



Healthy Living Research 2006

Methodology

The sample was selected at random amongst Scottish adults in six selected cities

520 interviews were conducted anonymously by telephone over the period 17th to the 24th of August 2006

Results are presented as column percentages, rounded to the nearest whole, and arithmetic means

Bases are as stated

Estimated statistical accuracy: +/- 3% to +/- 4% for the whole sample at 95% confidence

Q.1. How often, if at all, do you buy food from the following outlets?

| | Base = all | | | | | | | | | | | |
|-----------------------------|-------------|---------------------|---------------------|---------------------|-----------------|-------------|--------------|-------------|----------------------|-------------|-------------|--|
| | Total | Age Group | | | | | Gender | | Socio-Economic Group | | | |
| | (520) | 16 – 29 years (120) | 30 – 44 years (134) | 45 – 59 years (133) | 60+ years (133) | Male (242) | Female (278) | AB (129) | C1 (154) | C2 (163) | DE (74) | |
| Workplace canteens | | | | | | | | | | | | |
| Four or five times a week | 6% | 10% | 6% | 7% | 0% | 8% | 3% | 5% | 8% | 4% | 3% | |
| Two three times a week | 3% | 9% | 3% | 2% | 0% | 3% | 4% | 2% | 5% | 2% | 4% | |
| About once a week | 4% | 5% | 4% | 5% | 2% | 4% | 4% | 4% | 3% | 4% | 4% | |
| Two / three times a month | 2% | 0% | 3% | 3% | 2% | 1% | 3% | 2% | 1% | 3% | 1% | |
| Rarely / never | 83% | 75% | 82% | 83% | 89% | 81% | 83% | 84% | 78% | 85% | 84% | |
| Not stated | 3% | 1% | 2% | 0% | 8% | 2% | 4% | 2% | 4% | 1% | 4% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Cafes/Sandwich shops | | | | | | | | | | | | |
| Four or five times a week | 4% | 7% | 8% | 2% | 1% | 5% | 3% | 3% | 5% | 4% | 4% | |
| Two three times a week | 12% | 23% | 14% | 11% | 1% | 12% | 12% | 12% | 11% | 12% | 14% | |
| About once a week | 19% | 23% | 19% | 23% | 13% | 17% | 21% | 21% | 19% | 19% | 18% | |
| Two / three times a month | 20% | 22% | 27% | 18% | 15% | 17% | 23% | 22% | 21% | 18% | 22% | |
| Rarely / never | 43% | 27% | 31% | 45% | 66% | 47% | 39% | 41% | 42% | 45% | 41% | |
| Not stated | 2% | 0% | 1% | 1% | 5% | 1% | 2% | 1% | 1% | 2% | 3% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Q.1. How often, if at all, do you buy food from the following outlets?

Base = all

| | City | | | | | | |
|---------------------------|-------|----------|--------|-----------|---------|-----------|----------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| Workplace canteens | | | | | | | |
| Four or five times a week | 6% | 4% | 5% | 6% | 8% | 6% | 5% |
| Two three times a week | 3% | 3% | 5% | 3% | 1% | 5% | 3% |
| About once a week | 4% | 2% | 5% | 8% | 1% | 2% | 5% |
| Two / three times a month | 2% | 2% | 4% | 3% | 2% | 0% | 0% |
| Rarely / never | 83% | 87% | 82% | 75% | 79% | 87% | 85% |
| Not stated | 3% | 1% | 0% | 5% | 8% | 0% | 2% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Cafes/Sandwich shops

| | | | | | | | |
|---------------------------|------|------|------|------|------|------|------|
| Four or five times a week | 4% | 4% | 2% | 8% | 2% | 5% | 3% |
| Two three times a week | 12% | 16% | 14% | 8% | 13% | 16% | 5% |
| About once a week | 19% | 15% | 20% | 27% | 14% | 15% | 25% |
| Two / three times a month | 20% | 29% | 16% | 16% | 22% | 21% | 17% |
| Rarely / never | 43% | 36% | 47% | 38% | 44% | 43% | 48% |
| Not stated | 2% | 0% | 0% | 3% | 5% | 0% | 1% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.1. How often, if at all, do you buy food from the following outlets?

| | Base = all | | | | | | | | | |
|-----------------------------|-------------|--------------------|--------------------|--------------------|----------------|--------------------|--------------------|--------------------|----------------|--|
| | Total | Male - Age Group | | | | | Female - Age Group | | | |
| (520) | | 16 – 29 years (55) | 30 – 44 years (59) | 45 – 59 years (61) | 60+ years (67) | 16 – 29 years (65) | 30 – 44 years (75) | 45 – 59 years (72) | 60+ years (66) | |
| Workplace canteens | | | | | | | | | | |
| Four or five times a week | 6% | 16% | 10% | 8% | 0% | 5% | 3% | 6% | 0% | |
| Two three times a week | 3% | 11% | 0% | 3% | 0% | 8% | 5% | 1% | 0% | |
| About once a week | 4% | 7% | 3% | 7% | 0% | 3% | 4% | 4% | 3% | |
| Two / three times a month | 2% | 0% | 3% | 2% | 0% | 0% | 3% | 4% | 3% | |
| Rarely / never | 83% | 65% | 81% | 80% | 96% | 83% | 83% | 85% | 83% | |
| Not stated | 3% | 0% | 2% | 0% | 4% | 2% | 3% | 0% | 11% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Cafes/Sandwich shops | | | | | | | | | | |
| Four or five times a week | 4% | 7% | 14% | 2% | 0% | 6% | 4% | 1% | 2% | |
| Two three times a week | 12% | 27% | 15% | 10% | 0% | 18% | 13% | 13% | 2% | |
| About once a week | 19% | 20% | 12% | 28% | 10% | 25% | 25% | 19% | 15% | |
| Two / three times a month | 20% | 15% | 27% | 15% | 13% | 28% | 27% | 21% | 17% | |
| Rarely / never | 43% | 31% | 32% | 44% | 75% | 23% | 29% | 46% | 58% | |
| Not stated | 2% | 0% | 0% | 2% | 1% | 0% | 1% | 0% | 8% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Q.1. How often, if at all, do you buy food from the following outlets?

