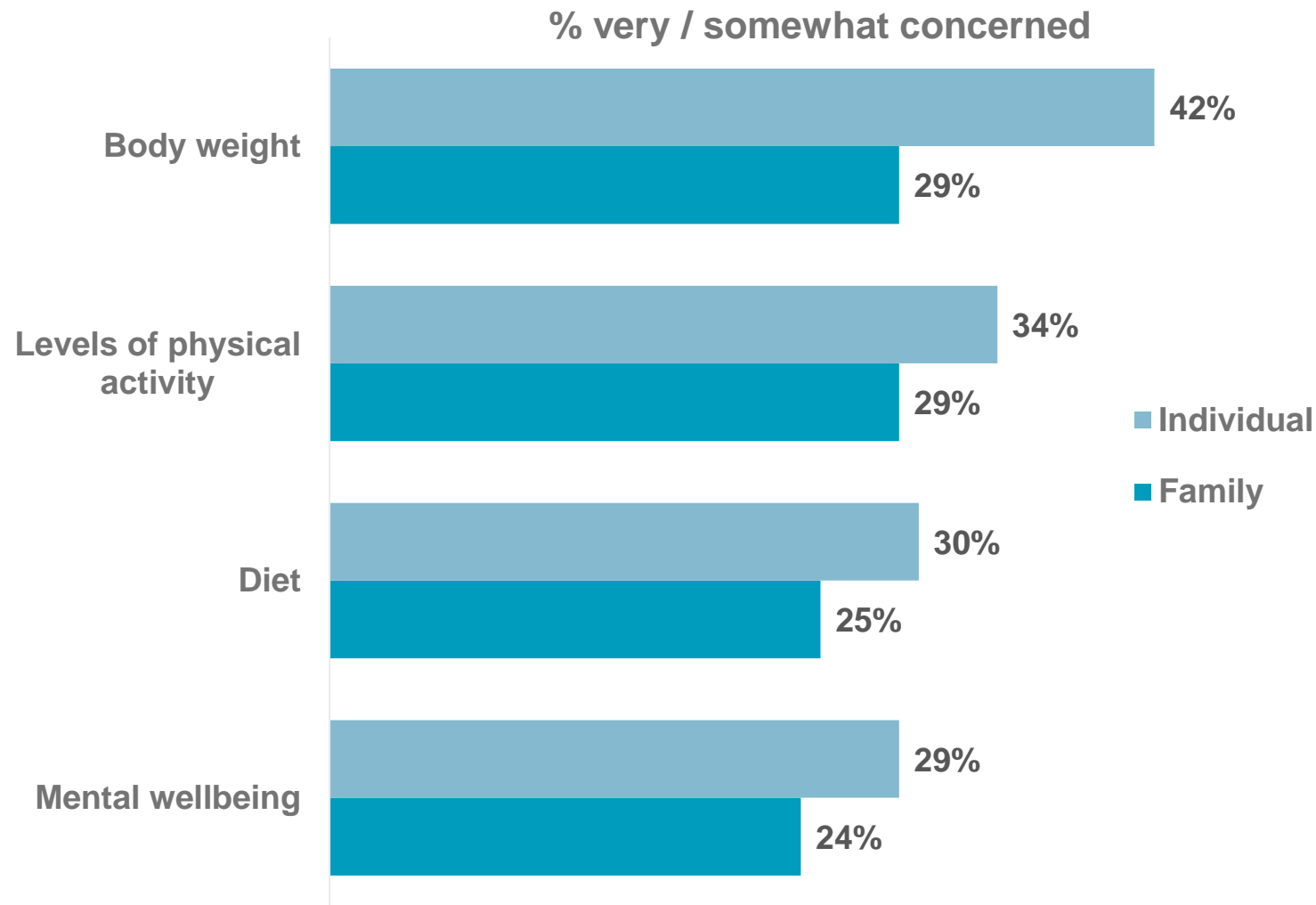


# Body weight and physical activity levels are cause for concern for a significant minority of adults in Scotland.



- Females, those aged 16-44yrs and people with kids are most likely to be concerned about their body weight, diet, and physical activity levels
- Those in lower socio-economic groups (DE) are also more concerned about their physical activity levels
- 16-44yr olds and DEs are more concerned about their mental wellbeing than other groups.

