

Consumer Survey on Food Shopping Behaviours & Meal Deals (2023)

Scottish Government

Technical Report

Overview of project

Progressive ran a consumer survey on food shopping behaviours and meal deals on behalf of the Scottish Government in September 2023. The aim of the project was to address an evidence gap identified by the Scottish Government regarding people's behaviours and habits around grocery shopping and meal deals. The Scottish Government wanted to understand where people shop/eat out, how often they shop/eat out at different types of establishments (e.g., cafes/restaurants vs. fast food outlets/takeaways), and their views on, and behaviours in relation to, meal deals (both lunch and evening). Findings from the research are being used to inform policy change impact assessments and finalise the details of proposed regulations to restrict the promotion of food and non-alcoholic drink high in fat, sugar, and salt (HFSS food and drink).

This technical report covers:

- The overarching methodology of the research
- The sample targets agreed at the outset of the research (and achieved during fieldwork)
- An overview of the questionnaire design
- An overview of the fieldwork
- The approach taken to data cleaning and analysis
- How the data has been weighted
- The limitations of the research
- The question set used in the research (this is provided as an annex)

Methodology

Methodological overview

To obtain fast-turnaround results within the stipulated project budget, it was agreed that an online quantitative panel survey would be the most appropriate methodology for the research. Sample was sourced from two separate panel providers, Dynata¹ and Panelbase,² to maximise the sample size and ensure sufficient coverage of 'of-interest' groups (low income, older age, ethnic minority groups, those with a disability).

Sampling (targets and achieved)

There were two principal samples targeted as part of the project:

- A nationally representative 'core' sample (18+ adults living in Scotland).

¹ [World's Largest First Party Data Platform | Dynata](#)

² [Panelbase](#)

- Boost samples (18+ adults living in Scotland) from one or more of the Scottish Government’s ‘groups of interest’ (low income, older age, ethnic minority, those with a disability).

Nationally representative sample

A nationally representative sample was required as it was key that any policy changes were grounded in results that could be said to reliably represent the views of the general public in Scotland.

Targets were set on socio-economic group (SEG), gender, and age, as is typical for a nationally representative survey run via online panels. Scottish Index of Multiple Deprivation (SIMD) quintiles and low-income groups – of interest to the Scottish Government – were derived from postcode and income questions in the survey, but SEG was used for sample targeting as panels hold this information about their panellists. The targets, apart from SEG,³ were derived from the latest Census data.⁴ The target sample size was 1,000 and the final achieved sample size was 1,012. The reason for the difference between these two samples was due to standard sampling procedures allowing for slight excess.

The table below shows the targets and final achieved sample:

	Proportion in the population	Target (overall)	Proportion in the achieved sample	Achieved (overall)
SEG				
AB	19%	190	19%	194
C1	32%	320	32%	319
C2	22%	220	20%	207
DE	28%	280	28%	287
Prefer not to say ⁵	-	-	<1%	5
Gender				
Male	48%	480	47%	479
Female	52%	520	52%	524
Prefer not to say	-	-	1%	9
Age				
18-24	10%	100	9%	91
25-34	16%	160	16%	160
35-44	15%	150	16%	157
45-54	16%	160	17%	171
55-64	18%	180	18%	185
65+	25%	250	25%	248
Prefer not to say	-	-	-	-
Total	100%	1,000	100%	1,012

³ These figures remain derived from 2011 Census data, as this variable is not present in the latest Census or NRS data: [Scotland's Census \(scotlandscensus.gov.uk\)](http://scotlandscensus.gov.uk)

⁴ [Scotland's Census 2022 - Rounded population estimates | Scotland's Census \(scotlandscensus.gov.uk\)](http://scotlandscensus.gov.uk)

⁵ This response option was available to all respondents if they did not want to disclose personal information in the survey (such as their job role, age, gender, ethnicity etc.)