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | |
|---------------------------|-----------|----------------|----------------|----------------|-----------|--------|--------|----------------------|-------|-------|------|
| | All | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years | Male | Female | AB | C1 | C2 | DE |
| Total | (520) | years (120) | years (134) | years (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) |
| Restaurants | | | | | | | | | | | |
| Four or five times a week | 1% | 2% | 1% | 1% | 0% | 2% | 0% | 2% | 0% | 0% | 3% |
| Two three times a week | 3% | 5% | 6% | 2% | 2% | 3% | 4% | 5% | 3% | 2% | 4% |
| About once a week | 21% | 18% | 18% | 26% | 23% | 23% | 19% | 22% | 23% | 22% | 12% |
| Two / three times a month | 43% | 43% | 49% | 43% | 38% | 38% | 48% | 47% | 47% | 40% | 38% |
| Rarely / never | 30% | 32% | 26% | 29% | 35% | 33% | 28% | 23% | 26% | 34% | 43% |
| Not stated | 1% | 0% | 0% | 0% | 4% | 0% | 1% | 2% | 1% | 1% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Pubs/Hotels | | | | | | | | | | | |
| Four or five times a week | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 2% | 0% | 0% | 1% |
| Two three times a week | 2% | 3% | 1% | 0% | 2% | 2% | 1% | 1% | 2% | 1% | 4% |
| About once a week | 11% | 11% | 8% | 15% | 10% | 10% | 12% | 12% | 12% | 11% | 7% |
| Two / three times a month | 34% | 29% | 46% | 32% | 28% | 37% | 32% | 34% | 38% | 33% | 30% |
| Rarely / never | 50% | 53% | 43% | 51% | 54% | 49% | 51% | 50% | 44% | 54% | 53% |
| Not stated | 3% | 3% | 1% | 1% | 7% | 2% | 4% | 2% | 4% | 2% | 5% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.1. How often, if at all, do you buy food from the following outlets?

Base = all

| | City | | | | | | |
|---------------------------|-------|----------|--------|-----------|---------|-----------|----------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| Restaurants | | | | | | | |
| Four or five times a week | 1% | 1% | 0% | 0% | 4% | 0% | 0% |
| Two three times a week | 3% | 3% | 4% | 2% | 7% | 3% | 1% |
| About once a week | 21% | 19% | 13% | 38% | 16% | 20% | 21% |
| Two / three times a month | 43% | 47% | 54% | 31% | 36% | 48% | 44% |
| Rarely / never | 30% | 29% | 29% | 28% | 33% | 29% | 33% |
| Not stated | 1% | 0% | 0% | 1% | 4% | 0% | 1% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Pubs/Hotels | | | | | | | |
| Four or five times a week | 1% | 1% | 0% | 0% | 2% | 0% | 0% |
| Two three times a week | 2% | 2% | 4% | 0% | 2% | 1% | 0% |
| About once a week | 11% | 10% | 8% | 20% | 12% | 3% | 11% |
| Two / three times a month | 34% | 36% | 42% | 25% | 27% | 41% | 33% |
| Rarely / never | 50% | 49% | 46% | 51% | 47% | 55% | 52% |
| Not stated | 3% | 1% | 0% | 3% | 9% | 0% | 3% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.1. How often, if at all, do you buy food from the following outlets?

| | Base = all | | | | | | | | | |
|---------------------------|------------|--------------------|--------------------|--------------------|----------------|--------------------|--------------------|--------------------|----------------|----|
| | Total | Male - Age Group | | | | | Female - Age Group | | | |
| (520) | | 16 – 29 years (55) | 30 – 44 years (59) | 45 – 59 years (61) | 60+ years (67) | 16 – 29 years (65) | 30 – 44 years (75) | 45 – 59 years (72) | 60+ years (66) | |
| Restaurants | | | | | | | | | | |
| Four or five times a week | 1% | 4% | 2% | 2% | 0% | 0% | 0% | 0% | 0% | 0% |
| Two three times a week | 3% | 4% | 5% | 2% | 3% | 6% | 7% | 1% | 0% | |
| About once a week | 21% | 24% | 24% | 23% | 22% | 14% | 13% | 28% | 23% | |
| Two / three times a month | 43% | 36% | 51% | 36% | 30% | 49% | 48% | 49% | 45% | |
| Rarely / never | 30% | 33% | 19% | 38% | 43% | 31% | 32% | 22% | 26% | |
| Not stated | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 6% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Pubs/Hotels | | | | | | | | | | |
| Four or five times a week | 1% | 0% | 0% | 2% | 0% | 2% | 1% | 0% | 0% | |
| Two three times a week | 2% | 4% | 2% | 0% | 1% | 3% | 1% | 0% | 2% | |
| About once a week | 11% | 11% | 10% | 15% | 4% | 11% | 7% | 15% | 15% | |
| Two / three times a month | 34% | 24% | 51% | 34% | 37% | 34% | 43% | 31% | 18% | |
| Rarely / never | 50% | 58% | 37% | 49% | 52% | 48% | 47% | 53% | 56% | |
| Not stated | 3% | 4% | 0% | 0% | 4% | 3% | 1% | 1% | 9% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Q.1. How often, if at all, do you buy food from the following outlets?

| | Base = all | | | | | | | | | | | |
|----------------------------------|------------|----------------|----------------|----------------|-----------|-------|--------|-------|----------------------|-------|------|--|
| | | Age Group | | | | | Gender | | Socio-Economic Group | | | |
| | All | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years | Male | Female | AB | C1 | C2 | DE | |
| Total | (520) | years (120) | years (134) | years (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) | |
| Fast Food Outlets | | | | | | | | | | | | |
| Four or five times a week | 2% | 4% | 1% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 3% | |
| Two three times a week | 3% | 7% | 4% | 2% | 2% | 5% | 1% | 2% | 2% | 4% | 8% | |
| About once a week | 11% | 23% | 10% | 5% | 8% | 10% | 12% | 8% | 12% | 13% | 11% | |
| Two / three times a month | 19% | 32% | 19% | 19% | 9% | 19% | 19% | 12% | 24% | 20% | 22% | |
| Rarely / never | 63% | 34% | 63% | 74% | 75% | 62% | 63% | 75% | 57% | 61% | 55% | |
| Not stated | 2% | 1% | 1% | 0% | 6% | 2% | 2% | 2% | 3% | 1% | 1% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Q.1. How often, if at all, do you buy food from the following outlets?

