

## Appendices

### Appendix 1 Focus groups topic guide

#### Question to be answered

- Do nutrient and health claims have an impact on the perceived healthiness and the amount of foods/meals eaten by adults on the island of Ireland?

#### Welcome (5 mins)

- Hello everyone, first I just want to say thank you for coming to this focus group. As you may already know, my name is xxx and I am a researcher at Queen's University Belfast.
- I am talking to people across Ireland to gather their opinions on different types of food. The point of a focus group is basically to understand opinions and views. There are no right or wrong answers, so feel free to be open and honest.
- I will be using a voice recorder to save me taking lots of notes. Don't worry, you won't be personally identified in any of the research outputs or reports. Each participant will be assigned a code and this will be used in reporting. So for example, participant A in group B said xyz... Because I am using a voice recorder can I ask you to try not to talk over each other too much as it gets confusing when it comes to transcribing what has been said.
- So what we are going to do is the discussion then we will finish with a quick questionnaire at the end. I have a list of some areas that I want to cover in the discussion. So I apologise in advance if I have to cut any of you off or try to bring things back to the topic, or if I ask certain people to speak. It's nothing personal, I just need to cover everything.
- Ok, so since we are here to talk about food. An easy first question is to tell me your favourite food. Just tell me your first name and your favourite food. I'll start – my name is xxx and my favourite food is x.

#### General thoughts on food packaging (10 mins)

- What are the sorts of things that influence what you eat?
  - If not mentioned – is an item's packaging/labelling something that influences what you eat?
- Thinking about food packaging and wrappers, what do you think should be included or displayed on these?
  - For each answer, probe why they think this.
  - Also probe where they think this should be on the packet – front/back/side/top/bottom?
- Are there certain foods or drinks where you would be more likely to look at the label?
- **\*\* RAPID ELICITATION TASK \*\***  
*Hold up/pass around item with nutrition/health claim(s) and ask for words/thoughts that immediately come to mind. Ask participants to write down individually one word/thought and then get to share thoughts and discuss.*

#### Nutrition claims (15 mins)

- *Hold up item(s) used in elicitation task*
  - Before today, had you previously seen or eaten this product?

## Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

- Do you think this product would taste good or taste bad? Why?
- Do you think this product is healthy or unhealthy? Why?
- Do you think this product would 'fill you up' or leave you hungry? Why?
- Would you eat or not eat this product? Why?
- *Hold up item with 'low fat' claim*
  - Again, I just want to ask similar questions about your thoughts on this item
  - Before today, had you previously seen or eaten this product?
  - Do you think this product would taste good or taste bad? Why?
  - Do you think this product is healthy or unhealthy? Why?
  - Do you think this product would 'fill you up' or leave you hungry? Why?
  - Would you eat or not eat this product? Why?
- *Point to nutrition claim 'low in fat' on item packaging*
  - What does this mean?
  - If vague answer(s) e.g. 'it doesn't have much fat', probe and ask what exactly participants think this means.
- How much fat do you think a product must contain to be labelled 'low fat'?
  - After suggestions, provide answer 'For a product to be labelled low fat, it must contain no more than 3g of fat per 100g'
  - What do you think about this?
  - Do you think it is acceptable or unacceptable for this level of fat to be defined as 'low fat'?
- Is this the type of thing you would or would not look for on packaging before eating a product?  
'Low in fat' is an example of a nutrition claim.  
**\*\* SHOWCARD A (NUTRITION CLAIM DEFINITION) \*\***  
A nutrition claim is any claim which states, suggest or implies that a food has particular beneficial nutritional properties.
- Can you give any other examples of nutrition claims? What products do you typically see these nutrition claims on? *If not mentioned, bring up 'light' 'diet' 'zero' etc.*
- Are there any advantages to having these nutrition claims on products? Are there any disadvantages?
- Has there ever been an occasion where a nutrition claim on a product, such as low fat or reduced sugar, has stopped you from eating a product?
- Has there ever been an occasion where a nutrition claim on a product, such as low fat or reduced sugar, has made you eat more of a product?
- Has there ever been an occasion where you have eaten a meal or food product with a nutrition claim then later you have eaten more or less than you normally would?
- How believable do you think this claim is?

### Health claims (15 mins)

- Have you ever seen this advertisement?  
**\*\* SHOWCARD B (STILL FROM ACTIVIA AD) \*\***
- Which things stand out from the advertisement?
  - Prompt – anything else? Until no new ideas.
  - What would you say is the main thing that stands out?
  - Again, I just want to ask the same questions about your opinion of this product. This is the last product I will show.
  - Before today, had you previously seen or eaten this product?
  - Do you think this product would taste good or taste bad? Why?
  - Do you think this product is healthy or unhealthy? Why?
  - Do you think this product would 'fill you up' or leave you hungry? Why?
  - Would you eat or not eat this product? Why?
- **\*\* POINT TO/HIGHLIGHT CALCIUM & BONES CLAIM IN SHOWCARD D \*\***
  - What does this mean?

- If answer 'it contains calcium' probe and ask what exactly participants think this means.
- Is this the type of thing you would look for in a product before eating/drinking it?
- 'Activia contains calcium which helps maintain healthy bones' is an example of a health claim.  
**\*\* SHOWCARD C (HEALTH CLAIM DEFINITION) \*\***  
A health claim is any message conveyed in text or images that state, suggest or imply that a relationship exists between a food category, a food, or one of its constituents and health.
- Can you give any other examples of health claims? What products do you typically see these health claims on?
- Are there any advantages or disadvantages to having these health claims on products?
- Has there ever been an occasion where a health claim on a product, such as 'helps to maintain healthy bones' has stopped you from eating a product?
- Has there ever been an occasion where a health claim on a product, such as 'helps to maintain healthy bones', has made you eat more of a product?
- Has there ever been an occasion where you have eaten a meal or food product with a health claim then later you have eaten more or less than you normally would?
- How believable do you think this claim is?  
Do you think if you ate more of this product that you would have healthier bones?

**Thoughts on fake food (10 mins)**

- *Show/pass around some fake food items to be used in experiments*
- This is a replica of a food item that will be used in a future study. Do you think this looks realistic or not realistic?
- Are these foods something which you would commonly eat at home?

**Focus group close (5 mins)**

- Summarise and clarify key points from the discussion.
- Ask if participants have anything further they would like to add.

**Brief questionnaire (10 mins)**

- Participants complete brief questionnaire including demographics, nutrition knowledge, and health interest (10 mins).

**Session close (5 mins)**

- Thank participants for coming and any other business (debriefing sheets, contact details etc.).
- Distribute any study materials.
- Distribute honorariums.

## Appendix 2 Showcards used in focus groups

Nutrition claim = Any claim which states, suggests or implies that a food has particular beneficial nutritional properties.

Showcard A

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?



Showcard B

Health claim = Any message conveyed in text or images that states, suggests or implies that a relationship exists between a food category, a food, or one of its constituents and health.

Showcard C

## Appendix 3 Focus groups questionnaire

Please complete the questions below. These are used to help us to interpret the focus group findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

Q1. Gender (*please tick one only*)

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

Q2. Age

Q3. What is your marital status? (*please tick one only*)

Single (never married)	<input type="checkbox"/>
Living with partner	<input type="checkbox"/>
Married	<input type="checkbox"/>
Divorced/separated	<input type="checkbox"/>
Widowed	<input type="checkbox"/>

Q4. What is the **highest level** of education that you have **completed**? (*please tick one only*)

None	<input type="checkbox"/>
Primary school	<input type="checkbox"/>
Secondary school (to age 15/16)	<input type="checkbox"/>
Secondary school (to age 17/18)	<input type="checkbox"/>
Additional training (NVQ, BTEC etc.)	<input type="checkbox"/>
Undergraduate university/college	<input type="checkbox"/>
Postgraduate university/college	<input type="checkbox"/>

Q5. Are you responsible for the food and grocery shopping in your household? (*please tick one only*)

Yes – I do most of the food and grocery shopping	<input type="checkbox"/>
Yes – I am jointly responsible/share responsibility with others	<input type="checkbox"/>
No – Someone else does it	<input type="checkbox"/>

Q6. Please give your height (without shoes). If you do not know your height, please provide an approximate guess

<input type="text"/> feet	<input type="text"/> inches	OR	<input type="text"/> centimetres
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Q7. Please give your weight. If you do not know your weight, please provide an approximate guess

stone  pounds OR  kilograms

**Please answer questions Q8 – Q11 about your current job. If you have more than one job, please answer these questions about your main job. If you are not currently working, please answer these questions about your last job as if you are still working there.**

Q8. Do you work as an employee or are you self-employed? *(please tick one only)*

Employee	<input type="checkbox"/>	Continue
Self-employed with employees	<input type="checkbox"/>	Continue
Self-employed/freelance without employees	<input type="checkbox"/>	Go to Q11
Full-time student	<input type="checkbox"/>	Go to Q12
I have never worked	<input type="checkbox"/>	Go to Q12

Q9. How many people work for your employer at the place where you work? This includes the whole organisation/business and not just the number of employees in your department (If you are self-employed – how many people do you employ?) *(please tick one only)*

1-24 employees   
 25 or more employees

Q10. Do you supervise any other employees? (A supervisor or foreman is responsible for overseeing the work of other employees on a day-to-day basis) *(please tick one only)*

Yes   
 No

Q11. Please tick the box which best describes the sort of work you do. Again, if you have more than one job, please answer the question about your main job. If you are not currently working, please answer this question about your last job *(please tick one only)*

<b>Modern professional occupations</b> <i>(such as teacher, nurse, physiotherapist, social worker, welfare officer, artist, musician, police officer sergeant or above, software designer)</i>	<input type="checkbox"/>
<b>Clerical and intermediate occupations</b> <i>(such as secretary, personal assistant, clerical worker, office clerk, call centre agent, nursing auxiliary, nursery nurse)</i>	<input type="checkbox"/>
<b>Senior managers or administrators</b> <i>(usually responsible for planning, organising and co-ordinating work, and for finance such as finance manager or chief executive)</i>	<input type="checkbox"/>
<b>Technical and craft occupations</b> <i>(such as motor mechanic, fitter, inspector, plumber, printer, tool maker, electrician, gardener, train driver)</i>	<input type="checkbox"/>
<b>Semi-routine manual and service occupations</b> <i>(such as postal worker, machine operative, security guard, caretaker, farm worker, catering assistant, receptionist, sales assistant)</i>	<input type="checkbox"/>



