CAWI Questionnaire

Name of survey
FSS Consumer Attitudes Survey - MASTER (Wave 6 onwards) - Wave 6 Master

Client name
Food Standards Scotland

Author(s)
Alastair Graham - 0131 243 3920

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 | [http://www.tnsglobal.com](http://www.tnsglobal.com)  
| Comments |
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

Scripter notes: SCRIPTING: CHECK QUOTAS AND CONTINUE IF ELIGIBLE.
Q002 - Q2: DEMOG2
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
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
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

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

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

Had you heard of Food Standards Scotland before today?

Normal
1 Yes

GO TO Q008 - Q8
2 No

GO TO Q011 - Q11
Q008 - Q8: FSS2
Which of these issues do you think Food Standards Scotland is responsible for?

Please select all that apply.

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

Q009 - Q9: FSS3
How much do you trust or distrust Food Standards Scotland to do its job?

Normal
1. I trust it a lot
2. I trust it
3. I neither trust it nor distrust it
4. I distrust it
5. I distrust it a lot
6. Don’t know *Position fixed
### Q010 - Q10: FSS4

#### 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**

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

**Scripter notes:** INVERT SCALE WITH DON'T KNOW FIXED
Q011 - Q11: INFOCONC1

**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**

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

**Scripter notes:** INVERT SCALE WITH DON’T KNOW AND NOT APPLICABLE FIXED AT END
### Q013 - Q13: INFOCONC3

**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**

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

### Q014 - Q14: INFOCONC4

**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

**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**

<table>
<thead>
<tr>
<th></th>
<th>It will improve</th>
<th>There will be no change</th>
<th>It will get worse</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price of food</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Food safety</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Food availability</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Food being sustainable / environmentally friendly</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Food fraud (food being what it says it is on the label)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

**Scripter notes:** INVERT SCALE ON ALTERNATE INTERVIEWS, WITH DON'T KNOW FIXED AT END

Q015 - Q15: INFOCONC5

**Number of rows: 4 | Number of columns: 2**

Do you have clear information on...?

**Rows: Random | Columns: Undefined**

**Rendered as Dynamic Grid**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eating a healthy balanced diet</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>How to prepare and cook food safely and hygienically</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>How to check whether the food I am eating when in a bar/cafè/restaurant is safe</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>What the labels on the food that I buy mean</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
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
10. How to barbecue chicken properly
11. Avoiding food poisoning when barbecuing
12. Reducing the amount of treats and unhealthy snacks we eat
13. Changing what we eat now to avoid health problems later in life
14. How children’s diets can affect their health later in life (e.g. Type 2 diabetes, heart attacks)
15. Products being recalled
16. Not washing chicken/poultry
17. Washing hands before cooking
18. Eating rare burgers
19. Eating cheese made from unpasteurised (raw) milk
20. 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.
**Q019 - Q19: SAFETY2**

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).

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

**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.
### Q052 - Q52: SAFETYATT

**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**

<table>
<thead>
<tr>
<th>I am unlikely to get food poisoning from food prepared in my own home</th>
<th>I definitely agree</th>
<th>I tend to agree</th>
<th>I neither agree nor disagree</th>
<th>I tend to disagree</th>
<th>I definitely disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>I don’t know what campylobacter is</th>
<th>I definitely agree</th>
<th>I tend to agree</th>
<th>I neither agree nor disagree</th>
<th>I tend to disagree</th>
<th>I definitely disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>It’s important to me that I try to buy food produced in Scotland when I can</th>
<th>I definitely agree</th>
<th>I tend to agree</th>
<th>I neither agree nor disagree</th>
<th>I tend to disagree</th>
<th>I definitely disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>There are serious health risks to young children and the elderly from food prepared at home</th>
<th>I definitely agree</th>
<th>I tend to agree</th>
<th>I neither agree nor disagree</th>
<th>I tend to disagree</th>
<th>I definitely disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No one gets very ill from food they have prepared in their own kitchen</th>
<th>I definitely agree</th>
<th>I tend to agree</th>
<th>I neither agree nor disagree</th>
<th>I tend to disagree</th>
<th>I definitely disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>There are lots of easy things to do in the kitchen to reduce the risks of getting food poisoning</th>
<th>I definitely agree</th>
<th>I tend to agree</th>
<th>I neither agree nor disagree</th>
<th>I tend to disagree</th>
<th>I definitely disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>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</th>
<th>I definitely agree</th>
<th>I tend to agree</th>
<th>I neither agree nor disagree</th>
<th>I tend to disagree</th>
<th>I definitely disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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: HEALTHEAT1

