

# CAWI Questionnaire

Name of survey

**FSS Consumer Attitudes Survey - MASTER (Wave 6 onwards) - Wave 6 Master**

Client name

**Food Standards Scotland**

Author(s)

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**This questionnaire was written according to Kantar TNS quality procedures**



Repeating study (if this survey has been previously conducted)	Wave 1 (131370) Wave 2 (136521) Wave 3 (138902) Wave 4 (141621) Wave 5 (412128)
Name of survey	FSS Consumer Attitudes Survey - MASTER (Wave 6 onwards) - Wave 6 Master
Language	English (United Kingdom)
Survey length (minutes)	40
Version	5
Author(s)	Graham, Alastair Alastair Graham - 0131 243 3920
Contact	Catriona West  catriona.west@tnsglobal.com 0131 243 3916
Panel	Lightspeed and partners
Sample size	Gross: 1000 Net: 1000
Sample description	Adults aged 16+ in Scotland
Quota	Gender: Male 48% / Female 52% Age: 16-24 14% 25-34 16% 35-44 16% 45-54 18% 55-65 15% 65+ 21%  SEG: AB 21% C1 29% C2 20% DE 30%
If several countries: indicate the countries	Scotland only
If several targets	
Check-in site	<a href="http://www.tnsglobal.com">http://www.tnsglobal.com</a>
Comments	

**Q131 - Q131\_NOTE: NOTE FOR SCRIPTING AND DATA ANALYSIS****Text****[Not back](#)**

THIS IS A NOTE FOR SCRIPTING AND DATA ANALYSIS ONLY - NOT TO BE INCLUDED IN SURVEY.

Odd Numbered Waves - set WAVE\_TYPE to Food Safety

Even Numbered Waves - set WAVE\_TYPE to Healthy Eating

**Q205 - WAVE\_TYPE: Wave type****Single coded****[Not back | Dummy](#)**

Wave Type

**[Normal](#)**

- 1 Food safety (odd numbered wave)
- 2 Healthy Eating (even numbered wave)

**B001 - CORE1: Core Questions****Begin block****Q077 - T8: INTRO****Text**

**Thank you for agreeing to take part in this national survey on food in Scotland. The survey should take around 30 minutes to complete, but you can pause the survey at any time and come back to complete it.**

**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.**

**There are a few questions at the end of the survey which are about you (e.g. your health, ethnicity and current working status) and are only used for analysis purposes. All sensitive data collected in this survey will remain confidential in line with our privacy policy. If answering questions about these topics makes you uncomfortable, feel free to close the survey now or at any point during the survey.**

**Do you voluntarily agree to participate in this study?**

**Yes, I agree to participate**

**No, I do not agree to participate**

**Q001 - Q1: DEMOG1****Single coded**

**Are you?**

**[Normal](#)**

- 1 Male
- 2 Female
- 3 Other (specify)
- 4 Prefer not to say

**Scripter notes: SCRIPTING: CHECK QUOTAS AND CONTINUE IF ELIGIBLE.**

**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

**Scripter notes:** SCRIPTING: CHECK QUOTAS AND CONTINUE IF ELIGIBLE.**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

**Scripter notes:** SCRIPTING: CHECK QUOTAS AND CONTINUE IF ELIGIBLE.  
TO BE CODED AS FOLLOWS:

A = 5  
B = 4  
C1 = 3,6  
C2 = 2  
D = 1  
E = 7,8

**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](#)**Scripter notes:** SCRIPTING: CHECK QUOTAS AND CONTINUE IF ELIGIBLE.**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](#)

Ask only if **Q007 - Q7,1**

**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*

Ask only if **Q007 - Q7,1**

**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*

Ask only if **Q007 - Q7,1**

**Q010 - Q10: FSS4**

**Matrix**

**Number of rows: 11 | Number of columns: 6**

**How do you rate Food Standards Scotland in terms of?**

**Rows: Random | Columns: Undefined**

**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing the right advice about food and nutrition related issues which affect you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being an organisation which responds quickly to problems related to food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping people to understand food labels and what's in their food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensuring that food in Scotland is safe to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being the experts when it comes to food safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speaking to people in a way that's friendly and understandable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a dynamic and forward-looking organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking action when needed to protect consumers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having the necessary expertise to help people in Scotland eat healthily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing useful food safety advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes: INVERT SCALE WITH DON'T KNOW FIXED**