<b>Routine manual and service occupations</b> <i>(such as HGV driver, van driver, cleaner, porter, packer, sewing machinist, messenger, labourer, waiter/waitress, bar staff)</i>	
<b>Middle or junior managers</b> <i>(such as office manager, retail manager, bank manager, restaurant manager, warehouse manager, publican)</i>	
<b>Traditional professional occupations</b> <i>(such as accountant, solicitor, medical practitioner, scientist, civil/mechanical engineer)</i>	

Q12. Do you have or have you ever had any of the following health problems? *(please tick all that apply)*

Overweight/obesity	
Cardiovascular/heart disease	
Hypertension	
Irritable Bowel Syndrome (IBS) or other digestive problems	
Cancers (any type)	
High blood cholesterol levels	
Osteoporosis or other bone problems	
Other chronic condition(s)/disease(s)	
None of the above	
Prefer not to say	

Q13. To the best of your knowledge, do any people close to you (e.g. family members) have or have they ever had any of the following health problems? *(please tick all that apply)*

Overweight/obesity	
Cardiovascular/heart disease	
Hypertension	
Irritable Bowel Syndrome (IBS) or other digestive problems	
Cancers (any type)	
High blood cholesterol levels	
Osteoporosis or other bone problems	
Other chronic condition(s)/disease(s)	
None of the above	
Prefer not to say	

Q14. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that may be part of your job

0 days	
1 day	
2 days	
3 days	
4 days	
5 days	
6 days	
7 days	

Q15. Are you currently on any special diet? (please tick all that apply)

Diabetic diet	<input type="checkbox"/>
Cholesterol lowering diet	<input type="checkbox"/>
Vegetarian diet	<input type="checkbox"/>
Vegan diet	<input type="checkbox"/>
Slimming diet prescribed by a health professional	<input type="checkbox"/>
Slimming diet you decided for yourself	<input type="checkbox"/>
Other 'medical diet' (please state below)	<input type="checkbox"/>
<input style="width: 100%; height: 20px;" type="text"/>	
No, I am not currently on any special diet	<input type="checkbox"/>

Q16. To what extent do you either agree or disagree with each of the following statements about nutrition and health? (please circle one number on each row)

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The healthiness of food has little impact on my food choices	1	2	3	4	5
I am very particular about the healthiness of food I eat	1	2	3	4	5
I eat what I like and I do not worry much about the healthiness of food	1	2	3	4	5
I always follow a healthy and balanced diet	1	2	3	4	5
I am knowledgeable about health and nutrition issues	1	2	3	4	5
My friends ask me for nutritional/health advice or information	1	2	3	4	5
Compared to most people I am quite knowledgeable about nutrition and health claims	1	2	3	4	5
Compared to most people, I am more confident in using nutrition and health claims to make a food choice	1	2	3	4	5
I feel confident about my ability to understand nutrition and health claims on food labels	1	2	3	4	5

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am interested in looking for nutrition and health claims on food	1	2	3	4	5
I pay attention to nutrition and health claims on food	1	2	3	4	5
I often use nutrition and health claims while shopping	1	2	3	4	5

***Thank you for completing this questionnaire***

## Appendix 4 Household survey questionnaire

### QUESTION 1

Good morning \ afternoon \ evening. I am \_\_\_\_\_ from Millward Brown Ulster.  
We are conducting a survey about food packaging.

### QUESTION 10

**NUMBER**

MINIMAL VALUE 18  
MAXIMAL VALUE 64

S1. What is your age?

*IF [ Q10 < 18 \ Q10 > 64 ] CONTINUE AT QUESTION 9003*

### QUESTION 20

**MULTIPLE**

S2. Do you, or does anyone in your household, work in any of the following areas?  
READ EACH IN TURN

- 1  Advertising  
*CONTINUE AT QUESTION 9003*
- 2  Marketing or market research  
*CONTINUE AT QUESTION 9003*
- 3  As a professional in the food industry  
*CONTINUE AT QUESTION 9003*
- 4  Nutrition diet  
*CONTINUE AT QUESTION 9003*
- 5  None of these

### QUESTION 31

S3a. Do you have any severe food allergies or intolerances?

- 1  Yes  
*CONTINUE AT QUESTION 9003*
- 2  No

### QUESTION 32

S3b. Are you a vegan, vegetarian or pescetarian?

- 1  Yes  
*CONTINUE AT QUESTION 9003*
- 2  No

### QUESTION 40

S4. I will now read out a list of four different foods. Please look at the scale and tell me which option best describes how often you eat each food?

**QUESTION 41**

**MULTIPLE**

*DUMMY QUESTION*


- 1  Beef Lasagne from a packet e.g. ready or frozen meal
- 2  Vanilla Yoghurt
- 3  Cereal
- 4  Chicken Soup

*PUT IN STATEMENT Q41,1*

**QUESTION 42**

Beef Lasagne from a packet e.g. ready or frozen meal

SHOW SCREEN


- 1  Daily
  - 2  A couple of few times a week
  - 3  Once a week
  - 4  Once or twice a month
  - 5  Every few months
  - 6  Once or twice a year
  - 7  Less than once a year
  - 8  Never
-  *ADD TO Q41 [ 1 ]*

*PUT IN STATEMENT Q41,2*

**QUESTION 42**

Vanilla Yoghurt

SHOW SCREEN


- 1  Daily
  - 2  A couple of few times a week
  - 3  Once a week
  - 4  Once or twice a month
  - 5  Every few months
  - 6  Once or twice a year
  - 7  Less than once a year
  - 8  Never
-  *ADD TO Q41 [ 2 ]*

*PUT IN STATEMENT Q41,3*

**QUESTION 42**

Cereal


SHOW SCREEN

- 1  Daily
  - 2  A couple of few times a week
  - 3  Once a week
  - 4  Once or twice a month
  - 5  Every few months
  - 6  Once or twice a year
  - 7  Less than once a year
  - 8  Never
-  *ADD TO Q41 [ 3 ]*

*PUT IN STATEMENT Q41,4*

**QUESTION 42**

Chicken Soup  
SHOW SCREEN


- 1  Daily
  - 2  A couple of few times a week
  - 3  Once a week
  - 4  Once or twice a month
  - 5  Every few months
  - 6  Once or twice a year
  - 7  Less than once a year
  - 8  Never
-  ADD TO Q41 [ 4 ]

IF [ Q41, 1 TO 4 ] CONTINUE AT QUESTION 9003

**QUESTION 51**

DO NOT READ OUT

INT - Does individual have sufficient level of English to understand survey and read showcards / photographs?

- 1  Yes
  - 2  No
-  CONTINUE AT QUESTION 9003

**QUESTION 101**

A1. I am now going to ask about your appetite at the moment. On a scale of 1 to 7 where 1 means not hungry at all and 7 means extremely

hungry, how hungry are you right now?

SHOW SCREEN

- 1  1 - Not hungry at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely hungry

**QUESTION 102**

A2. On a scale of 1 to 7 where 1 means not thirsty at all and 7 means extremely thirsty, how thirsty are you right now?

SHOW SCREEN

- 1  1 - Not thirsty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely thirsty

**QUESTION 290**

INT - PLEASE CHOOSE RELEVANT VARIANT

- 2  Variant B
- 4  Variant D

PUT IN Chosen [ Q290 ]

PUT IN Chosen Q290,Chosen

**QUESTION 291**

PLEASE SELECT THE FOLLOWING SET OF SHOWCARDS -

**QUESTION 292**

*DUMMY QUESTION*

ORDER SHOWN

- 1  1234
- 2  2341
- 3  3412
- 4  4123

**QUESTION 293**

**MULTIPLE**

*DUMMY QUESTION*

SHOWCARD B

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8
- 9  9
- 10  10
- 11  11
- 12  12
- 13  13
- 14  14
- 15  15
- 16  16

*PUT IN CNT [ 0 ]*

**QUESTION 200**

READ OUT

You will now be shown photographs of a series of foods. Please consider each photograph carefully and answer the questions that follow

based on that specific product, that is, that specific brand, packaging, labelling and so on.

Even if you rarely have seen or tasted the product before, it's your thoughts we are interested in based on the packaging.

*PUT IN SHCRDB "SHOWCARD 1" PUT IN SHCRDC "SHOWCARD W" ADD TO Q293 [ 1 ] PUT IN MEAL "lunch"*

*IF [ Q290 , 1 ] PUT IN CNT [ 1 ]*

*IF [ Q290 , 1 & CNT = 1 ] ADD TO Q292 [ 1 ]*

**QUESTION 2011**

IF [ Q290 , 1 ]

SHOWCARD 1

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2021**

IF [ Q290 , 1 ]

SHOWCARD 1

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2031**

IF [ Q290 , 1 ]

SHOWCARD 1

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling



**QUESTION 3011**

IF [ Q290 , 1 ]

CONTINUE SHOWING SHOWCARD 1

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for lunch. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD W

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 5" PUT IN SHCRDC "SHOWCARD X" ADD TO Q293 [ 5 ] PUT IN MEAL "breakfast"

IF [ Q290 , 1 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 1 & CNT = 1 ] ADD TO Q292 [ 2 ]

**QUESTION 2011**

IF [ Q290 , 1 ]

SHOWCARD 5

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you

think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2021**

IF [ Q290 , 1 ]

SHOWCARD 5

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do

you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2031**

IF [ Q290 , 1 ]

SHOWCARD 5

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3011**

IF [ Q290 , 1 ]

CONTINUE SHOWING SHOWCARD 5

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for breakfast. How much would you eat? Look at these photographs and please give me the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD X

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 9" PUT IN SHCRDC "SHOWCARD Y" ADD TO Q293 [ 9 ] PUT IN MEAL "dinner"  
IF [ Q290 , 1 ] PUT IN CNT [ CNT + 1 ]  
IF [ Q290 , 1 & CNT = 1 ] ADD TO Q292 [ 3 ]