**Single coded**

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

**Inverted**

1. Very healthy
2. Quite healthy
3. Neither healthy nor unhealthy
4. Not very healthy
5. Not at all healthy
6. It varies too much to say *Position fixed*
Q054 - Q54: HEALTHEAT2

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

**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**

<table>
<thead>
<tr>
<th></th>
<th>A lot</th>
<th>A little</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>The amount of salt in food</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The amount of sugar in food</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The amount of fat in food</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>The amount of saturated fat in food</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
How much do you agree or disagree with each of these statements?

**Rows: Random | Columns: Normal**

<table>
<thead>
<tr>
<th>I definitely agree</th>
<th>I tend to agree</th>
<th>I neither agree nor disagree</th>
<th>I tend to disagree</th>
<th>I definitely disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The experts contradict each other over what foods are good or bad for you</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I get confused over what’s supposed to be healthy and what isn’t</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As long as you take enough exercise you can eat whatever you want</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think my children are a healthy weight for their age and height</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I’m worried about the possibility of me or my children getting diabetes later in life</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I know that an unhealthy diet can cause lots of health problems, like cancer and heart disease</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I tend to eat more unhealthily at home than when eating out</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I’m worried about the types of food my child(ren) is/are eating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think the problems around people in Scotland being overweight or obese are exaggerated</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating things like cakes, biscuits, chocolates or sweets makes me feel good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think there are too many children who are not a healthy weight for their age and height</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are too many people who eat unhealthily in Scotland</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating healthy food makes me feel good about myself</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I know that in Scotland, we have to make some significant changes to what we eat to be more healthy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It worries me that unhealthy foods seem to be on price promotion more often than healthy ones</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I know I need to do something to eat more healthily</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I know I eat too many 'treats' like cakes, biscuits, chocolates or sweets every day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I often go large, buy meal deals and add extras and sides when eating out</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I don't think restaurants, coffee shops and takeaways should encourage us to 'upsize'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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
### B009 - COREHE: Healthy Eating - Core

**End block**

### B002 - HE: Healthy Eating

**Begin block**

#### Q098 - Q98_HE1: HEMOD1

**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**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Always or nearly always</th>
<th>Mostly</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
<th>Don’t eat/buy/not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat at least 5 portions of a variety of fruit and vegetables each day</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>Drink at least 6 to 8 cups or glasses of fluid every day (for example water, tea or coffee, etc.)</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>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</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
</tbody>
</table>

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

#### Q100 - Q100_HE3: HEMOD3

**Single coded**

**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*

#### Q101 - Q101_HE4: HEMOD4

**Text**

**Not back**

The next few questions are about snack foods and drinks (excluding water, tea, coffee, alcohol). By this we mean food and drink that is consumed in addition to main meals or between meals, rather than as part of a meal.
### Q102 - Q102_HE5: HEMOD5

**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

---

**Q103 - Q103_HE6: HEMOD6**

**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                        |
Q104 - Q104_HE7: HEMOD7

**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

**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**

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th>Quite important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eating at least 5 portions of a variety of fruit and vegetables each day</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
</tr>
<tr>
<td>Only have foods that are high in fat, salt or sugars (e.g. confectionery, biscuits, cakes) occasionally and in small amounts</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
</tr>
<tr>
<td>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</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
<td>📊</td>
</tr>
</tbody>
</table>