**Number of rows: 9 | Number of columns: 7****How much do you agree or disagree with each of these statements?****Rows: Random | Columns: Normal****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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't have time to spend preparing and cooking food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price of food means I often don't buy the food I would like to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There's so much advice about food I tend to ignore it now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When it comes to preparing and cooking food, I tend to do what I learned when I was younger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I shop I just tend to buy food for the same type of meals rather than thinking about anything new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to talk to people about things that interest or concern me about food and food issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can cook Spaghetti Bolognese from scratch without using a jar of pasta sauce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how to make scrambled eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes:** INVERT SCALE WITH DON'T KNOW AND NOT APPLICABLE FIXED AT END

## Q013 - Q13: INFOCONC3

Matrix

**Number of rows: 17 | 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.

**Rows: Rotated | Columns: Normal**

	Causes concern	Does not cause concern
Food poisoning such as Salmonella, E. coli and Campylobacter	<input type="radio"/>	<input type="radio"/>
Genetically Modified (GM) foods	<input type="radio"/>	<input type="radio"/>
Animal welfare	<input type="radio"/>	<input type="radio"/>
Food safety when eating out	<input type="radio"/>	<input type="radio"/>
Food safety at home	<input type="radio"/>	<input type="radio"/>
Food prices	<input type="radio"/>	<input type="radio"/>
Food not being what the label says it is	<input type="radio"/>	<input type="radio"/>
Allergens – things in food that can cause allergic reactions	<input type="radio"/>	<input type="radio"/>
Possibility of food supply shortages	<input type="radio"/>	<input type="radio"/>
Impact of food production on the environment (e.g. carbon emissions, water scarcity)	<input type="radio"/>	<input type="radio"/>
People having an unhealthy diet	<input type="radio"/>	<input type="radio"/>
Being encouraged to 'upsized' to bigger portions or add sides and extras when I'm out	<input type="radio"/>	<input type="radio"/>

## 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?****Rows: Random | Columns: Undefined****Rendered as Dynamic Grid**

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

**Scripter notes: INVERT SCALE ON ALTERNATE INTERVIEWS, WITH DON'T KNOW FIXED AT END****Q015 - Q15: INFOCONC5****Matrix****Number of rows: 4 | Number of columns: 2****Do you have clear information on...?****Rows: Random | Columns: Undefined****Rendered as Dynamic Grid**

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

**Q016 - Q16: INFOCONC6****Multi coded****Min = 1 | Max = 99****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 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
- 22 Saying no to 'upsizing' of food and drink when eating out
- 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

**Scripter notes:** SCRIPTING: ANYONE CODING CODE 4 (NOT RESPONSIBLE) SHOULD BE ROUTED TO Q207 AND FOLLOW ROUTING FROM THERE.**B001 - CORE1: Core Questions****End block****B008 - COREFOOD: Food Safety - Core****Begin block****Q132 - T2: SAFETYINTRO****Text****The next few questions are about what you do in the kitchen.**

Ask only if **Q017 - Q17,1,2,3**

**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).*

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	Never	Sometimes	Most of the time	Always	Not applicable
Wash hands immediately after handling raw meat, poultry or fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cook food until it is steaming hot throughout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat chicken or turkey if the meat is pink or has pink or red juices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat burgers or sausages if the meat is pink or has pink or red juices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat whole cuts of pork or pork chops if the meat is pink or has pink or red juices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes:** INVERT SCALE, NOT APPLICABLE FIXED AT END

STATEMENTS 9-14 ASKED ON ALL WAVES, 1-8 ONLY ASKED ON FOOD SAFETY (ODD) WAVES.