**QUESTION 2011**

IF [ Q290 , 1 ]

SHOWCARD 9

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2021**

IF [ Q290 , 1 ]

SHOWCARD 9

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2031**

IF [ Q290 , 1 ]

SHOWCARD 9

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3011**

IF [ Q290 , 1 ]

CONTINUE SHOWING SHOWCARD 9

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for dinner. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD Y

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 13" PUT IN SHCRDC "SHOWCARD Z" ADD TO Q293 [ 13 ] PUT IN MEAL "a snack"

IF [ Q290 , 1 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 1 & CNT = 1 ] ADD TO Q292 [ 4 ]

**QUESTION 2011**

IF [ Q290 , 1 ]

SHOWCARD 13

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2021**

IF [ Q290 , 1 ]

SHOWCARD 13

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2031**

IF [ Q290 , 1 ]

SHOWCARD 13

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3011**

IF [ Q290 , 1 ]

CONTINUE SHOWING SHOWCARD 13

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for a snack. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD Z

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 2" PUT IN SHCRDC "SHOWCARD W" ADD TO Q293 [ 2 ] PUT IN MEAL "lunch"

IF [ Q290 , 2 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 2 & CNT = 1 ] ADD TO Q292 [ 1 ]

**QUESTION 2012**

IF [ Q290 , 2 ]

SHOWCARD 2

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you

think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2022**

IF [ Q290 , 2 ]

SHOWCARD 2

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do

you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2032**

IF [ Q290 , 2 ]

SHOWCARD 2

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3012**

IF [ Q290 , 2 ]

CONTINUE SHOWING SHOWCARD 2

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for lunch. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD W

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 6" PUT IN SHCRDC "SHOWCARD X" ADD TO Q293 [ 6 ] PUT IN MEAL "breakfast"

IF [ Q290 , 2 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 2 & CNT = 1 ] ADD TO Q292 [ 2 ]

**QUESTION 2012**

IF [ Q290 , 2 ]

SHOWCARD 6

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2022**

IF [ Q290 , 2 ]

SHOWCARD 6

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2032**

IF [ Q290 , 2 ]

SHOWCARD 6

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3012**

IF [ Q290 , 2 ]

CONTINUE SHOWING SHOWCARD 6

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for breakfast. How much would you eat? Look at these photographs and please give

me the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD X

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 10" PUT IN SHCRDC "SHOWCARD Y" ADD TO Q293 [ 10 ] PUT IN MEAL "dinner"

IF [ Q290 , 2 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 2 & CNT = 1 ] ADD TO Q292 [ 3 ]

**QUESTION 2012**

IF [ Q290 , 2 ]

SHOWCARD 10

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2022**

IF [ Q290 , 2 ]

SHOWCARD 10

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2032**

IF [ Q290 , 2 ]

SHOWCARD 10

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling



**QUESTION 3012**

IF [ Q290 , 2 ]

CONTINUE SHOWING SHOWCARD 10

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for dinner. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD Y

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 14" PUT IN SHCRDC "SHOWCARD Z" ADD TO Q293 [ 14 ] PUT IN MEAL "a snack"

IF [ Q290 , 2 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 2 & CNT = 1 ] ADD TO Q292 [ 4 ]

**QUESTION 2012**

IF [ Q290 , 2 ]

SHOWCARD 14

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you

think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2022**

IF [ Q290 , 2 ]

SHOWCARD 14

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do

you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2032**

IF [ Q290 , 2 ]

SHOWCARD 14

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3012**

IF [ Q290 , 2 ]

CONTINUE SHOWING SHOWCARD 14

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for a snack. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD Z

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 3" PUT IN SHCRDC "SHOWCARD W" ADD TO Q293 [ 3 ] PUT IN MEAL "lunch"

IF [ Q290 , 3 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 3 & CNT = 1 ] ADD TO Q292 [ 1 ]

**QUESTION 2013**

IF [ Q290 , 3 ]

SHOWCARD 3

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2033**

IF [ Q290 , 3 ]

SHOWCARD 3

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2033**

IF [ Q290 , 3 ]

SHOWCARD 3

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3013**

IF [ Q290 , 3 ]

CONTINUE SHOWING SHOWCARD 3

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for lunch. How much would you eat? Look at these photographs and please give me the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD W

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 7" PUT IN SHCRDC "SHOWCARD X" ADD TO Q293 [ 7 ] PUT IN MEAL "breakfast"  
IF [ Q290 , 3 ] PUT IN CNT [ CNT + 1 ]  
IF [ Q290 , 3 & CNT = 1 ] ADD TO Q292 [ 2 ]

**QUESTION 2013**

IF [ Q290 , 3 ]

SHOWCARD 7

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2023**

IF [ Q290 , 3 ]

SHOWCARD 7

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2033**

IF [ Q290 , 3 ]

SHOWCARD 7

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3013**

IF [ Q290 , 3 ]

CONTINUE SHOWING SHOWCARD 7

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for breakfast. How much would you eat? Look at these photographs and please give me the number of the size that most closely resembles how much you would eat.  
NOW SHOWCARD X

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 11" PUT IN SHCRDC "SHOWCARD Y" ADD TO Q293 [ 11 ] PUT IN MEAL "dinner"  
IF [ Q290 , 3 ] PUT IN CNT [ CNT + 1 ]  
IF [ Q290 , 3 & CNT = 1 ] ADD TO Q292 [ 3 ]

**QUESTION 2013**

IF [ Q290 , 3 ]

SHOWCARD 11

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2023**

IF [ Q290 , 3 ]

SHOWCARD 11

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2033**

IF [ Q290 , 3 ]

SHOWCARD 11

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3013**

IF [ Q290 , 3 ]

CONTINUE SHOWING SHOWCARD 11

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for dinner. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD Y

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 15" PUT IN SHCRDC "SHOWCARD Z" ADD TO Q293 [ 15 ] PUT IN MEAL "a snack"

IF [ Q290 , 3 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 3 & CNT = 1 ] ADD TO Q292 [ 4 ]

**QUESTION 2013**

IF [ Q290 , 3 ]

SHOWCARD 15

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2033**

IF [ Q290 , 3 ]

SHOWCARD 15

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2033**

IF [ Q290 , 3 ]

SHOWCARD 15

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3013**

IF [ Q290 , 3 ]

CONTINUE SHOWING SHOWCARD 15

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for a snack. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD Z

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 4" PUT IN SHCRDC "SHOWCARD W" ADD TO Q293 [ 4 ] PUT IN MEAL "lunch"

IF [ Q290 , 4 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 4 & CNT = 1 ] ADD TO Q292 [ 1 ]

**QUESTION 2014**

IF [ Q290 , 4 ]

SHOWCARD 4

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2024**

IF [ Q290 , 4 ]

SHOWCARD 4

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2034**

IF [ Q290 , 4 ]

SHOWCARD 4

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling



**QUESTION 3014**

IF [ Q290 , 4 ]

CONTINUE SHOWING SHOWCARD 4

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for lunch. How much would you eat? Look at these photographs and please give me the number of the size that most closely resembles how much you would eat.  
NOW SHOWCARD W

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 8" PUT IN SHCRDC "SHOWCARD X" ADD TO Q293 [ 8 ] PUT IN MEAL "breakfast"  
IF [ Q290 , 4 ] PUT IN CNT [ CNT + 1 ]  
IF [ Q290 , 4 & CNT = 1 ] ADD TO Q292 [ 2 ]

**QUESTION 2014**

IF [ Q290 , 4 ]

SHOWCARD 8

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2024**

IF [ Q290 , 4 ]

SHOWCARD 8

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2034**

IF [ Q290 , 4 ]

SHOWCARD 8

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3014**

IF [ Q290 , 4 ]

CONTINUE SHOWING SHOWCARD 8

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for breakfast. How much would you eat? Look at these photographs and please give me the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD X

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 12" PUT IN SHCRDC "SHOWCARD Y" ADD TO Q293 [ 12 ] PUT IN MEAL "dinner"  
IF [ Q290 , 4 ] PUT IN CNT [ CNT + 1 ]  
IF [ Q290 , 4 & CNT = 1 ] ADD TO Q292 [ 3 ]

**QUESTION 2014**

IF [ Q290 , 4 ]

SHOWCARD 12

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2024**

IF [ Q290 , 4 ]

SHOWCARD 12

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2034**

IF [ Q290 , 4 ]

SHOWCARD 12

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3014**

IF [ Q290 , 4 ]

CONTINUE SHOWING SHOWCARD 12

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for dinner. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD Y

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

PUT IN SHCRDB "SHOWCARD 16" PUT IN SHCRDC "SHOWCARD Z" ADD TO Q293 [ 16 ] PUT IN MEAL "a snack"

IF [ Q290 , 4 ] PUT IN CNT [ CNT + 1 ]

IF [ Q290 , 4 & CNT = 1 ] ADD TO Q292 [ 4 ]

**QUESTION 2014**

IF [ Q290 , 4 ]

SHOWCARD 16

B1. Thinking about this product, on a scale of 1 to 7 where 1 means not tasty at all and 7 means extremely tasty, to what extent do you think this product is tasty?

SHOW SCREEN

- 1  1 - Not tasty at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely tasty

**QUESTION 2024**

IF [ Q290 , 4 ]

SHOWCARD 16

B2. Thinking about this product, on a scale of 1 to 7 where 1 means not healthy at all and 7 means extremely healthy, to what extent do you think this product is healthy?

SHOW SCREEN

- 1  1 - Not healthy at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely healthy

**QUESTION 2034**

IF [ Q290 , 4 ]

SHOWCARD 16

B3. Thinking about this product, on a scale of 1 to 7 where 1 means not filling at all and 7 means extremely filling, to what extent do you think this product is filling?