Base = all

| | City | | | | | | |
|----------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| Fast Food Outlets | | | | | | | |
| Four or five times a week | 2% | 1% | 1% | 1% | 7% | 0% | 0% |
| Two three times a week | 3% | 4% | 5% | 2% | 6% | 1% | 1% |
| About once a week | 11% | 10% | 15% | 14% | 13% | 7% | 7% |
| Two / three times a month | 19% | 18% | 19% | 13% | 24% | 27% | 17% |
| Rarely / never | 63% | 66% | 60% | 67% | 45% | 65% | 71% |
| Not stated | 2% | 0% | 0% | 3% | 6% | 0% | 3% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.1. How often, if at all, do you buy food from the following outlets?

Base = all

| | Male - Age Group | | | | | Female - Age Group | | | |
|-------|------------------|---------|---------|---------|-----------|--------------------|---------|---------|-----------|
| | All | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years |
| | (520) | years | years | years | | years | years | years | |
| Total | (520) | (55) | (59) | (61) | (67) | (65) | (75) | (72) | (66) |

Fast Food Outlets

| | | | | | | | | | |
|----------------------------------|------|------|------|------|------|------|------|------|------|
| Four or five times a week | 2% | 4% | 2% | 0% | 1% | 5% | 1% | 1% | 0% |
| Two three times a week | 3% | 13% | 7% | 2% | 1% | 2% | 1% | 1% | 2% |
| About once a week | 11% | 24% | 5% | 3% | 9% | 22% | 15% | 6% | 6% |
| Two / three times a month | 19% | 31% | 17% | 23% | 9% | 32% | 21% | 15% | 9% |
| Rarely / never | 63% | 27% | 68% | 72% | 75% | 40% | 60% | 76% | 76% |
| Not stated | 2% | 2% | 2% | 0% | 4% | 0% | 1% | 0% | 8% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere, how strongly do you agree or disagree with each of the following statements?

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | | |
|---|-------------|-------------|---------------------|---------------------|---------------------|-----------------|-------------|----------------------|-------------|-------------|-------------|---------|
| | Total | All (520) | 16 – 29 years (120) | 30 – 44 years (134) | 45 – 59 years (133) | 60+ years (133) | Male (242) | Female (278) | AB (129) | C1 (154) | C2 (163) | DE (74) |
| It is important that healthier choices are available to people who eat out | | | | | | | | | | | | |
| Strongly agree | 42% | 38% | 47% | 49% | 34% | 38% | 45% | 41% | 52% | 35% | 38% | |
| Agree | 52% | 58% | 48% | 43% | 59% | 53% | 50% | 50% | 43% | 60% | 53% | |
| Neither agree nor disagree | 3% | 4% | 3% | 4% | 3% | 4% | 3% | 4% | 3% | 3% | 4% | |
| Disagree | 3% | 1% | 2% | 5% | 2% | 3% | 2% | 5% | 1% | 1% | 4% | |
| Strongly disagree | 0.2% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | |
| Don't know | 0.4% | 0% | 0% | 0% | 2% | 1% | 0% | 0% | 1% | 0% | 1% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| I would eat out more often if healthier choices were available | | | | | | | | | | | | |
| Strongly agree | 8% | 8% | 12% | 6% | 4% | 5% | 10% | 5% | 8% | 9% | 8% | |
| Agree | 34% | 38% | 34% | 34% | 29% | 31% | 36% | 30% | 38% | 32% | 34% | |
| Neither agree nor disagree | 25% | 27% | 32% | 19% | 21% | 27% | 22% | 26% | 19% | 25% | 32% | |
| Disagree | 30% | 25% | 18% | 38% | 40% | 33% | 28% | 36% | 30% | 31% | 20% | |
| Strongly disagree | 3% | 2% | 3% | 2% | 5% | 3% | 3% | 2% | 3% | 2% | 4% | |
| Don't know | 1% | 0% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere how strongly do you agree or disagree with each of the following statements?

Base = all

| | City | | | | | | | |
|---|-------|----------|--------|-----------|---------|-----------|----------|------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling | |
| | Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| It is important that healthier choices are available to people who eat out | | | | | | | | |
| Strongly agree | 42% | 46% | 46% | 57% | 34% | 42% | 26% | |
| Agree | 52% | 53% | 46% | 39% | 53% | 51% | 68% | |
| Neither agree nor disagree | 3% | 0% | 6% | 1% | 7% | 3% | 3% | |
| Disagree | 3% | 1% | 2% | 3% | 5% | 2% | 1% | |
| Strongly disagree | 0.2% | 0% | 0% | 0% | 0% | 1% | 0% | |
| Don't know | 0.4% | 0% | 0% | 0% | 1% | 0% | 1% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

I would eat out more often if healthier choices were available

| | | | | | | | |
|----------------------------|------|------|------|------|------|------|------|
| Strongly agree | 8% | 9% | 9% | 13% | 6% | 5% | 3% |
| Agree | 34% | 38% | 26% | 36% | 29% | 35% | 37% |
| Neither agree nor disagree | 25% | 29% | 25% | 15% | 24% | 20% | 36% |
| Disagree | 30% | 21% | 36% | 34% | 32% | 37% | 22% |
| Strongly disagree | 3% | 2% | 4% | 1% | 8% | 1% | 0% |
| Don't know | 1% | 0% | 0% | 1% | 1% | 2% | 2% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere, how strongly do you agree or disagree with each of the following statements?