**B008 - COREFOOD: Food Safety - Core**

**End block**

## Q052 - Q52: SAFETYATT

Matrix

**Number of rows: 17 | Number of columns: 6****How much do you agree or disagree with each of these statements?****Rows: Random | Columns: Normal****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
I am unlikely to get food poisoning from food prepared in my own home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't know what campylobacter is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's important to me that I try to buy food produced in Scotland when I can	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are serious health risks to young children and the elderly from food prepared at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No one gets very ill from food they have prepared in their own kitchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use the 5 second rule sometimes as a way of deciding if something is safe to eat/cook i.e. it can be used if it I pick it up from the floor in under 5 seconds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes: INVERT SCALE DON'T KNOW FIXED****B009 - COREHE: Healthy Eating - Core****Begin block****Q158 - T05: HEALTHYEATINTRO****Text****I am now going to ask you some questions about healthy eating.****Q053 - Q53: HEALTREAT1****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*

Ask only if Q005 - Q5 > 1

**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*

**Scripter notes:** ASK IF MORE THAN ONE PERSON IN THE HOUSE

**Q055 - Q55: HEALTHEAT3**

Matrix

**Number of rows: 4 | Number of columns: 3**

**Please indicate how much each of these concerns you?**

**Rows: Random | Columns: Normal**

**Rendered as Dynamic Grid**

	A lot	A little	Not at all
The amount of salt in food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of sugar in food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of fat in food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of saturated fat in food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Number of rows: 20 | Number of columns: 6****How much do you agree or disagree with each of these statements?****Rows: Random | Columns: Normal****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 <i>*Position fixed</i>
The experts contradict each other over what foods are good or bad for you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get confused over what's supposed to be healthy and what isn't	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As long as you take enough exercise you can eat whatever you want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think my children are a healthy weight for their age and height	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm worried about the possibility of me or my children getting diabetes later in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to eat more unhealthily at home than when eating out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm worried about the types of food my child(ren) is/are eating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the problems around people in Scotland being overweight or obese are exaggerated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating things like cakes, biscuits, chocolates or sweets makes me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think there are too many children who are not a healthy weight for their age and height	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are too many people who eat unhealthily in Scotland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating healthy food makes me feel good about myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know that in Scotland, we have to make some significant changes to what we eat to be more healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It worries me that unhealthy foods seem to be on price promotion more often than healthy ones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know I need to do something to eat more healthily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often go large, buy meal deals and add extras and sides when eating out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes:** SCRIPTING: STATEMENTS 4, 5 AND 8 SHOULD ONLY BE ASKED OF PARENTS DEFINED AS Q6 CODES 1-5  
INVERT SCALE, DON'T KNOW FIXED AT END

Ask only if Q205 - WAVE\_TYPE,2

[Not back](#) | [Number of rows: 9](#) | [Number of columns: 6](#)

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

[Rows: Random](#) | [Columns: Normal](#)[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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: INVERT SCALE - DK/NOT APPLICABLE FIXED AT END

[Not back](#)

According to the 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

[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.

[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

SNACKS AND DRINKS TO BE DISPLAYED IN TWO COLUMNS  
MUST CLICK AT LEAST ONE ANSWER WITHIN EACH COLUMN  
RANDOMISE WITHIN COLUMN

Ask only if NOT Q102 - Q102\_HE5,9

[Not back](#)

Still thinking of an average week, how regularly would you say you eat 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

Ask only if NOT **Q102 - Q102\_HE5,19**

**Q104 - Q104\_HE7: HEMOD7**

Single coded

[Not back](#)

**And how regularly would you say you have 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

**Q113 - Q113\_HE16: HEMOD16**

Matrix

**Not back | Number of rows: 9 | Number of columns: 5**

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

**Rows: Inverted | Columns: Normal**

	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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look at the front of pack traffic light, or colour coding labeling which shows how many calories, sugar, salt and saturated fats are in package foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes: SCALE INVERTED BUT KEEP DON'T KNOW FIXED**

**Not back | Number of rows: 16 | Number of columns: 6****How much do you agree or disagree with the following statements that other people have made?****Rows: Random | Columns: Normal**

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

## 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)

[Rows: Random](#) | [Columns: Normal](#)

	Grams or teaspoons
Orange juice with juicy bits (300ml)	<input type="radio"/>
Fruit smoothie e.g. mangoes and passion fruit (250ml)	<input type="radio"/>
Full sugar cola (330ml)	<input type="radio"/>
Diet cola (330ml)	<input type="radio"/>
Energy drink (500ml)	<input type="radio"/>
Sport drink (500ml)	<input type="radio"/>

**Scripter notes:** SHOW EACH ITEM SEPARATELY – INCLUDING NAME, IMAGE AND VOLUME.

Image to be inserted as well as text description. IMAGES TO BE INSERTED UNBRANDED.