SHOW SCREEN

- 1  1 - Not filling at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely filling

**QUESTION 3014**

IF [ Q290 , 4 ]

CONTINUE SHOWING SHOWCARD 16

IF RESPONDENT MENTIONS THEY DO NOT USUALLY EAT THAT FOOD OR DO NOT USUALLY EAT THAT MEAL E.G. BREAKFAST, LUNCH OR

DINNER, TELL THEM TO IMAGINE THEY ARE

C1. Imagine you are only having this specific product for a snack. How much would you eat? Look at these photographs and please give me

the number of the size that most closely resembles how much you would eat.

NOW SHOWCARD Z

- 1  1
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8

**QUESTION 294**

DUMMY QUESTION

SHOWCARD C

- 1  W
- 2  X
- 3  Y
- 4  Z

IF [ Q293 , 1 TO 4 ] ADD TO Q294 [ 1 ]

IF [ Q293 , 5 TO 8 ] ADD TO Q294 [ 2 ]

IF [ Q293 , 9 TO 12 ] ADD TO Q294 [ 3 ]

IF [ Q293 , 13 TO 16 ] ADD TO Q294 [ 4 ]

**QUESTION 400**

DUMMY QUESTION

- 1  Fuller for longer
- 2  Low in fat
- 3  With plant sterols. Proven to lower cholesterol

PUT IN CLAIM Q400,1

**QUESTION 401**

D1. On a scale of 1 to 7 where 1 means not believable at all and 7 means extremely believable, to what extent do you believe the claim -

Fuller for longer?

SHOW SCREEN

- 1  1 - Not believable at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely believable

**QUESTION 402**

D2. Before today, how often had you seen or heard the claim - Fuller for longer? By seen or heard I mean on food packaging, in newspapers and magazines, on television, radio, the internet, or any other source?

SHOW SCREEN

- 1  Never
- 2  Rarely
- 3  Sometimes
- 4  Often
- 5  Always

*PUT IN CLAIM Q400,2*

**QUESTION 401**

D1. On a scale of 1 to 7 where 1 means not believable at all and 7 means extremely believable, to what extent do you believe the claim -

Low in fat?

SHOW SCREEN

- 1  1 - Not believable at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely believable

**QUESTION 402**

D2. Before today, how often had you seen or heard the claim - Low in fat? By seen or heard I mean on food packaging, in newspapers and magazines, on television, radio, the internet, or any other source?

SHOW SCREEN

- 1  Never
- 2  Rarely
- 3  Sometimes
- 4  Often
- 5  Always

*PUT IN CLAIM Q400,3*

**QUESTION 401**

D1. On a scale of 1 to 7 where 1 means not believable at all and 7 means extremely believable, to what extent do you believe the claim -

With plant sterols. Proven to lower cholesterol?

SHOW SCREEN

- 1  1 - Not believable at all
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Extremely believable

**QUESTION 402**

D2. Before today, how often had you seen or heard the claim - With plant sterols. Proven to lower cholesterol? By seen or heard I mean on

food packaging, in newspapers and magazines, on television, radio, the internet, or any other source?

SHOW SCREEN

- 1  Never
- 2  Rarely
- 3  Sometimes
- 4  Often
- 5  Always

**QUESTION 5011**

E1. I will now read a series of statements relating to your eating. Please tell me which option best corresponds to each of the following statements?

**QUESTION 5012**

*DUMMY QUESTION*

- 1  When I smell a sizzling steak or juicy piece of meat, I find it very difficult to keep from eating, even if I have just finished a meal
- 2  I deliberately take small helpings as a means of controlling my weight
- 3  When I feel anxious, I find myself eating
- 4  Sometimes when I start eating, I just can't seem to stop
- 5  Being with someone who is eating often makes me hungry enough to eat also
- 6  When I feel blue, I often overeat
- 7  When I see a real delicacy, I often get so hungry that I have to eat right away
- 8  I get so hungry that my stomach often seems like a bottomless pit
- 9  I am always hungry so it is hard for me to stop eating before I finish the food on my plate
- 10  When I feel lonely, I console myself by eating
- 11  I consciously hold back at meals in order not to weight gain
- 12  I do not eat some foods because they make me fat
- 13  I am always hungry enough to eat at any time

*PUT IN STATEMENT Q5012,1*

**QUESTION 5013**

When I smell a sizzling steak or juicy piece of meat, I find it very difficult to keep from eating, even if I have just finished a meal

SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,2*

**QUESTION 5013**

I deliberately take small helpings as a means of controlling my weight

SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,3*

**QUESTION 5013**

When I feel anxious, I find myself eating

SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,4*

**QUESTION 5013**

Sometimes when I start eating, I just can't seem to stop

SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,5*

**QUESTION 5013**

Being with someone who is eating often makes me hungry enough to eat also

SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,6*

**QUESTION 5013**

When I feel blue, I often overeat

SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,7*

**QUESTION 5013**

When I see a real delicacy, I often get so hungry that I have to eat right away

SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,8*



**QUESTION 5013**

I get so hungry that my stomach often seems like a bottomless pit  
SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,9*

**QUESTION 5013**

I am always hungry so it is hard for me to stop eating before I finish the food on my plate  
SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,10*

**QUESTION 5013**

When I feel lonely, I console myself by eating  
SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,11*

**QUESTION 5013**

I consciously hold back at meals in order not to weight gain  
SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,12*

**QUESTION 5013**

I do not eat some foods because they make me fat  
SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

*PUT IN STATEMENT Q5012,13*

**QUESTION 5013**

I am always hungry enough to eat at any time

SHOW SCREEN

- 1  Definitely false
- 2  Mostly false
- 3  Mostly true
- 4  Definitely true

**QUESTION 502**

E2. How often do you feel hungry?

SHOW SCREEN

- 1  Only at meal times
- 2  Sometimes between meals
- 3  Often between meals
- 4  Almost always

**QUESTION 503**

E3. How frequently do you avoid "stocking up" on tempting foods?

SHOW SCREEN

- 1  Almost never
- 2  Seldom
- 3  Usually
- 4  Almost always

**QUESTION 504**

E4. How likely are you to consciously eat less than you want?

SHOW SCREEN

- 1  Unlikely
- 2  Slightly likely
- 3  Moderately likely
- 4  Very likely

**QUESTION 505**

E5. Do you go on eating binges though you are not hungry?

SHOW SCREEN

- 1  Never
- 2  Rarely
- 3  Sometimes
- 4  At least once a week

**QUESTION 506**

E6. On a scale of 1 to 8, where 1 means no restraint in eating (eating whatever you want, whenever you want it) and 8 means total restraint

(constantly limiting food intake and never "giving in"), what number would you give yourself?

SHOW SCREEN

- 1  1 - No restraint in eating
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7
- 8  8 - Total restraint

**QUESTION 5071**

E7. To what extent do you agree or disagree with each of the following statements? Please use a scale of 1 to 7, where 1 means strongly

disagree and 7 means strongly agree?

**QUESTION 5072**

*DUMMY QUESTION*

- 1  The healthiness of food has little impact on my food choices
- 2  I am very particular about the healthiness of food I eat
- 3  I eat what I like and I do not worry much about the healthiness of food
- 4  It is important for me that my diet is low in fat
- 5  I always follow a healthy and balanced diet
- 6  It is important for me that my daily diet contains a lot of vitamins and minerals
- 7  The healthiness of snacks makes no difference to me
- 8  I do not avoid foods, even if they may raise my cholesterol
- 9  What I eat has a major impact on my personal health
- 10  I feel I have control over my personal health

*PUT IN STATEMENT Q5072,1*

**QUESTION 5073**

The healthiness of food has little impact on my food choices

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,2*

**QUESTION 5073**

I am very particular about the healthiness of food I eat

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,3*

**QUESTION 5073**

I eat what I like and I do not worry much about the healthiness of food

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,4*

**QUESTION 5073**

It is important for me that my diet is low in fat

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,5*

**QUESTION 5073**

I always follow a healthy and balanced diet

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,6*

**QUESTION 5073**

It is important for me that my daily diet contains a lot of vitamins and minerals

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,7*

**QUESTION 5073**

The healthiness of snacks makes no difference to me

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,8*

**QUESTION 5073**

I do not avoid foods, even if they may raise my cholesterol

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,9*

**QUESTION 5073**

What I eat has a major impact on my personal health

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

*PUT IN STATEMENT Q5072,10*

**QUESTION 5073**

I feel I have control over my personal health

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5
- 6  6
- 7  7 - Strongly agree

**QUESTION 600**

I will now ask you some questions about nutrition and health claims, which are claims found on food and drink products.

A nutrition claim states, suggests or implies that a food has particular beneficial nutritional properties. Examples include \_ low fat\_ \_ source of vitamin D\_ \_ no added sugar\_ and so on.

A health claim is any message in text or images that states, suggests or implies that a relationship exists between a food category, a food, or one of its constituents and health. Examples include \_ Dairy free soya drink is naturally kind on tummies\_ \_ actively lowers cholesterol\_ etc.

**QUESTION 6011**

F1. To what extent do you agree or disagree with each of the following statements? Please use a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree?

**QUESTION 6012**

*DUMMY QUESTION*

- 1  Compared to most people I am quite knowledgeable about nutrition and health claims
- 2  Compared to most people, I am more confident in using nutrition and health claims to make a food choice
- 3  I feel confident about my ability to understand nutrition and health claims on food labels
- 4  I am interested in looking for nutrition and health claims on food
- 5  I pay attention to nutrition and health claims on food
- 6  I often use nutrition and health claims while shopping

*PUT IN STATEMENT Q6012,1*

**QUESTION 6013**

Compared to most people I am quite knowledgeable about nutrition and health claims

SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5 - Strongly agree

*PUT IN STATEMENT Q6012,2*

**QUESTION 6013**

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Compared to most people, I am more confident in using nutrition and health claims to make a food choice  
SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5 - Strongly agree

PUT IN STATEMENT Q6012,3

**QUESTION 6013**

I feel confident about my ability to understand nutrition and health claims on food labels  
SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5 - Strongly agree

PUT IN STATEMENT Q6012,4

**QUESTION 6013**

I am interested in looking for nutrition and health claims on food  
SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5 - Strongly agree

PUT IN STATEMENT Q6012,5

**QUESTION 6013**

I pay attention to nutrition and health claims on food  
SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5 - Strongly agree

PUT IN STATEMENT Q6012,6

**QUESTION 6013**

I often use nutrition and health claims while shopping  
SHOW SCREEN

- 1  1 - Strongly disagree
- 2  2
- 3  3
- 4  4
- 5  5 - Strongly agree

**QUESTION 6014**

I will now ask some more questions about nutrition and health claims. Please do not worry if you are not sure of the answer and just provide your best guess.