| | Base = all | | | | | | | | | |
|---|------------|--------------------|--------------------|--------------------|----------------|--------------------|--------------------|--------------------|----------------|--|
| | Total | Male - Age Group | | | | | Female - Age Group | | | |
| (520) | | 16 – 29 years (55) | 30 – 44 years (59) | 45 – 59 years (61) | 60+ years (67) | 16 – 29 years (65) | 30 – 44 years (75) | 45 – 59 years (72) | 60+ years (66) | |
| It is important that healthier choices are available to people who eat out | | | | | | | | | | |
| Strongly agree | 42% | 36% | 46% | 41% | 30% | 38% | 48% | 56% | 38% | |
| Agree | 52% | 58% | 46% | 48% | 61% | 57% | 49% | 39% | 56% | |
| Neither agree nor disagree | 3% | 4% | 3% | 7% | 3% | 5% | 3% | 1% | 3% | |
| Disagree | 3% | 2% | 5% | 5% | 1% | 0% | 0% | 4% | 3% | |
| Strongly disagree | 0.2% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | |
| Don't know | 0.4% | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| I would eat out more often if healthier choices were available | | | | | | | | | | |
| Strongly agree | 8% | 4% | 8% | 5% | 3% | 12% | 15% | 7% | 5% | |
| Agree | 34% | 35% | 32% | 31% | 25% | 42% | 35% | 36% | 33% | |
| Neither agree nor disagree | 25% | 35% | 32% | 18% | 25% | 20% | 32% | 19% | 17% | |
| Disagree | 30% | 25% | 20% | 44% | 40% | 25% | 16% | 33% | 39% | |
| Strongly disagree | 3% | 2% | 3% | 2% | 4% | 2% | 3% | 1% | 5% | |
| Don't know | 1% | 0% | 3% | 0% | 1% | 0% | 0% | 3% | 2% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere, how strongly do you agree or disagree with each of the following statements?

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | | |
|---|-----------|-----------|---------------------|---------------------|---------------------|-----------------|------------|----------------------|----------|----------|----------|---------|
| | Total | All (520) | 16 – 29 years (120) | 30 – 44 years (134) | 45 – 59 years (133) | 60+ years (133) | Male (242) | Female (278) | AB (129) | C1 (154) | C2 (163) | DE (74) |
| Food outlets could do more to provide healthier choices to people eating out | | | | | | | | | | | | |
| Strongly agree | 19% | 16% | 22% | 22% | 16% | 14% | 23% | 15% | 25% | 20% | 12% | |
| Agree | 62% | 63% | 61% | 63% | 60% | 63% | 61% | 64% | 57% | 66% | 59% | |
| Neither agree nor disagree | 10% | 12% | 8% | 8% | 12% | 13% | 8% | 9% | 9% | 8% | 18% | |
| Disagree | 7% | 8% | 7% | 5% | 8% | 8% | 6% | 9% | 8% | 5% | 5% | |
| Strongly disagree | 1% | 0% | 0% | 0% | 2% | 0% | 1% | 1% | 0% | 1% | 1% | |
| Don't know | 1% | 0% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | |
| Not stated | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 2% | 1% | 0% | 3% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

I would be more likely to purchase food from a food outlet if it had achieved an award for providing healthier food

| | | | | | | | | | | | |
|----------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Strongly agree | 11% | 9% | 12% | 15% | 9% | 10% | 13% | 11% | 12% | 12% | 9% |
| Agree | 48% | 43% | 54% | 50% | 45% | 43% | 53% | 42% | 53% | 48% | 50% |
| Neither agree nor disagree | 18% | 26% | 18% | 12% | 17% | 23% | 14% | 25% | 11% | 18% | 22% |
| Disagree | 19% | 20% | 13% | 19% | 25% | 21% | 18% | 20% | 21% | 20% | 12% |
| Strongly disagree | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 5% |
| Don't know | 1% | 0% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 1% |
| Not stated | 0.2% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere else, how strongly do you agree or disagree with each of the following statements?

Base = all

| | City | | | | | | | |
|---|-------|----------|--------|-----------|---------|-----------|----------|------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling | |
| | Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| Food outlets could do more to provide healthier choices to people eating out | | | | | | | | |
| Strongly agree | 19% | 28% | 15% | 23% | 20% | 16% | 10% | |
| Agree | 62% | 58% | 60% | 58% | 66% | 63% | 67% | |
| Neither agree nor disagree | 10% | 7% | 13% | 8% | 7% | 7% | 18% | |
| Disagree | 7% | 6% | 9% | 10% | 2% | 10% | 2% | |
| Strongly disagree | 1% | 0% | 0% | 0% | 2% | 1% | 0% | |
| Don't know | 1% | 1% | 0% | 0% | 0% | 2% | 2% | |
| Not stated | 1% | 0% | 2% | 1% | 2% | 0% | 0% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

I would be more likely to purchase food from a food outlet if it had achieved an award for providing healthier choices

| | | | | | | | |
|----------------------------|------|------|------|------|------|------|------|
| Strongly agree | 11% | 12% | 11% | 17% | 14% | 9% | 5% |
| Agree | 48% | 49% | 53% | 45% | 51% | 56% | 36% |
| Neither agree nor disagree | 18% | 22% | 15% | 11% | 14% | 9% | 36% |
| Disagree | 19% | 12% | 20% | 24% | 14% | 22% | 22% |
| Strongly disagree | 2% | 2% | 1% | 0% | 6% | 1% | 0% |
| Don't know | 1% | 1% | 0% | 1% | 1% | 2% | 2% |
| Not stated | 0.2% | 0% | 0% | 1% | 0% | 0% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere, how strongly do you agree or disagree with each of the following statements?

