# Appendix B <br> FSS Consumer Trends Survey (260141621) 

## Final Weighted Topline Questionnaire - W4 June 2017

At Wave Four, a sample of 1,000 adults aged 16+ was interviewed across Scotland between 19th and 4th July 2017.

All interviewing was conducted online using multi-media CAWI (Computer Assisted Web Interviewing). Sample was sourced from Kantar TNS' online panel, run by Lightspeed GMI, and panel partners. Quotas were set on gender, age and social grade to ensure a representative sample was interviewed, with weighting applied at the analysis stage to correct any over- or under-representation.

The weighting applied matched the population profile of adults aged 16+ in Scotland, based on 2014 Mid-year population estimates and the 2011 Census. Data for previous waves is provided for comparison where relevant.

Note that all questions were prompted unless otherwise indicated.

## Notes on tables

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

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

Any percentages calculated on small bases should be treated with caution as they may be subject to wide margins of sampling error. This is particularly true if the base comprises less than 100 respondents.
" - " Indicates a value of zero. " * " indicates a number or percentage less than 0.5.
For questions where more than one answer is allowed, the percentages representing different responses may well add to considerably more than $100 \%$.
'Nets' or 'overcodes' are sometimes used to cover two or more responses. If a respondent has made more than one of these responses, he or she will only be counted once in the overcode total, which may therefore be less than the sum of the figures for the individual responses.

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## KANTAR TNS

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## KANTAR TNS

## 1 C1 Demographics

Table C1.1
Q1. Are you?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Male | 48 | 48 | 48 | 49 |
| Female | 52 | 52 | 52 | 51 |

Table C1.2
Q2. Which of the following age groups do you fall into?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| $18-34$ | 30 | 30 | 30 | 30 |
| $35-44$ | 16 | 16 | 16 | 15 |
| $45-54$ | 18 | 18 | 18 | 18 |
| $55-64$ | 15 | 15 | 15 | 15 |
| $65-74$ | 18 | 17 | 17 | 19 |
| $75+$ | 3 | 4 | 3 | 3 |

Table C1.3
Q3. SEG

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| AB | 21 | 21 | 22 | 25 |
| C1 | 29 | 29 | 28 | 28 |
| C2 | 20 | 20 | 20 | 19 |
| DE | 30 | 30 | 30 | 29 |

Table C1.4
Q4. Which of these best describes where in Scotland you live?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | 1003 | $\mathbf{1 0 0 0}$ | 1000 | 1000 |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Northern Scotland (Grampian, Highland, <br> Perth/Tayside, Western Isles, Orkney, Shetland) | 24 | 24 | 26 | 23 |
| Central Scotland (Glasgow, Ayrshire, Lanarkshire, <br> Argyll, Edinburgh \& Lothians, Fife, Central) | 70 | 71 | 70 | 71 |
| Southern Scotland (Borders/Dumfries \& Galloway) | 6 | 5 | 3 | 6 |

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Table C1.5
Q5. How many people are there in your household altogether, including any children and yourself?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| 1 | 23 | 22 | 20 | 23 |
| 2 | 42 | 39 | 38 | 41 |
| 3 | 20 | 19 | 21 | 19 |
| 4 | 10 | 14 | 14 | 13 |
| 5 | 3 | 5 | 4 | 3 |
| 6 | 1 | 1 | 1 | 1 |
| 7 | $*$ | 1 | 1 | $*$ |
| $8+$ | $*$ | $*$ | $*$ | $*$ |

Table C1.6
Q6. Do you have any children in your household of the following ages, or is anyone in the household currently pregnant?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Any children/pregnant | $\mathbf{2 1}$ | $\mathbf{2 6}$ | $\mathbf{2 9}$ | $\mathbf{2 7}$ |
| Currently pregnant | 1 | 1 | 1 | 2 |
| Any under 5 years old | 7 | 8 | 10 | 8 |
| Any 5-11 years old | 11 | 13 | 13 | 13 |
| Any 12-15 years old | 7 | 9 | 10 | 9 |
| Any 16-17 years old | 4 | 5 | 7 | 5 |
| No - no children under 18 in household/not <br> currently pregnant | 78 | 74 | 71 | 73 |

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## 2 C2 FSS brand, knowledge and perceptions

Table C2.1
Q7. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Yes | 44 | 50 | 57 | 57 |
| No | 56 | 50 | 43 | 43 |

Table C2.2
Q8. Which of these issues do you think Food Standards Scotland is responsible for?

## All aware of FSS

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | 450 | 495 | 562 | 576 |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Any food safety | 86 | 81 | 82 | 84 |
| Ensuring the food you buy is safe to eat | 80 | 74 | 77 | 77 |
| Promoting food safety in the home | 57 | 51 | 49 | 55 |
| Promoting and enabling healthy eating | 49 | 45 | 49 | 50 |
| Ensuring food is sustainable - such as <br> reducing green house emissions and <br> reducing waste when producing food | 35 | 33 | 34 | 39 |
| Overseeing inspections of restaurants and <br> other food businesses for food hygiene | 63 | 62 | 62 | 64 |
| Net: Any labelling | 76 | 73 | 71 | 75 |
| Nutrition labelling information on food <br> packaging | 58 | 57 | 54 | 56 |
| Date labels, such as "best before" and <br> "use by" labels | 58 | 53 | 54 | 58 |
| Country of origin labels, which identify <br> where food comes from | 49 | 48 | 44 | 52 |
| Food authenticity - i.e. food is what it says <br> it is on the packaging | 65 | 62 | 62 | 67 |
| Working with the food industry and <br> business to improve standards | 75 | 70 | 73 | 74 |
| Other | $*$ | $*$ | $*$ | $*$ |
| Don't know | 4 | 5 | 4 |  |

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Table C2.3
Q9. How much do you trust or distrust Food Standards Scotland to do its job?
All aware of FSS

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{4 5 0}$ | $\mathbf{4 9 5}$ | $\mathbf{5 6 2}$ | $\mathbf{5 7 6}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Trust | $\mathbf{7 0}$ | $\mathbf{7 6}$ | $\mathbf{7 6}$ | $\mathbf{7 4}$ |
| I trust it a lot (2) | 19 | 23 | 24 | 23 |
| I trust it (1) | 51 | 53 | 52 | 52 |
| I neither trust it nor distrust it (0) | 28 | 20 | 21 | 23 |
| Net: Distrust | ${ }^{*}$ | $\mathbf{1}$ | $\mathbf{2}$ | $\mathbf{1}$ |
| I distrust it (-1) | ${ }^{*}$ | 1 | 1 | 1 |
| I distrust it a lot (-2) | - | $*$ | ${ }^{*}$ | ${ }^{*}$ |
| Don't know | 2 | 3 | 2 | 2 |

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Table C2.4
Q10. How do you rate Food Standards Scotland in terms of?

## All aware of FSS

| Base W1 450/ W2 495 / W3 562 / W4 576 |  | Top 3 box | Top 2 Box | Excellent | Very good | Good | Fair | Poor | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Working in the best interests of Scotland and people who live here \% | Wave 1 | 79 | 45 | 15 | 30 | 34 | 9 | 1 | 11 |
|  | Wave 2 | 81 | 47 | 20 | 27 | 34 | 9 | 1 | 9 |
|  | Wave 3 | 83 | 53 | 21 | 32 | 31 | 9 | 1 | 7 |
|  | Wave 4 | 84 | 53 | 19 | 34 | 31 | 8 | 1 | 7 |
| Providing the right advice about food and nutrition related issues which affect you \% | Wave 1 | 77 | 42 | 11 | 31 | 34 | 12 | 1 | 10 |
|  | Wave 2 | 78 | 44 | 13 | 31 | 34 | 11 | 2 | 10 |
|  | Wave 3 | 77 | 47 | 16 | 31 | 30 | 13 | 2 | 9 |
|  | Wave 4 | 78 | 43 | 14 | 29 | 35 | 11 | 2 | 10 |
| Being an organisation which responds quickly to problems related to food \% | Wave 1 | 70 | 39 | 11 | 27 | 31 | 13 | 2 | 15 |
|  | Wave 2 | 75 | 42 | 15 | 26 | 33 | 11 | 1 | 14 |
|  | Wave 3 | 76 | 50 | 18 | 32 | 26 | 13 | 2 | 10 |
|  | Wave 4 | 74 | 44 | 16 | 28 | 30 | 10 | 1 | 14 |
| Helping people to understand food labels and what's in their food \% | Wave 1 | 76 | 42 | 10 | 31 | 34 | 12 | 2 | 10 |
|  | Wave 2 | 76 | 43 | 14 | 29 | 32 | 13 | 2 | 9 |
|  | Wave 3 | 78 | 48 | 14 | 34 | 31 | 13 | 2 | 8 |
|  | Wave 4 | 79 | 43 | 14 | 29 | 36 | 10 | 2 | 9 |
| Ensuring that food in Scotland is safe to eat \% | Wave 1 | 83 | 49 | 16 | 32 | 35 | 9 | * | 7 |
|  | Wave 2 | 86 | 53 | 21 | 33 | 32 | 8 | 1 | 6 |
|  | Wave 3 | 85 | 54 | 21 | 33 | 31 | 8 | 1 | 6 |
|  | Wave 4 | 87 | 57 | 20 | 37 | 30 | 7 | 1 | 6 |
| Being the experts when it comes to food safety \% | Wave 1 | 81 | 46 | 13 | 32 | 35 | 9 | 1 | 9 |
|  | Wave 2 | 82 | 52 | 21 | 31 | 31 | 11 | 1 | 6 |
|  | Wave 3 | 83 | 52 | 18 | 34 | 31 | 10 | 2 | 6 |
|  | Wave 4 | 84 | 52 | 20 | 32 | 32 | 8 | 1 | 7 |
| Speaking to people in a way that's friendly and understandable \% | Wave 1 | 72 | 37 | 11 | 26 | 36 | 11 | 1 | 16 |
|  | Wave 2 | 75 | 41 | 12 | 28 | 35 | 11 | 1 | 13 |
|  | Wave 3 | 77 | 44 | 15 | 28 | 34 | 9 | 3 | 12 |
|  | Wave 4 | 74 | 38 | 15 | 24 | 36 | 11 | 1 | 14 |
| Being a dynamic and forward-looking organisation \% | Wave 1 | 71 | 36 | 11 | 25 | 35 | 12 | 2 | 15 |
|  | Wave 2 | 69 | 35 | 12 | 22 | 34 | 13 | 1 | 18 |
|  | Wave 3 | 74 | 40 | 16 | 24 | 34 | 13 | 1 | 13 |
|  | Wave 4 | 68 | 36 | 14 | 22 | 32 | 14 | 1 | 16 |