INT - ONLY CODE DON\_ T KNOW IF RESPONDENT SAYS THIS EVEN AFTER BEING ASKED FOR THEIR BEST GUESS

**QUESTION 602**

F2. Which one of the following is a health claim that has been authorized for use on food products?

SHOW SCREEN

- 1  Calcium is needed to strengthen nails
- 2  Calcium is needed for the maintenance of normal bones
- 3  Calcium helps to reduce weight
- 4  Calcium helps to reduce the risk of heart disease
- 5  DK

**QUESTION 603**

F3. Which one of the following is a permitted nutrition claim under EU regulations?

SHOW SCREEN

- 1  Original
- 2  Organic
- 3  Free range
- 4  Source of fibre
- 5  DK

**QUESTION 604**

F4. What is the maximum amount of fat per 100 grams that a solid food product can contain for it to be labelled as low fat?

SHOW SCREEN

- 1  Maximum of 1 gram of fat per 100 grams
- 2  Maximum of 3 grams of fat per 100 grams
- 3  Maximum of 5 grams of fat per 100 grams
- 4  Maximum of 10 grams of fat per 100 grams
- 5  DK

**QUESTION 605**

F5. The claim "Iron contributes to normal cognitive function" in other words means..?

SHOW SCREEN

- 1  Iron contributes to normal brain function
- 2  Iron contributes to normal joint function
- 3  Iron contributes to normal bowel function
- 4  Iron contributes to normal anti-aging effect
- 5  DK

**QUESTION 606**

F6. The claim "Omega-3 fatty acids help to maintain a healthy cardiovascular system" in other words means..?

SHOW SCREEN

- 1  Omega-3 fatty acids help to maintain heart health
- 2  Omega-3 fatty acids help to maintain bone health
- 3  Omega-3 fatty acids help to maintain gut health
- 4  Omega-3 fatty acids help to maintain brain health
- 5  DK

**QUESTION 7011**

G1. Following are a number of statements concerning personal attitudes and traits. Listen to each statement and decide whether the statement is true or false as it applies to you?



**QUESTION 7012**

DUMMY QUESTION

- 1  It is sometimes hard for me to go on with my work if I am not encouraged
- 2  I sometimes feel resentful when I don\_ t get my own way
- 3  On a few occasions, I have given up doing something because I thought too little of my ability
- 4  There have been times when I felt like rebelling against people in authority, even though I knew they were right
- 5  No matter who I\_ m talking to, I\_ m always a good listener
- 6  There have been occasions when I took advantage of someone
- 7  I\_ m always willing to admit it when I make a mistake
- 8  I sometimes try to get even rather than forgive and forget
- 9  I am always courteous, even to people who are disagreeable
- 10  I have never been irked when people expressed ideas very different from my own
- 11  There have been times when I was quite jealous of the good fortune of others
- 12  I am sometimes irritated by people who ask favours of me
- 13  I have never deliberately said something that hurt someone\_ s feelings

PUT IN STATEMENT Q7012,1

**QUESTION 7013**

It is sometimes hard for me to go on with my work if I am not encouraged

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,2

**QUESTION 7013**

I sometimes feel resentful when I don\_ t get my own way

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,3

**QUESTION 7013**

On a few occasions, I have given up doing something because I thought too little of my ability

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,4

**QUESTION 7013**

There have been times when I felt like rebelling against people in authority, even though I knew they were right

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,5

**QUESTION 7013**

No matter who I\_ m talking to, I\_ m always a good listener

SHOW SCREEN

- 1  False
- 2  True

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

PUT IN STATEMENT Q7012,6

**QUESTION 7013**

There have been occasions when I took advantage of someone

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,7

**QUESTION 7013**

I'm always willing to admit it when I make a mistake

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,8

**QUESTION 7013**

I sometimes try to get even rather than forgive and forget

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,9

**QUESTION 7013**

I am always courteous, even to people who are disagreeable

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,10

**QUESTION 7013**

I have never been irked when people expressed ideas very different from my own

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,11

**QUESTION 7013**

There have been times when I was quite jealous of the good fortune of others

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,12

**QUESTION 7013**

I am sometimes irritated by people who ask favours of me

SHOW SCREEN

- 1  False
- 2  True

PUT IN STATEMENT Q7012,13

**QUESTION 7013**

I have never deliberately said something that hurt someone\_ s feelings

SHOW SCREEN

- 1  False
- 2  True

**QUESTION 801**

H1. In general, would you say your health is..?

SHOW SCREEN

- 1  Excellent
- 2  Very good
- 3  Good
- 4  Fair
- 5  Poor

**QUESTION 8021**

H2a. Have you ever been diagnosed with a specific medical condition by a health professional?

- 1  Yes
- 2  No
- 3  Refused

**QUESTION 8022**

**OPEN**

*IF [ Q8021 , 1 ]*

H2b. What are the conditions?

PROBE FULLY AND RECORD VERBNATIM

**QUESTION 803**

**MULTIPLE**

H3. Are you currently on any of the following diets?

SHOW SCREEN - CODE ALL THAT APPLY

- 1  Diabetic diet
- 2  Cholesterol lowering diet
- 3  Slimming diet prescribed by a health professional
- 4  Slimming diet you decided for yourself
- 5  Other medical diet, please specify
- 6  None of these

**QUESTION 901**

INTERVIEWER RECORD RESPONDENT GENDER:

- 1  Male
- 2  Female

**QUESTION 902**

What is your current marital status?

SHOW SCREEN

- 1  Married
- 2  Single (never married)
- 3  Widowed
- 4  Divorced
- 5  Separated
- 6  Living with partner

**QUESTION 903**

**NUMBER**

*MINIMAL VALUE 1*

Including you, how many adults aged over 16 live in your household?

INSERT NUMBER

**QUESTION 904**

**NUMBER**

*MINIMAL VALUE 0*

How many children aged under 16 live in your household?

INSERT NUMBER

**QUESTION 905**

Are you responsible for the food and grocery shopping in your household?

PROBE TO PRECOEDES

- 1  Yes - I do most of the food and grocery shopping
- 2  Yes - I am jointly responsible share responsibility with others
- 3  No - Someone else does it

**QUESTION 906**

What is the highest level of education you have attained?

SHOW SCREEN

- 1  None
- 2  Primary school
- 3  Secondary school to age 15 16 or junior group certificate, GCSE or O\_ Level
- 4  Secondary school to age 17 18 or leaving group certificate or A\_ Level, HNC
- 5  Additional training (e.g. NVQ, BTEC, FETAC, FAS, other)
- 6  University undergraduate nursing qualification
- 7  University postgraduate

**QUESTION 907**

What is your current occupation status?

SHOW SCREEN

- 1  Full time paid work (30+ hours per week)
- 2  Part-time paid work (8-29 hours per week)
- 3  Part-time paid work (under 8 hours per week)
- 4  Retired
- 5  At school
- 6  In full-time higher education
- 7  Unemployed (seeking work)
- 8  Unemployed (not seeking work)
- 9  Full-time homemaker

**QUESTION 908**

What is the total income of your household from all sources before tax and national insurance contributions? Please include all income

from employment and benefits

SHOW SCREEN - ASK FOR RELEVANT LETTER

- 1  X - Under £6,999 per annum (less than £135 per week)
- 2  P - £7,000 - £9,999 per annum (£135 - £195 per week)
- 3  D - £10,000 - £14,999 per annum (£195 - £290 per week)
- 4  B - £15,000 - £19,999 per annum (£290 - £385 per week)
- 5  A - £20,000 - £25,999 per annum (£385 - £500 per week)
- 6  L - £26,000 - £29,999 per annum (£500 - £580 per week)
- 7  Q - £30,000 - £39,999 per annum (£580 - £770 per week)
- 8  R - £40,000 - £49,999 per annum (£770 - £960 per week)
- 9  S - £50,000 - £59,999 per annum (£960 - £1,150 per week)
- 10  K - £60,000 + per annum (£1,150 per week)
- 11  Don't know
- 99  Refused

**QUESTION 909**

**OPEN**

SAVE IN CLASS

What is or was the occupation of the highest income earner in your household?

INT - Please probe for the following:

- Job title

- Qualifications or education

- Size of firm or how many employees

- Employed or self employed

- If retired, probe if receive private pension and, if so, probe for previous occupation and code

Please record as much detail as possible

Refer to new classification manual e.g. if manager probe for how many employees etc, if civil servant probe for grade etc.

**QUESTION 910**

Interviewer, Respondent said that occupation of chief income earner was..

<Question 909>

Please code

- 1  A
- 2  B
- 3  C1
- 4  C2
- 5  D
- 6  E

**QUESTION 911**

**FORM QUESTION**

Q48. How tall are you (in feet and inches)?

**QUESTION 912**

**FORM QUESTION**

Q49. How much do you currently weigh (in stones and pounds)?

**QUESTION 913**

**MULTIPLE**

Finally, which, if any, of the following nutrition and health claims did you see on the photographs of the food packaging that you were

shown earlier in the survey? You can choose as many as you remember.

READ OUT - CODE ALL THAT APPLY

- 1  Low in fat
- 2  With plant sterols. Proven to lower cholesterol
- 3  Reduced sugar
- 4  Fuller for longer
- 5  High in protein
- 6  Calcium and vitamin D help to reduce the loss of bone mineral in post-menopausal women
- 7  None of these
- 8  Don't know

**QUESTION 9141**

**OPEN**

Name

**QUESTION 9142**

**OPEN**

Postcode

PLEASE RECORD POSTCODE IN CORRECT FORMAT - E.G. BT9 5FL

**QUESTION 9143**

**OPEN**

Telephone Number

**QUESTION 915**

Would you be willing to be re-interviewed in the future?