Respondent should be able to answer using either grams or teaspoons. Answer can be 0 to 999

## Q106 - Q106\_HE9: HEMOD9

Open

[Not back](#)

How many calories should an average man have per day?

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

**Scripter notes:** This is set up as an open numeric question - respondents allowed to give an answer of up to 5 digits.

## Q107 - Q107\_HE10: HEMOD10

Open

[Not back](#)

How many calories should an average woman have per day?

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

**Scripter notes:** This is set up as an open numeric question - respondents allowed to give an answer of up to 5 digits.

## 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 drink alcoholic drinks
- 99 don't know \*Position fixed \*Exclusive

## 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.

[Rows: Random](#) | [Columns: Normal](#)

	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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional offers on foods high in fat, sugar and salt should be banned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shops should not be allowed to place foods high in fat, sugar or salt next to checkouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standard portion sizes of items such as chocolate bars, savoury snacks, crisps, sweets, cakes, muffins should be reduced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 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

[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
- 10 Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras
- 11 Being able to say no to 'upsizing'
- 7 Other (write in) *\*Open \*Position fixed*
- 8 Nothing/none *\*Position fixed*
- 9 Don't know *\*Position fixed*

[Not back](#) | Number of rows: 14 | Number of columns: 6

How much do you agree or disagree with the following statements?

[Rows: Random](#) | [Columns: Normal](#)

	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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are not enough healthy choices when eating out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's menus should offer more healthy choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children should always be offered smaller portions from the adult menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everyone (children and adults) should be able to select smaller portion sizes of items on a menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portion sizes of drinks and snacks in cinemas should be reduced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having calories for meals displayed on a restaurant or cafe menu would make me more likely to choose to eat there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it hard to say no when I'm asked if I want to go large, make it a meal deal or add sides or extras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am asked to upsize food and drinks too frequently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional offers on foods high in fat, sugar and salt should be banned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheap fast food is too easily available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes:** RANDOMISE STATEMENTS – ONE PER SCREEN[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*

[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*

[Not back](#) | [Number of rows: 4](#) | [Number of columns: 6](#)

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

[Rows: Random](#) | [Columns: Undefined](#)

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

**Scripter notes:** RANDOMISE STATEMENTS – ONE PER SCREEN

[Not back](#) | [Number of rows: 4](#) | [Number of columns: 6](#)

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

[Rows: Normal](#) | [Columns: Normal](#)

	Strongly in favour	Slightly in favour	Neither in favour or against	Slightly against	Strongly against	Don't know
Taxing sugary drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking other kinds of flavoured drinks or milkshakes which are high in added sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxing high fat foods like crisps and chocolate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes:** DO NOT ROTATE – ONE PER SCREEN

**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*

**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*

**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*

Q215 - Q215:

Matrix

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

How much do you agree or disagree that each of the following have led you to buy on impulse **unhealthy** food/drink for yourself or others, beyond what you had planned?

**Rows: Random | Columns: Normal****Rendered as Dynamic Grid**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know <i>*Position fixed</i>
Multi-buy promotions (e.g. 2 for price of 1 or 2 for £2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Previous (higher) price displayed along with new (lower price)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extra free (e.g. 25%)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food/drink displayed at check-outs or at end of aisles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of celebrities or cartoon characters on packs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase rewards (e.g. collectibles/toys, on-pack promotions to win a prize)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loyalty card points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being asked at till if you want, for example, confectionery or a larger size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scripter notes:** DYNAMIC GRID. SINGLE CODE PER STATEMENT. RANDOMISE ORDER OF STATEMENTS. INVERT SCALE BUT FIX DON'T KNOW

Q216 - Q216:

Multi coded

**Not back | Min = 1**

If the promotion and marketing of unhealthy food and drinks were to be restricted inside the premises they are sold, which foods and drinks should be covered?