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| Taking action when needed to protect consumers \% | Wave 1 | 76 | 43 | 14 | 29 | 33 | 9 | 2 | 13 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 2 | 78 | 47 | 17 | 29 | 31 | 12 | * | 9 |
|  | Wave 3 | 82 | 51 | 19 | 31 | 31 | 9 | 2 | 8 |
|  | Wave 4 | 81 | 48 | 20 | 28 | 33 | 9 | 1 | 10 |
| Having the necessary expertise to help people in Scotland eat healthily \% | Wave 1 | 79 | 41 | 14 | 26 | 38 | 9 | 2 | 10 |
|  | Wave 2 | 80 | 46 | 19 | 30 | 33 | 10 | 1 | 10 |
|  | Wave 3 | 77 | 47 | 15 | 32 | 30 | 14 | 3 | 7 |
|  | Wave 4 | 81 | 51 | 17 | 35 | 30 | 9 | 2 | 8 |
| Providing useful food safety advice \% | Wave 1 | 80 | 44 | 13 | 31 | 36 | 10 | 1 | 8 |
|  | Wave 2 | 82 | 47 | 18 | 30 | 34 | 11 | 1 | 7 |
|  | Wave 3 | 83 | 51 | 18 | 34 | 32 | 10 | 1 | 7 |
|  | Wave 4 | 83 | 50 | 16 | 34 | 33 | 8 | 1 | 7 |

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## 3 C3 Attitudes and behaviours

Table C3. 1
Q11. How much do you agree or disagree with each of these statements?

| Base <br> W1 1003/ <br> W2 1000/ <br> W3 1000/ <br> W4 1000 |  | Agree | Definitely agree | $\begin{aligned} & \text { Tend } \\ & \text { to } \\ & \text { agree } \end{aligned}$ | Neither | Tend to disagree | Definitely disagree | Disagree | Don't know | N/A |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| I'm not generally interested in food and cooking \% | Wave 1 | 16 | 6 | 10 | 15 | 36 | 32 | 67 | 1 | 1 |
|  | Wave 2 | 17 | 5 | 12 | 16 | 33 | 33 | 65 | 1 | 1 |
|  | Wave 3 | 21 | 6 | 15 | 17 | 32 | 30 | 61 | * | 1 |
|  | Wave 4 | 16 | 5 | 11 | 15 | 31 | 36 | 67 | * | 1 |
| I don't have time to spend preparing and cooking food \% | Wave 1 | 17 | 3 | 14 | 17 | 38 | 26 | 64 | 1 | 1 |
|  | Wave 2 | 19 | 4 | 15 | 17 | 36 | 26 | 62 | 1 | 1 |
|  | Wave 3 | 21 | 5 | 16 | 19 | 34 | 24 | 58 | 1 | 2 |
|  | Wave 4 | 17 | 3 | 14 | 18 | 35 | 27 | 62 | 1 | 2 |
| The price of food means I often don't buy the food I would like to \% | Wave 1 | 43 | 14 | 29 | 19 | 26 | 10 | 36 | 1 | 1 |
|  | Wave 2 | 43 | 12 | 30 | 21 | 27 | 8 | 35 | * | 1 |
|  | Wave 3 | 46 | 13 | 33 | 19 | 25 | 9 | 34 | 1 | 1 |
|  | Wave 4 | 46 | 13 | 33 | 21 | 23 | 8 | 32 | * | 1 |
| There's so much advice about food I tend to ignore it now \% | Wave 1 | 37 | 7 | 30 | 31 | 24 | 7 | 30 | 1 | 1 |
|  | Wave 2 | 37 | 7 | 30 | 32 | 23 | 6 | 29 | 1 | 1 |
|  | Wave 3 | 35 | 7 | 28 | 32 | 23 | 8 | 31 | 1 | 1 |
|  | Wave 4 | 38 | 8 | 31 | 29 | 24 | 7 | 31 | 1 | 1 |
| When it comes to preparing and cooking food, I tend to do what I learned when I was younger \% | Wave 1 | 51 | 8 | 43 | 22 | 20 | 4 | 24 | 1 | 2 |
|  | Wave 2 | 49 | 10 | 39 | 24 | 20 | 5 | 25 | * | 1 |
|  | Wave 3 | 51 | 9 | 42 | 22 | 19 | 5 | 24 | 1 | 2 |
|  | Wave 4 | 50 | 11 | 39 | 23 | 19 | 5 | 24 | 1 | 1 |
| When I shop I just tend to buy food for the same type of meals rather than thinking about anything new \% | Wave 1 | 37 | 6 | 31 | 25 | 29 | 8 | 36 | 1 | 1 |
|  | Wave 2 | 39 | 6 | 33 | 22 | 28 | 9 | 37 | * | 1 |
|  | Wave 3 | 41 | 9 | 32 | 22 | 27 | 8 | 35 | 1 | 1 |

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|  | Wave 4 | 39 | 7 | 32 | 20 | 32 | 9 | 40 | * | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| I like to talk to people about things that interest or concern me about food and food issues \% | Wave 1 | 41 | 9 | 31 | 33 | 17 | 6 | 23 | 1 | 2 |
|  | Wave 2 | 46 | 8 | 39 | 30 | 17 | 5 | 22 | 1 | 2 |
|  | Wave 3 | 46 | 10 | 36 | 28 | 17 | 5 | 22 | 1 | 2 |
|  | Wave 4 | 46 | 9 | 37 | 30 | 16 | 6 | 22 | 1 | 2 |
| I can cook <br> Spaghetti <br> Bolognese from scratch without using a jar of pasta sauce \% | Wave 4 | 67 | 46 | 21 | 7 | 14 | 9 | 23 | 1 | 2 |
| I know how to make scrambled eggs \% | Wave 4 | 90 | 72 | 19 | 3 | 3 | 2 | 5 | * | 1 |

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Table C3.2
Q13. Please sort this list according to those which cause you and those which do not cause you concern. (Table showing proportion concerned)

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :---: | :---: | :---: | :---: | :---: |
| Base | 1003 | 1000 | 1000 | 1000 |
|  | \% | \% | \% | \% |
| Net: Any | 99 | 98 | 98 | 98 |
| Food poisoning such as Salmonella, E. coli and Campylobacter | 79 | 75 | 74 | 79 |
| Genetically Modified (GM) foods | 51 | 50 | 53 | 56 |
| The feed given to livestock | 62 | 59 | 58 | 63 |
| Animal welfare | 77 | 83 | 78 | 82 |
| The use of pesticides $\backslash$ hormones $\backslash$ steroids $\backslash$ antibiotics in growing $\backslash$ producing food | 79 | 80 | 77 | 82 |
| The use of additives (such as preservatives and colouring) in food products | 68 | 68 | 69 | 71 |
| Net: Any labelling | 56 | 55 | 54 | 54 |
| Date labels, such as "best before" and "use by" labels | 43 | 43 | 44 | 42 |
| Other information on food labels | 32 | 40 | 39 | 39 |
| Net: Any food hygiene | 81 | 78 | 75 | 76 |
| Food hygiene when eating out | 78 | 75 | 70 | 70 |
| Food hygiene at home | 36 | 43 | 45 | 44 |
| Food prices | 70 | 73 | 74 | 77 |
| Food not being what the label says it is | 79 | 78 | 74 | 74 |
| Allergens - things in food that cause allergic reactions | 45 | 46 | 45 | 49 |
| Possibility of food supply shortages | 35 | 37 | 41 | 42 |
| Impact of environment on food production (e.g. carbon emissions, water scarcity) | 56 | 57 | 60 | 63 |
| People having an unhealthy diet | 50 | 59 | 60 | 65 |
| Not concerned about any | 1 | 2 | 2 | 2 |

Table C3.3
Q14. Which one of the following are you most concerned about?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{9 9 9}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| My family or myself becoming ill through eating unsafe food | 30 | 27 | 29 | 27 |
| Eating food that isn't what it says it is without knowing | 21 | 20 | 17 | 18 |
| Making sure I / myself and my family eat a healthy, <br> balanced diet | 31 | 33 | 35 | 34 |
| Not being able to afford a healthy, balanced diet | 16 | 19 | 18 | 20 |
| Other | ${ }^{*}$ | 1 | ${ }^{*}$ | 1 |
| None | 1 | 1 | $*$ | $*$ |

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Table C3.4
Q159. 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?

| Base <br> W3 1000 / W4 1000 |  | It will <br> improve | There will be <br> no change | It will get <br> worse | Don't know |
| :--- | :--- | :---: | :---: | :---: | :---: |
| Price of food \% | Wave 3 | 9 | 21 | 62 | 9 |
|  | Wave 4 | 8 | 20 | 65 | 6 |
| Food safety \% | Wave 3 | 17 | 57 | 18 | 8 |
|  | Wave 4 | 16 | 58 | 18 | 8 |
| Food availability \% | Wave 3 | 11 | 51 | 29 | 9 |
|  | Wave 4 | 9 | 48 | 36 | 7 |
| Food being sustainable / <br> environmentally friendly \% | Wave 3 | 15 | 52 | 22 | 10 |
| Food fraud (food being what it says <br> it is on the label) \% | Wave 4 | 14 | 49 | 28 | 9 |

Table C3.5
Q15. Do you have clear information on...?

|  | Eating a healthy balanced diet |  |  |  | How to prepare and cook food safely and hygienically |  |  |  | How to check whether the food I am eating when in a bar/café/restaurant is safe |  |  |  | What the labels on the food that I buy mean |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 |
| Base | 1003 | 1000 | 1000 | $\begin{gathered} 100 \\ 0 \end{gathered}$ | 1003 | 1000 | 1000 | 1000 | 1003 | 1000 | 1000 | 1000 | 1003 | 1000 | 1000 | 1000 |
|  | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% |
| Yes | 89 | 85 | 82 | 88 | 92 | 90 | 88 | 91 | 26 | 29 | 34 | 34 | 70 | 71 | 73 | 76 |
| No | 11 | 15 | 18 | 12 | 8 | 10 | 12 | 9 | 74 | 71 | 66 | 66 | 30 | 29 | 27 | 24 |