**Scripter notes:** SCALE INVERTED BUT KEEP DON'T KNOW FIXED
**Q114 - Q114_HE17: HEMOD17**

**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**

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

<table>
<thead>
<tr>
<th>Grams or teaspoons</th>
<th>Orange juice with juicy bits (300ml)</th>
<th>Fruit smoothie e.g. mangoes and passion fruit (250ml)</th>
<th>Full sugar cola (330ml)</th>
<th>Diet cola (330ml)</th>
<th>Energy drink (500ml)</th>
<th>Sport drink (500ml)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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**

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**

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

**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

**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**

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

Q116 - Q116_HE19: HEMOD19

**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

**Not back**

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

**Inverted**

1  Very easy
2  Quite easy
3  Quite difficult
4  Very difficult
**Q118 - Q118_HE21: HEMOD21**

**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*

<table>
<thead>
<tr>
<th>Random</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Showing the calories in food on menus</td>
</tr>
<tr>
<td>2</td>
<td>Smaller portion sizes</td>
</tr>
<tr>
<td>3</td>
<td>More healthy options</td>
</tr>
<tr>
<td>4</td>
<td>Better promotion of healthy options</td>
</tr>
<tr>
<td>5</td>
<td>Being able spot healthy options quickly and easily</td>
</tr>
<tr>
<td>6</td>
<td>Lower prices for healthy options</td>
</tr>
<tr>
<td>10</td>
<td>Not being asked if I want to go large, make it a meal deal, or if I want to add sides or extras</td>
</tr>
<tr>
<td>11</td>
<td>Being able to say no to 'upsizing'</td>
</tr>
<tr>
<td>7</td>
<td>Other (write in) <em>Open</em> <em>Position fixed</em></td>
</tr>
<tr>
<td>8</td>
<td>Nothing/none <em>Position fixed</em></td>
</tr>
<tr>
<td>9</td>
<td>Don’t know <em>Position fixed</em></td>
</tr>
</tbody>
</table>
### Q119 - Q119_HE22: HEMOD22

**Matrix**

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**

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t want to think about healthy choices when I eat out</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>There are not enough healthy choices when eating out</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>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.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Portions when eating out of the home (e.g. in cafes, restaurants and takeaways) are too big</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Children’s menus should offer more healthy choices</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Children should always be offered smaller portions from the adult menu</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Everyone (children and adults) should be able to select smaller portion sizes of items on a menu</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Portion sizes of drinks and snacks in cinemas should be reduced</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Having calories for meals displayed on a restaurant of cafe menu would make me more likely to choose to eat there</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>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</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I am asked to upsize food and drinks too frequently</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Promotional offers on foods high in fat, sugar and salt should be banned</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Cheap fast food is too easily available</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Large portion sizes of drinks and snacks such as muffins, cakes and pastries and popcorn should be reduced</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

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

### Q120 - Q120_HE23: HEMOD23

**Single coded**

Not back

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

Inverted

| 1 | Very serious |
| 2 | Fairly serious |
| 3 | Not very serious |
| 4 | Not at all serious |
| 5 | Don’t know *Position fixed |
Q121 - Q121_HE24: HEMOD24

**Not back**

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

**Inverted**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very serious</td>
</tr>
<tr>
<td>2</td>
<td>Fairly serious</td>
</tr>
<tr>
<td>3</td>
<td>Not very serious</td>
</tr>
<tr>
<td>4</td>
<td>Not at all serious</td>
</tr>
<tr>
<td>5</td>
<td>Don’t know *Position fixed</td>
</tr>
</tbody>
</table>

Q122 - Q122_HE25: HEMOD25

**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**

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being overweight is something you inherit from your parents</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Most overweight people have put on weight because of a low metabolism'</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Most people who are overweight have put on weight because they eat too much</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Most people who are overweight have put on weight because they do too little exercise</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