| | Base = all | | | | | | | | | |
|---|------------|--------------------|--------------------|--------------------|----------------|--------------------|--------------------|--------------------|----------------|--|
| | Total | Male - Age Group | | | | | Female - Age Group | | | |
| (520) | | 16 – 29 years (55) | 30 – 44 years (59) | 45 – 59 years (61) | 60+ years (67) | 16 – 29 years (65) | 30 – 44 years (75) | 45 – 59 years (72) | 60+ years (66) | |
| Food outlets could do more to provide healthier choices to people eating out | | | | | | | | | | |
| Strongly agree | 19% | 13% | 12% | 13% | 19% | 18% | 29% | 29% | 12% | |
| Agree | 62% | 64% | 63% | 70% | 57% | 63% | 60% | 57% | 64% | |
| Neither agree nor disagree | 10% | 11% | 14% | 8% | 18% | 12% | 4% | 8% | 6% | |
| Disagree | 7% | 13% | 10% | 5% | 4% | 5% | 4% | 4% | 11% | |
| Strongly disagree | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 5% | |
| Don't know | 1% | 0% | 2% | 2% | 1% | 0% | 0% | 1% | 2% | |
| Not stated | 1% | 0% | 0% | 2% | 0% | 2% | 3% | 0% | 2% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

I would be more likely to purchase food from a food outlet if it had achieved an award for providing healthier food

| | | | | | | | | | |
|----------------------------|------|------|------|------|------|------|------|------|------|
| Strongly agree | 11% | 5% | 10% | 11% | 12% | 12% | 13% | 18% | 6% |
| Agree | 48% | 40% | 49% | 46% | 36% | 46% | 59% | 53% | 55% |
| Neither agree nor disagree | 18% | 33% | 22% | 15% | 24% | 20% | 15% | 10% | 11% |
| Disagree | 19% | 20% | 15% | 25% | 22% | 20% | 11% | 14% | 27% |
| Strongly disagree | 2% | 2% | 2% | 0% | 3% | 2% | 3% | 3% | 0% |
| Don't know | 1% | 0% | 2% | 2% | 3% | 0% | 0% | 3% | 2% |
| Not stated | 0.2% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere, how strongly do you agree or disagree with each of the following statements?

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | |
|------------|-----------|---------------|---------------|---------------|-----------|--------|--------|----------------------|-------|-------|------|
| | All | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | Male | Female | AB | C1 | C2 | DE |
| Total | (520) | (120) | (134) | (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) |

It would be helpful if some form of logo is used on a menu or displayed in premises to indicate healthier food options

| | | | | | | | | | | | |
|-----------------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Strongly agree | 18% | 18% | 19% | 21% | 14% | 16% | 19% | 15% | 18% | 19% | 20% |
| Agree | 57% | 54% | 60% | 55% | 59% | 53% | 60% | 57% | 58% | 57% | 55% |
| Neither agree nor disagree | 15% | 20% | 12% | 11% | 16% | 19% | 11% | 16% | 15% | 13% | 14% |
| Disagree | 7% | 8% | 4% | 10% | 7% | 9% | 5% | 9% | 5% | 8% | 5% |
| Strongly disagree | 1% | 0% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 1% |
| Don't know | 0.4% | 0% | 0% | 0% | 2% | 1% | 0% | 0% | 1% | 0% | 1% |
| Not stated | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 3% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere else, how strongly do you agree or disagree with each of the following statements?

Base = all

| | City | | | | | | |
|-------|-------|----------|--------|-----------|---------|-----------|----------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |

It would be helpful if some form of logo is used on a menu or displayed in premises to indicate healthier food options

| | | | | | | | |
|-----------------------------------|------|------|------|------|------|------|------|
| Strongly agree | 18% | 24% | 21% | 20% | 25% | 13% | 5% |
| Agree | 57% | 54% | 54% | 60% | 62% | 71% | 41% |
| Neither agree nor disagree | 15% | 15% | 14% | 2% | 7% | 7% | 43% |
| Disagree | 7% | 6% | 8% | 13% | 1% | 7% | 8% |
| Strongly disagree | 1% | 2% | 1% | 1% | 2% | 1% | 0% |
| Don't know | 0.4% | 0% | 0% | 0% | 1% | 0% | 1% |
| Not stated | 2% | 0% | 1% | 3% | 1% | 1% | 2% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.2. With regard to eating outside the home either at work, in a fast food outlet or a restaurant or anywhere, how strongly do you agree or disagree with each of the following statements?

Base = all

| | Male - Age Group | | | | | Female - Age Group | | | |
|-------|------------------|---------------|---------------|---------------|-----------|--------------------|---------------|---------------|-----------|
| | All | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years |
| Total | (520) | years (55) | years (59) | years (61) | (67) | years (65) | years (75) | years (72) | (66) |

It would be helpful if some form of logo is used on a menu or displayed in premises to indicate healthier food options

| | | | | | | | | | |
|-----------------------------------|------|------|------|------|------|------|------|------|------|
| Strongly agree | 18% | 13% | 12% | 21% | 18% | 22% | 25% | 21% | 9% |
| Agree | 57% | 47% | 69% | 48% | 49% | 60% | 53% | 61% | 68% |
| Neither agree nor disagree | 15% | 27% | 14% | 13% | 21% | 14% | 11% | 10% | 11% |
| Disagree | 7% | 11% | 3% | 13% | 9% | 5% | 5% | 7% | 5% |
| Strongly disagree | 1% | 0% | 2% | 2% | 0% | 0% | 1% | 1% | 5% |
| Don't know | 0.4% | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% |
| Not stated | 2% | 2% | 0% | 3% | 0% | 0% | 4% | 0% | 3% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.3 Have you ever wanted to choose something healthy to eat - such as a salad or stir-fry - and have not been able to find anything suitable on the menu?