Boost samples

As well as this nationally representative sample, the Scottish Government had particular interest in oversampling low income, older, ethnic minority, and disabled people. This was to better understand the prospective impact of the legislation on these groups, and to understand if there was a substantive difference between these groups and the general population in terms of access/choices around groceries, eating out, and meal deals. The definition of each group (as derived in the survey questions) was as follows:

- Low income: annual household income of <£18,000⁶
- Older age: aged 65+
- Ethnic minority groups: non-White
- Those with a disability: have a health condition lasting 12 months or more that affects their ability to carry out everyday tasks.

The panels providers achieved a substantial number of completed responses in all the groups of interest in the nationally representative sample except for ethnic minority. This meant that the requirement for boosts to the other three groups was lower than anticipated at the outset of the project. The table below shows the number of completed responses achieved in each group in the nationally representative sample, the boost sample, and overall. The total sample sizes are sufficient to enable robust comparisons between these groups and other key groups in the survey.

Sub-group	Nat rep sample	Boost sample	Total
Low income	237	29	266
Disabled	315	40	355
65+	248	50	298
Ethnic minority	64	101	165

Questionnaire (design and scripting)

The questionnaire length aimed for a 5-7-minute survey. This was achieved, although a small number of additional open-ended questions were added to gather information on the contents of the evening meal deals people buy from supermarkets.

Following a review of the questions, the final questionnaire was agreed and scripted using Snap survey software. The survey was hosted on Progressive’s server, guaranteeing highly secure data. All data collected in this manner is kept confidential and measures are in place to ensure both the individual’s anonymity and the overall security of the data. The online survey link was thoroughly tested in-house before survey launch. See the Annex for the survey questionnaire used.

Fieldwork approach

Panel providers invited respondents to complete the survey. A ‘soft launch’ was conducted to ensure the survey was operating as expected and all data was being captured accurately. The survey was then launched fully, and fieldwork was monitored daily to ensure quotas were met.

⁶ This assumes that minimum wage is £9.50 per hour, meaning a full-time, minimum wage employee would earn just under £18,000 per year.

Throughout fieldwork, the Data Processing team undertook a number of in-field quality checks on the data to ensure its validity and integrity. These checks included:

- checking for duplicates, via use of online 'cookies' (which allow the Snap server to detect users that return the survey webpage) and doublechecking the content of open-ended responses (to check for use of the same phrases/wording across the open-ended questions).
- monitoring of raw data throughout fieldwork to check for respondents selecting the same response option to all scale-based questions, quality of open-ended responses and speed of completion.

It was agreed the samples would run sequentially, completing the nationally representative sample before moving onto the boost samples (at which point only people who fell into at least one of the boost categories were accepted into the survey).

Fieldwork ran for just over two weeks, from Tuesday 19th September until Wednesday 4th October 2023.

Weighting

Data from the main sample and boosts was combined into one data set, with a final total sample size 1,187 respondents.

Quota controls were used to guide sample selection for this study. This means that statistically precise margins of error or significance testing cannot be provided as the sampling type is non-probability. The margins of error outlined below should therefore be treated as indicative, based on an equivalent probability sample. The overall sample size of 1,187 provides a dataset with an approximate margin of error of between $\pm 0.57\%$ and $\pm 2.848\%$ (at the 95% confidence level).

The final data set was weighted to ensure it was nationally representative. The main sample had quotas applied to ensure it was representative by age, gender and SEG – these targets were all achieved. However, these quotas were treated separately for the fieldwork targets. Examination of the final profile indicated that there was a slight bias when gender and age were combined to look at the spread of responses by gender *within each age category*: the younger age groups contained a larger number of responses from women, and the older age groups contained a larger number of responses from men. Weighting was therefore applied for age and gender to adjust this slight imbalance, to ensure results are representative. Weighting was also applied to reflect the proportion of ethnic minorities in the population.⁷

This weighting approach was chosen for the following reasons:

- The approach is consistent with the Scottish Government's other key population surveys (e.g., the Scottish Health Survey, the Scottish Crime and Justice Survey, and the Scottish Household Survey) where other boost samples are included, for instance by local authority. This means results from this survey can be interpreted, used, and reported on in manner consistent with these other surveys.
- It is the simplest option for the analysis as it means that each respondent in the data only has one weighting factor applied. Other weighting approaches (for instance, creating distinct datasets for the nationally representative sample and the four 'of-interest groups') would

⁷ Based on 4% of the population – 2011 Census data.

mean treating the samples separately in the analysis. Additionally, respondents may have different weighting applied depending on which boosts they fall into – as all respondents from the nationally representative sample that fall into one of the boost samples would need to be included in the boost samples to increase how robust the boost datasets would be.

The main disadvantage of this approach was reducing the weight of each ethnic minority response considerably in the final dataset, as the proportion of ethnic minority responses in the final sample was higher than the proportion in the population. Since statistical testing in the data tables is based on the effective bases after weighting, this approach could mask real differences in results between the boost and non-boost groups in the data tables. Since no quotas could be set *within* the boost samples, the profile of the minority ethnic boost sample is also slightly different to the main sample (with more women, higher SEGs and younger age groups represented in this boost). This does mean that comparisons between ethnic minority and non-ethnic minority groups is not comparing exactly like-with-like, which should be borne in mind when interpreting results.

There is no single solution in terms of how to weight data and treat sub-groups in the analysis, and no option is perfect. On balance, it was agreed that this weighting approach provided the best compromise in terms of enabling comparisons between all sub-groups of interest and their counterparts in the data (e.g., disabled vs. non-disabled respondents) and providing one overall representative sample for analysis.

The final achieved and weighted data, across both the main (nationally representative) and boost samples, broken down by SEG, gender and age, was as follows:

	Final sample proportion	Final sample size	Weighted sample proportion	Weighted sample size	Proportion in the population
SEG					
AB	23%	269	21%	244	19%
C1	31%	371	31%	366	32%
C2	19%	222	20%	234	22%
DE	27%	318	29%	339	28%
Prefer not to say	1%	7	<1%	4	-
Gender					
Male	47%	557	48%	564	48%
Female	52%	620	52%	613	52%
Prefer not to say/Non-binary	1%	10	1%	10	-
Age					
18-24	9%	107	10%	120	10%
25-34	17%	200	16%	190	16%
35-44	16%	187	15%	183	15%
45-54	16%	195	16%	192	16%
55-64	17%	200	18%	208	18%
65+	25%	298	25%	294	25%
Prefer not to say	-	-	-	-	-
Total	100%	1,187	100%	1,187	100%

Data cleaning and analysis

Following fieldwork, data was checked and cleaned, e.g., open-ended responses were checked against the parent question (where 'other – specify' codes were used) for possible upcoding to the original question codes. Open-ended responses were coded for inclusion in the final data tables. Final data outputs were produced to a specification agreed with the Scottish Government.

Statistical significance testing was carried out on the final dataset to confirm whether there were significant differences between results for different sub-samples in the data (e.g., the proportion of men that agreed with a specific question compared with the proportion of women).

This was achieved by running Z-tests (on percentages) and T-tests (on means). This testing produces a value comparing findings for two or more sub-samples (e.g., different age groups). Values over ± 1.96 are said to be significant at the 95% confidence interval, i.e., the reader can be 95% confident that the difference reported is not due to chance or sampling error but reflects a real difference between sub-groups.

As noted earlier, this research method does not use probability sampling, which means that statistically precise margins of error or significance testing cannot strictly speaking be provided. This is common practice in market research and is useful in providing an indication of where differences are meaningful.

The data outputs for the project were:

- An Excel spreadsheet containing descriptive data tables of analysis for all closed questions in the survey (including the open-ended question that was coded into a coding frame).
- An Excel spreadsheet covering anonymised free-text responses.