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

Q125 - Q125_HE28: HEMOD28

**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**

<table>
<thead>
<tr>
<th>Strongly in favour</th>
<th>Slightly in favour</th>
<th>Neither in favour or against</th>
<th>Slightly against</th>
<th>Strongly against</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxing sugary drinks</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Taxing other high sugar foods such as chocolate bars, sweets, biscuits and cakes</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Taking other kinds of flavoured drinks or milkshakes which are high in added sugar</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Taxing high fat foods like crisps and chocolate</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**Scripter notes:** DO NOT ROTATE – ONE PER SCREEN
Q127 - Q127_HE30: HEMOD30

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I would be much more in favour</td>
</tr>
<tr>
<td>2</td>
<td>I would be slightly more in favour</td>
</tr>
<tr>
<td>3</td>
<td>It makes no difference</td>
</tr>
<tr>
<td>4</td>
<td>I would be slightly less in favour</td>
</tr>
<tr>
<td>5</td>
<td>I would be much less in favour</td>
</tr>
<tr>
<td>6</td>
<td>Don’t know *Position fixed</td>
</tr>
</tbody>
</table>

Q126 - Q126_HE29: HEMOD29

Not back

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

Inverted

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly in favour</td>
</tr>
<tr>
<td>2</td>
<td>Slightly in favour</td>
</tr>
<tr>
<td>3</td>
<td>Neither in favour nor against</td>
</tr>
<tr>
<td>4</td>
<td>Slightly against</td>
</tr>
<tr>
<td>5</td>
<td>Strongly against</td>
</tr>
<tr>
<td>6</td>
<td>Don’t know *Position fixed</td>
</tr>
</tbody>
</table>

Q128 - Q128_HE31: HEMOD31

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very likely</td>
</tr>
<tr>
<td>2</td>
<td>Quite likely</td>
</tr>
<tr>
<td>3</td>
<td>Quite unlikely</td>
</tr>
<tr>
<td>4</td>
<td>Very unlikely</td>
</tr>
<tr>
<td>5</td>
<td>Don’t know *Position fixed</td>
</tr>
<tr>
<td>6</td>
<td>Don’t buy this type of food *Position fixed</td>
</tr>
</tbody>
</table>

Q129 - Q129_HE32: HEMOD32

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly in favour</td>
</tr>
<tr>
<td>2</td>
<td>Slightly in favour</td>
</tr>
<tr>
<td>3</td>
<td>Slightly against</td>
</tr>
<tr>
<td>4</td>
<td>Strongly against</td>
</tr>
<tr>
<td>5</td>
<td>Don’t know *Position fixed</td>
</tr>
</tbody>
</table>
Q215 - Q215:  
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**

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

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

Q216 - Q216:  
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:

**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

**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?

**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 school
6. Yes, at workplace
7. Yes, at an event I attended
8. Yes, somewhere else (please write in) *Open *Position fixed
9. No, not seen *Position fixed *Exclusive
10. Don't know *Position fixed *Exclusive

**Scripter notes:** SHOW IMAGE ON SCREEN

B002 - HE: Healthy Eating

End block

B006 - Allergy: Allergy

Begin block
Q057 - Q57: ALLERGY1

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)
17. None

**B006 - Allergy: Allergy**

**End block**

**B004 - Change: Change**

**Begin block**

Q218 - Q218:

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:  
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  
<table>
<thead>
<tr>
<th></th>
<th>More</th>
<th>Less</th>
<th>No change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eaten at home</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooked at home</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Had takeaway food direct from a restaurant/takeaway</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Had home delivery from a fast food outlet or restaurant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Had takeaway food from ordering delivery service e.g. Just Eat, Deliveroo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepared packed lunches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bought snacks and treats</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bought snacks and treats on special offer</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Q070 - Q70: CLASSIF1

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

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

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

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

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

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