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | |
|---------------------|-----------|---------------|---------------|---------------|-----------|--------|--------|----------------------|-------|-------|------|
| | All | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | Male | Female | AB | C1 | C2 | DE |
| Total | (520) | (120) | (134) | (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) |
| Yes | 45% | 52% | 59% | 38% | 34% | 40% | 50% | 46% | 46% | 47% | 41% |
| No | 54% | 48% | 41% | 62% | 66% | 60% | 50% | 53% | 54% | 53% | 59% |
| Not stated | 0.2% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.3 Have you ever wanted to choose something healthy to eat - such as a salad or stir-fry - and have not been able to?

Base = all

| | City | | | | | | |
|---------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| Yes | 45% | 52% | 34% | 56% | 42% | 43% | 45% |
| No | 54% | 47% | 66% | 44% | 58% | 57% | 55% |
| Not stated | 0.2% | 1% | 0% | 0% | 0% | 0% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.3 Have you ever wanted to choose something healthy to eat - such as a salad or stir-fry - and have not been able to find anything suitable or

| | Base = all | | | | | | | | | |
|---------------------|------------|------------------|---------------|---------------|---------------|-----------|--------------------|---------------|---------------|-----------|
| | Total | Male - Age Group | | | | | Female - Age Group | | | |
| | | All | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years |
| | (520) | (55) | (59) | (61) | (67) | (65) | (75) | (72) | (66) | |
| Yes | 45% | 44% | 51% | 39% | 28% | 58% | 65% | 36% | 39% | |
| No | 54% | 56% | 49% | 61% | 72% | 42% | 35% | 63% | 61% | |
| Not stated | 0.2% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Q.4 How much more aware are you, if at all, of the need to choose healthy options than you were a year ago?

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | |
|-----------------------------|-----------|---------------|---------------|---------------|-----------|--------|--------|----------------------|-------|-------|------|
| | All | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | Male | Female | AB | C1 | C2 | DE |
| Total | (520) | (120) | (134) | (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) |
| Much more aware | 30% | 38% | 23% | 30% | 31% | 28% | 32% | 23% | 30% | 29% | 46% |
| Generally more aware | 27% | 29% | 28% | 28% | 23% | 25% | 29% | 31% | 22% | 29% | 26% |
| Somewhat more aware | 12% | 15% | 9% | 12% | 14% | 14% | 10% | 11% | 9% | 17% | 11% |
| Not any more aware | 30% | 18% | 40% | 30% | 32% | 33% | 28% | 34% | 39% | 25% | 18% |
| Not stated | 0.2% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.4 How much more aware are you, if at all, of the need to choose healthy options than you were a year ago?

Base = all

| | City | | | | | | |
|-----------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| Much more aware | 30% | 31% | 36% | 44% | 18% | 24% | 26% |
| Generally more aware | 27% | 26% | 31% | 17% | 34% | 30% | 24% |
| Somewhat more aware | 12% | 10% | 9% | 10% | 18% | 17% | 9% |
| Not any more aware | 30% | 33% | 24% | 28% | 29% | 28% | 40% |
| Not stated | 0.2% | 0% | 0% | 0% | 1% | 0% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.4 How much more aware are you, if at all, of the need to choose healthy options than you were a year ago?

Base = all

| | Male - Age Group | | | | | Female - Age Group | | | |
|-----------------------------|------------------|---------------|---------------|---------------|-----------|--------------------|---------------|---------------|-----------|
| | All | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years |
| Total | (520) | years (55) | years (59) | years (61) | (67) | years (65) | years (75) | years (72) | (66) |
| Much more aware | 30% | 25% | 29% | 33% | 24% | 48% | 19% | 28% | 38% |
| Generally more aware | 27% | 33% | 19% | 26% | 22% | 26% | 35% | 29% | 24% |
| Somewhat more aware | 12% | 24% | 8% | 11% | 15% | 8% | 9% | 13% | 12% |
| Not any more aware | 30% | 18% | 42% | 30% | 39% | 18% | 37% | 31% | 26% |
| Not stated | 0.2% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.5 In your opinion can healthy options be made to taste as good as less healthy fare?

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | |
|---------------------|------------------|--------------------------|--------------------------|--------------------------|------------------|---------------|---------------|-----------------------------|--------------|--------------|-------------|
| | All | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | Male | Female | AB | C1 | C2 | DE |
| Total | (520) | (120) | (134) | (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) |
| Yes | 88% | 84% | 92% | 92% | 83% | 84% | 91% | 88% | 87% | 86% | 93% |
| No | 11% | 16% | 7% | 8% | 15% | 15% | 8% | 12% | 12% | 13% | 5% |
| Not stated | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 0% | 1% | 1% | 1% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.5 In your opinion can healthy options be made to taste as good as less healthy fare?

Base = all

| | City | | | | | | |
|---------------------|--------------|-----------------|---------------|------------------|----------------|------------------|-----------------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| Yes | 88% | 93% | 87% | 90% | 79% | 91% | 87% |
| No | 11% | 6% | 13% | 10% | 19% | 9% | 11% |
| Not stated | 1% | 1% | 0% | 0% | 2% | 0% | 1% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Q.5 In your opinion can healthy options be made to taste as good as less healthy fare?