Project limitations

The limitations of an online survey compared with other quantitative approaches (e.g., telephone or in-street interviewing) are primarily around:

1. Data quality (as no interviewers are present to 'vouch for' the respondent and probe for detailed responses); and
2. A lack of control over who responds to the survey (for instance, using online panels necessarily excludes people without internet access, which tends to lead to under-representation of groups such as high SIMD/low income or the elderly who are more likely to be digitally excluded).

The mitigations for these limitations are as follows:

1. Data quality: questions were tested rigorously by various researchers at Progressive and the Scottish Government in advance of the survey being sent to respondents. Researchers ensured the survey questions were unambiguous and easy for respondents to follow, mitigating against the lack of interviewing probing. Additionally, as noted in the sections above, rigorous data quality checks were carried out to ensure the quality/accuracy of responses collected.
2. A lack of control over who responds to the survey: panels can reach high SIMD/low-income people and particular effort was made to ensure and achieve adequate representation in these groups. Indeed, due to time and budget constraints, an online approach offered the

best value for money; sample was collected quickly, and quotas ensured the data was representative of the population as a whole.

The final area of research design that is worth noting in terms of project limitations is the quota sampling approach used. As noted earlier, this means that statistically precise margins of error or significance testing cannot be provided as the sampling type is non-probability (i.e., not everyone in the population has a random and equal chance of being selected for the study). It is simply not practical within time and budgetary constraints to conduct large-scale probability sampling for projects of this nature. Use of quota samples is standard practice, ensuring a final sample that can be said to represent the views of the Scottish public, as well as the views of specific groups of interest (low income, older, ethnic minority, and disabled people).

Annex: Question Set

Scottish Government Eating Out & Meal Deals – Consumer Behaviour Survey Questionnaire

ASK ALL

SQ1. Where do you live?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code	Route
Scotland	1	CONTINUE
England	2	CLOSE
Wales	3	CLOSE
Northern Ireland	4	CLOSE
Republic of Ireland	5	CLOSE
Elsewhere	6	CLOSE

SQ2. What is your gender?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Man	1
Woman	2
Non-binary	3
Prefer to self-describe...	4
Prefer not to say	5

SQ3. Which of the following age groups do you fit into?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65+	6
Prefer not to say	7

SQ4. Which of the following groups does the Chief Income Earner in your household belong to?

The Chief Income Earner is the person in the household with the largest income, regardless of how 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 the previous occupation. *Please select one answer.*

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Semi or unskilled manual worker (e.g. manual jobs that require no special training, park keeper, non-HGV driver, shop assistant etc.)	1
Skilled manual worker (e.g. skilled bricklayer, carpenter, plumber, painter, bus/ambulance driver, HGV driver, unqualified assistant teacher, AA patrolman, pub/bar worker, etc.)	2
Supervisory or clerical/ junior managerial/ professional/ administrator (e.g. office worker, student doctor, foreman with 25+ employees, sales person, student teachers etc.)	3
Intermediate managerial/ professional/ administrative (e.g. newly qualified (under 3 years) doctor, solicitor, board director small organisation, middle manager in large organisation, principal officer in Civil Service/local government etc.)	4
Higher managerial/ professional/ administrative (e.g. established doctor, solicitor, board director in large organisation (200+ employees), top level civil servant/ public service employee, head teacher, etc.)	5
Student	6
Retired and living on state pension only	7
Unemployed (for over 6 months) or not working due to long term sickness	8
Prefer not to say	9

TO BE CODED AS FOLLOWS: A=5; B=4; C1=3,6; C2=2; D=1; E=7,8

SQ5. Which of the following bands does your current gross household income fall into? That is your total income, before tax, from all sources.

Please note, if you live with one or more other people who are not considered part of your household (e.g., you live with one other person/friend or in a 'home in multiple occupation' (HMO)), please provide your personal current gross income.