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Table C3.6
Q16. Have you seen or heard any advertising recently about any of the following food issues?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | 999 | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Any | $\mathbf{5 4}$ | $\mathbf{6 2}$ | $\mathbf{6 6}$ | $\mathbf{6 6}$ |
| Net: Food hygiene/safety | $\mathbf{2 6}$ | $\mathbf{3 5}$ | $\mathbf{5 1}$ | $\mathbf{4 9}$ |
| Preventing food poisoning such as Salmonella, E. coli and <br> Campylobacter | 13 | 14 | - | 16 |
| Food safety when preparing and cooking food at home* | 13 | 15 | 15 | 18 |
| Food safety when cooking over the festive season* | 13 | 12 | 17 | 12 |
| Food safety when eating out* | 7 | 9 | 8 | 8 |
| Net: Food waste | $\mathbf{4 2}$ | $\mathbf{4 3}$ | $\mathbf{4 2}$ | $\mathbf{4 4}$ |
| Reducing the amount of food waste | 33 | 32 | 31 | 35 |
| Food waste recycling | 31 | 32 | 31 | 34 |
| Net: Any labelling | $\mathbf{2 3}$ | $\mathbf{2 5}$ | $\mathbf{1 8}$ | $\mathbf{2 1}$ |
| Food labelling | 17 | 20 | 15 | 18 |
| Food not being what the label says it is* | 12 | 14 | 7 | 8 |
| Net: Healthy eating | $\mathrm{n} / \mathrm{a}$ | $\mathbf{4 6}$ | $\mathbf{4 6}$ | $\mathbf{4 8}$ |
| Having a healthy diet* | 28 | 28 | 28 | 33 |
| How to barbeque chicken properly | $\mathrm{n} / \mathrm{a}$ | 9 | 8 | 9 |
| Avoiding food poisoning when barbequing | $\mathrm{n} / \mathrm{a}$ | 14 | 11 | 14 |
| Reducing the amount of treats and unhealthy snacks we <br> eat | $\mathrm{n} / \mathrm{a}$ | 23 | 22 | 24 |
| Changing what we eat how to avoid health problems later <br> in life | $\mathrm{n} / \mathrm{a}$ | 23 | 18 | 21 |
| How children's diets can affect their later in life (e.g. Type <br> 2 diabetes, heart attacks) | $\mathrm{n} / \mathrm{a}$ | 26 | 26 | 27 |
| Products being recalled | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | - | - |
| Not washing chicken/poultry | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | 27 | 25 |
| Washing hands before cooking | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | 28 | 28 |
| Eating rare burgers | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | 10 | 11 |
| Eating cheese made from unpasteurised (raw) milk | $\mathrm{n} / \mathrm{a}$ | 9 | 7 |  |
| Other | 46 | 38 | 33 | 32 |
| Not seen/heard any advertising about food issues |  |  | - | - |

*= slight change in wording in W3

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Table C3.7
Q17. Which of these best describes the level of responsibility you have for cooking and preparing food in your household?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{9 9 9}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Responsible | $\mathbf{9 5}$ | $\mathbf{9 7}$ | $\mathbf{9 5}$ | $\mathbf{9 7}$ |
| Responsible for all or most of the <br> preparation/cooking | 59 | 58 | 59 | 61 |
| Responsible for about half of the <br> preparation/cooking | 25 | 27 | 25 | 23 |
| Responsible for less than half of the <br> preparation/cooking | 11 | 12 | 11 | 12 |
| Not responsible for any of the <br> preparation/cooking | 5 | 3 | 5 | 3 |

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Table C3.9
Q19. How often do you do each of the following?
Base: All responsible for cooking and preparing food in the home

| Base W1 956 / W3 958 / W4 970 |  | Ever | Always | Most of the time | Sometimes | Never | N/A |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wash hands immediately after handling raw meat, poultry or fish \% | Wave 1 | 94 | 76 | 11 | 7 | 2 | 4 |
|  | Wave 2 | 95 | 71 | 16 | 8 | 1 | 4 |
|  | Wave 3 | 93 | 73 | 13 | 7 | 2 | 5 |
|  | Wave 4 | 94 | 77 | 11 | 6 | 1 | 5 |
| Cook food until it is steaming hot throughout \% | Wave 1 | 98 | 74 | 20 | 4 | 2 | * |
|  | Wave 2 | 99 | 68 | 26 | 5 | 1 | 1 |
|  | Wave 3 | 97 | 72 | 19 | 6 | 2 | 1 |
|  | Wave 4 | 98 | 71 | 22 | 6 | 1 | 1 |
| Eat chicken or turkey if the meat is pink or has pink or red juices \% | Wave 1 | 11 | 2 | 4 | 4 | 83 | 7 |
|  | Wave 2 | 11 | 2 | 4 | 5 | 83 | 6 |
|  | Wave 3 | 15 | 4 | 5 | 6 | 79 | 6 |
|  | Wave 4 | 9 | 2 | 3 | 5 | 83 | 8 |
| 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 \% | Wave 1 | 45 | 8 | 14 | 23 | 47 | 8 |
|  | Wave 2 | 50 | 6 | 14 | 30 | 42 | 8 |
|  | Wave 3 | 46 | 7 | 13 | 26 | 47 | 7 |
|  | Wave 4 | 47 | 7 | 14 | 26 | 44 | 9 |
| Eat burgers or sausages if the meat is pink or has pink or red juices \% | Wave 1 | 18 | 3 | 3 | 11 | 72 | 9 |
|  | Wave 2 | 16 | 2 | 4 | 10 | 76 | 8 |
|  | Wave 3 | 20 | 4 | 6 | 10 | 73 | 7 |
|  | Wave 4 | 18 | 3 | 4 | 11 | 74 | 9 |
| Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices \% | Wave 1 | 18 | 4 | 4 | 10 | 72 | 10 |
|  | Wave 2 | 17 | 3 | 3 | 11 | 71 | 11 |
|  | Wave 3 | 22 | 3 | 7 | 12 | 69 | 10 |
|  | Wave 4 | 15 | 3 | 4 | 8 | 73 | 12 |

## KANTAR TNS

## $5 \quad$ C5 Healthy eating and food allergies

Table C5.1
Q53. Thinking about the kind of foods you normally eat and drink nowadays (both for meals and snacks), how healthy do you feel these are?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | 1000 |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Healthy | $\mathbf{5 3}$ | $\mathbf{5 6}$ | $\mathbf{5 1}$ | 59 |
| Very healthy (2) | 6 | 9 | 7 | 9 |
| Quite healthy (1) | 47 | 46 | 44 | 50 |
| Neither healthy nor unhealthy (0) | 30 | 27 | 30 | 23 |
| Net: Not Healthy | $\mathbf{1 4}$ | $\mathbf{1 4}$ | $\mathbf{1 6}$ | $\mathbf{1 7}$ |
| Not very healthy (-1) | 12 | 13 | 14 | 14 |
| Not at all healthy (-2) | 2 | 1 | 2 | 2 |
| It varies too much to say (0) | 4 | 3 | 3 | 2 |

Table C5.2
Q54. And thinking about the kinds of foods other people in your household normally eat and drink (both for meals and snacks), how healthy do you feel these are?

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

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{7 5 7}$ | $\mathbf{7 7 6}$ | $\mathbf{8 0 9}$ | $\mathbf{7 7 3}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Healthy | $\mathbf{5 3}$ | 52 | $\mathbf{5 4}$ | $\mathbf{5 5}$ |
| Very healthy (2) | 7 | 10 | 8 | 8 |
| Quite healthy (1) | 47 | 43 | 47 | 47 |
| Neither healthy nor unhealthy (0) | 27 | 27 | 26 | 24 |
| Net: Not Healthy | $\mathbf{1 5}$ | $\mathbf{1 7}$ | $\mathbf{1 7}$ | $\mathbf{1 8}$ |
| Not very healthy (-1) | 13 | 15 | 15 | 16 |
| Not at all healthy (-2) | 2 | 2 | 2 | 2 |
| It varies too much to say (0) | 5 | 3 | 3 | 3 |

Table C5.3
Q55. Please indicate how much each of these concerns you?

|  | The amount of salt in food |  |  |  | The amount of sugar in food |  |  |  | The amount of fat in food |  |  |  | The amount of saturated fat in food |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 |
| Base | 1003 | 1000 | 1000 | 1000 | 1003 | 1000 | 1000 | 1000 | 1003 | 1000 | 1000 | 1000 | 1003 | 1000 | 1000 | 1000 |
|  | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% | \% |
| Net: <br> Any | 83 | 84 | 85 | 87 | 86 | 89 | 90 | 91 | 87 | 86 | 87 | 89 | 87 | 87 | 88 | 90 |
| A lot | 34 | 37 | 38 | 39 | 44 | 49 | 48 | 48 | 39 | 38 | 41 | 38 | 40 | 41 | 43 | 41 |
| A little | 49 | 47 | 48 | 48 | 42 | 40 | 42 | 43 | 48 | 48 | 46 | 51 | 47 | 47 | 45 | 48 |
| Not at all | 17 | 16 | 15 | 13 | 14 | 11 | 10 | 9 | 13 | 14 | 13 | 11 | 13 | 13 | 12 | 10 |

## KANTAR TNS,

Table C5.4
Q56. How much do you agree or disagree with each of these statements?

| Base <br> W1 1003/ W2 1000 / <br> W3 1000 / W4 1000 |  | Agree | Definitely agree | $\begin{gathered} \text { Tend } \\ \text { to } \\ \text { agree } \end{gathered}$ | Neither | Tend to disagree | Definitely disagree | Disagree | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| The experts contradict each other over what foods are good or bad for you \% | Wave 1 | 69 | 23 | 46 | 22 | 6 | 1 | 7 | 3 |
|  | Wave 2 | 71 | 26 | 45 | 20 | 6 | 1 | 7 | 2 |
|  | Wave 3 | 66 | 21 | 45 | 26 | 5 | 1 | 6 | 2 |
|  | Wave 4 | 69 | 22 | 47 | 21 | 7 | 1 | 8 | 2 |
| I get confused over what's supposed to be healthy and what isn't \% | Wave 1 | 35 | 9 | 27 | 25 | 26 | 12 | 38 | 2 |
|  | Wave 2 | 34 | 8 | 26 | 26 | 27 | 11 | 38 | 1 |
|  | Wave 3 | 37 | 8 | 29 | 27 | 25 | 9 | 34 | 1 |
|  | Wave 4 | 30 | 6 | 24 | 25 | 30 | 14 | 44 | 1 |
| As long as you take enough exercise you can eat whatever you want \% | Wave 1 | 20 | 3 | 17 | 29 | 36 | 13 | 49 | 2 |
|  | Wave 2 | 23 | 5 | 19 | 29 | 34 | 12 | 47 | 2 |
|  | Wave 3 | 23 | 5 | 17 | 28 | 36 | 12 | 48 | 2 |
|  | Wave 4 | 20 | 3 | 17 | 24 | 38 | 16 | 54 | 2 |
| I think my children are a healthy weight for their age and height \% | Wave 1 | 75 | 34 | 41 | 15 | 4 | 2 | 5 | 5 |
|  | Wave 2 | 71 | 35 | 36 | 15 | 5 | 1 | 6 | 8 |
|  | Wave 3 | 74 | 38 | 36 | 13 | 6 | 2 | 8 | 5 |
|  | Wave 4 | 74 | 38 | 36 | 17 | 4 | 1 | 5 | 5 |
| I'm worried about the possibility of me or my children getting diabetes later in life \% | Wave 1 | 41 | 11 | 30 | 28 | 21 | 6 | 28 | 3 |
|  | Wave 2 | 49 | 14 | 35 | 24 | 18 | 7 | 25 | 2 |
|  | Wave 3 | 54 | 20 | 34 | 24 | 17 | 5 | 21 | 1 |
|  | Wave 4 | 42 | 13 | 29 | 25 | 22 | 9 | 31 | 2 |
| I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease \% | Wave 1 | 85 | 45 | 40 | 11 | 2 | * | 2 | 2 |
|  | Wave 2 | 85 | 42 | 43 | 12 | 1 | 1 | 2 | 2 |
|  | Wave 3 | 85 | 46 | 39 | 11 | 3 | 1 | 3 | 1 |
|  | Wave 4 | 86 | 55 | 31 | 10 | 1 | 1 | 2 | 1 |
| I tend to eat more unhealthily at home than at work \% | Wave 1 | 18 | 4 | 15 | 33 | 27 | 18 | 44 | 4 |
|  | Wave 2 | 25 | 7 | 19 | 35 | 19 | 16 | 35 | 5 |
|  | Wave 3 | 28 | 8 | 19 | 31 | 22 | 15 | 36 | 5 |
|  | Wave 4 | 26 | 7 | 19 | 32 | 20 | 18 | 38 | 4 |
| I'm worried about the types of food my child(ren) is/are eating \% | Wave 1 | 45 | 12 | 33 | 30 | 17 | 5 | 22 | 3 |
|  | Wave 2 | 51 | 12 | 39 | 23 | 12 | 6 | 18 | 7 |
|  | Wave 3 | 55 | 16 | 39 | 25 | 12 | 4 | 15 | 4 |
|  | Wave 4 | 52 | 14 | 38 | 24 | 17 | 3 | 20 | 4 |

## KANTAR TNS

| I think the problems around people in Scotland being overweight or obese are exaggerated \% | Wave 1 | 19 | 6 | 13 | 22 | 34 | 22 | 56 | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 2 | 19 | 5 | 15 | 23 | 33 | 21 | 55 | 3 |
|  | Wave 3 | 19 | 6 | 13 | 21 | 34 | 23 | 58 | 3 |
|  | Wave 4 | 17 | 4 | 13 | 19 | 34 | 27 | 62 | 2 |
| Eating things like cakes, biscuits, chocolates or sweets makes me feel good \% | Wave 1 | 46 | 7 | 39 | 32 | 14 | 6 | 21 | 1 |
|  | Wave 2 | 48 | 10 | 38 | 31 | 14 | 6 | 20 | 1 |
|  | Wave 3 | 47 | 10 | 38 | 30 | 15 | 6 | 21 | 1 |
|  | Wave 4 | 48 | 11 | 37 | 28 | 16 | 7 | 23 | 1 |
| I think there are too many children who are not a healthy weight for their age and height who are not a healthy weight for their age and height \% | Wave 1 | 76 | 38 | 38 | 16 | 3 | 2 | 5 | 4 |
|  | Wave 2 | 76 | 35 | 41 | 17 | 3 | 1 | 4 | 4 |
|  | Wave 3 | 79 | 37 | 42 | 14 | 3 | 1 | 4 | 3 |
|  | Wave 4 | 78 | 41 | 37 | 14 | 4 | 1 | 5 | 4 |
| There are too many people who eat unhealthily in Scotland \% | Wave 1 | 74 | 35 | 39 | 15 | 4 | 2 | 6 | 4 |
|  | Wave 2 | 75 | 35 | 39 | 17 | 3 | 2 | 4 | 4 |
|  | Wave 3 | 77 | 35 | 42 | 15 | 4 | 1 | 5 | 4 |
|  | Wave 4 | 79 | 41 | 38 | 13 | 3 | 1 | 4 | 4 |
| Eating healthy food makes me feel good about myself \% | Wave 1 | 66 | 20 | 46 | 25 | 5 | 2 | 7 | 2 |
|  | Wave 2 | 66 | 24 | 41 | 28 | 4 | 1 | 5 | 1 |
|  | Wave 3 | 63 | 23 | 41 | 28 | 6 | 2 | 8 | 2 |
|  | Wave 4 | 70 | 29 | 41 | 22 | 5 | 2 | 7 | 1 |
| I know that in Scotland, we have to make some significant changes to what we eat to be more healthy \% | Wave 1 | 75 | 30 | 45 | 18 | 3 | 1 | 4 | 3 |
|  | Wave 2 | 76 | 32 | 44 | 18 | 3 | 1 | 4 | 2 |
|  | Wave 3 | 79 | 31 | 48 | 15 | 3 | 2 | 4 | 2 |
|  | Wave 4 | 82 | 39 | 43 | 12 | 3 | 1 | 4 | 2 |
| It worries me that unhealthy foods seem to be on price promotion more often than healthy ones \% | Wave 1 | 66 | 28 | 38 | 22 | 6 | 2 | 8 | 3 |
|  | Wave 2 | 68 | 32 | 36 | 21 | 6 | 3 | 9 | 2 |
|  | Wave 3 | 68 | 29 | 39 | 21 | 7 | 2 | 9 | 2 |
|  | Wave 4 | 71 | 35 | 35 | 20 | 5 | 2 | 7 | 2 |

## $K_{\text {KANTAR TNS }}$

| I know I need to do something to eat more healthily \% | Wave 1 | 51 | 12 | 39 | 28 | 15 | 4 | 20 | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 2 | 56 | 15 | 40 | 25 | 14 | 4 | 18 | 1 |
|  | Wave 3 | 61 | 17 | 44 | 23 | 12 | 3 | 14 | 1 |
|  | Wave 4 | 58 | 18 | 41 | 25 | 12 | 4 | 15 | 1 |
| 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 \% | Wave 1 | 24 | 5 | 19 | 24 | 29 | 20 | 49 | 3 |
|  | Wave 2 | 25 | 7 | 18 | 26 | 29 | 18 | 47 | 1 |
|  | Wave 3 | 29 | 9 | 20 | 25 | 28 | 17 | 45 | 1 |
|  | Wave 4 | 26 | 7 | 19 | 23 | 28 | 21 | 49 | 1 |
| I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day \% | Wave 1 | 41 | 13 | 28 | 22 | 24 | 12 | 36 | 1 |
|  | Wave 2 | 46 | 14 | 32 | 22 | 20 | 11 | 31 | 1 |
|  | Wave 3 | 50 | 13 | 38 | 18 | 20 | 11 | 30 | 1 |
|  | Wave 4 | 47 | 14 | 34 | 18 | 22 | 12 | 34 | 1 |

## KANTAR TNS

Q98. Looking at each of these statements, please indicate how regularly you do this?

| Base W2 1000 / W4 1000 |  | Ever | Always or mostly | Always or nearly always | Mostly | Sometimes | Rarely | Never | $\begin{gathered} \text { Don't } \\ \text { eat/ buy/ } \\ \text { NA } \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Eat at least 5 portions of a variety of fruit and vegetables each day \% | W2 | 93 | 38 | 14 | 24 | 35 | 21 | 5 | 1 |
|  | W4 | 96 | 46 | 22 | 24 | 32 | 18 | 4 | * |
| $\sim$ Choose lean cuts of meats and leaner mince~ \% | W2 | 90 | 31 | 8 | 23 | 43 | 16 | 5 | 5 |
|  | W4 | 88 | 59 | 28 | 31 | 22 | 6 | 2 | 10 |
| ~Eat meals where the biggest proportion of the meal is potatoes, bread, pasta or other starchy carbohydrates~ \% | W2 | 98 | 37 | 8 | 29 | 50 | 11 | 1 | 1 |
|  | W4 | 93 | 25 | 5 | 20 | 46 | 22 | 6 | 1 |
| $\sim$ Avoid using butter and/or cream in cooking~ \% | W2 | 85 | 12 | 3 | 9 | 37 | 37 | 11 | 4 |
|  | W4 | 88 | 45 | 16 | 29 | 28 | 14 | 8 | 4 |
| $\sim$ Choose unsaturated oils and spreads (e.g. sunflower, vegetable) ~ \% | W2 | 91 | 39 | 11 | 28 | 37 | 15 | 5 | 4 |
|  | W4 | 92 | 56 | 22 | 34 | 28 | 9 | 5 | 3 |
| Have dairy foods that are lower in fat \% | W2 | 88 | 36 | 11 | 25 | 35 | 17 | 7 | 5 |
|  | W4 | 89 | 41 | 12 | 29 | 34 | 14 | 7 | 4 |
| Have dairy foods that are lower in sugar \% | W2 | 85 | 31 | 9 | 22 | 36 | 17 | 6 | 9 |
|  | W4 | 86 | 37 | 10 | 27 | 33 | 16 | 6 | 8 |
| Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.) \% | W2 | 97 | 63 | 32 | 31 | 23 | 11 | 2 | 1 |
|  | W4 | 97 | 66 | 36 | 30 | 22 | 9 | 2 | 1 |
| 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 \% | W4 | 89 | 43 | 19 | 23 | 29 | 17 | 10 | 1 |

[^1]
## KANTAR TNS

Q99. For each of the following statements please indicate whether you think it is true or false.

| Base W4 1000 | True | False | Don't know |
| :--- | :---: | :---: | :---: |
| People should eat at least 10 portions of a variety of fruit and vegetables <br> each day \% (FALSE) | 41 | 50 | 9 |
| People should have meals where the biggest proportion of the meal is food <br> which is high in protein e.g. meat or fish \% (FALSE) | 55 | 30 | 16 |
| People should have meals where the biggest proportion of the meal is <br> potatoes, bread, pasta or other starchy carbohydrates \% (TRUE) | 24 | 59 | 17 |
| People should use butter and/or cream in their cooking \% (FALSE) | 23 | 58 | 19 |
| People should choose unsaturated oils and spreads (e.g. sunflower, <br> vegetable) and eat them in small amounts \% (TRUE) | 78 | 8 | 13 |
| People should choose dairy foods that are lower in fat \% (TRUE) | 68 | 18 | 14 |
| People should choose dairy foods that are lower in sugar \% (TRUE) | 70 | 12 | 18 |
| Beans and fruit and vegetables are all good sources of fibre \% (TRUE) | 92 | 3 | 5 |
| Tinned and frozen vegetables do not count towards your 5 a day \% (FALSE) | 13 | 77 | 11 |
| Pure fruit juice is high in sugar \% (TRUE) | 75 | 13 | 11 |
| People should drink at least 6 to 8 cups of fluid everyday (for example water, <br> tea or coffee, etc.) \% (TRUE) | 86 | 8 | 6 |

Q100. According to the ~ Healthy Eating advice~, how often should you eat oily fish (e.g. salmon, mackerel, sardines)?

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Once a day | 5 | 5 |
| Once a week | 70 | 75 |
| Once a fortnight | 5 | 4 |
| Once a month | 4 | 2 |
| Don't know | 15 | 14 |

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.

## KANTAR TNS

Q102. Which of these, if any, do you eat/drink in an average week?
Random. Please select all that apply

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Any (Net) | 95 | 96 |
| Crisps and savoury snacks | 58 | 59 |
| Savoury pies and pastries | 19 | 19 |
| Chocolate bars and other sweets | 49 | 50 |
| Biscuits | 57 | 58 |
| Cakes and sweet pastries | 34 | 32 |
| Cereal bars | 21 | 22 |
| Ice cream | 24 | 29 |
| Other snack | 2 | - |
| None of these snack foods | 8 | 7 |
| Pure fruit juice | 37 | 36 |
| Fizzy drinks with added sugar (non-diet) | 23 | 22 |
| Still drinks with added sugar (non-diet) | 7 | 9 |
| Sports drinks (non-diet) | 7 | 7 |
| Energy drinks | 10 | 10 |
| Squashes, cordials, diluting juice (non-diet) | 31 | 32 |
| Other types of sugary/non-diet drinks | 5 | 6 |
| Diet drinks (e.g. sugar free, zero calories fizzy or still drinks) | 34 | 34 |
| None of these drinks | 17 | 14 |

Q103. 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

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{9 1 2}$ | $\mathbf{9 2 4}$ |
|  | $\%$ | $\%$ |
| Once a week or more | 96 | $\mathbf{9 6}$ |
| Once a day or more | $\mathbf{4 4}$ | 40 |
| 6 or more times a day | 1 | 1 |
| 4 or 5 times a day | 3 | 2 |
| 2 or 3 times a day | 14 | 15 |
| Once a day | 25 | 22 |
| A few times a week | 41 | 44 |
| Once a week | 11 | 12 |
| Less than once a week | 4 | 4 |

## KANTAR TNS ${ }^{\prime}$

Q104. And how regularly would you say you consume these drinks?
DO NOT ASK IF NONE OF THESE DRINKS AT Q102

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | 664 | 687 |
|  | $\%$ | $\%$ |
| Once a week or more | 98 | 98 |
| Once a day or more | 61 | 59 |
| 6 or more times a day | 6 | 6 |
| 4 or 5 times a day | 8 | 9 |
| 2 or 3 times a day | 20 | 17 |
| Once a day | 27 | 27 |
| A few times a week | 29 | 30 |
| Once a week | 8 | 9 |
| Less than once a week | 2 | 2 |

## Q105. Sugar Drinks

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 5 g of sugar)

## ORANGE JUICE (30g)

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| $0-10 \mathrm{~g}$ | 27 | 31 |
| $11-20 \mathrm{~g}$ | 25 | 26 |
| $21-30 \mathrm{~g}$ | 22 | 22 |
| $31-40 \mathrm{~g}$ | 9 | 7 |
| $41-50 \mathrm{~g}$ | 9 | 7 |
| $51-60 \mathrm{~g}$ | 2 | 2 |
| $61-70 \mathrm{~g}$ | 1 | ${ }^{*}$ |
| $71-80 \mathrm{~g}$ | 2 | 1 |
| $81-90 \mathrm{~g}$ | 1 | ${ }^{*}$ |
| $91-100 \mathrm{~g}$ | 2 | 1 |

## KANTAR TNS ${ }^{\prime}$

## SMOOTHIE (28g)

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| $0-10 \mathrm{~g}$ | 25 | 31 |
| $11-20 \mathrm{~g}$ | 24 | 24 |
| $21-30 \mathrm{~g}$ | 24 | 23 |
| $31-40 \mathrm{~g}$ | 9 | 7 |
| $41-50 \mathrm{~g}$ | 8 | 8 |
| $51-60 \mathrm{~g}$ | 2 | 1 |
| $61-70 \mathrm{~g}$ | ${ }^{*}$ | 1 |
| $71-80 \mathrm{~g}$ | 3 | 1 |
| $81-90 \mathrm{~g}$ | 1 | ${ }^{*}$ |
| $91-100 \mathrm{~g}$ | 2 | 1 |

## SOFT DRINK (35g)

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| $0-10 \mathrm{~g}$ | 10 | 10 |
| $11-20 \mathrm{~g}$ | 13 | 15 |
| $21-30 \mathrm{~g}$ | 19 | 21 |
| $31-40 \mathrm{~g}$ | 16 | 17 |
| $41-50 \mathrm{~g}$ | 18 | 16 |
| $51-60 \mathrm{~g}$ | 6 | 5 |
| $61-70 \mathrm{~g}$ | 1 | 2 |
| $71-80 \mathrm{~g}$ | 6 | 4 |
| $81-90 \mathrm{~g}$ | 1 | 1 |
| $91-100 \mathrm{~g}$ | 5 | 5 |

DIET DRINK (0g)

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| $0-10 \mathrm{~g}$ | 64 | 63 |
| $11-20 \mathrm{~g}$ | 11 | 11 |
| $21-30 \mathrm{~g}$ | 11 | 12 |
| $31-40 \mathrm{~g}$ | 4 | 4 |
| $41-50 \mathrm{~g}$ | 4 | 5 |
| $51-60 \mathrm{~g}$ | 1 | 1 |
| $61-70 \mathrm{~g}$ | ${ }^{*}$ | 1 |
| $71-80 \mathrm{~g}$ | 1 | 1 |
| $81-90 \mathrm{~g}$ | ${ }^{*}$ | ${ }^{*}$ |
| $91-100 \mathrm{~g}$ | 1 | 1 |

## KANTAR TNS,

## ENERGY DRINK (55g)

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| $0-10 \mathrm{~g}$ | 11 | 13 |
| $11-20 \mathrm{~g}$ | 12 | 15 |
| $21-30 \mathrm{~g}$ | 18 | 21 |
| $31-40 \mathrm{~g}$ | 14 | 13 |
| $41-50 \mathrm{~g}$ | 17 | 14 |
| $51-60 \mathrm{~g}$ | 5 | 5 |
| $61-70 \mathrm{~g}$ | 2 | 2 |
| $71-80 \mathrm{~g}$ | 6 | 6 |
| $81-90 \mathrm{~g}$ | 1 | 1 |
| $91-100 \mathrm{~g}$ | 7 | 5 |

## SPORTS DRINK (18g)

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| $0-10 \mathrm{~g}$ | 16 | 19 |
| $11-20 \mathrm{~g}$ | 21 | 18 |
| $21-30 \mathrm{~g}$ | 19 | 21 |
| $31-40 \mathrm{~g}$ | 13 | 13 |
| $41-50 \mathrm{~g}$ | 14 | 12 |
| $51-60 \mathrm{~g}$ | 3 | 4 |
| $61-70 \mathrm{~g}$ | 1 | 1 |
| $71-80 \mathrm{~g}$ | 5 | 4 |
| $81-90 \mathrm{~g}$ | 1 | 1 |
| $91-100 \mathrm{~g}$ | 3 | 4 |

## KANTAR TNS,

Q106. How many calories should an average man have per day?
Type in

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| $\mathbf{2 5 0 0}$ (Correct) | $\mathbf{3 0}$ | $\mathbf{3 0}$ |
| 1000 | $\star$ | 1 |
| 1500 | 2 | 2 |
| 2000 | 18 | 19 |
| 2500 | 30 | 30 |
| 3000 | 5 | 4 |
| Don't know | 30 | 30 |

Q107. How many calories should an average woman have per day?
Type in

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| $\mathbf{2 0 0 0}$ (Correct) | $\mathbf{3 2}$ | $\mathbf{3 0}$ |
| 1000 | 2 | 3 |
| 1500 | 13 | 13 |
| 2000 | 32 | 30 |
| 2500 | 4 | 3 |
| 3000 | 1 | 1 |
| Don't know | 29 | 29 |

Q108. If you drink alcoholic drinks, are you aware of how many calories are in them? SINGLE CODED

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Yes | $\mathbf{2 8}$ | $\mathbf{2 9}$ |
| Yes - every time I drink them | 7 | 8 |
| Yes - some of the time when I drink them | 21 | 21 |
| No - never think of the calories when I drink them | 43 | 41 |
| I don't drink alcoholic drinks | 23 | 26 |
| Don't know | 5 | 4 |

## KANTAR TNS

Q109. Which one of these would you most like to change about your diet to make it healthier? SINGLE CODED Please only select one item

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Any | $\mathbf{8 7}$ | $\mathbf{9 0}$ |
| Eat more fruit and veg | 17 | 19 |
| Eat more food with fibre e.g. wholemeal bread and wholegrain | 3 | 3 |
| Eat more foods cooked from scratch | 4 | 5 |
| Eat more calories | ${ }^{*}$ | 1 |
| Eat more starchy food e.g. bread potatoes, pasta | ${ }^{*}$ | - |
| Eat more protein e.g. meat, chicken, fish, milk products, soya | 2 | 2 |
| Eat less sugary food | 6 | 4 |
| Eat less fatty food | 3 | 3 |
| Eat less red meat | 1 | 1 |
| Eat less salt in my food | 1 | 3 |
| Eat less processed foods | 5 | 4 |
| Eat less starchy food e.g. bread potatoes, pasta | 2 | 1 |
| Eat less calories | 7 | 5 |
| Eat less carbs/carbohydrates | 2 | 2 |
| Eat less protein e.g. meat, chicken, fish, milk products, soya | ${ }^{*}$ | ${ }^{*}$ |
| Eat smaller portions | 7 | 8 |
| Eat fewer things like crisps and savoury snacks | 5 | 6 |
| Eat fewer sweets, chocolates and cakes | 15 | 14 |
| Drink less sugary drinks | 5 | 6 |
| Other | 1 | 1 |
| None/don't want/need to change | 13 | 10 |
|  |  |  |

## KANTAR TNS,

Q110. And which other things would you most like to change about your diet to make it healthier?
Please select up to 3 further items

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Any | 84 | $\mathbf{8 7}$ |
| Eat more fruit and veg | 23 | 26 |
| Eat more food with fibre e.g. wholemeal bread and wholegrain | 9 | 13 |
| Eat more foods cooked from scratch | 11 | 14 |
| Eat more calories | 2 | 1 |
| Eat more starchy food e.g. bread potatoes, pasta | 2 | 2 |
| Eat more protein e.g. meat, chicken, fish, milk products, soya | 9 | 7 |
| Eat less sugary food | 20 | 20 |
| Eat less fatty food | 14 | 16 |
| Eat less red meat | 3 | 4 |
| Eat less salt in my food | 11 | 12 |
| Eat less processed foods | 14 | 17 |
| Eat less starchy food e.g. bread potatoes, pasta | 7 | 6 |
| Eat less calories | 14 | 13 |
| Eat less carbs/carbohydrates | 8 | 7 |
| Eat less protein e.g. meat, chicken, fish, milk products, soya | 1 | 1 |
| Eat smaller portions | 17 | 15 |
| Eat fewer things like crisps and savoury snacks | 16 | 19 |
| Eat fewer sweets, chocolates and cakes | 21 | 22 |
| Drink less sugary drinks | 10 | 10 |
| Other | 1 | 1 |
| None/don't want/need to change | 3 | 2 |

## KANTAR TNS

Q111. Which one thing would you least like to change to make it healthier? SINGLE CODED

Please only select one item

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Any | 79 | $\mathbf{8 2}$ |
| Eat more fruit and veg | 5 | 4 |
| Eat more food with fibre e.g. wholemeal bread and wholegrain | 3 | 3 |
| Eat more foods cooked from scratch | 4 | 4 |
| Eat more calories | 9 | 7 |
| Eat more starchy food e.g. bread potatoes, pasta | 3 | 4 |
| Eat more protein e.g. meat, chicken, fish, milk products, soya | 3 | 4 |
| Eat less sugary food | 3 | 4 |
| Eat less fatty food | 2 | 3 |
| Eat less red meat | 5 | 6 |
| Eat less salt in my food | 4 | 3 |
| Eat less processed foods | 2 | 2 |
| Eat less starchy food e.g. bread potatoes, pasta | 5 | 5 |
| Eat less calories | 3 | 3 |
| Eat less carbs/carbohydrates | 7 | 3 |
| Eat less protein e.g. meat, chicken, fish, milk products, soya | 7 | 7 |
| Eat smaller portions | 5 | 7 |
| Eat fewer things like crisps and savoury snacks | 5 | 4 |
| Eat fewer sweets, chocolates and cakes | 2 | 4 |
| Drink less sugary drinks | $*$ | 3 |
| Other | 20 | 18 |
| None/don't want/need to change |  |  |
|  |  | 2 |

## KANTAR TNS

Q112. And which other things would you least like to change?
Please select up to 3 further items

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Any | $\mathbf{7 9}$ | $\mathbf{7 3}$ |
| Eat more fruit and veg | 9 | 7 |
| Eat more food with fibre e.g. wholemeal bread and wholegrain | 9 | 9 |
| Eat more foods cooked from scratch | 8 | 7 |
| Eat more calories | 7 | 8 |
| Eat more starchy food e.g. bread potatoes, pasta | 9 | 8 |
| Eat more protein e.g. meat, chicken, fish, milk products, soya | 9 | 8 |
| Eat less sugary food | 9 | 10 |
| Eat less fatty food | 10 | 9 |
| Eat less red meat | 13 | 12 |
| Eat less salt in my food | 10 | 10 |
| Eat less processed foods | 10 | 7 |
| Eat less starchy food e.g. bread potatoes, pasta | 10 | 11 |
| Eat less calories | 10 | 9 |
| Eat less carbs/carbohydrates | 10 | 11 |
| Eat less protein e.g. meat, chicken, fish, milk products, soya | 12 | 13 |
| Eat smaller portions | 14 | 13 |
| Eat fewer things like crisps and savoury snacks | 11 | 10 |
| Eat fewer sweets, chocolates and cakes | 10 | 7 |
| Drink less sugary drinks | 6 | 6 |
| Other | - | - |
| None/don't want/need to change | 11 | 10 |

## KANTAR TNS

Q113. How important are these to you when thinking about what you eat and drink? INVERTED

| Base W2 1000 / W4 1000 |  | Important | Very important | Quite important | Not very important | Not at all important | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Eat at least 5 portions of a variety of fruit and vegetables each day \% | W2 | 81 | 42 | 40 | 13 | 2 | 3 |
|  | W4 | 82 | 41 | 41 | 12 | 3 | 3 |
| $\sim$ Choosing lean cuts of meats and leaner mince~ \% | W2 | 69 | 26 | 42 | 18 | 8 | 5 |
|  | W4 | 76 | 36 | 39 | 12 | 4 | 8 |
| Having meals where main type of food is potatoes, bread, rice, pasta or other starchy carbohydrates \% | W2 | 56 | 12 | 44 | 31 | 8 | 5 |
|  | W4 | 45 | 12 | 33 | 36 | 12 | 7 |
| ~Not using full fat butter and/or cream in your cooking~ \% | W2 | 33 | 11 | 22 | 33 | 29 | 6 |
|  | W4 | 60 | 25 | 36 | 24 | 10 | 5 |
| Choosing unsaturated oils or spreads (e.g. sunflower, vegetable) \% | W2 | 69 | 22 | 46 | 20 | 6 | 5 |
|  | W4 | 73 | 28 | 44 | 18 | 5 | 5 |
| Choosing dairy foods that are lower in fat \% | W2 | 61 | 21 | 40 | 24 | 10 | 5 |
|  | W4 | 62 | 21 | 41 | 25 | 8 | 5 |
| Choosing dairy foods that are lower in sugar \% | W2 | 63 | 22 | 41 | 22 | 9 | 7 |
|  | W4 | 61 | 21 | 41 | 24 | 8 | 6 |
| Only having foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts \% | W4 | 64 | 25 | 39 | 17 | 14 | 5 |
| 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 \% | W4 | 65 | 24 | 41 | 23 | 7 | 5 |

' $\sim$ ' Denotes a change in the question text at Wave 4 compared to previous waves

## KANTAR TNS

Q114. How much do you agree or disagree with the following statements that other people have made?

| Base W2 1000 / W4 1000 |  | Agree | Strongly agree | Agree | Neither | Disagree | Strongly disagree | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| It's OK to reward children with chocolate, sweets and biscuits \% | W2 | 25 | 3 | 22 | 32 | 28 | 12 | 3 |
|  | W4 | 24 | 4 | 20 | 31 | 30 | 12 | 2 |
| Children should avoid sugary drinks such as colas or lemonades \% | W2 | 84 | 44 | 40 | 10 | 2 | 2 | 2 |
|  | W4 | 87 | 50 | 38 | 9 | 2 | 1 | 2 |
| ~Beans and fruit and vegetables are all good sources of fibre~ \% | W2 | 87 | 39 | 48 | 8 | 1 | 1 | 2 |
|  | W4 | 89 | 50 | 39 | 6 | 1 | * | 3 |
| $\sim$ You should cut out bread, pasta, rice and potatoes to avoid gaining weight~ \% | W2 | 26 | 5 | 21 | 32 | 31 | 7 | 4 |
|  | W4 | 32 | 8 | 24 | 29 | 28 | 7 | 4 |
| $\sim$ Too much sugar can lead to obesity~ \% | W2 | 72 | 27 | 45 | 17 | 6 | 1 | 4 |
|  | W4 | 90 | 50 | 40 | 6 | 1 | * | 2 |
| ~Too much fat can lead to obesity~ \% | W2 | 61 | 21 | 40 | 23 | 10 | 2 | 3 |
|  | W4 | 86 | 47 | 39 | 10 | 2 | 1 | 2 |
| Too much salt can raise your blood pressure \% | W2 | 81 | 33 | 48 | 11 | 2 | 1 | 6 |
|  | W4 | 87 | 45 | 41 | 8 | 1 | * | 4 |
| Snacks, such as biscuits, cakes, confectionery and savoury snacks between meals should only be eaten occasionally and in small amounts \% | W2 | 83 | 26 | 57 | 11 | 2 | 1 | 2 |
|  | W4 | 87 | 33 | 53 | 9 | 2 | * | 2 |
| I should avoid sugary drinks such as colas or lemonade \% | W2 | 79 | 37 | 42 | 13 | 3 | 2 | 2 |
|  | W4 | 83 | 43 | 41 | 11 | 4 | 1 | 1 |
| I should only have fruit juice in small amounts \% | W2 | 59 | 12 | 47 | 24 | 11 | 2 | 4 |
|  | W4 | 63 | 16 | 48 | 20 | 10 | 2 | 4 |
| Alcoholic drinks can be high in calories \% | W2 | 85 | 40 | 45 | 8 | 1 | 1 | 5 |
|  | W4 | 87 | 47 | 40 | 8 | 1 | * | 4 |
| Healthy eating is too expensive \% | W2 | 41 | 12 | 29 | 25 | 22 | 10 | 2 |
|  | W4 | 47 | 13 | 34 | 23 | 20 | 9 | 2 |
| Most people lack time to make healthy meals \% | W2 | 46 | 9 | 37 | 22 | 21 | 7 | 4 |
|  | W4 | 47 | 11 | 36 | 23 | 20 | 7 | 4 |
| Healthy eating isn't appealing \% | W2 | 21 | 6 | 15 | 25 | 33 | 20 | 2 |
|  | W4 | 22 | 4 | 18 | 23 | 36 | 17 | 2 |
| Cafes and restaurants should display calories on menus \% | W4 | 66 | 25 | 41 | 21 | 8 | 2 | 2 |
| Being overweight or obese can cause some types of cancer \% | W4 | 80 | 41 | 39 | 10 | 2 | 1 | 7 |

$\sim$ ' Denotes a change in the question text at Wave 4 compared to previous waves

## KANTAR TNS

Q115. These statements are about food and drink in the shops. Please indicate how much you agree or disagree with each one.

| Base W2 1000 / W4 1000 |  | Agree | Strongly agree | Agree | Neither | 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 \% | W2 | 66 | 21 | 45 | 20 | 8 | 3 | 4 |
|  | W4 | 69 | 24 | 46 | 18 | 7 | 2 | 3 |
| $\sim$ Promotional offers on foods high in fat, sugar and salt should be banned~ \% | W2 | 46 | 16 | 30 | 28 | 16 | 7 | 4 |
|  | W4 | 49 | 20 | 29 | 28 | 15 | 6 | 2 |
| Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts \% | W2 | 54 | 20 | 34 | 27 | 10 | 5 | 3 |
|  | W4 | 60 | 24 | 36 | 22 | 11 | 4 | 3 |
| Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced \% | W2 | 38 | 8 | 30 | 32 | 20 | 7 | 4 |
|  | W4 | 43 | 11 | 31 | 27 | 20 | 7 | 3 |

' Denotes a change in the question text at Wave 4 compared to previous waves
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. How easy or difficult is it for you to eat healthily outside the home?
Single coded

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Easy | $\mathbf{5 5}$ | 55 |
| Very easy | 12 | 13 |
| Quite easy | 42 | 42 |
| Difficult | $\mathbf{4 5}$ | $\mathbf{4 5}$ |
| Quite difficult | 36 | 39 |
| Very difficult | 10 | 6 |

## KANTAR TNS,

Q118. Which, if any, of the following would make it easier for you to eat healthily outside the home?
Please select all that apply

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Any | $\mathbf{8 4}$ | $\mathbf{8 5}$ |
| Showing the calories in food on menus | 32 | 32 |
| Smaller portion sizes | 21 | 22 |
| More healthy options | 45 | 47 |
| Better promotion of healthy options | 36 | 37 |
| Being able to spot healthy options quickly and easily | 34 | 34 |
| Lower prices for healthy options | 47 | 46 |
| Vegetarian/vegan options | 1 | ${ }^{*}$ |
| Other | 1 | ${ }^{*}$ |
| Nothing/none | 10 | 9 |
| Don't know | 6 | 5 |

Q119. How much you agree or disagree with the following statements?

| Base W2 1000 / W4 1000 |  | Agree | Strongly agree | Agree | Neither | Disagree | Strongly disagree | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| I don't want to think about healthy choices when I eat out \% | W2 | 33 | 6 | 27 | 32 | 26 | 8 | 2 |
|  | W4 | 34 | 6 | 27 | 31 | 26 | 8 | 2 |
| There are not enough healthy choices when eating out \% | W2 | 56 | 16 | 41 | 27 | 12 | 2 | 3 |
|  | W4 | 60 | 17 | 43 | 24 | 11 | 2 | 3 |
| 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 \% | W2 | 74 | 27 | 47 | 17 | 5 | 2 | 2 |
|  | W4 | 77 | 30 | 47 | 14 | 5 | 1 | 2 |
| Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big \% | W2 | 37 | 8 | 29 | 36 | 19 | 4 | 4 |
|  | W4 | 42 | 13 | 28 | 33 | 19 | 4 | 2 |
| Children's menus should offer more healthy choices \% | W2 | 81 | 28 | 52 | 14 | 1 | 1 | 4 |
|  | W4 | 82 | 32 | 51 | 11 | 2 | 1 | 4 |
| Children should always be offered smaller portions from the adult menu \% | W2 | 69 | 18 | 51 | 22 | 5 | 1 | 4 |
|  | W4 | 76 | 22 | 54 | 16 | 4 | 1 | 3 |
| Everyone (children and adults) should be able to select smaller portion sizes of items on a menu \% | W2 | 79 | 24 | 55 | 15 | 3 | 1 | 3 |
|  | W4 | 82 | 29 | 53 | 13 | 3 | * | 2 |
| Portion sizes of drinks and snacks in cinemas should be reduced \% | W2 | 49 | 16 | 33 | 27 | 12 | 4 | 9 |
|  | W4 | 52 | 21 | 31 | 24 | 11 | 4 | 8 |
| Having calories for meals displayed on a restaurant or café menu would make me more likely to choose to eat there \% | W4 | 53 | 16 | 36 | 27 | 11 | 7 | 2 |

## KANTAR TNS,

Q120. How serious a problem do you think obesity is in Scotland today?

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | 1000 | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Serious | 89 | 91 |
| Very serious | 41 | 46 |
| Fairly serious | 48 | 45 |
| Not serious | 7 | 5 |
| Not very serious | 6 | 5 |
| Not at all serious | 1 | 1 |
| Don't know | 4 | 4 |

Q121. How serious a problem do you think ~type 2~ diabetes is in Scotland today?

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Serious | $\mathbf{8 8}$ | $\mathbf{8 7}$ |
| Very serious | 41 | 43 |
| Fairly serious | 47 | 44 |
| Not serious | 5 | 4 |
| Not very serious | 4 | 3 |
| Not at all serious | 1 | ${ }^{*}$ |
| Don't know | 7 | 9 |

Q122. Please indicate how much you agree or disagree with the following statements.

| Base W2 1000 / W4 1000 |  | Agree | Strongly agree | Agree | Neither | Disagree | Strongly disagree | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Being overweight is something you inherit from your parents \% | W2 | 16 | 2 | 14 | 30 | 36 | 15 | 3 |
|  | W4 | 18 | 3 | 14 | 28 | 36 | 15 | 3 |
| Most overweight people have put on weight because of a low metabolism \% | W2 | 18 | 3 | 15 | 34 | 30 | 10 | 8 |
|  | W4 | 22 | 4 | 18 | 27 | 34 | 11 | 5 |
| Most people who are overweight have put on weight because they eat too much \% | W2 | 73 | 25 | 49 | 18 | 5 | 1 | 3 |
|  | W4 | 76 | 29 | 47 | 15 | 5 | * | 3 |
| Most people who are overweight have put on weight because they do too little exercise \% | W2 | 73 | 19 | 53 | 19 | 5 | * | 3 |
|  | W4 | 71 | 20 | 52 | 18 | 7 | 1 | 3 |

## KANTAR TNS

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

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Yes | 85 | 77 |
| No | 11 | 18 |
| Not sure | 4 | 5 |

Q125. Please indicate whether you are in favour or against the following.

| Base W2 1000 / W4 1000 |  | Strongly in favour | Slightly in favour | Neither | Slightly against | Strongly against | Don't know |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Taxing sugary drinks \% | W2 | 28 | 25 | 16 | 13 | 17 | 1 |
|  | W4 | 30 | 28 | 15 | 11 | 14 | 2 |
| Taxing other high sugar foods such as chocolate bars, sweets, breakfast cereals, biscuits and cakes \% | W2 | 20 | 26 | 18 | 14 | 19 | 2 |
|  | W4 | 23 | 29 | 16 | 14 | 17 | 1 |
| Taxing high fat foods like crisps and chocolate \% | W2 | 20 | 25 | 18 | 16 | 19 | 2 |
|  | W4 | 22 | 28 | 18 | 14 | 17 | 2 |

Q126. Are you in favour or against increased prices on unhealthy food and drinks as a result of this type of tax?

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Strongly in favour | 18 | 21 |
| Slightly in favour | 27 | 25 |
| Neither in favour nor against | 17 | 18 |
| Slightly against | 14 | 15 |
| Strongly against | 21 | 19 |
| Don't know | 3 | 2 |

## KANTAR TNS

Q127. 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?

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| I would be much more in favour | 33 | 35 |
| I would be slightly more in favour | 26 | 29 |
| It makes no difference | 30 | 26 |
| I would be slightly less in favour | 3 | 3 |
| I would be much less in favour | 4 | 4 |
| Don't know | 4 | 3 |

Q128. 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?

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Very likely | 17 | 19 |
| Quite likely | 31 | 31 |
| Quite unlikely | 20 | 18 |
| Very unlikely | 13 | 12 |
| Don't know | 12 | 13 |
| Don't buy this type of food | 8 | 7 |

Q129. Are you in favour or against the government limiting the amount of sugar, fat or salt that is added to manufactured foods?

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Strongly in favour | 40 | 41 |
| Slightly in favour | 35 | 35 |
| Slightly against | 9 | 9 |
| Strongly against | 8 | 8 |
| Don't know | 8 | 7 |

## KANTAR TNS

Q130. 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?

|  | Wave 2 | Wave 4 |
| :--- | :---: | :---: |
| Base | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ |
| Yes | $\mathbf{2 7}$ | $\mathbf{3 4}$ |
| Yes, online / on a website | 8 | 11 |
| Yes, in medical centre/GP/hospital/dentist | 9 | 15 |
| Yes, in school | 11 | 11 |
| Yes, at college/university | 3 | 6 |
| Yes, at workplace | 5 | 6 |
| Yes, at an event I attended | 3 | 4 |
| Yes, somewhere else | 1 | 1 |
| No, not seen | 70 | 62 |
| Don't know | 3 | 3 |

Q75/Q76. 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.

| Base W1 1003 / W2 1000 / W4 1000 |  | More | Less | No change |
| :--- | :--- | :---: | :---: | :---: |
| Eaten at home \% | Wave 1 | 38 | 5 | 57 |
|  | Wave 2 | 35 | 4 | 61 |
|  | Wave 4 | 39 | 6 | 56 |
| Cooked at home \% | Wave 1 | 38 | 5 | 56 |
|  | Wave 2 | 36 | 5 | 59 |
|  | Wave 4 | 39 | 8 | 53 |
| Bought takeaway food \% | Wave 1 | 7 | 43 | 50 |
|  | Wave 2 | 9 | 42 | 49 |
|  | Wave 4 | 10 | 42 | 48 |
| Prepared packed lunches \% | Wave 1 | 15 | 15 | 70 |
|  | Wave 2 | 18 | 15 | 67 |
|  | Wave 4 | 22 | 14 | 64 |
| Bought snacks and treats on special offer \% | Wave 1 | 14 | 25 | 61 |
|  | Wave 2 | 14 | 23 | 62 |
|  | Wave 4 | 15 | 23 | 61 |
| Bought snacks and treats \% | Wave 1 | 16 | 16 | 67 |
|  | Wave 2 | 11 | 31 | 58 |
|  | Wave 4 | 13 | 29 | 58 |

KANTAR TNS $_{\text {T }}$
Q75/Q76. You said that you had [INSERT ACTION] [INSERT IF MORE OR LESS] in the last 6 months. Why have you made this change?