- 1  Yes
- 2  No

**QUESTION 918**

**NUMBER**

*DUMMY QUESTION*

LENGTH OF INTERVIEW (SECS)

**QUESTION 916**

I certify that I have carried out this interview strictly in accordance with instructions and within the Market Research Society Code of Conduct..

- 1  Yes
- 2  No

**QUESTION 917**

**NUMBER**

Interviewer Number

**QUESTION 950**

*DUMMY QUESTION*

- 1  Finished

**QUESTION 9000**

This was my last question.

Thank you very much for your co-operation.

I would like to assure you that all the responses you have given are totally confidential.

And that this interview has been carried out under the guidance of the Market Research Society.

You have been speaking to .....calling From Millward Brown Ulster.

**QUESTION 9003**

DOES NOT MEET CRITERIA \ OUT OF QUOTA

Int - Respondent does not meet criteria or quota is full.

Please thank, close and recruit substitute.

*END OF INTERVIEW, NOT SUCCESSFUL, DATA WILL BE WRITTEN*

## Appendix 5 Foods and associated nutrition and health claims used in buffet experiment 1 examining impact of nutrition and health claims on portion size selection at single meals

Claim type	Claim	Food	Meal/buffet	Real/replica	
<b><i>Nutrition – related to fat</i></b>	1% fat	Dale farm milk (protein version)	Breakfast	Replica	
	5% fat	McCain oven chips	Hot meal	Replica	
	70% less fat	Walkers baked crisps	Snacks	Real	
	78% less saturated fat	Flora spread	Breakfast	Real	
	Fat-free	Konjac rice	Hot meal	Replica	
			Benecol yoghurts	Snacks	Replica
	Low in fat/low fat	Brennans Be Good white bread	Breakfast	Replica	
			Brennans Be Good wholemeal bread	Breakfast	Replica
			Tesco chicken breast fillets	Hot meal	Replica
			Tesco Healthy Living tikka masala cooking sauce	Hot meal	Replica
	Low in saturated fat	Alpen (no added sugar version)	Breakfast	Real	
	No hydrogenated fat	Chicago Town pepperoni takeaway pizza	Hot meal	Replica	
Reduced fat	Denny sausages	Breakfast, Hot meal	Replica		
<b><i>Nutrition – related to sugar</i></b>	50% less sugars	Heinz tomato ketchup	Hot meal	Replica	
	No added sugar/no sugar	Alpen (no added sugar version)	Breakfast	Real	
		Brennans Be Good white bread	Breakfast	Replica	
		Brennans Be Good wholemeal bread	Breakfast	Replica	

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		Diet Coke	Breakfast, Hot meal, snacks	Real
	Reduced sugar	Duerr's orange marmalade	Breakfast	Real
		Duerr's strawberry jam	Breakfast	Real
		HP sauce	Hot meal	Replica
	Sugar free	Tesco healthy living humbugs	Snacks	Real
<b>Nutrition related to protein</b>	10g protein	Nature valley bar (protein)	Snacks	Real
	19g protein	Mars (protein version)	Snacks	Real
		Snickers (protein version)	Snacks	Real
	50g protein	Dale farm milk (protein version)	Breakfast	Replica
	Protein/High in protein	Weetabix (protein version)	Breakfast	Replica
		Mars (protein version)	Snacks	Real
		Snickers (protein version)	Snacks	Real
Nature valley bar (protein)		Snacks	Real	
<b>Nutrition other</b>	19 calories	Tesco healthy living humbugs	Snacks	Real
	25% less salt	Heinz tomato ketchup	Hot meal	Replica
	High fibre/High in fibre	Alpen (no added sugar version)	Breakfast	Real
		Brennans Be Good wholemeal bread	Breakfast	Replica
		Weetabix (protein version)	Breakfast	Replica
	High in antioxidants	Tesco classic coffee	Breakfast	Replica
	Low calories	Glaceau vitamin water	Breakfast	Real
		Konjac rice	Hot meal	Replica
	No calories	Diet Coke	Breakfast	Real
	Omega 3/with omega 3	Birds Eye fish fingers	Hot meal	Replica
		The Good Egg free range eggs	Breakfast	Replica
	Reduced salt	Galtee bacon	Breakfast	Replica
		HP sauce	Hot meal	Replica



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		Bisto gravy granules	Hot meal	Replica
	Source of fibre	Konjac rice	Hot meal	Replica
	Source of vitamin C	Tesco orange juice	Breakfast	Real
<b>Health</b>	1 of 5 a day	Tesco apple juice	Breakfast	Real
		Tesco orange juice	Breakfast	Real
	Folic acid and magnesium can contribute to the reduction of tiredness and disease	Glaceau vitamin water	Breakfast, Hot meal	Real
	Helps support a healthy heart	Tetley (super green tea)	Breakfast	Replica
	With plant sterols. Proven to lower cholesterol	Benecol yoghurts	Snacks	Replica
	With Vit B5 & D to support normal function of immune system	Actimel	Breakfast	Replica

## Appendix 6 Buffet experiment 1 conditions



Figure 5.1: Breakfast claims buffet



Figure 5.2: Breakfast no claims buffet



Figure 5.3: Hot meal claims buffet

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

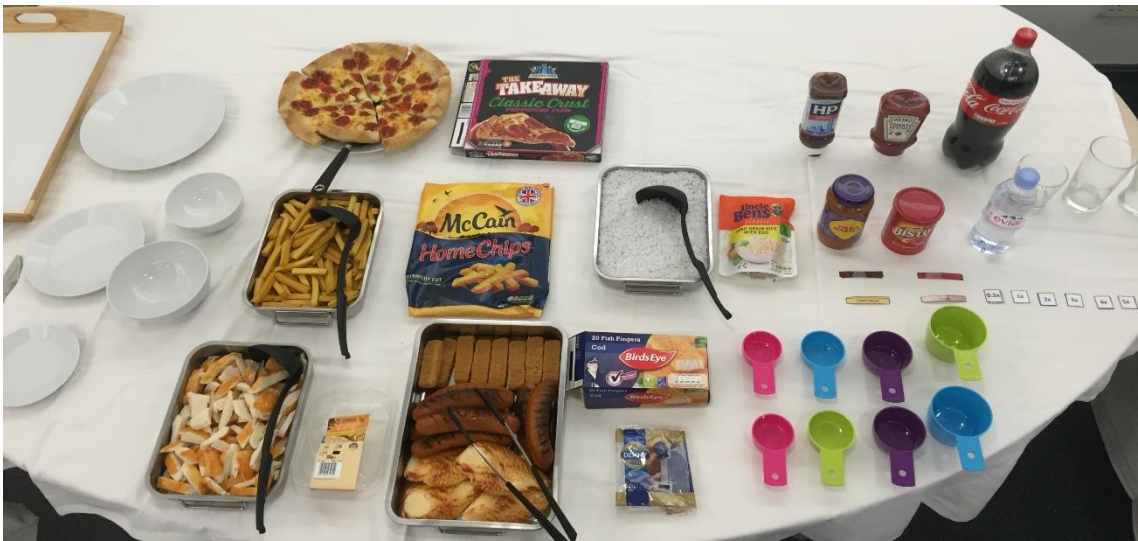


Figure 5.4: Hot meal no claims buffet



Figure 5.5: Snacks claims buffet



Figure 5.6: Snacks no claims buffet



## Appendix 7 Buffet experiment 1 questionnaires and distractor tasks

Please complete the questions below. These are used to help us to interpret the study findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

Q1. How hungry are you right now? *(please circle one number)*  
 Not hungry at all 

1	2	3	4	5	6
---	---	---	---	---	---

 Very hungry

Q2. How thirsty are you right now? *(please circle one number)*  
 Not thirsty at all 

1	2	3	4	5	6
---	---	---	---	---	---

 Very thirsty

Q3. How much do you like each of the foods below? *(please circle one number per row. If you have never eaten or drunk this type of food please tick 'never eaten before')*

	Never eaten before	Do not like at all					Like very much
Breakfast wheat biscuits (such as Weetabix)		1	2	3	4	5	6
Muesli (such as Alpen)		1	2	3	4	5	6
White bread		1	2	3	4	5	6
Brown bread		1	2	3	4	5	6
Sausages		1	2	3	4	5	6
Fried egg		1	2	3	4	5	6
Boiled egg		1	2	3	4	5	6
Bacon rashers		1	2	3	4	5	6
Milk		1	2	3	4	5	6
Orange juice		1	2	3	4	5	6
Apple juice		1	2	3	4	5	6
Breakfast drinks (such as Actimel)		1	2	3	4	5	6
Butter		1	2	3	4	5	6
Jam		1	2	3	4	5	6
Marmalade		1	2	3	4	5	6
White sugar		1	2	3	4	5	6
Brown sugar		1	2	3	4	5	6
Coffee		1	2	3	4	5	6
Tea		1	2	3	4	5	6
Chicken		1	2	3	4	5	6
Fish fingers		1	2	3	4	5	6
Pizza		1	2	3	4	5	6
Chips		1	2	3	4	5	6
Rice		1	2	3	4	5	6
Tikka masala sauce		1	2	3	4	5	6

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Gravy		1	2	3	4	5	6
Tomato ketchup		1	2	3	4	5	6
Brown sauce		1	2	3	4	5	6
	Never eaten before	Do not like at all					Like very much
Chocolate nougat and caramel bar (such as Mars)		1	2	3	4	5	6
Chocolate peanut bar (such as Snickers)		1	2	3	4	5	6
Nutty cereal bar		1	2	3	4	5	6
Mint humbugs		1	2	3	4	5	6
Crisps		1	2	3	4	5	6
Yoghurt		1	2	3	4	5	6
Cola		1	2	3	4	5	6
Water		1	2	3	4	5	6

Q4. This scale consists of a number of words that describe different feelings and emotions. Read each item and then circle the appropriate number for each word. **Indicate to what extent you feel right now, that is, at this present moment** (please circle one number on each row)

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Upset	1	2	3	4	5
Hostile	1	2	3	4	5
Alert	1	2	3	4	5
Ashamed	1	2	3	4	5
Inspired	1	2	3	4	5
Nervous	1	2	3	4	5
Determined	1	2	3	4	5
Attentive	1	2	3	4	5
Afraid	1	2	3	4	5
Active	1	2	3	4	5

**Thank you. Please let the researcher know that you have finished this task.**

Please complete the questions below. These are used to help us to interpret the study findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

Q1. Gender (*please tick one only*)

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

Q2. Age

Q3. What is your marital status? (*please tick one only*)

Single (never married)	<input type="checkbox"/>
Living with partner	<input type="checkbox"/>
Married	<input type="checkbox"/>
Divorced/separated	<input type="checkbox"/>
Widowed	<input type="checkbox"/>

Q4. How many children, under the age of 18, live with you?

Q5. What is the **highest level** of education that you have **completed**? (*please tick one only*)

None	<input type="checkbox"/>
Primary school	<input type="checkbox"/>
Secondary school (to age 15/16)	<input type="checkbox"/>
Secondary school (to age 17/18)	<input type="checkbox"/>
Additional training (NVQ, BTEC etc.)	<input type="checkbox"/>
Undergraduate university/college	<input type="checkbox"/>
Postgraduate university/college	<input type="checkbox"/>

Q6. Are you responsible for the food and grocery shopping in your household? (*please tick one only*)

Yes – I do most of the food and grocery shopping	<input type="checkbox"/>
Yes – I am jointly responsible/share responsibility with others	<input type="checkbox"/>
No – Someone else does it	<input type="checkbox"/>

Q7. Please give your height (without shoes). If you do not know your height, please provide an approximate guess

<input type="text"/> feet	<input type="text"/> inches	OR	<input type="text"/> centimetres
---------------------------	-----------------------------	----	----------------------------------

Q8. Please give your weight. If you do not know your weight, please provide an approximate guess

<input type="text"/> stone	<input type="text"/> pounds	OR	<input type="text"/> kilograms
----------------------------	-----------------------------	----	--------------------------------

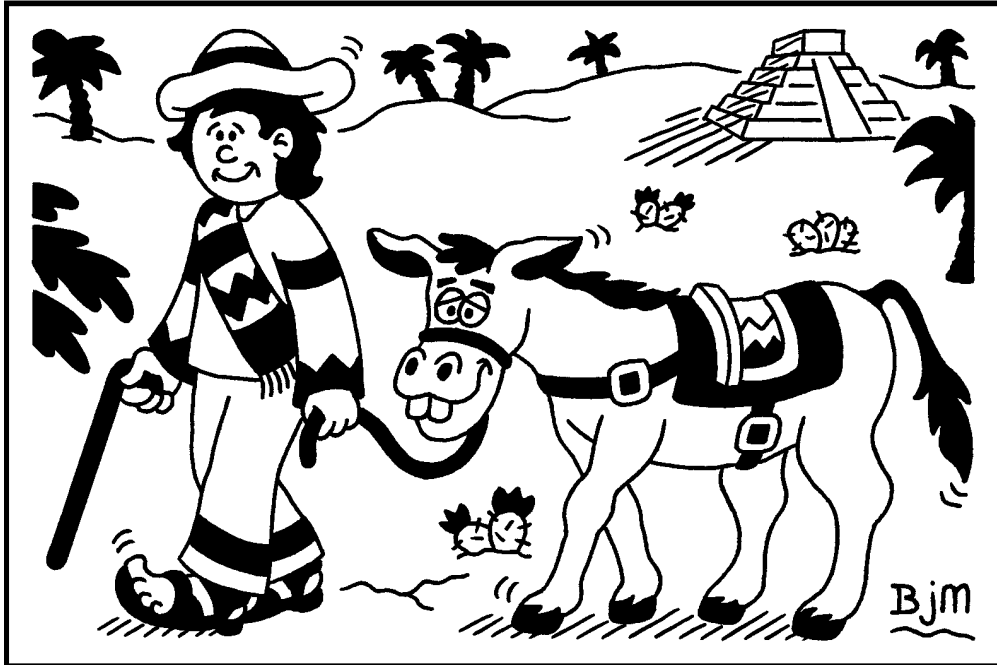
Q9. Please indicate to which occupational group the main income earner in your household belongs, or which group fits best. The main income earner is the person in your household with the largest income – this could be you. If the main income earner is retired and has an occupational pension, please answer for their most recent occupation. If the main income earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

<b>Higher managerial/professional/administrative</b> (e.g. established doctor, solicitor, board director in a large organization [200+ employees, top level civil servant/public service employee])	
<b>Intermediate managerial/professional/administrative</b> (e.g. newly qualified [under 3 years] doctor, solicitor, board director small organization, middle manager in large organization, principle officer in civil service/local government)	
<b>Supervisory or clerical/junior managerial/professional/administrative</b> (e.g. office worker, student doctor, foreman with 25+ employees, salesperson etc.)	
<b>Skilled manual worker</b> (e.g. skilled bricklayer, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker etc.)	
<b>Semi or unskilled manual work</b> (e.g. manual workers, all apprentices to be skilled trades, caretaker, park keeper, non-HGV driver, shop assistant)	
<b>Casual worker – not in permanent employment</b>	
<b>Student</b>	
<b>Housewife/homemaker</b>	
<b>Retired and living on state pension</b>	
<b>Unemployed or not working due to long-term sickness</b>	
<b>Full-time carer of other household member</b>	
<b>Other (please state below)</b>	

**Thank you. Please let the researcher know that you have finished this task.**

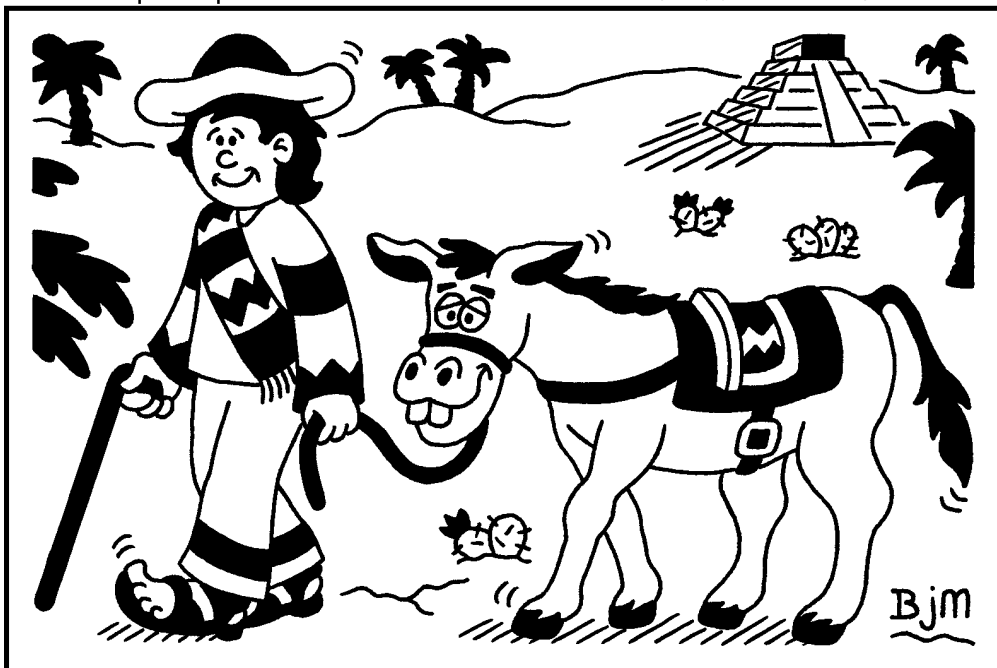
Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Please circle 8 of the differences between the pictures below. When you have done this, let the researcher know.



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Please complete the questions below. These are used to help us to interpret the study findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

Q1. Please write down 2 thoughts or things that you noticed about the buffet and materials that were used today in the study

1.

2.

***Thank you. Please let the researcher know that you have finished this task.***

Please complete the questions below. These are used to help us to interpret the study findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

Q1. How hungry are you right now? *(please circle one number)*  
 Not hungry at all 

1	2	3	4	5	6
---	---	---	---	---	---

 Very hungry

Q2. How thirsty are you right now? *(please circle one number)*  
 Not thirsty at all 

1	2	3	4	5	6
---	---	---	---	---	---

 Very thirsty

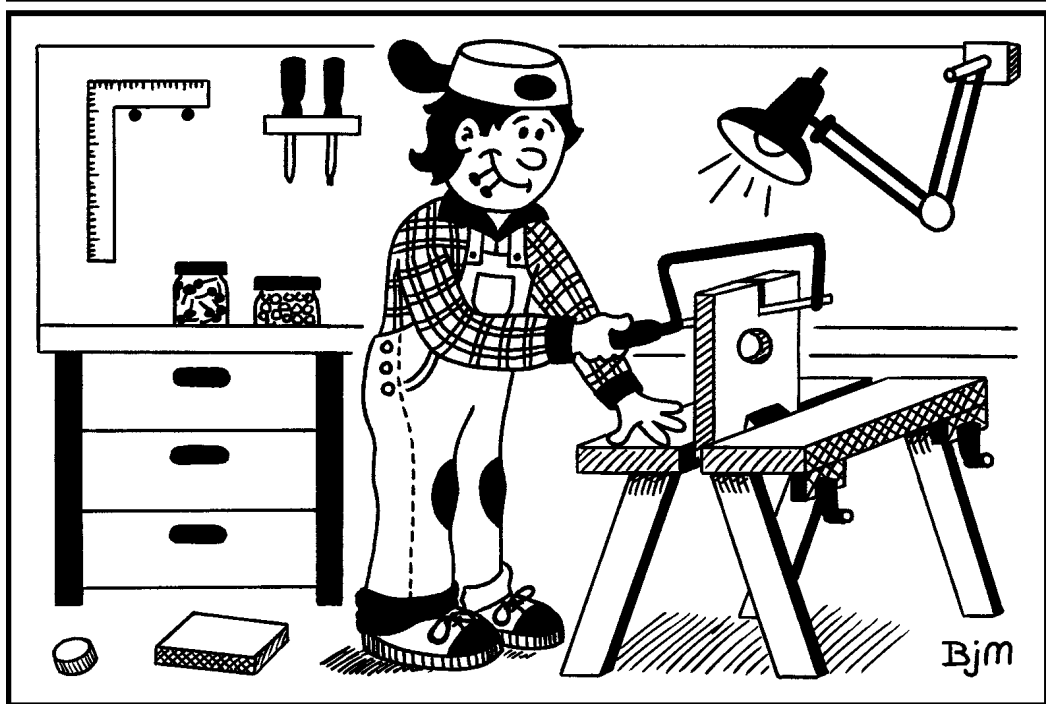
Q3. This scale consists of a number of words that describe different feelings and emotions. Read each item and then circle the appropriate number for each word. **Indicate to what extent you feel right now, that is, at this present moment** *(please circle one number on each row)*

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Upset	1	2	3	4	5
Hostile	1	2	3	4	5
Alert	1	2	3	4	5
Ashamed	1	2	3	4	5
Inspired	1	2	3	4	5
Nervous	1	2	3	4	5
Determined	1	2	3	4	5
Attentive	1	2	3	4	5
Afraid	1	2	3	4	5
Active	1	2	3	4	5

**Thank you. Please let the researcher know that you have finished this task.**

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Please circle 8 of the differences between the pictures below. When you have done this, let the researcher know.



