

HEALTHYLIVING AWARD

CONSUMER RESEARCH AUGUST 2007

Q.1 How many minutes is your lunch break at work?
[Banded open responses]

Base = all

	City							Gender		Age Group			
	All	Glasgow	Edinburgh	Aberdeen	Inverness	Stirling	Dundee	Male	Female	16 – 29 years	30 – 44 years	45 – 59 years	60+ years
Total	(500)	(90)	(87)	(84)	(81)	(80)	(78)	(177)	(323)	(139)	(157)	(174)	(30)
No lunch	9%	6%	16%	5%	5%	11%	14%	15%	7%	4%	11%	10%	23%
30 minutes or less	37%	39%	34%	30%	37%	36%	45%	42%	34%	35%	39%	40%	17%
35 to 55 minutes	7%	10%	7%	6%	9%	4%	9%	10%	6%	6%	9%	7%	10%
1 hour	44%	44%	41%	55%	43%	48%	31%	31%	51%	54%	38%	41%	47%
Over 1 hour	2%	1%	1%	5%	5%	1%	0%	2%	2%	1%	4%	1%	3%
Not stated	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%
Column Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average of stated values (minutes)	41.7	43.3	37.8	47.6	43.8	41.7	35.7	36.4	44.6	45.5	40.4	40.1	39.7

Base = Respondents who have a lunch break

	City							Gender		Age Group			
	All	Glasgow	Edinburgh	Aberdeen	Inverness	Stirling	Dundee	Male	Female	16 – 29 years	30 – 44 years	45 – 59 years	60+ years
Total	(451)	(85)	(73)	(80)	(76)	(71)	(66)	(150)	(301)	(133)	(140)	(155)	(23)
Average of stated values (minutes) - excluding respondents who do not have a lunch break	46.1	45.8	45.1	50.0	46.1	47.0	41.7	42.7	47.7	47.6	45.3	44.5	51.7

Q.5 Do you think you are able to work more effectively when you eat something healthy at lunchtimes?

Base = all

	City							Gender		Age Group			
	All	Glasgow	Edinburgh	Aberdeen	Inverness	Stirling	Dundee	Male	Female	16 – 29 years	30 – 44 years	45 – 59 years	60+ years
Total	(500)	(90)	(87)	(84)	(81)	(80)	(78)	(177)	(323)	(139)	(157)	(174)	(30)
Yes	82%	86%	80%	75%	93%	83%	77%	77%	85%	80%	83%	82%	93%
No	15%	12%	20%	21%	5%	18%	14%	19%	13%	15%	17%	15%	7%
Don't know	2%	0%	0%	4%	0%	0%	8%	3%	1%	2%	1%	3%	0%
Not stated	1%	2%	0%	0%	2%	0%	1%	1%	1%	3%	0%	1%	0%
Column Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q.6.a Which one of the following is your usual lunch whenever you buy something from a food outlet near your workplace?

Base = all

	City							Gender		Age Group			
	All	Glasgow	Edinburgh	Aberdeen	Inverness	Stirling	Dundee	Male	Female	16 – 29 years	30 – 44 years	45 – 59 years	60+ years
Total	(500)	(90)	(87)	(84)	(81)	(80)	(78)	(177)	(323)	(139)	(157)	(174)	(30)
Wholemeal sandwich	28%	18%	31%	36%	23%	30%	32%	25%	30%	27%	28%	29%	33%
Bring lunch from home	16%	31%	15%	12%	9%	16%	9%	14%	16%	12%	16%	19%	10%
White bread sandwich	14%	16%	9%	27%	11%	10%	12%	16%	13%	19%	17%	10%	3%
Soup	12%	12%	9%	8%	14%	21%	9%	9%	14%	14%	10%	13%	13%
Salad	8%	9%	10%	5%	12%	6%	6%	7%	9%	7%	8%	9%	10%
Other (please specify)	5%	3%	7%	2%	6%	4%	8%	6%	4%	5%	4%	6%	3%
Wrap	4%	2%	6%	2%	7%	3%	6%	3%	5%	6%	3%	4%	3%
Hot roll	4%	2%	5%	2%	2%	3%	8%	7%	2%	2%	5%	2%	13%
Never / rarely buy anything	3%	2%	5%	1%	6%	4%	3%	4%	3%	1%	4%	5%	3%
Fruit	1%	2%	1%	1%	2%	0%	1%	2%	1%	1%	1%	2%	0%
Chips	1%	1%	1%	2%	2%	0%	0%	2%	1%	3%	1%	1%	0%
Pie	1%	0%	0%	0%	1%	1%	3%	2%	0%	0%	1%	1%	0%

Fruit smoothie / juice drink	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	3%
Burger	0.4%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%
Not stated	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	1%	0%	3%
Column Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q.6.b Other, please specify

Base = all

	City							Gender		Age Group			
	All	Glasgow	Edinburgh	Aberdeen	Inverness	Stirling	Dundee	Male	Female	16 – 29 years	30 – 44 years	45 – 59 years	60+ years
Total	(500)	(90)	(87)	(84)	(81)	(80)	(78)	(177)	(323)	(139)	(157)	(174)	(30)
Baked Potato	1%	1%	1%	1%	1%	0%	3%	1%	1%	1%	1%	2%	0%
Varies/Depends - how hungry, what I feel like	1%	0%	2%	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%
Indian Restaurant/Rice & Curry	0.4%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%
Baguette	0.2%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
Chicken Salad	0.2%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
Chocolate	0.2%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Cold Roll	0.2%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%
Don't know	0.2%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Don't eat lunch	0.2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
Gluten Free Bread	0.2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Go home for lunch	0.2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Lunch in shop	0.2%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Paninnis	0.2%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Pasta	0.2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Ready Meal	0.2%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%
Tuna	0.2%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%
Yoghurt	0.2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%