| Base W1 1003 / W2 1000 / W4 1000 | Eaten at home |  |  | Cooked at home |  |  | Bought takeaway food |  |  | Prepared packed lunches |  |  | Bought snacks and treats on special offer |  |  | Bought snacks and treats |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { W1 } \\ \% \end{gathered}$ | $\begin{gathered} \text { W } 2 \\ \% \end{gathered}$ | $\begin{gathered} \text { W4 } \\ \text { \% } \\ \hline \end{gathered}$ | $\begin{gathered} \text { W1 } \\ \% \end{gathered}$ | $\begin{aligned} & \text { W2 } \\ & \% \end{aligned}$ | $\begin{gathered} \text { W4 } \\ \% \end{gathered}$ | $\begin{gathered} \text { W1 } \\ \text { \% } \end{gathered}$ | $\begin{gathered} \text { W2 } \\ \% \end{gathered}$ | $\begin{array}{\|c\|} \hline \text { W4 } \\ \text { \% } \end{array}$ | $\begin{gathered} \text { W1 } \\ \% \end{gathered}$ | $\begin{gathered} \text { W2 } \\ \% \end{gathered}$ | $\begin{gathered} \text { W4 } \\ \% \end{gathered}$ | $\begin{gathered} \text { W1 } \\ \% \end{gathered}$ | $\begin{gathered} \text { W2 } \\ \% \end{gathered}$ | $\begin{gathered} \hline \text { W4 } \\ \text { \% } \end{gathered}$ | $\begin{gathered} \text { W2 } \\ \% \end{gathered}$ | $\begin{gathered} \text { W4 } \\ \% \end{gathered}$ |
| MORE | 38 | 35 | 39 | 38 | 36 | 39 | 7 | 9 | 10 | 15 | 18 | 22 | 14 | 14 | 15 | 11 | 13 |
| To save money | 30 | 23 | 27 | 28 | 22 | 25 | 1 | 1 | 1 | 11 | 12 | 15 | 8 | 10 | 9 | 3 | 3 |
| It's healthier | 15 | 18 | 18 | 21 | 21 | 24 | * | 1 | 2 | 7 | 10 | 11 | 1 | 1 | 1 | 1 | 2 |
| For food safety reasons | 3 | 3 | 3 | 4 | 3 | 3 | - | 1 | 1 | 1 | 1 | 2 | * | 1 | 1 | 1 | 1 |
| To avoid waste | 9 | 5 | 6 | 9 | 8 | 7 | 1 | 1 | 1 | 3 | 3 | 4 | 1 | 1 | 1 | 1 | 1 |
| Other reason | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 7 | 6 | 1 | 1 | 2 | 5 | 4 | 4 | 7 | 8 |
| LESS | 5 | 4 | 6 | 5 | 5 | 8 | 43 | 42 | 42 | 15 | 15 | 14 | 25 | 23 | 23 | 31 | 29 |
| To save money | 1 | 1 | 2 | 2 | 1 | 2 | 32 | 29 | 31 | 3 | 3 | 4 | 11 | 11 | 13 | 14 | 15 |
| It's healthier | 1 | 1 | 1 | * | 1 | 2 | 17 | 18 | 19 | 2 | 3 | 2 | 14 | 13 | 15 | 19 | 19 |
| For food safety reasons | 1 | 1 | 1 | 1 | * | 1 | 4 | 4 | 2 | 1 | * | 1 | 1 | 1 | 1 | 1 | 2 |
| To avoid waste | 1 | * | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 2 | 1 | 2 | 4 | 2 | 4 | 4 | 2 |
| Other reason | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 9 | 8 | 6 | 2 | 2 | * | 2 | 1 |
| NO CHANGE | 57 | 61 | 56 | 56 | 59 | 53 | 50 | 49 | 48 | 70 | 67 | 64 | 61 | 62 | 61 | 58 | 58 |

## KANTAR TNS

## 6 C6 Classification and demographics

Table C6. 1
Q57. Which, if any, of the following applies to you?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Any Vegetarian/vegan | $\mathbf{1 3}$ | $\mathbf{1 3}$ | $\mathbf{1 2}$ | $\mathbf{1 5}$ |
| Completely vegetarian | 4 | 5 | 4 | 5 |
| Partly vegetarian | 8 | 8 | 8 | 9 |
| Vegan | 2 | 1 | 2 | 1 |
| Allergic to certain foods or ingredients | 7 | 6 | 7 | 6 |
| Net: Any Diet | $\mathbf{2 0}$ | $\mathbf{2 6}$ | $\mathbf{2 1}$ | $\mathbf{2 5}$ |
| On a diet trying to lose weight | 16 | 21 | 16 | 21 |
| On a diet trying to gain weight | 2 | 2 | 1 | 1 |
| On a diet due to diabetes | 5 | 4 | 5 | 4 |
| Net: Any reducing specific element | $\mathbf{3 6}$ | $\mathbf{3 8}$ | $\mathbf{4 0}$ | $\mathbf{3 8}$ |
| Reducing the amount of fat in my diet | 25 | 25 | 27 | 25 |
| Reducing the amount of sugar in my diet | 29 | 31 | 32 | 31 |
| Reducing the amount of starchy foods in my diet | 10 | 12 | 11 | 13 |
| Net: Any increasing specific element | $\mathbf{8}$ | $\mathbf{9}$ | $\mathbf{1 0}$ | $\mathbf{1 0}$ |
| Increasing the amount of protein in my diet | 8 | 9 | 9 | 10 |
| Increasing the amount of starchy foods in my diet | 1 | 2 | 1 | 1 |
| Net: Any avoiding food for other reason | $\mathbf{1 7}$ | $\mathbf{1 7}$ | $\mathbf{1 8}$ | $\mathbf{1 9}$ |
| Avoid certain food for religious or cultural reasons | 1 | 2 | 2 | 1 |
| Avoid certain food for medical reasons other than a <br> food allergy e.g. diabetes | 5 | 6 | 6 | 7 |
| Avoid certain foods for other reasons (e.g. foods that <br> don't seem to agree with me) | 12 | 10 | 12 | 13 |
| Reducing the amount of salt in my diet | 1 | $*$ | 1 | $*$ |
| Trying to eat healthily | $*$ | $*$ | $*$ | $*$ |
| Other | 1 | 1 | 1 | $*$ |
| None | 39 | 36 | 35 | 33 |

Table C6.2
Q70. Please tell me if you suffer from any of these? You do not need to tell me which, just if you suffer from any.

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Yes | 24 | 28 | 28 | 26 |
| No | 74 | 71 | 69 | 71 |
| Don't know | 1 | 1 | 2 | 2 |
| Refused | 1 | $*$ | 1 | 1 |

## KANTAR TNS,

Table C6.3
Q71. Which best describes your current working status?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :--- | :---: | :---: | :---: | :---: |
| Base | $\mathbf{1 0 0 3}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ | $\mathbf{1 0 0 0}$ |
|  | $\%$ | $\%$ | $\%$ | $\%$ |
| Net: Working | $\mathbf{5 2}$ | $\mathbf{5 0}$ | $\mathbf{5 2}$ | $\mathbf{5 0}$ |
| Self-employed full time (30+ hours per week) | 7 | 6 | 8 | 7 |
| Self-employed part-time (less than 30 hours per week) | 4 | 4 | 4 | 5 |
| In paid full-time employment (30+ hours per week) | 29 | 29 | 30 | 27 |
| In paid part-time employment (less than 30 hours per week) | 12 | 10 | 10 | 10 |
| On maternity/paternity leave | ${ }^{*}$ | ${ }^{*}$ | 1 | ${ }^{*}$ |
| Net: Not working | $\mathbf{4 7}$ | $\mathbf{4 9}$ | $\mathbf{4 6}$ | 48 |
| Unemployed | 5 | 5 | 6 | 5 |
| Retired from paid work altogether | 23 | 23 | 22 | 23 |
| Looking after family or home | 6 | 5 | 6 | 6 |
| Full-time student/ at school | 6 | 9 | 7 | 8 |
| Long term sick or disabled | 6 | 5 | 4 | 5 |
| Unable to work because of short-term illness or injury | 1 | 1 | 1 | 1 |
| On a government training scheme | ${ }^{*}$ | - | ${ }^{*}$ | $*$ |
| Doing something else | $*$ | 1 | 1 | 1 |
| Would prefer not to say | 1 | $*$ | 1 | 1 |

## KANTAR TNS

Table C6.4
Q72. What is your ethnic group?

|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
| :---: | :---: | :---: | :---: | :---: |
| Base | 1003 | 1000 | 1000 | 1000 |
|  | \% | \% | \% | \% |
| Net: White | 96 | 97 | 95 | 95 |
| Scottish | 76 | 81 | 78 | 76 |
| Other British | 15 | 12 | 13 | 13 |
| Irish | 1 | * | * | * |
| Gypsy/Traveller | - | - | - | - |
| Polish | 1 | 1 | 1 | 1 |
| Any other White ethnic group | 4 | 3 | 4 | 4 |
| Net: Mixed or Multiple ethnic groups | 1 | 1 | 1 | 1 |
| Any Mixed or Multiple ethnic groups | 1 | 1 | 1 | 1 |
| Net: Asian, Asian Scottish or Asian British | 2 | 1 | 2 | 2 |
| Pakistani, Pakistani Scottish or Pakistani British | * | * | 1 | 1 |
| Indian, Indian Scottish or Indian British | 1 | 1 | * | 1 |
| Bangladeshi, Bangladeshi Scottish or Bangladeshi British | * | * | - | - |
| Chinese, Chinese Scottish or Chinese British | 1 | * | 1 | 1 |
| Any other Asian | - | * | * | * |
| Net: African | * | * | * | * |
| African, African Scottish or African British | * | * | * | * |
| Any other African | - | * | - | - |
| Net: Caribbean or Black | * | * | * | - |
| Caribbean, Caribbean Scottish or Caribbean British | * | * | * | - |
| Black, Black Scottish or Black British | - | - | * | - |
| Any other Caribbean or Black | - | - | - | - |
| Net: Other ethnic group | * | * | * | * |
| Arab, Arab Scottish or Arab British | * | * | - | * |
| Any other ethnic group | * | - | * | * |
| Would prefer not to say | * | * | 1 | 1 |


[^0]:    ' $\sim$ ' Denotes a change in the question text compared to previous waves

[^1]:    ~' Denotes a change in the question text at Wave 4 compared to previous waves