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Up to £12,000 per year	1
Between £12,001 and £18,000 per year	2
Between £18,001 and £25,000 per year	3
Between £25,001 and £35,000 per year	4
Between £35,001 and £50,000 per year	5
Between £50,001 and £75,000 per year	6
Between £75,001 and £125,000 per year	7
Over £125,000 per year	8
Don't know	9
Prefer not to say	10

SQ6. What ethnic group best describes you?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
White	1
Mixed / multiple ethnic groups	2
Asian, Scottish Asian or British Asian	3
African, Scottish African or British African	4
Caribbean or Black	5
Other ethnic group (please specify)	6
Prefer not to say	7

SQ7. Do you have a physical or mental health condition or illness lasting, or expected to last, 12 months or more? This includes physical disability, sensory impairment, diabetes, asthma, cancer, heart problems, mental health issues, etc.

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Yes	1
No	2
Prefer not to say	3

ASK IF HAS DISABILITY (SQ7=1)

SQ8. Does this limit your activities in any way?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Yes, a lot	1
Yes, a little	2
Not at all	3
Prefer not to say	4

SURVEY QUESTIONS

ASK ALL

Q1a. Are you responsible for all, most, some, or none of your household's grocery shopping?

Please note, if you live with one or more other people who are not considered part of your household (e.g., you live with one other person/friend or in a 'home in multiple occupation' (HMO)), please say how much of your personal grocery shopping you are responsible for.

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
All	1
Most	2
Some/a little	3
None	4
Don't know	5

ASK IF DO NOT DO ANY GROCERY SHOPPING (Q1a=4,5)

Q1b. Do you know where your household’s grocery shopping is done, even though you don’t do the shopping yourself?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Yes	1
No	2
Don’t know/not sure	3

ASK IF DO ANY GROCERY SHOPPING (Q1a=1,2,3) OR KNOW WHERE IT IS DONE (Q1b=1)

Q1c. Approximately what percentage of your household’s grocery food shopping is bought from the following types of places (either online or in the shop)?

Please note that the total must add to 100%. If you’re not sure of exact percentages, please just provide your best guess. The examples given below are not exhaustive, so if the supermarket/store you shop at does not appear here, please choose the category that best fits its description.

	NUMERIC RESPONSE OPTION
A. Large supermarket stores (such as Tesco, Asda, Sainsbury’s, Morrisons, Marks & Spencer, Iceland, Waitrose)	
B. Discount stores (such as Lidl, Aldi, Bargain Store)	
C. Local/convenience stores (such as smaller local branches of main supermarkets e.g., Tesco Express, Sainsbury’s Local; Co-Op; independents and chains such as NISA, Premier, Spar, Budgens, other high-street stores etc.)	
D. Other stores	

ASK IF DOES GROCERY SHOPPING AT OTHER STORES (Other stores = 1%+)

Q2. You mentioned at least some of your grocery food shopping is done at other stores – could you specify which stores you are referring to? _____ [DP: WRITE IN – MAX 1000 CHARACTERS]

ASK ALL

Q3. How often do you dine in at, or get a takeaway delivered from, the following types of places?

Please note the examples given below are not exhaustive, so if the type of place you go to does not appear here, please choose the category that best fits its description.

SINGLE RESPONSE OPTION CAN BE SELECTED FOR EACH ROW		Several times a week	About once a week	About 2-3 times a month	About once a month	Less than once a month	Never	Don't know
Q3a	Fast-food outlets and takeaways (e.g., McDonald's, KFC, Burger King, Domino's Pizza, Papa John's, independent fast-food outlets e.g., fish & chip shops, kebab shops etc.)	1	2	3	4	5	6	7
Q3b	Full/table service restaurants, pubs or bars (e.g., Pizza Hut, Frankie & Benny's, Nando's, Pizza Express, Wagamama, Wetherspoons, Brewers Fayre, Harvester, Toby Carvery, Beefeater Grill, independents etc.)	1	2	3	4	5	6	7
Q3c	Cafés and coffee shops (e.g., Costa Coffee, Caffè Nero, Starbucks, AMT Coffee, Pumpkin Café, department store cafés, supermarket cafés, independents etc.)	1	2	3	4	5	6	7
Q3d	Other places (e.g., canteens)	1	2	3	4	5	6	7

ASK ALL

Q4. How often do you get food 'on the go' from the following types of places? By food on the go, we mean food that is delivered with minimum customer service, with the expectation not to be eaten within an establishment, e.g., could be eaten outside, when travelling, or at work.

Please note the examples given below are not exhaustive, so if the place you shop at does not appear here, please choose the category that best fits its description.

SINGLE RESPONSE OPTION CAN BE SELECTED FOR EACH ROW		Several times a week	About once a week	About 2-3 times a month	About once a month	Less than once a month	Never	Don't know
Q4a	Fast-food outlets and takeaways (e.g., McDonald's, KFC, Burger King, Domino's Pizza, Papa John's, independent fast-food outlets e.g., fish & chip shops, kebab shops etc.)	1	2	3	4	5	6	7
Q4b	Cafés and coffee shops (e.g., Costa Coffee, Caffè Nero, Starbucks, AMT Coffee, Pumpkin Café, department store cafés, independents etc.)	1	2	3	4	5	6	7
Q4c	Bakery and sandwich shops (e.g., Greggs, Subway, Pret, Krispy Kreme, EAT, Patisserie Valerie, Paul, Millie's Cookies)	1	2	3	4	5	6	7
Q4d	Supermarkets (including local outlets like Tesco Express/Sainsbury's Local/Co-Op)	1	2	3	4	5	6	7
Q4e	Convenience store e.g., including Boots, Nisa, Premier, Spar etc.	1	2	3	4	5	6	7
Q4f	Other places (e.g., canteens, vending machines, garage/filling station forecourts, food trucks)	1	2	3	4	5	6	7

ASK ALL

Q5. Do you ever purchase meal deals for your lunch? A meal deal could include anything from a supermarket meal deal (including main, snack and drink) to a fast-food outlet, café or restaurant meal deal (e.g., a Greggs sandwich and drink meal deal or a lunchtime special offer at a restaurant).

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Yes	1
No	2
Don't know/ not sure	3

ASK IF EVER PURCHASES MEAL DEAL (Q5=1)

Q6. How often do you purchase a meal deal for your lunch from the following places?

Please note the examples given below are not exhaustive, so if the place you purchase from does not appear here, please choose the category that best fits its description.

	SINGLE RESPONSE OPTION CAN BE SELECTED FOR EACH ROW	Several times a week	About once a week	About 2-3 times a month	About once a month	Less than once a month	Never
Q6a	Large supermarket e.g., Tesco Extra, Sainsbury's, Morrisons etc. (<u>excluding supermarket cafes</u>)	1	2	3	4	5	6
Q6b	Local supermarket e.g., Tesco Express, Sainsbury's Local, Co-Op etc. or convenience store e.g., including Boots, Nisa, Premier, Spar etc.	1	2	3	4	5	6
Q6c	Café/coffee shop (<u>including supermarket cafés</u>)	1	2	3	4	5	6
Q6d	Garage/filling station forecourt	1	2	3	4	5	6
Q6e	Sandwich shop/bakery	1	2	3	4	5	6
Q6f	Fast-food outlets and takeaways	1	2	3	4	5	6
Q6g	Full-service restaurants, pubs or bars	1	2	3	4	5	6
Q6h	Other places (e.g., canteens, food trucks)	1	2	3	4	5	6

Q7. When you purchase a lunchtime meal deal, is it typically...?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Mostly 'off the shelf' pre-packed items (like pre-packed sandwiches, sushi, pastries/pasties)	1
Mostly items ordered at the counter and made 'on the spot' (like fresh sandwiches, burritos, burgers)	2
Purchase either type about the same frequency	3

Q8. Thinking about the type of lunchtime meal deal you most often purchase, what do you tend to choose to include as a main?

MUTIPLE RESPONSE OPTIONS CAN BE SELECTED	Code
Pastie	1
Sandwich (including baguettes, sub sandwiches etc.)	2
Wrap	3
Pie	4
Sushi	5
Pasta salad	6
Other (please specify)	7
A main doesn't tend to be part of the meal deals I buy	8

Q9. Thinking about the type of lunchtime meal deal you most often purchase, what do you tend to choose to include as a snack?

MUTIPLE RESPONSE OPTIONS CAN BE SELECTED	Code
Fruit and/or nuts	1
Chocolate	2
Crisps	3
Cereal bar	4
Biscuits	5
Cake	6
Yoghurt	7
Other (please specify)	8
A snack doesn't tend to be part of the meal deals I buy	9

Q10. Thinking about the type of lunchtime meal deal you most often purchase, what do you tend to choose to include as a drink?

MUTIPLE RESPONSE OPTIONS CAN BE SELECTED	Code
Regular soft drink (Coke, Fanta, Sprite, Oasis, Ribena, Mountain Dew, Red Bull, Lipton Iced Tea, Lucozade etc.)	1
Sugar-free soft drink (Diet Coke, Coke Zero, Fanta Zero, Red Bull Sugar Free, 7UP Free etc.)	2
Coffee/tea (fresh – e.g., from Greggs, Starbucks etc.)	3
Milk	4
Milk-based added-sugar drinks / milkshakes (e.g., Yazoo, Friijj, For Goodness Shakes, Iced Coffees)	5
Smoothie / fruit juice (Innocent, Tropicana etc.)	6
No-sugar added flavoured water (Volvic etc.)	7
Water (Buxton, Evian etc.)	8
Other (please specify)	9
A drink doesn't tend to be part of the meal deals I buy	10

Q11. What is the main reason you buy a lunch meal deal?

MUTIPLE RESPONSE OPTIONS CAN BE SELECTED	Code
Price/value for money	1
Convenience	2
Taste/enjoyment	3
Variety	4
Treat	5
Health (e.g., nutritional value, calorie content, fat content)	6
Other (please specify)	7
Don't know	8

ASK ALL

Q12. Do you ever purchase meal deals for your evening meal? A meal deal could include anything from a supermarket meal deal 'dinner for 2' (including main, side and drink – which could include an alcoholic drink) to a fast-food outlet, café or restaurant meal deal (e.g., a McDonalds meal deal, an evening special offer at a restaurant such as 2-for-1 on mains, or a fast-food takeaway 'set menu').

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Yes	1
No	2
Don't know/not sure	3

ASK IF EVER PURCHASES EVENING MEAL DEAL (Q12=1)

Q13. How often do you purchase a meal deal for your evening meal from the following places?

Please note the examples given below are not exhaustive, so if the place you purchase from does not appear here, please choose the category that best fits its description.

SINGLE RESPONSE OPTION CAN BE SELECTED FOR EACH ROW		Several times a week	About once a week	About 2-3 times a month	About once a month	Less than once a month	Never
Q13a	Large supermarket e.g., Tesco Extra, Sainsbury's, Morrisons etc. (excluding supermarket cafés)	1	2	3	4	5	6
Q13b	Local supermarket e.g., Tesco Express, Sainsbury's Local, Co-Op etc. or convenience store e.g., including Boots, Nisa, Premier, Spar etc.	1	2	3	4	5	6
Q13c	Café/coffee shop (including supermarket cafés)	1	2	3	4	5	6
Q13d	Garage/filling station forecourt	1	2	3	4	5	6
Q13e	Sandwich shop/bakery	1	2	3	4	5	6
Q13f	Fast-food outlets and takeaways	1	2	3	4	5	6

Q13g	Full-service restaurants, pubs or bars	1	2	3	4	5	6
Q13h	Other places (e.g., canteens, food trucks)	1	2	3	4	5	6

ASK IF EVER PURCHASES SUPERMARKET EVENING MEAL DEAL (Q13a/b=1-5)

Q14. Thinking about the type of evening meal deal you buy from supermarkets, what do you tend to choose to include...?

RESPONDENT CAN WRITE IN THEIR RESPONSE TO THE QUESTIONS BELOW		INCLUDE CODE FOR:
Q14a	...as a starter?	A starter doesn't tend to be part of the meal deals I buy
Q14b	...as a main?	A main doesn't tend to be part of the meal deals I buy
Q14c	...as a side?	A side doesn't tend to be part of the meal deals I buy
Q14d	...as a dessert?	A dessert doesn't tend to be part of the meal deals I buy
Q14e	...as a drink?	A drink doesn't tend to be part of the meal deals I buy

ASK IF EVER PURCHASES EVENING MEAL DEAL (Q12=1)

Q15. What is the main reason you buy an evening meal deal?

MUTIPLE RESPONSE OPTIONS CAN BE SELECTED	Code
Price/value for money	1
Convenience	2
Taste/enjoyment	3
Variety	4
Treat	5
Health (e.g., nutritional value, calorie content, fat content)	6
Other (please specify)	7
Don't know	8

ASK IF EVER PURCHASES FAST FOOD/RESTAURANT MEAL DEAL AT LUNCH OR EVENING MEAL (Q6f/g=1-5 OR Q13f/g=1-5)

Q16. Are 'off the shelf' pre-packed items (like carbonated soft drinks or snacks like crisps or chocolate bars) ever part of meal deals (**for your lunch or for your evening meal**) you buy at fast-food outlets or full-service restaurants?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Yes	1
No	2
Don't know/not sure	3

ASK IF EVER PURCHASES LUNCH OR EVENING MEAL DEAL (Q5=1 OR Q12=1)

Q17. To what extent do you agree with the following statement: buying a meal deal means I buy and consume items I would not otherwise have purchased?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
Don't know	6

Q18. If less healthy items, such as 'off-the-shelf' pre-packed pasties, crisps, chocolate, sugary drinks, pizzas, garlic bread etc. were **not** available as part of meal deals, what do you think you would do?

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Still buy a meal deal but one that includes non-restricted, healthier items	1
Buy the healthier meal deal and any additional items I want on top	2
Buy the items I want separately (i.e., not a meal deal)	3
Just buy a main and take my own snack/drink from home	4
Just buy and eat a main with no additional items	5
Other (please specify)	6
Not applicable – I do not buy less healthy, pre-packed items when I buy meal deals	7

ASK ALL

Q19. To what extent do you support or oppose the idea of excluding less healthy off-the-shelf pre-packed items as part of a meal deal to support healthier diets and reduce the risk of obesity? (Less healthy items can still be bought, but not as part of a meal deal. Meal deals with healthier items can still be offered.)

SINGLE RESPONSE OPTION CAN BE SELECTED	Code
Strongly support	1
Support	2
Neither support nor oppose	3
Oppose	4
Strongly oppose	5
Don't know	6

ASK UNLESS Q19=DK

Q20. What are your main reasons for saying you *[text substitution, Q19 response]* this idea?

_____ [DP: WRITE IN – MAX 5000 CHARACTERS]

CLASSIFICATION QUESTIONS

The final questions are just for classification and analysis purposes.

Q21. How many people live in your household? Please include the total number of adults and the total number of children aged under 18 who live in the household, including yourself. If you do not have any children in the household, please leave this blank.

Q21a. Number of adults in the household (including yourself) _____

Q21b. Number of children aged under 18 in the household _____

Q22. What is your postcode?

Please note this information will only be used to analyse results, for example by comparing urban and rural areas. It will never be used to identify individuals. _____ [include a prefer not to say option]

GDPR OUTRO

Thank you for taking part in this research survey. This research was commissioned by the Scottish Government.

Please now press the **Submit** button to register your responses.