**Around a quarter expressed concern for other members of their family across each aspect of health and wellbeing – however in each case they were more concerned about themselves, particularly regarding body weight.**



# The immune boosting benefits of eating a healthy diet are widely acknowledged. The link between Covid-19 and obesity and Type 2 Diabetes also appears to be well known.



Eating a healthy diet can help boost your immune system

% agree



Coronavirus can be more severe for people who have conditions like Type 2 Diabetes



Coronavirus can be more severe for people who are overweight or obese



I am personally unlikely to catch coronavirus

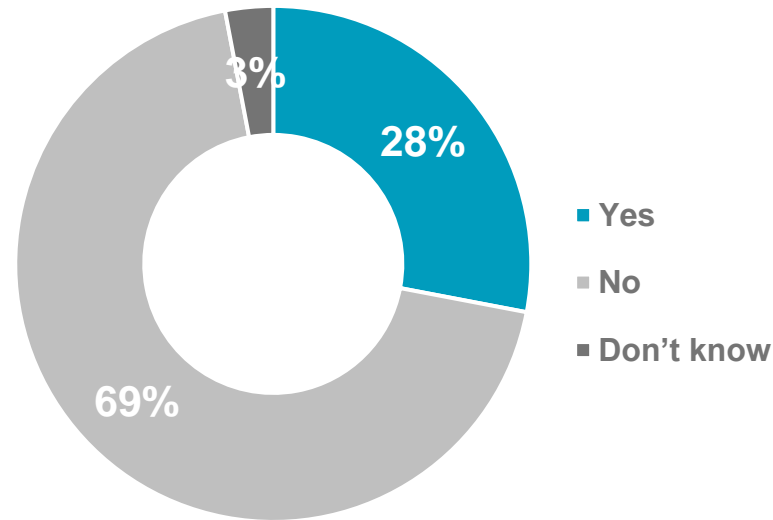


■ Don't know ■ Strongly disagree ■ Disagree ■ I neither agree nor disagree ■ Agree ■ Strongly agree

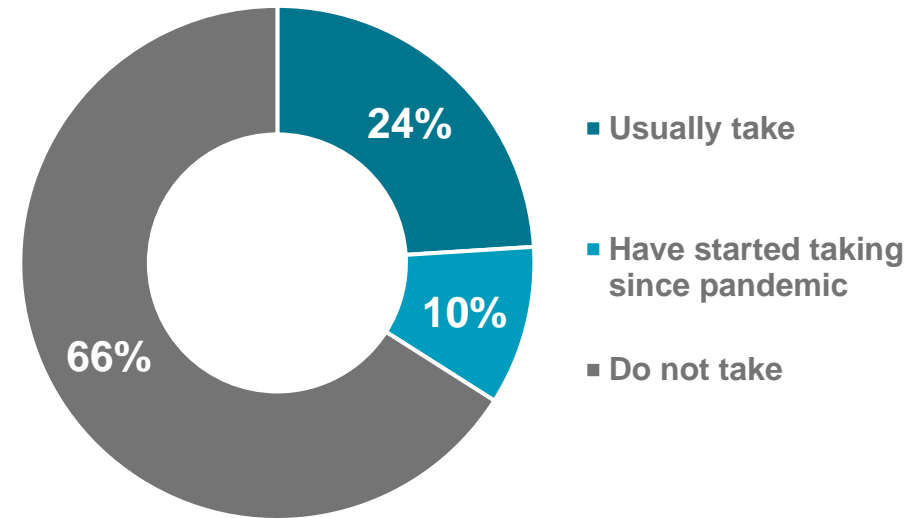
- 31% of 16-34yr olds think they are unlikely to catch Covid-19

**Just over a quarter had seen information about taking Vitamin D supplements and 1 in 10 started taking a supplement during the pandemic. Whilst half say they understand the benefits, a fifth are unsure why it would be important at this time.**

Seen Info on VitD



Taking VitD



I understand the benefits of taking a vitamin D supplement



Taking a vitamin D supplement is especially important at the moment



■ Strongly agree ■ Agree ■ I neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Don't know

# 7. Allergens

This question set includes a series of measures relating to allergens including:

- understanding the incidence of specific allergens within households
- gauging whether information provided on food labels and by out of home establishments is sufficiently clear regarding allergens
- Monitoring attitudes amongst the general public towards those with allergens.



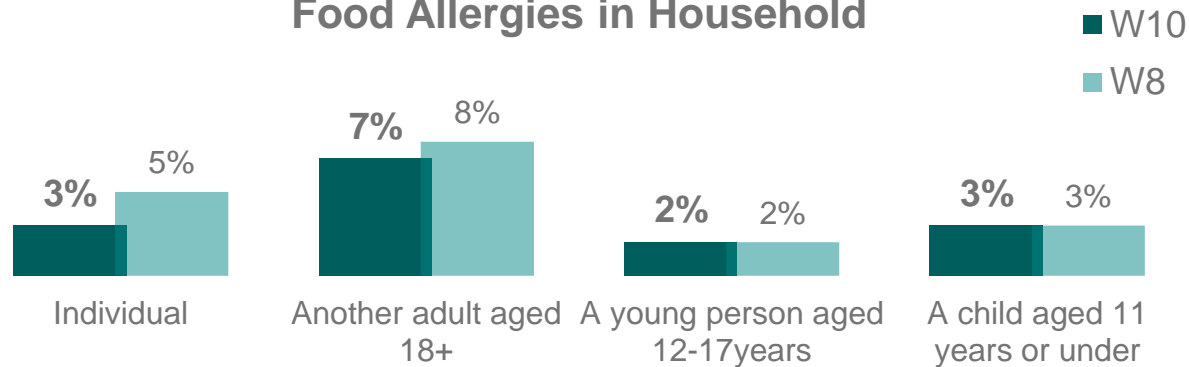


# Just over 1 in 10 households in Scotland contain at least one person with a food allergy. Milk, gluten and nut allergies are the most common.

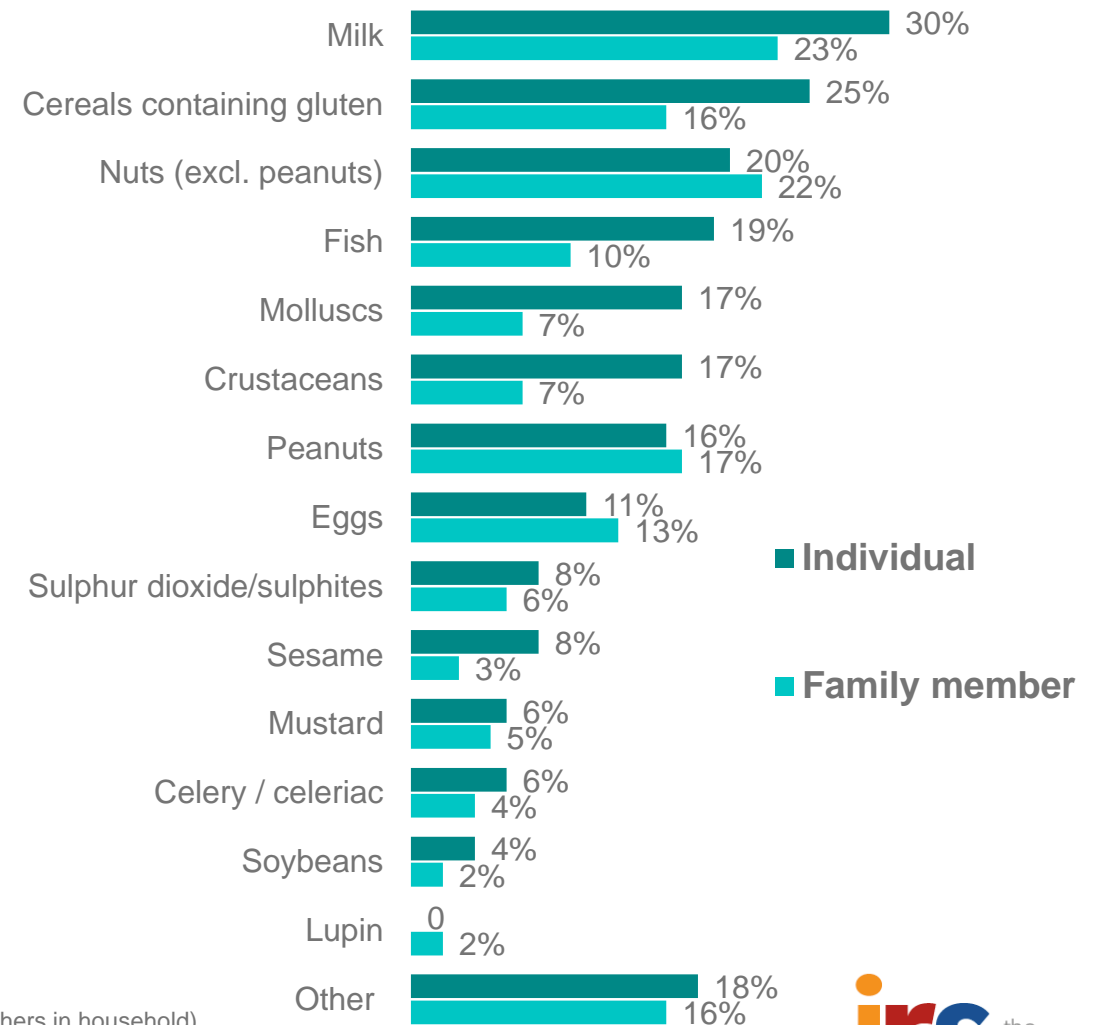


**13%** of Scottish households include at least one person with a food allergy

## Food Allergies in Household



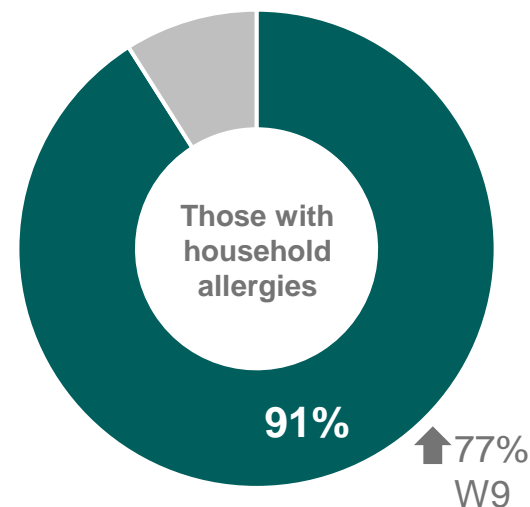
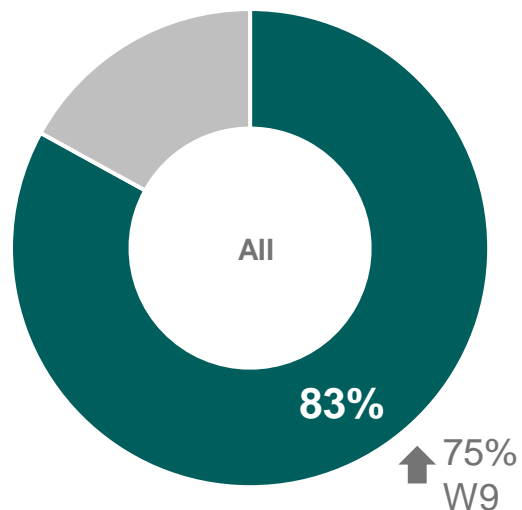
## Type of Food Allergy



**The vast majority of consumers are confident they have clear information on ingredients that can cause allergic reactions, particularly those living in households with allergies.**

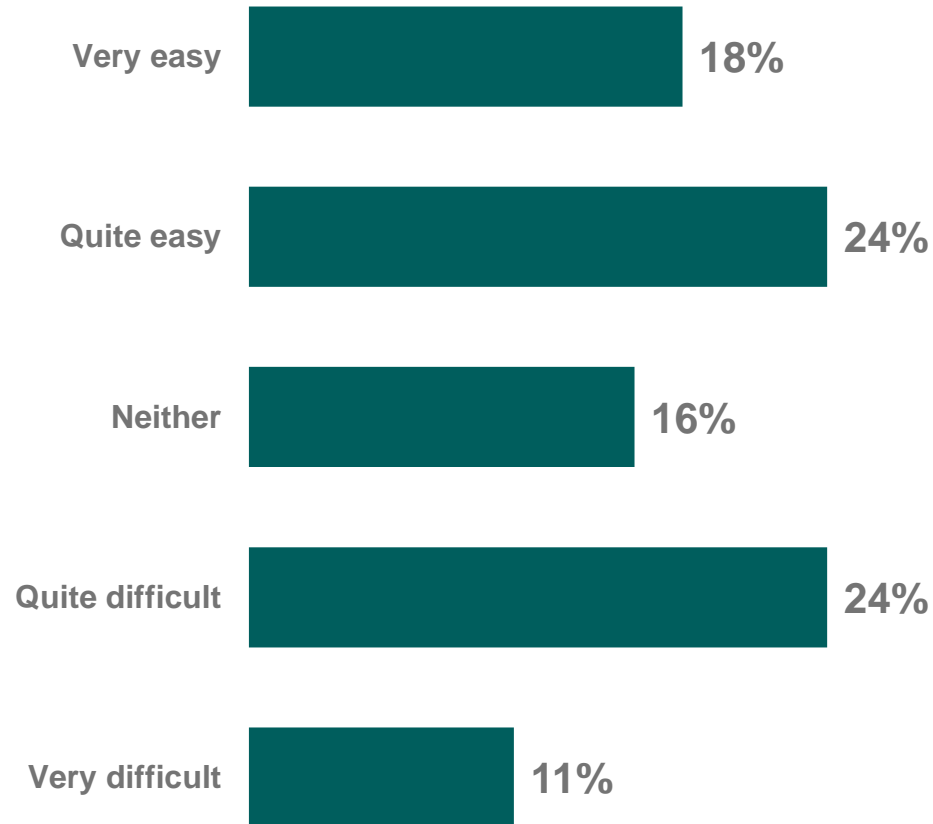


Clear info about ingredients that can cause allergic reactions

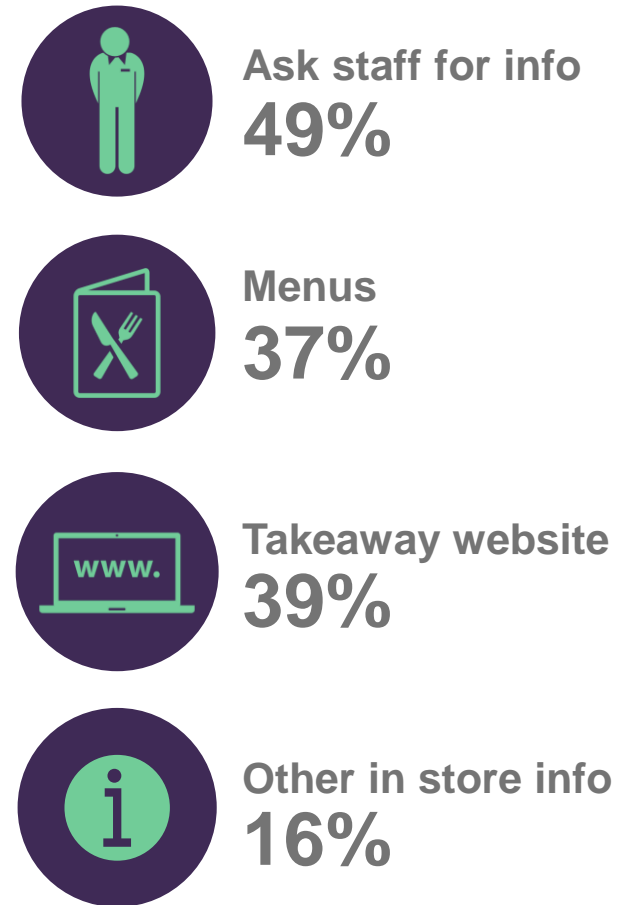


**While 42% of those with allergies in the household find it easy to find allergy information when ordering a takeaway, 35% find it difficult. Consumers are using a mix of sources to find this information.**

### Ease of Finding Allergy Info (Takeaways)



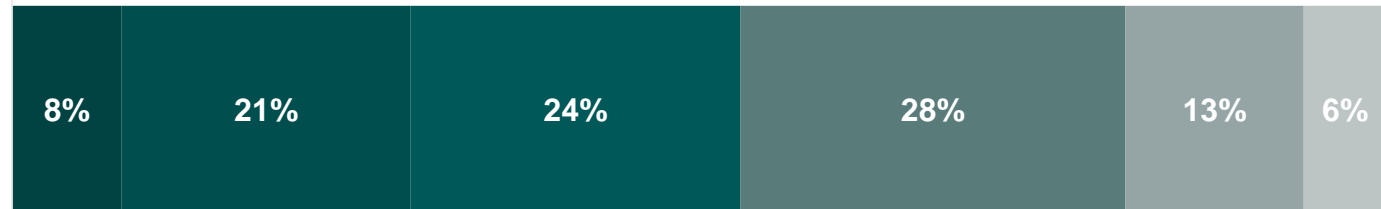
### Main Sources of Allergy Info (Takeaways)



**Amongst the general public there is clear recognition that not enough information is provided about allergens in takeaway foods, and more than 8 in 10 consumers feel all takeaways should display allergens on menus.**



There is enough information provided about allergens in foods when ordering a takeaway



All takeaways should display allergens on their menus



■ Strongly agree ■ Agree ■ I neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Don't know

# Attitudes towards allergies remain very consistent with previous waves with most people understanding the potential severity of allergies and agreeing that there should be no stigma attached to having a food allergy.



Food allergies can be life-threatening



% agree  
W10 W9  
91% 90%

Having a food allergy is nothing to be embarrassed about



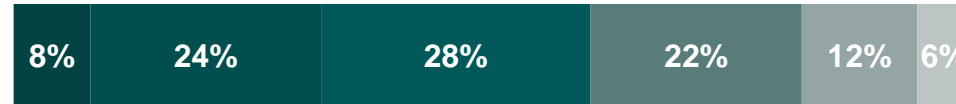
89% 88%

I always check if people I'm cooking for have a food allergy



54% 53%

I don't believe that all the people who say they have a food allergy really do



32% 35%

Food intolerances are a myth



8% 9%

■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Don't know

**We hope you've found our report of interest. Here's a summary of the areas we've covered:**



**Knowledge,  
Awareness &  
Visibility of FSS**



**Healthy Eating –  
Attitudes, Knowledge  
& Behaviour**



**Covid-19**



**Allergens**



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Aberdeen AB11 5RL

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[foodstandards.gov.scot](http://foodstandards.gov.scot)



# Detailed Methodology

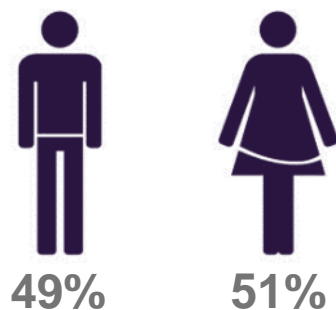
- The research methodology was designed to be consistent with previous waves to ensure comparability in terms of:
  - Data collection method and sampling approach
    - Online self-completion; sample drawn from multiple panel partners
  - Fieldwork dates
    - 3<sup>rd</sup> – 17<sup>th</sup> July 2020.
  - Questionnaire design and length
    - Module approach; 30 minutes.
- The final sample size at Wave 10 was 1,015.
  - Base sizes at previous waves : Wave 1 (1003); Wave 2 (1000); Wave 3 (1000); Wave 4 (1000); Wave 5 (1000); Wave 6 (1002); Wave 7 (1,046); Wave 8 (1,069); Wave 9 (1,079).
- Weighting was applied to ensure the final dataset was representative of the Scottish adult population.
- Statistical testing was undertaken to identify significant differences between the latest dataset and that from previous waves, at the 95% confidence limit (research industry standard).
  - Where statistically significant differences exist, these are highlighted using bold up and down arrows.
- All research was undertaken in strict accordance with MRS Code of Conduct and GDPR legislation



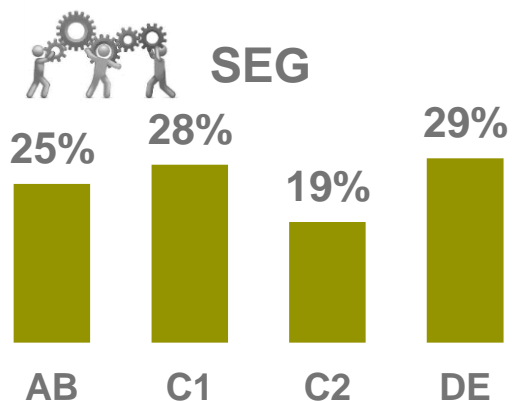
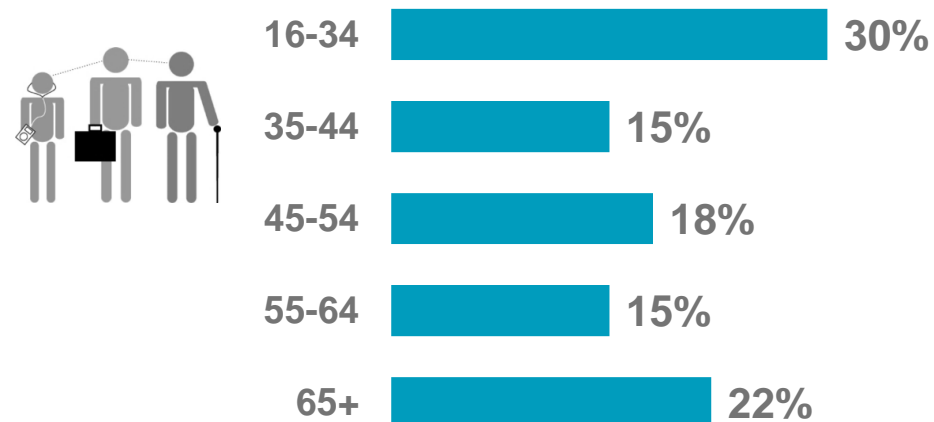
# Sample Profile

Representative of Scottish population – data weighted on demographics to match previous waves.

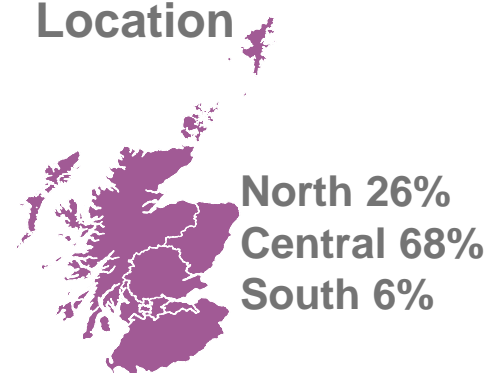
## Gender



## Age

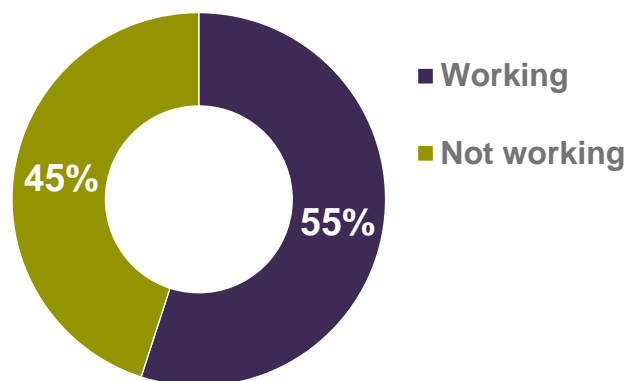


## Location

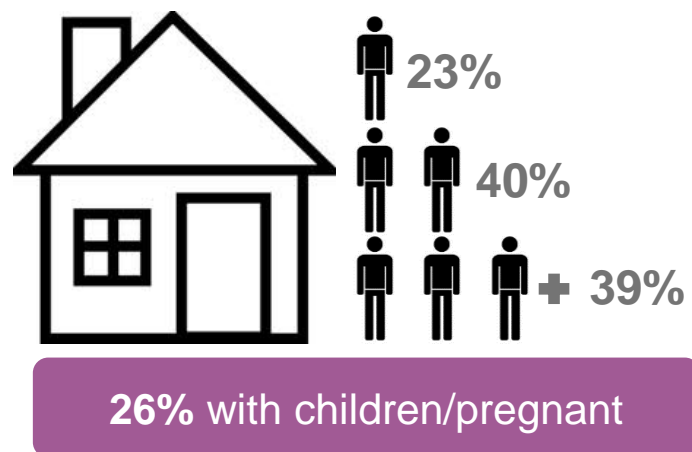


# Sample Profile

## Working status



## Household composition



## Ethnic Group

Net: White	95%
Net: Mixed or Multiple Ethnic Groups	1%
Net: Asian, Asian Scottish or Asian British	2%
Net: African	0%
Net: Caribbean or Black	0%
Net: Other ethnic group	0%
Would prefer not to say	1%

## Health issues