**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 Puddings
- 9 Other snack (please write in) *\*Open \*Position fixed*
- 10 None of these snack foods *\*Position fixed \*Exclusive*
- 11 Pure fruit juice
- 12 Fizzy or still drinks that are high in sugar
- 13 Non-diet Energy drinks
- 14 Other drinks (write in) *\*Open \*Position fixed*
- 15 None of these drinks *\*Position fixed \*Exclusive*

Q217 - Q217:

Single coded

[Not back](#)

Would you support restricting the marketing and promotion of some unhealthy food/drink inside the premises they are sold?

[Normal](#)

- 1 Yes
- 2 No
- 3 Don't know

Q130 - Q130\_HE33: HEMOD33

Multi coded

[Not back](#) | [Min = 1](#) | [Max = 99](#)

Food Standards Scotland launched the Eatwell Guide in March 2016. The Eatwell 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*

**Scripter notes:** SHOW IMAGE ON SCREEN

B002 - HE: Healthy Eating

End block

B006 - Allergy: Allergy

Begin block

Which, if any, of the following applies to you?

(Please tick all that apply)

**Normal**

- 1 Completely vegetarian
- 2 Partly vegetarian
- 3 Vegan
- 4 Allergic to certain foods or ingredients
- 5 On a diet trying to lose weight
- 6 On a diet trying to gain weight
- 7 On a diet due to diabetes
- 8 Reducing the amount of fat in my diet
- 9 Reducing the amount of sugar in my diet
- 10 Reducing the amount of starchy foods in my diet
- 11 Increasing the amount of protein in my diet
- 12 Increasing the amount of starchy foods in my diet
- 13 Avoid certain food for religious or cultural reasons
- 14 Avoid certain food for medical reasons other than a food allergy e.g. diabetes
- 15 Avoid certain foods for other reasons (e.g. foods that don't seem to agree with me)
- 16 Other (please write in) \*Open \*Position fixed
- 17 None \*Position fixed \*Exclusive

**B006 - Allergy: Allergy**

**End block**

**B004 - Change: Change**

**Begin block**







**Q218 - Q218:**

**Single coded**

**Not back**

How often have you had takeaway/home delivery food in the last 3 months?

**Normal**

- 1 More than once a week  
 **GO TO Q219 - Q219**
- 2 Once a week  
 **GO TO Q219 - Q219**
- 3 2-3 times per month  
 **GO TO Q219 - Q219**
- 4 Once a month  
 **GO TO Q219 - Q219**
- 5 Less than once a month  
 **GO TO Q219 - Q219**
- 6 Haven't had a takeaway in the past 3 months  
 **GO TO Q075 - Q75\_CHANGE1**

Q219 - Q219:

Single coded

**Not back**

**How often did this come from ordering/delivery service e.g. Just Eat or Deliveroo, in the last 3 months?**

**Normal**

- 1 More than once a week
- 2 Once a week
- 3 2-3 times per month
- 4 Once a month
- 5 Less than once a month
- 6 Never
- 7 Don't know

Q075 - Q75\_CHANGE1: CHANGE1

Matrix

**Number of rows: 9 | 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)*

**Rows: Rotated | Columns: Normal**

	More	Less	No change
Eaten at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooked at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had takeaway food direct from a restaurant/takeaway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had home delivery from a fast food outlet or restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prepared packed lunches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bought snacks and treats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bought snacks and treats on special offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

**Scripter notes:** SCRIPTING: THIS QUESTION TO BE REPEATED FOR EVERY ACTION WHICH HAS CHANGED AT Q75, WITH THE ACTION WHICH HAS CHANGED INSERTED INTO THE QUESTION TEXT ALONG WITH 'MORE' OR 'LESS'.

B004 - Change: Change

End block

## 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*

**Scripter notes:** STANDARD FORMAT FOR POSTCODE I.E CAPITAL LETTERS AND A SPACE BETWEEN TWO HALVES

**Q083 - T6: CLOSE****Text**

**Thank you very much for taking part in this important piece of research.**