Base = all

| | All | Male - Age Group | | | | Female - Age Group | | | |
|---------------------|--------------|------------------|------------------|------------------|-------------|--------------------|------------------|------------------|-------------|
| | | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years |
| Total | (520) | (55) | (59) | (61) | (67) | (65) | (75) | (72) | (66) |
| Yes | 88% | 76% | 86% | 89% | 85% | 91% | 96% | 94% | 82% |
| No | 11% | 24% | 14% | 11% | 12% | 9% | 3% | 4% | 18% |
| Not stated | 1% | 0% | 0% | 0% | 3% | 0% | 1% | 1% | 0% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Profile

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | |
|-----------------------------|-----------|---------------|---------------|---------------|-----------|--------|--------|----------------------|-------|-------|------|
| | All | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | Male | Female | AB | C1 | C2 | DE |
| Total | (520) | (120) | (134) | (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) |
| Age Group | | | | | | | | | | | |
| 16 – 29 years | 23% | 100% | 0% | 0% | 0% | 23% | 23% | 22% | 23% | 21% | 30% |
| 30 – 44 years | 26% | 0% | 100% | 0% | 0% | 24% | 27% | 21% | 26% | 28% | 30% |
| 45 – 59 years | 26% | 0% | 0% | 100% | 0% | 25% | 26% | 33% | 26% | 22% | 20% |
| 60+ years | 26% | 0% | 0% | 0% | 100% | 28% | 24% | 25% | 25% | 29% | 20% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Gender | | | | | | | | | | | |
| Male | 47% | 46% | 44% | 46% | 50% | 100% | 0% | 50% | 43% | 51% | 39% |
| Female | 53% | 54% | 56% | 54% | 50% | 0% | 100% | 50% | 57% | 49% | 61% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Socio-Economic Group | | | | | | | | | | | |
| AB | 25% | 23% | 20% | 32% | 24% | 26% | 23% | 100% | 0% | 0% | 0% |
| C1 | 30% | 30% | 30% | 30% | 29% | 27% | 32% | 0% | 100% | 0% | 0% |
| C2 | 31% | 28% | 34% | 27% | 36% | 34% | 29% | 0% | 0% | 100% | 0% |
| DE | 14% | 18% | 16% | 11% | 11% | 12% | 16% | 0% | 0% | 0% | 100% |

Profile

| | City | | | | | | |
|-----------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |
| Age Group | | | | | | | |
| 16 – 29 years | 23% | 27% | 24% | 15% | 26% | 23% | 24% |
| 30 – 44 years | 26% | 26% | 24% | 32% | 25% | 23% | 25% |
| 45 – 59 years | 26% | 22% | 24% | 28% | 26% | 28% | 25% |
| 60+ years | 26% | 25% | 29% | 25% | 24% | 26% | 25% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Gender | | | | | | | |
| Male | 47% | 48% | 53% | 44% | 44% | 47% | 44% |
| Female | 53% | 52% | 47% | 56% | 56% | 53% | 56% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Socio-Economic Group | | | | | | | |
| AB | 25% | 26% | 19% | 27% | 27% | 16% | 33% |
| C1 | 30% | 21% | 18% | 41% | 29% | 37% | 31% |
| C2 | 31% | 38% | 38% | 24% | 28% | 30% | 30% |
| DE | 14% | 15% | 26% | 8% | 15% | 16% | 6% |

Profile

| | Base = all | | | | | | | | | |
|-----------------------------|------------|------------------|---------|---------|-----------|---------|--------------------|---------|-----------|--|
| | Total | Male - Age Group | | | | | Female - Age Group | | | |
| All | | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years | 16 – 29 | 30 – 44 | 45 – 59 | 60+ years | |
| | (520) | years | years | years | (67) | years | years | years | (66) | |
| | | (55) | (59) | (61) | | (65) | (75) | (72) | | |
| Age Group | | | | | | | | | | |
| 16 – 29 years | 23% | 100% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | |
| 30 – 44 years | 26% | 0% | 100% | 0% | 0% | 0% | 100% | 0% | 0% | |
| 45 – 59 years | 26% | 0% | 0% | 100% | 0% | 0% | 0% | 100% | 0% | |
| 60+ years | 26% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | 100% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Gender | | | | | | | | | | |
| Male | 47% | 100% | 100% | 100% | 100% | 0% | 0% | 0% | 0% | |
| Female | 53% | 0% | 0% | 0% | 0% | 100% | 100% | 100% | 100% | |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Socio-Economic Group | | | | | | | | | | |
| AB | 25% | 33% | 19% | 31% | 24% | 15% | 21% | 32% | 24% | |
| C1 | 30% | 25% | 32% | 30% | 22% | 34% | 28% | 31% | 35% | |
| C2 | 31% | 29% | 32% | 28% | 46% | 28% | 35% | 26% | 26% | |
| DE | 14% | 13% | 17% | 11% | 7% | 23% | 16% | 11% | 15% | |

Column Total

100% 100% 100% 100% 100% 100% 100% 100% 100% 100% 100%

| | | | | | | | |
|---------------------|------|------|------|------|------|------|------|
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
|---------------------|------|------|------|------|------|------|------|

Column Total

100% 100% 100% 100% 100% 100% 100% 100% 100%

Profile

| Base = all | Age Group | | | | | Gender | | Socio-Economic Group | | | |
|------------|-----------|------------------|------------------|------------------|-----------|--------|--------|----------------------|-------|-------|------|
| | All | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | Male | Female | AB | C1 | C2 | DE |
| Total | (520) | (120) | (134) | (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) |

City

| | | | | | | | | | | | |
|---------------------|------|------|------|------|------|------|------|------|------|------|------|
| Aberdeen | 17% | 20% | 17% | 15% | 17% | 18% | 17% | 18% | 12% | 21% | 18% |
| Dundee | 16% | 17% | 15% | 15% | 19% | 19% | 14% | 12% | 10% | 20% | 30% |
| Edinburgh | 17% | 11% | 21% | 19% | 17% | 16% | 18% | 19% | 23% | 13% | 9% |
| Glasgow | 16% | 18% | 16% | 17% | 15% | 15% | 17% | 18% | 16% | 15% | 18% |
| Inverness | 17% | 17% | 15% | 18% | 17% | 17% | 17% | 11% | 21% | 16% | 19% |
| Stirling | 17% | 18% | 16% | 17% | 17% | 16% | 18% | 22% | 18% | 16% | 7% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Profile

Base = all

| | City | | | | | | |
|--------------|--------------|-----------------|---------------|------------------|----------------|------------------|-----------------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |

City

| | | | | | | | |
|---------------------|------|------|------|------|------|------|------|
| Aberdeen | 17% | 100% | 0% | 0% | 0% | 0% | 0% |
| Dundee | 16% | 0% | 100% | 0% | 0% | 0% | 0% |
| Edinburgh | 17% | 0% | 0% | 100% | 0% | 0% | 0% |
| Glasgow | 16% | 0% | 0% | 0% | 100% | 0% | 0% |
| Inverness | 17% | 0% | 0% | 0% | 0% | 100% | 0% |
| Stirling | 17% | 0% | 0% | 0% | 0% | 0% | 100% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Profile

Base = all

| Total | Male - Age Group | | | | | Female - Age Group | | | |
|-------|------------------|------------------|------------------|------------------|-----------|--------------------|------------------|------------------|-----------|
| | All | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years |
| | (520) | (55) | (59) | (61) | (67) | (65) | (75) | (72) | (66) |

City

| | | | | | | | | | |
|---------------------|------|------|------|------|------|------|------|------|------|
| Aberdeen | 17% | 16% | 20% | 13% | 21% | 23% | 15% | 17% | 12% |
| Dundee | 16% | 16% | 14% | 20% | 24% | 17% | 16% | 11% | 14% |
| Edinburgh | 17% | 15% | 20% | 16% | 13% | 8% | 21% | 21% | 20% |
| Glasgow | 16% | 16% | 14% | 16% | 15% | 20% | 17% | 17% | 15% |
| Inverness | 17% | 16% | 19% | 18% | 13% | 17% | 12% | 18% | 20% |
| Stirling | 17% | 20% | 14% | 16% | 13% | 15% | 19% | 17% | 20% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Profile

| Base = all | All | Age Group | | | | Gender | | Socio-Economic Group | | | |
|------------|-------|---------------|---------------|---------------|-----------|--------|--------|----------------------|-------|-------|------|
| | | 16 – 29 years | 30 – 44 years | 45 – 59 years | 60+ years | Male | Female | AB | C1 | C2 | DE |
| Total | (520) | (120) | (134) | (133) | (133) | (242) | (278) | (129) | (154) | (163) | (74) |

Gender - Age

Male

| | | | | | | | | | | | |
|----------------------|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|
| 16 – 29 years | 11% | 46% | 0% | 0% | 0% | 23% | 0% | 14% | 9% | 10% | 9% |
| 30 – 44 years | 11% | 0% | 44% | 0% | 0% | 24% | 0% | 9% | 12% | 12% | 14% |
| 45 – 59 years | 12% | 0% | 0% | 46% | 0% | 25% | 0% | 15% | 12% | 10% | 9% |
| 60+ years | 13% | 0% | 0% | 0% | 50% | 28% | 0% | 12% | 10% | 19% | 7% |

Female

| | | | | | | | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|
| 16 – 29 years | 13% | 54% | 0% | 0% | 0% | 0% | 23% | 8% | 14% | 11% | 20% |
| 30 – 44 years | 14% | 0% | 56% | 0% | 0% | 0% | 27% | 12% | 14% | 16% | 16% |
| 45 – 59 years | 14% | 0% | 0% | 54% | 0% | 0% | 26% | 18% | 14% | 12% | 11% |
| 60+ years | 13% | 0% | 0% | 0% | 50% | 0% | 24% | 12% | 15% | 10% | 14% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Profile

Base = all

| | City | | | | | | |
|-------|-------|----------|--------|-----------|---------|-----------|----------|
| | All | Aberdeen | Dundee | Edinburgh | Glasgow | Inverness | Stirling |
| Total | (520) | (89) | (85) | (88) | (85) | (86) | (87) |

Gender - Age

Male

| | | | | | | | |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| 16 – 29 years | 11% | 10% | 11% | 9% | 11% | 10% | 13% |
| 30 – 44 years | 11% | 13% | 9% | 14% | 9% | 13% | 9% |
| 45 – 59 years | 12% | 9% | 14% | 11% | 12% | 13% | 11% |
| 60+ years | 13% | 16% | 19% | 10% | 12% | 10% | 10% |

Female

| | | | | | | | |
|---------------|------|------|------|------|------|------|------|
| 16 – 29 years | 13% | 17% | 13% | 6% | 15% | 13% | 11% |
| 30 – 44 years | 14% | 12% | 14% | 18% | 15% | 10% | 16% |
| 45 – 59 years | 14% | 13% | 9% | 17% | 14% | 15% | 14% |
| 60+ years | 13% | 9% | 11% | 15% | 12% | 15% | 15% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Profile

Base = all

| Total | All (520) | Male - Age Group | | | | Female - Age Group | | | |
|-------|--------------|--------------------------|--------------------------|--------------------------|-------------------|--------------------------|--------------------------|--------------------------|-------------------|
| | | 16 – 29 years (55) | 30 – 44 years (59) | 45 – 59 years (61) | 60+ years (67) | 16 – 29 years (65) | 30 – 44 years (75) | 45 – 59 years (72) | 60+ years (66) |

Gender - Age

Male

| | | | | | | | | | |
|---------------|-----|------|------|------|------|----|----|----|----|
| 16 – 29 years | 11% | 100% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 30 – 44 years | 11% | 0% | 100% | 0% | 0% | 0% | 0% | 0% | 0% |
| 45 – 59 years | 12% | 0% | 0% | 100% | 0% | 0% | 0% | 0% | 0% |
| 60+ years | 13% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | 0% |

Female

| | | | | | | | | | |
|---------------------|------|------|------|------|------|------|------|------|------|
| 16 – 29 years | 13% | 0% | 0% | 0% | 0% | 100% | 0% | 0% | 0% |
| 30 – 44 years | 14% | 0% | 0% | 0% | 0% | 0% | 100% | 0% | 0% |
| 45 – 59 years | 14% | 0% | 0% | 0% | 0% | 0% | 0% | 100% | 0% |
| 60+ years | 13% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 100% |
| Column Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |