KANTAR TNS

Thank you for agreeing to take part in this national survey on food in Scotland.

There are questions on a wide variety of issues relating to food - such as shopping, cooking, eating out and healthy eating - and we really want to find out what you think about these important issues. Even if you're not sure we're still really keen to know your impressions and understanding of the topics.

The survey should take around 30 minutes to complete, but you can pause the survey at any time and come back to complete it.

Thank you for taking the time to complete this important piece of research.

Q001 - Q1: DEMOG1 — **Single coded**

Are you?

Normal

1 Male
2 Female

Q002 - Q2: DEMOG2 — **Single coded**

Which of the following age groups do you fall into?

Normal

1 Under 16
GO TO END OF QUESTIONNAIRE
2 16-17
3 18-24
4 25-34
5 35-44
6 45-54
7 55-64
8 65-74
9 75+
10 Refused
GO TO END OF QUESTIONNAIRE

Q003 - Q3: DEMOG3 **Single coded**

Which of the following groups does the Chief Income Earner in your household belong to?
· The person in the household with the largest income is the Chief Income Earner, however this income is obtained.
· If the Chief Income Earner is retired and has an occupational pension, please select according to the previous occupation
· If the Chief Income Earner is not in paid employment and has been out of work for less than 6 months, please select according to previous occupation

(Please tick one only)

Normal

1	Semi or unskilled manual worker (e.g. Manual jobs that require no special training or qualifications; Manual workers, Apprentices to be skilled trades, Caretaker, Cleaner, Nursery School Assistant, Park keeper, non-HGV driver, shop assistant etc.)
2	Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/Ambulance Driver, HGV driver, Unqualified assistant teacher, AA patrolman, pub/bar worker, etc.)
3	Supervisory or clerical / Junior managerial / Professional / administrator (e.g. Office worker, Student Doctor, Foreman with 25+ employees, sales person, Student Teachers etc.)
4	Intermediate managerial / Professional / Administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil Service/local government etc.)
5	Higher managerial/ Professional/Administrative (e.g. Established doctor, Solicitor, Board Director in large Organisation (200+ employees), top level civil servant/public service employee, Headmaster/mistress, etc.)
6	Student (living away from home)
7	Retired and living on state pension only
8	Unemployed (for over 6 months) or not working due to long term sickness

Q004 - Q4: DEMOG4 **Single coded**

Which of these best describes where in Scotland you live?

Please select one answer only

Normal

1	Northern Scotland (Grampian, Highland, Perth/Tayside, Western Isles, Orkney, Shetland)
2	Central Scotland (Glasgow, Ayrshire, Lanarkshire, Argyll, Edinburgh & Lothians, Fife, Central)
3	Southern Scotland (Borders/Dumfries & Galloway)
4	Do not live in Scotland GO TO END OF QUESTIONNAIRE

Q005 - Q5: DEMOG5 **Numeric**

Min = 1 | Max = 20

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

Q006 - Q6: DEMOG6 **Multi coded**

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

Please tick all that apply

Normal

1 Currently pregnant
2 Any under 5 years old
3 Any 5 - 11 years old
4 Any 12 - 15 years old
5 Any 16 - 17 years old
6 No - no children under 18 in household/not currently pregnant **Exclusive*

Q007 - Q7: FSS1 **Single coded**

In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely.

Had you heard of Food Standards Scotland before today?

Normal

1 Yes
↳ GO TO **Q008 - Q8**
2 No
↳ GO TO **Q011 - Q11**

Q008 - Q8: FSS2 **Multi coded**

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

Please select all that apply.

Random

1 Ensuring the food you buy is safe to eat
2 Promoting food safety in the home
3 Promoting and enabling healthy eating
4 Ensuring food is sustainable - such as reducing green house emissions and reducing waste when producing food
5 Overseeing inspections of restaurants and other food businesses for food hygiene
6 Nutrition labelling information on food packaging
7 Date labels, such as "best before" and "use by" labels
8 Food authenticity – i.e. food is what it says it is on the packaging
9 Country of origin labels, which identify where food comes from
10 Working with the food industry and business to improve standards
11 Other (please write in) **Open *Position fixed*
12 Don't know **Position fixed *Exclusive*

Q009 - Q9: FSS3 **Single coded**

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

Normal

1 I trust it a lot
2 I trust it
3 I neither trust it nor distrust it
4 I distrust it
5 I distrust it a lot
6 Don't know **Position fixed*

Q010 - Q10: FSS4 **Matrix**

Number of rows: 11 | Number of columns: 6

How do you rate Food Standards Scotland in terms of?

Random

Rendered as Dynamic Grid

	Excellent	Very good	Good	Fair	Poor	Don't know
Working in the best interests of Scotland and people who live here	❍	❍	❍	❍	❍	❍
Providing the right advice about food and nutrition related issues which affect you	❍	❍	❍	❍	❍	❍
Being an organisation which responds quickly to problems related to food	❍	❍	❍	❍	❍	❍
Helping people to understand food labels and what's in their food	❍	❍	❍	❍	❍	❍
Ensuring that food in Scotland is safe to eat	❍	❍	❍	❍	❍	❍
Being the experts when it comes to food safety	❍	❍	❍	❍	❍	❍
Speaking to people in a way that's friendly and understandable	❍	❍	❍	❍	❍	❍
Being a dynamic and forward-looking organisation	❍	❍	❍	❍	❍	❍
Taking action when needed to protect consumers	❍	❍	❍	❍	❍	❍
Having the necessary expertise to help people in Scotland eat healthily	❍	❍	❍	❍	❍	❍
Providing useful food safety advice	❍	❍	❍	❍	❍	❍

Q011 - Q11: INFOCONC1 **Matrix**

Number of rows: 7 | Number of columns: 7

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

Random

Rendered as Dynamic Grid

	I definitely agree	I tend to agree	I neither agree nor disagree	I tend to disagree	I definitely disagree	Don't know	Not applicable to me
I'm not generally interested in food and cooking	❍	❍	❍	❍	❍	❍	❍
I don't have time to spend preparing and cooking food	❍	❍	❍	❍	❍	❍	❍
The price of food means I often don't buy the food I would like to	❍	❍	❍	❍	❍	❍	❍
There's so much advice about food I tend to ignore it now	❍	❍	❍	❍	❍	❍	❍
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	❍	❍	❍	❍	❍	❍	❍
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	❍	❍	❍	❍	❍	❍	❍
I like to talk to people about things that interest or concern me about food and food issues	❍	❍	❍	❍	❍	❍	❍
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	❍	❍	❍	❍	❍	❍	❍
I know how to make scrambled eggs	❍	❍	❍	❍	❍	❍	❍

Q013 - Q13: INFOCONC3 **Matrix**

Number of rows: 16 | Number of columns: 2

Please sort each of these issues according to whether or not the cause you concern or do not cause you concern.

Rotated

	Causes concern	Does not cause concern
Food poisoning such as Salmonella, E. coli and Campylobacter	❍	❍
Genetically Modified (GM) foods	❍	❍
The feed given to livestock	❍	❍
Animal welfare	❍	❍
The use of pesticides \ hormones \ steroids \ antibiotics in growing \ producing food	❍	❍
The use of additives (such as preservatives and colouring) in food products	❍	❍
Date labels, such as "best before" and "use by" labels	❍	❍
Other information on food labels	❍	❍
Food hygiene when eating out	❍	❍
Food hygiene at home	❍	❍
Food prices	❍	❍
Food not being what the label says it is	❍	❍
Allergens – things in food that cause allergic reactions	❍	❍
Possibility of food supply shortages	❍	❍
Impact of environment on food production (e.g. carbon emissions, water scarcity)	❍	❍
People having an unhealthy diet	❍	❍

Q014 - Q14: INFOCONC4 **Single coded**

Which one of the following are you most concerned about?

Please tick one box only

Random

1 My family or myself becoming ill through eating unsafe food
2 Eating food that isn't what it says it is without knowing
3 Making sure I / myself and my family eat a healthy, balanced diet
4 Not being able to afford a healthy, balanced diet
5 Other (please write in) **Open *Position fixed*

Q159 - Q159: INFOCONC7 **Matrix**

Not back | Number of rows: 5 | Number of columns: 4

What impact, if any, do you think there might be on the following food issues as a result of Brexit – the UK voting to leave the EU?

Random

Rendered as Dynamic Grid

	It will improve	There will be no change	It will get worse	Don't know
Price of food	❍	❍	❍	❍
Food safety	❍	❍	❍	❍
Food availability	❍	❍	❍	❍
Food being sustainable / environmentally friendly	❍	❍	❍	❍
Food fraud (food being what it says it is on the label)	❍	❍	❍	❍

Q015 - Q15: INFOCONC5 **Matrix**

Number of rows: 4 | Number of columns: 2

Do you have clear information on...?

Random

Rendered as Dynamic Grid

	Yes	No
Eating a healthy balanced diet	❍	❍
How to prepare and cook food safely and hygienically	❍	❍
How to check whether the food I am eating when in a bar/café/restaurant is safe	❍	❍
What the labels on the food that I buy mean	❍	❍

Q016 - Q16: INFOCONC6 **Multi coded**

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

(Please select all that apply)

Rotated

1	Preventing food poisoning such as Salmonella, E. coli and Campylobacter
2	Food safety when preparing and cooking food at home
3	Food safety when cooking over the festive season
4	Food safety when eating out
5	Food labelling
6	Reducing the amount of food waste
7	Food waste recycling
8	Food not being what the label says it is
9	Having a healthy diet
12	How to barbecue chicken properly
13	Avoiding food poisoning when barbecuing
14	Reducing the amount of treats and unhealthy snacks we eat
15	Changing what we eat now to avoid health problems later in life
16	How children's diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)
17	Products being recalled
18	Not washing chicken/poultry
19	Washing hands before cooking
20	Eating rare burgers
21	Eating cheese made from unpasteurised (raw) milk
10	Other (specify) **Position fixed*
11	Not seen/heard any advertising about food issues **Position fixed *Exclusive*

Q017 - Q17: RESPCOOK **Single coded**

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

Normal

1	Responsible for all or most of the preparation/cooking
2	Responsible for about half of the preparation/cooking
3	Responsible for less than half of the preparation/cooking
4	Not responsible for any of the preparation/cooking

Q132 - T2: SAFETYINTRO **Text**

The next few questions are about what you do in the kitchen.

Q019 - Q19: SAFETY2 **Matrix**

Number of rows: 14 | Number of columns: 5

How often do you do each of the following?

(Please use 'not applicable' if you never cook or prepare a particular type of food, or if you only use prepared/pre-washed/peel only type of foods).

Random

Rendered as Dynamic Grid

	Never	Sometimes	Most of the time	Always	Not applicable
Wash hands immediately after handling raw meat, poultry or fish	❍	❍	❍	❍	❍
Cook food until it is steaming hot throughout	❍	❍	❍	❍	❍
Eat chicken or turkey if the meat is pink or has pink or red juices	❍	❍	❍	❍	❍
Eat red meat (e.g. beef or lamb, steak or roast meat, but not mince) if it is pink or has pink or red juices	❍	❍	❍	❍	❍
Eat burgers or sausages if the meat is pink or has pink or red juices	❍	❍	❍	❍	❍
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	❍	❍	❍	❍	❍

Q158 - T05: HEALTHYEATINTRO **Text**

I am now going to ask you some questions about healthy eating.

Q053 - Q53: HEALTHEAT1 **Single coded**

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

Inverted

1 Very healthy
2 Quite healthy
3 Neither healthy nor unhealthy
4 Not very healthy
5 Not at all healthy
6 It varies too much to say **Position fixed*

Q054 - Q54: HEALTHEAT2 **Single coded**

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

Inverted

1 Very healthy
2 Quite healthy
3 Neither healthy nor unhealthy
4 Not very healthy
5 Not at all healthy
6 It varies too much to say **Position fixed*

Q055 - Q55: HEALTHEAT3 **Matrix**

Number of rows: 4 | Number of columns: 3

Please indicate how much each of these concerns you?

Random

Rendered as Dynamic Grid

	A lot	A little	Not at all
The amount of salt in food	❍	❍	❍
The amount of sugar in food	❍	❍	❍
The amount of fat in food	❍	❍	❍
The amount of saturated fat in food	❍	❍	❍

Q056 - Q56: HEALTHEAT4 | **Matrix**

Number of rows: 18 | Number of columns: 6

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

Random

Rendered as Dynamic Grid

	I definitely agree	I tend to agree	I neither agree nor disagree	I tend to disagree	I definitely disagree	Don't know
The experts contradict each other over what foods are good or bad for you	❍	❍	❍	❍	❍	❍
I get confused over what's supposed to be healthy and what isn't	❍	❍	❍	❍	❍	❍
As long as you take enough exercise you can eat whatever you want	❍	❍	❍	❍	❍	❍
I think my children are a healthy weight for their age and height	❍	❍	❍	❍	❍	❍
I'm worried about the possibility of me or my children getting diabetes later in life	❍	❍	❍	❍	❍	❍
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	❍	❍	❍	❍	❍	❍
I tend to eat more unhealthily at home than at work	❍	❍	❍	❍	❍	❍
I'm worried about the types of food my child(ren) is/are eating	❍	❍	❍	❍	❍	❍
I think the problems around people in Scotland being overweight or obese are exaggerated	❍	❍	❍	❍	❍	❍
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	❍	❍	❍	❍	❍	❍
I think there are too many children who are not a healthy weight for their age and height	❍	❍	❍	❍	❍	❍
There are too many people who eat unhealthily in Scotland	❍	❍	❍	❍	❍	❍
Eating healthy food makes me feel good about myself	❍	❍	❍	❍	❍	❍
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	❍	❍	❍	❍	❍	❍
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	❍	❍	❍	❍	❍	❍
I know I need to do something to eat more healthily	❍	❍	❍	❍	❍	❍
It's not up to me, it's up to others such as supermarkets / food manufacturers / the government to make the food we buy healthier	❍	❍	❍	❍	❍	❍
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	❍	❍	❍	❍	❍	❍

Scripter notes: SCRIPTING: STATEMENTS 4, 5 AND 8 SHOULD ONLY BE ASKED OF PARENTS DEFINED AS Q6 CODES 1-5

Q099 - Q99_HE2: HEMOD2 **Matrix**

Not back | Number of rows: 11 | Number of columns: 3

For each of the following statements please indicate whether you think it is true or false.

Random

Rendered as Dynamic Grid

	True	False	Don't know
People should eat at least 10 portions of a variety of fruit and vegetables each day	❍	❍	❍
People should have meals where the biggest proportion of the meal is food which is high in protein e.g. meat or fish	❍	❍	❍
People should have meals where the biggest proportion of the meal is potatoes, bread, pasta or other starchy carbohydrates	❍	❍	❍
People should use butter and/or cream in their cooking	❍	❍	❍
People should choose unsaturated oils and spreads (e.g. sunflower, vegetable) and eat them in small amounts	❍	❍	❍
People should choose dairy foods that are lower in fat	❍	❍	❍
People should choose dairy foods that are lower in sugar	❍	❍	❍
Beans and fruit and vegetables are all good sources of fibre	❍	❍	❍
Tinned and frozen vegetables count towards your 5 a day	❍	❍	❍
Pure fruit juice is high in sugar	❍	❍	❍
People should drink at least 6 to 8 cups of fluid everyday (for example water, tea or coffee, etc.)	❍	❍	❍

Q098 - Q98_HE1: HEMOD1 **Matrix**

Not back | Number of rows: 8 | Number of columns: 6

Looking at each of these statements, please indicate how regularly you do this?

Random

Rendered as Dynamic Grid

	Always or nearly always	Mostly	Sometimes	Rarely	Never	Don't eat/buy/not applicable
Eat at least 5 portions of a variety of fruit and vegetables each day	❍	❍	❍	❍	❍	❍
Choose lean cuts of meats and leaner mince	❍	❍	❍	❍	❍	❍
Eat meals where the biggest proportion of the meal is potatoes, bread, pasta or other starchy carbohydrates	❍	❍	❍	❍	❍	❍
Avoid using butter and/or cream in cooking	❍	❍	❍	❍	❍	❍
Choose unsaturated oils and spreads (e.g. sunflower, vegetable)	❍	❍	❍	❍	❍	❍
Have dairy foods that are lower in fat	❍	❍	❍	❍	❍	❍
Have dairy foods that are lower in sugar	❍	❍	❍	❍	❍	❍
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 light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods	❍	❍	❍	❍	❍	❍

Q100 - Q100_HE3: HEMOD3 **Single coded**

Not back

According to Healthy Eating advice, how often should you eat oily fish (e.g. salmon, mackerel, sardines)?

Inverted

1 Once a day
2 Once a week
3 Once a fortnight
4 Once a month
5 Don't know **Position fixed*

Q101 - Q101_HE4: HEMOD4 **Text**

Not back

The next few questions are about snack foods and drinks (excluding water, tea, coffee, alcohol). By this we mean food and drink that is consumed in addition to main meals or between meals, rather than as part of a meal.

Q102 - Q102_HE5: HEMOD5 **Multi coded**

Not back

Which of these, if any, do you eat/drink in an average week?

Please select all that apply.

Random

1 Crisps and savoury snacks
2 Savoury pies and pastries
3 Chocolate bars and other sweets
4 Biscuits
5 Cakes and sweet pastries
6 Cereal bars
7 Ice cream
8 Other snack (please write in) **Open *Exclusive*
9 None of these snack foods **Position fixed *Exclusive*
10 Pure fruit juice
11 Fizzy drinks with added sugar (non-diet)
12 Still drinks with added sugar (non-diet)
13 Sports drinks (non-diet)
14 Energy drinks
15 Squashes, cordials, diluting juice (non-diet)
16 Other types of sugary/non-diet drinks
17 Diet drinks (e.g. sugar free, zero calories fizzy or still drinks)
18 Other drinks (write in) **Open *Position fixed*
19 None of these drinks **Position fixed *Exclusive*

Scripter notes: IF NONE OF THESE SNACKS SKIP Q104
IF NONE OF THESE DRINKS SKIP Q105

Q103 - Q103_HE6: HEMOD6 **Single coded**

Not back

Still thinking of an average week, how regularly would you say you consume these snack foods?

DO NOT ASK IF NONE OF THESE SNACKS AT Q102

Inverted

1 6 or more times a day
2 4 or 5 times a day
3 2 or 3 times a day
4 Once a day
5 A few times a week
6 Once a week
7 Less than once a week

Q104 - Q104_HE7: HEMOD7 — **Single coded**

Not back

And how regularly would you say you consume these drinks?

DO NOT ASK IF NONE OF THESE DRINKS AT Q102

Inverted

1 6 or more times a day
2 4 or 5 times a day
3 2 or 3 times a day
4 Once a day
5 A few times a week
6 Once a week
7 Less than once a week

Q105 - Q105_HE8: HEMOD8 — **Matrix**

Not back | Number of rows: 6 | Number of columns: 1

We are now going to show you some types of soft drinks. For each one please type in how much sugar you think it contains. You may answer using grams or teaspoons. (A teaspoon equals 5g of sugar)

Random

	Grams or teaspoons
Orange juice with juicy bits (300ml)	❍
Fruit smoothie e.g mangoes and passion fruit (250ml)	❍
Full sugar cola (330ml)	❍
Diet cola (330ml)	❍
Energy drink (500ml)	❍
Sport drink (500ml)	❍

Q106 - Q106_HE9: HEMOD9 — **Open**

Not back

How many calories should an average man have per day?

99 don't know **Position fixed *Exclusive*

Q107 - Q107_HE10: HEMOD10 — **Open**

Not back

How many calories should an average woman have per day?

99	don't know **Position fixed *Exclusive*

Q108 - Q108_HE11: HEMOD11 — **Single coded**

Not back

If you drink alcoholic drinks, are you aware of how many calories are in them ?

Normal

1	Yes – every time I drink them
2	Yes – some of the time when I drink them
3	No – never think of the calories when I drink them
4	I don't think alcoholic drinks
99	don't know **Position fixed *Exclusive*

Q109 - Q109_HE12: HEMOD12 — **Single coded**

Not back

Which one of these would you most like to change about your diet to make it healthier?

Please only select one item

Inverted

1	Eat more fruit and veg
2	Eat more food with fibre e.g. wholemeal bread and wholegrain
3	Eat more foods cooked from scratch
4	Eat more calories
5	Eat more starchy food e.g. bread potatoes, pasta
6	Eat more protein e.g. meat, chicken, fish, milk products, soya
7	Eat less sugary food
8	Eat less fatty food
9	Eat less red meat
10	Eat less salt in my food
11	Eat less processed foods
12	Eat less starchy food e.g. bread potatoes, pasta
13	Eat less calories
14	Eat less carbs/carbohydrates
15	Eat less protein e.g. meat, chicken, fish, milk products, soya
16	Eat smaller portions
17	Eat fewer things like crisps and savoury snacks
18	Eat fewer sweets, chocolates and cakes
19	Drink less sugary drinks
20	Other (specify) **Open *Position fixed*
21	None/don’t want/need to change **Position fixed*

Q110 - Q110_HE13: HEMOD13 **Multi coded**

Not back | Min = 1 | Max = 3

And which other things would you most like to change about your diet to make it healthier?

Please select up to 3 further items.

Inverted

1	Eat more fruit and veg
2	Eat more food with fibre e.g. wholemeal bread and wholegrain
3	Eat more foods cooked from scratch
4	Eat more calories
5	Eat more starchy food e.g. bread potatoes, pasta
6	Eat more protein e.g. meat, chicken, fish, milk products, soya
7	Eat less sugary food
8	Eat less fatty food
9	Eat less red meat
10	Eat less salt in my food
11	Eat less processed foods
12	Eat less starchy food e.g. bread potatoes, pasta
13	Eat less calories
14	Eat less carbs/carbohydrates
15	Eat less protein e.g. meat, chicken, fish, milk products, soya
16	Eat smaller portions
17	Eat fewer things like crisps and savoury snacks
18	Eat fewer sweets, chocolates and cakes
19	Drink less sugary drinks
20	Other (specify) **Open *Position fixed*
21	None of these **Exclusive*

KANTAR TNS

Q111 - Q111_HE14: HEMOD14 | **Single coded**

Not back

Which one thing would you least like to change to make it healthier?

Please only select one item

Inverted

1	Eat more fruit and veg
2	Eat more food with fibre e.g. wholemeal bread and wholegrain
3	Eat more foods cooked from scratch
4	Eat more calories
5	Eat more starchy food e.g. bread potatoes, pasta
6	Eat more protein e.g. meat, chicken, fish, milk products, soya
7	Eat less sugary food
8	Eat less fatty food
9	Eat less red meat
10	Eat less salt in my food
11	Eat less processed foods
12	Eat less starchy food e.g. bread potatoes, pasta
13	Eat less calories
14	Eat less carbs/carbohydrates
15	Eat less protein e.g. meat, chicken, fish, milk products, soya
16	Eat smaller portions
17	Eat fewer things like crisps and savoury snacks
18	Eat fewer sweets, chocolates and cakes
19	Drink less sugary drinks
20	Other (specify) **Open *Position fixed*
21	None/don't want/need to change **Position fixed*

Q112 - Q112_HE15: HEMOD15 **Multi coded**

Not back | Min = 1 | Max = 3

And which other things would you least like to change?

Please select up to 3 further items.

Inverted

1	Eat more fruit and veg
2	Eat more food with fibre e.g. wholemeal bread and wholegrain
3	Eat more foods cooked from scratch
4	Eat more calories
5	Eat more starchy food e.g. bread potatoes, pasta
6	Eat more protein e.g. meat, chicken, fish, milk products, soya
7	Eat less sugary food
8	Eat less fatty food
9	Eat less red meat
10	Eat less salt in my food
11	Eat less processed foods
12	Eat less starchy food e.g. bread potatoes, pasta
13	Eat less calories
14	Eat less carbs/carbohydrates
15	Eat less protein e.g. meat, chicken, fish, milk products, soya
16	Eat smaller portions
17	Eat fewer things like crisps and savoury snacks
18	Eat fewer sweets, chocolates and cakes
19	Drink less sugary drinks
20	Other (specify) **Open *Position fixed*
21	None of these **Exclusive*

Scripter notes: SCRIPTER REMOVE ITEM NAMED IN PREVIOUS QUESTION FROM THE LIST

Q113 - Q113_HE16: HEMOD16 **Matrix**

Not back | Number of rows: 7 | Number of columns: 5

How important are these to you when thinking about what you eat and drink?

Inverted

	Very important	Quite important	Not very important	Not at all important	Don't know
Eating at least 5 portions of a variety of fruit and vegetables each day	❍	❍	❍	❍	❍
Choosing lean cuts of meats and leaner mince	❍	❍	❍	❍	❍
Having meals where main type of food is potatoes, bread, rice, pasta or other starchy carbohydrates	❍	❍	❍	❍	❍
Not using full fat butter and/or cream in your cooking	❍	❍	❍	❍	❍
Choosing unsaturated oils or spreads (e.g. sunflower, vegetable)	❍	❍	❍	❍	❍
Choosing dairy foods that are lower in fat	❍	❍	❍	❍	❍
Choosing dairy foods that are lower in sugar	❍	❍	❍	❍	❍
Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts	❍	❍	❍	❍	❍
Look at the front of pack traffic light, or colour coded labeling which shows how many calories, sugar, salt and saturated fats are in package foods	❍	❍	❍	❍	❍

Q114 - Q114_HE17: HEMOD17 | **Matrix**

Not back | Number of rows: 14 | Number of columns: 6

How much do you agree or disagree with the following statements that other people have made?

Random

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
It's OK to reward children with chocolate, sweets and biscuits	❍	❍	❍	❍	❍	❍
Children should avoid sugary drinks such as colas or lemonades	❍	❍	❍	❍	❍	❍
Beans and fruit and vegetables are all good sources of fibre	❍	❍	❍	❍	❍	❍
You should cut out bread, pasta, rice and potatoes to avoid gaining weight	❍	❍	❍	❍	❍	❍
Too much sugar can lead to obesity	❍	❍	❍	❍	❍	❍
Too much fat can lead to obesity	❍	❍	❍	❍	❍	❍
Too much salt can raise your blood pressure	❍	❍	❍	❍	❍	❍
Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts	❍	❍	❍	❍	❍	❍
I should avoid sugary drinks such as colas or lemonade		❍	❍	❍	❍	❍
I should only have fruit juice in small amounts	❍	❍	❍	❍	❍	❍
Alcoholic drinks can be high in calories	❍	❍	❍	❍	❍	❍
Healthy eating is too expensive	❍	❍	❍	❍	❍	❍
Most people lack time to make healthy meals	❍	❍	❍	❍	❍	❍
Healthy eating isn't appealing	❍	❍	❍	❍	❍	❍
Cafés and restaurants should display calories on menus	❍	❍	❍	❍	❍	❍
Being overweight or obese can cause some types of cancer	❍	❍	❍	❍	❍	❍

Q115 - Q115_HE18: HEMOD18 **Matrix**

Not back | Number of rows: 4 | Number of columns: 6

These statements are about food and drink in the shops. Please indicate how much you agree or disagree with each one.

Random

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Placing foods high in sugar, fat or salt next to checkouts means people buy more of these items than they would otherwise	❍	❍	❍	❍	❍	❍
Promotional offers on foods high in fat, sugar and salt should be banned	❍	❍	❍	❍	❍	❍
Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts	❍	❍	❍	❍	❍	❍
Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced	❍	❍	❍	❍	❍	❍

Q116 - Q116_HE19: HEMOD19 **Text**

Not back

Now we want you to think about the food you usually eat and drink outside your home, e.g. at work, when out and about or when eating out.

Q117 - Q117_HE20: HEMOD20 **Single coded**

Not back

How easy or difficult is it for you to eat healthily outside the home?

Please select one answer

Inverted

1 Very easy
2 Quite easy
3 Quite difficult
4 Very difficult

Q118 - Q118_HE21: HEMOD21 **Multi coded**

Not back | Min = 1

Which, if any, of the following would make it easier for you to eat healthily outside the home?

Please select all that apply

Random

1 Showing the calories in food on menus
2 Smaller portion sizes
3 More healthy options
4 Better promotion of healthy options
5 Being able spot healthy options quickly and easily
6 Lower prices for healthy options
7 Other (write in) **Open *Position fixed*
8 Nothing/none **Position fixed*
9 Don't know **Position fixed*

Q119 - Q119_HE22: HEMOD22 — **Matrix**

Not back | Number of rows: 8 | Number of columns: 6

How much you agree or disagree with the following statements?

Random

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
I don’t want to think about healthy choices when I eat out	❍	❍	❍	❍	❍	❍
There are not enough healthy choices when eating out	❍	❍	❍	❍	❍	❍
The type of food that is the most convenient to buy outside of the home is usually the least healthy e.g. crisps, burgers, sweets.	❍	❍	❍	❍	❍	❍
Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big	❍	❍	❍	❍	❍	❍
Children’s menus should offer more healthy choices	❍	❍	❍	❍	❍	❍
Children should always be offered smaller portions from the adult menu	❍	❍	❍	❍	❍	❍
Everyone (children and adults) should be able to select smaller portion sizes of items on a menu	❍	❍	❍	❍	❍	❍
Portion sizes of drinks and snacks in cinemas should be reduced	❍	❍	❍	❍	❍	❍
Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there	❍	❍	❍	❍	❍	❍

Q120 - Q120_HE23: HEMOD23 — **Single coded**

Not back

How serious a problem do you think obesity is in Scotland today?

Inverted

1 Very serious
2 Fairly serious
3 Not very serious
4 Not at all serious
5 Don’t know **Position fixed*

Q121 - Q121_HE24: HEMOD24 — **Single coded**

Not back

And how serious a problem do you think type 2 diabetes is in Scotland today?

Inverted

1 Very serious
2 Fairly serious
3 Not very serious
4 Not at all serious
5 Don’t know **Position fixed*

Q122 - Q122_HE25: HEMOD25 **Matrix**

Not back | Number of rows: 4 | Number of columns: 6

Please indicate how much you agree or disagree with the following statements

Random

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Being overweight is something you inherit from your parents	❍	❍	❍	❍	❍	❍
Most overweight people have put on weight because of a low metabolism	❍	❍	❍	❍	❍	❍
Most people who are overweight have put on weight because they eat too much	❍	❍	❍	❍	❍	❍
Most people who are overweight have put on weight because they do too little exercise	❍	❍	❍	❍	❍	❍

Q123 - Q123_HE26: HEMOD26 **Text**

Not back

To help reduce obesity and improve health and nutrition generally, the Government plans to introduce a tax on sugar drinks. This levy or surcharge will be imposed on large companies that produce high sugar drinks, particularly fizzy drinks.
Taxes on other foods and drinks have also been considered.

Q124 - Q124_HE27: HEMOD27 **Single coded**

Not back

Were you aware of this plan to introduce a tax on sugary soft drinks?

Normal

1 Yes
2 No
3 Not sure

Q125 - Q125_HE28: HEMOD28 **Matrix**

Not back | Number of rows: 3 | Number of columns: 6

Please indicate whether you are in favour or against the following.

Normal

	Strongly in favour	Slightly in favour	Neither in favour or against	Slightly against	Strongly against	Don't know
Taxing sugary drinks	❍	❍	❍	❍	❍	❍
Taxing other high sugar foods such as chocolate bars, sweets, breakfast cereals, biscuits and cakes	❍	❍	❍	❍	❍	❍
Taxing high fat foods like crisps and chocolate	❍	❍	❍	❍	❍	❍

Q126 - Q126_HE29: HEMOD29 **Single coded**

Not back

Are you in favour or against increased prices on unhealthy food and drinks as a result of this type of tax?

Inverted

1 Strongly in favour
2 Slightly in favour
3 Neither in favour nor against
4 Slightly against
5 Strongly against
6 Don't know **Position fixed*

Q127 - Q127_HE30: HEMOD30 **Single coded**

Not back

Would you be more or less in favour if the price of unhealthy foods was increased so that the price of healthy foods could go down?

Inverted

1 I would be much more in favour
2 I would be slightly more in favour
3 It makes no difference
4 I would be slightly less in favour
5 I would be much less in favour
6 Don't know **Position fixed*

Q128 - Q128_HE31: HEMOD31 **Single coded**

Not back

How likely would you be to buy / eat less of these kinds of foods (e.g. sugary drinks, chocolate bars, biscuits, sweets and cakes) if the price was raised because of added taxes?

Inverted

1 Very likely
2 Quite likely
3 Quite unlikely
4 Very unlikely
5 Don't know **Position fixed*
6 Don't buy this type of food **Position fixed*

Q129 - Q129_HE32: HEMOD32 **Single coded**

Not back

Are you in favour or against the government limiting the amount of sugar, fat or salt that is added to manufactured foods?

Inverted

1 Strongly in favour
2 Slightly in favour
3 Slightly against
4 Strongly against
5 Don't know **Position fixed*

Q130 - Q130_HE33: HEMOD33 **Multi coded**

Not back

Food Standards Scotland launched the Eatwell Guide in March last year. This guide shows the proportions in which different types of foods are needed to have a well-balanced and healthy diet.

Have you seen the Eatwell Guide?

Please tick all that apply

Random

1 Yes, online / on a website
2 Yes, in medical centre/GP/hospital/dentist
3 Yes, in school
4 Yes, at college/university
5 Yes, at workplace
6 Yes, at an event I attended
7 Yes, somewhere else (please write in) **Open *Position fixed*
8 No, not seen **Position fixed *Exclusive*
9 Don't know **Position fixed *Exclusive*

Q075 - Q75_CHANGE1: CHANGE1 **Matrix**

Number of rows: 6 | Number of columns: 3

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

(Please select one answer per action)

Rotated

	More	Less	No change
Eaten at home	❍	❍	❍
Cooked at home	❍	❍	❍
Bought takeaway food	❍	❍	❍
Prepared packed lunches	❍	❍	❍
Bought snacks and treats	❍	❍	❍
Bought snacks and treats on special offer	❍	❍	❍

Q076 - Q76_CHANGE2: CHANGE2 **Multi coded**

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

(Please select all the reasons which apply below)

Rotated

1 To save money
2 It's healthier
3 For food safety reasons
4 To avoid waste
5 Other reason **Position fixed*

Q084 - Q84_CONLIFE0: CONNECTED LIFE INTRO **Text**

Not back

Next we are going to ask you about something very different...your attitudes towards the internet and social media...

Q085 - CONLIFE1: Digital engagement **Left-right matrix**

Not back | Number of rows: 5

How important is the internet to you?

Please indicate on the scale between each pair of opposing statements the point that best summarises your point of view

Normal

I only go online occasionally	1 2 3 4 5 6 7	I use the internet constantly throughout the day
When researching products or services to buy, the internet only plays a small role in decision-making	1 2 3 4 5 6 7	When researching products or services to buy, the internet plays a large role in decision-making
The internet is only a small source of news and entertainment for me	1 2 3 4 5 6 7	The internet is my main source of news and entertainment
I only ever go online using one device	1 2 3 4 5 6 7	I go online using a range of devices
Most of my TV/video watching is through TV channels	1 2 3 4 5 6 7	Most of my TV/video watching is on demand, catch-up or online

Q086 - CONLIFE2: Social Influence **Left-right matrix**

Not back | Number of rows: 7

How important is social media to you?

Please indicate on the scale between each pair of opposing statements the point that best summarises your point of view

Normal

When making product and service decisions, I prefer to rely on official information from the brands or retailers	1 2 3 4 5 6 7	When making product and service decisions, I prefer to seek advice from social networks or forums
When making product and service decisions, I prefer to seek advice from independent review sites	1 2 3 4 5 6 7	When making product and service decisions, I prefer to seek advice from social media (e.g. forums, social networks)
I could happily live without social media	1 2 3 4 5 6 7	Social media is something I don't think I can live without
I hardy ever use social media	1 2 3 4 5 6 7	I spend a lot of my time on social media
You can't always trust what people say online about brands	1 2 3 4 5 6 7	You can trust what people say online about brands more than other sources
I rarely express my opinion online	1 2 3 4 5 6 7	I enjoy expressing my views online, in social networks, blogs, forums, etc.
I never express my opinion on brands online	1 2 3 4 5 6 7	I often express my opinion on brands online

Q082 - T5: CLASSINTRO **Text**

The last few questions are to help us analyse the findings.

Q070 - Q70: CLASSIF1 **Single coded**

Please tell me if you suffer from any of these? You do not need to tell me which, just if you suffer from any.
Asthma
Other lung problem/disease
Heart problem/disease
Diabetes
Kidney problem/disease
Liver problem/disease
Neurological conditions (including strokes)
Lowered immunity due to disease or treatment
Cancer

Normal

1	Yes
2	No
3	Don't know **Position fixed*
4	Refused **Position fixed*

Q071 - Q71: CLASSIF2 **Single coded**

Which best describes your current working status?

(Please tick one box only)

Normal

1	Self employed full time (30+ hours per week)
2	Self employed part-time (less than 30 hours per week)
3	In paid full-time employment (30+ hours per week)
4	In paid part-time employment (less than 30 hours per week)
5	Unemployed
6	Retired from paid work altogether
7	On maternity/paternity leave
8	Looking after family or home
9	Full-time student/ at school
10	Long term sick or disabled
11	Unable to work because of short-term illness or injury
12	On a government training scheme
13	Doing something else (please write in) **Open *Position fixed*
14	Would prefer not to say **Position fixed*

Q072 - Q72: CLASSIF3 **Single coded**

What is your ethnic group?

(Choose one option that best describes your ethnic group or background)

Normal

1	White (HEADER ONLY DO NOT SHOW AS CODE)
2	Scottish
3	Other British
4	Irish
5	Gypsy/Traveller
6	Polish
7	Any other White ethnic group
8	Mixed or Multiple ethnic groups (HEADER ONLY DO NOT SHOW AS CODE)
9	Any Mixed or Multiple ethnic groups
10	Asian, Asian Scottish or Asian British (HEADER ONLY DO NOT SHOW AS CODE)
11	Pakistani, Pakistani Scottish or Pakistani British
12	Indian, Indian Scottish or Indian British
13	Bangladeshi, Bangladeshi Scottish or Bangladeshi British
14	Chinese, Chinese Scottish or Chinese British
15	Any other Asian
16	African (HEADER ONLY DO NOT SHOW AS CODE)
17	African, African Scottish or African British
18	Any other African
19	Caribbean or Black (HEADER ONLY DO NOT SHOW AS CODE)
20	Caribbean, Caribbean Scottish or Caribbean British
21	Black, Black Scottish or Black British
22	Any other Caribbean or Black
23	Other ethnic group (HEADER ONLY DO NOT SHOW AS CODE)
24	Arab, Arab Scottish or Arab British
25	Any other ethnic group
26	Would prefer not to say

Q073 - Q73: CLASSIF3 **Single coded**

This study is being funded by the Food Standards Scotland (FSS). Would you be willing for FSS, or an organisation acting on their behalf, to re-contact you to ask further questions about the survey or invite you to take part in future research on this subject? There would be no obligation for you to take part.

Normal

1	Yes
2	No

Q074 - Q74: CLASSIF4 **Alpha**

Please type in your full postcode in the box below? This is for analysis purposes only and will not be used to identify you personally.

TYPE IN BOX

Q083 - T6: CLOSE **Text**

THANK YOU VERY MUCH FOR TAKING PART IN THIS IMPORTANT PIECE OF RESEARCH