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Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Please circle 8 of the differences between the pictures below. When you have done this, let the researcher know.



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Please complete the questions below. These are used to help us to interpret the study findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

Q1. Please write down 2 thoughts or things that you noticed about the buffet and materials that were used today in the study

1.

2.

Q2. Do you have or have you ever had any of the following medical problems? *(please tick all that apply)*

Obesity	<input type="checkbox"/>
Diabetes	<input type="checkbox"/>
Cardiovascular/heart disease	<input type="checkbox"/>
Hypertension	<input type="checkbox"/>
Irritable Bowel Syndrome (IBS) or other digestive problems	<input type="checkbox"/>
Cancers (any type)	<input type="checkbox"/>
High blood cholesterol levels	<input type="checkbox"/>
Osteoporosis or other bone problems	<input type="checkbox"/>
Chronic fatigue syndrome	<input type="checkbox"/>
Any immune system condition	<input type="checkbox"/>
Other chronic condition(s)/disease(s) (please state below)	<input type="checkbox"/>
<input type="text"/>	
None of the above	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Q3. To the best of your knowledge, do any people close to you (such as family members or friends) have or have they ever had any of the following medical problems? (please tick all that apply)

Obesity	<input type="checkbox"/>
Diabetes	<input type="checkbox"/>
Cardiovascular/heart disease	<input type="checkbox"/>
Hypertension	<input type="checkbox"/>
Irritable Bowel Syndrome (IBS) or other digestive problems	<input type="checkbox"/>
Cancers (any type)	<input type="checkbox"/>
High blood cholesterol levels	<input type="checkbox"/>
Osteoporosis or other bone problems	<input type="checkbox"/>
Chronic fatigue syndrome	<input type="checkbox"/>
Any immune system condition	<input type="checkbox"/>
Other chronic condition(s)/disease(s) (please state below)	<input type="checkbox"/>
<input style="width: 100%; height: 20px;" type="text"/>	
None of the above	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Q4. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that may be part of your job

0 days	<input type="checkbox"/>
1 day	<input type="checkbox"/>
2 days	<input type="checkbox"/>
3 days	<input type="checkbox"/>
4 days	<input type="checkbox"/>
5 days	<input type="checkbox"/>
6 days	<input type="checkbox"/>
7 days	<input type="checkbox"/>

Q5. Are you currently on any special diet? (please tick all that apply)

Diabetic diet	<input type="checkbox"/>
Cholesterol lowering diet	<input type="checkbox"/>
Vegetarian diet	<input type="checkbox"/>
Vegan diet	<input type="checkbox"/>
Pescatarian diet	<input type="checkbox"/>
Slimming diet prescribed by a health professional	<input type="checkbox"/>
Slimming diet you decided for yourself	<input type="checkbox"/>
Other 'medical diet' (please state below)	<input type="checkbox"/>
<input style="width: 100%; height: 20px;" type="text"/>	
No, I am not currently on any special diet	<input type="checkbox"/>

Q6. Overall, how realistic were the fake food items used in the two study sessions? (please circle one number)

Not realistic at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very realistic
	1	2	3	4	5	6		

Q7. In general, how healthy are each of the following foods? *(please circle one number per row)*

	Not healthy at all					Very healthy
Breakfast wheat biscuits (such as Weetabix)	1	2	3	4	5	6
Muesli (such as Alpen)	1	2	3	4	5	6
White bread	1	2	3	4	5	6
Brown bread	1	2	3	4	5	6
Sausages	1	2	3	4	5	6
Fried egg	1	2	3	4	5	6
Boiled egg	1	2	3	4	5	6
Bacon rashers	1	2	3	4	5	6
Milk	1	2	3	4	5	6
Orange juice	1	2	3	4	5	6
Apple juice	1	2	3	4	5	6
Breakfast drinks (such as Actimel)	1	2	3	4	5	6
Butter	1	2	3	4	5	6
Jam	1	2	3	4	5	6
Marmalade	1	2	3	4	5	6
White sugar	1	2	3	4	5	6
Brown sugar	1	2	3	4	5	6
Coffee	1	2	3	4	5	6
Tea	1	2	3	4	5	6
Chicken	1	2	3	4	5	6
Fish fingers	1	2	3	4	5	6
Pizza	1	2	3	4	5	6
Chips	1	2	3	4	5	6
Rice	1	2	3	4	5	6
Tikka masala sauce	1	2	3	4	5	6
Gravy	1	2	3	4	5	6
Tomato ketchup	1	2	3	4	5	6
Brown sauce	1	2	3	4	5	6
Chocolate nougat and caramel bar (such as Mars)	1	2	3	4	5	6
Chocolate peanut bar (such as Snickers)	1	2	3	4	5	6
Nutty cereal bar	1	2	3	4	5	6
Mint humbugs	1	2	3	4	5	6
Crisps	1	2	3	4	5	6
Yoghurt	1	2	3	4	5	6
Cola	1	2	3	4	5	6
Water	1	2	3	4	5	6

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Q8. To what extent do you either agree or disagree with each of the following statements about nutrition and health? *(please circle one number on each row)*

	Strongly Disagree						Strongly Agree
The healthiness of food has little impact on my food choices	1	2	3	4	5	6	7
I am very particular about the healthiness of food I eat	1	2	3	4	5	6	7
I eat what I like and I do not worry much about the healthiness of food	1	2	3	4	5	6	7
It is important for me that my diet is low in fat	1	2	3	4	5	6	7
I always follow a healthy and balanced diet	1	2	3	4	5	6	7
It is important for me that my daily diet contains a lot of vitamins and minerals	1	2	3	4	5	6	7
The healthiness of snacks makes no difference to me	1	2	3	4	5	6	7
I do not avoid foods, even if they may raise my cholesterol	1	2	3	4	5	6	7
What I eat has a major impact on my personal health	1	2	3	4	5	6	7
I feel I have control over my personal health	1	2	3	4	5	6	7

	Strongly disagree				Strongly agree
I am knowledgeable about health and nutrition issues	1	2	3	4	5
My friends ask me for nutritional/health advice or information	1	2	3	4	5



Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

A nutrition claim states, suggests or implies that a food has particular beneficial nutritional properties. Examples include 'low fat' 'source of vitamin D' 'no added sugar' etc.

A health claim is any message in texts or images that states, suggests or implies that a relationship exists between a food category, a food, or one of its constituents and health. Examples include 'Dairy free soya drink is naturally kind on tummies' 'actively lowers cholesterol' etc.

Q9. To what extent do you either agree or disagree with each of the following statements about nutrition and health claims? (please circle one number on each row)

	Strongly disagree				Strongly agree
Compared to most people I am quite knowledgeable about nutrition and health claims	1	2	3	4	5
Compared to most people, I am more confident in using nutrition and health claims to make a food choice	1	2	3	4	5
I feel confident about my ability to understand nutrition and health claims on food labels	1	2	3	4	5
I am interested in looking for nutrition and health claims on food	1	2	3	4	5
I pay attention to nutrition and health claims on food	1	2	3	4	5
I often use nutrition and health claims while shopping	1	2	3	4	5

Q10. Before the study, how familiar were you with the below claims? (please circle one number on each row)

	Not very familiar						Very familiar
High in protein	1	2	3	4	5	6	7
Protein	1	2	3	4	5	6	7
10g of protein	1	2	3	4	5	6	7
50g protein per litre	1	2	3	4	5	6	7
High fibre/high in fibre	1	2	3	4	5	6	7
Source of fibre	1	2	3	4	5	6	7
Low fat/low in fat	1	2	3	4	5	6	7
Low/lower in sat. fat	1	2	3	4	5	6	7
5% fat	1	2	3	4	5	6	7
1% fat	1	2	3	4	5	6	7
Fat free	1	2	3	4	5	6	7
70% less fat	1	2	3	4	5	6	7
Reduced fat	1	2	3	4	5	6	7
No hydrogenated fat	1	2	3	4	5	6	7
No added sugar/no sugar	1	2	3	4	5	6	7
Sugar free	1	2	3	4	5	6	7

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

	Not very familiar						Very familiar
50% less sugars	1	2	3	4	5	6	7
30% less sugars	1	2	3	4	5	6	7
Reduced sugar	1	2	3	4	5	6	7
Reduced salt	1	2	3	4	5	6	7
25% less salt	1	2	3	4	5	6	7
No calories	1	2	3	4	5	6	7
Low calories	1	2	3	4	5	6	7
Wholegrain	1	2	3	4	5	6	7
Omega 3	1	2	3	4	5	6	7
High in antioxidants	1	2	3	4	5	6	7
1 of 5 a day	1	2	3	4	5	6	7
With Vit B5 & D to support normal function of immune system	1	2	3	4	5	6	7
With Vitamin B1	1	2	3	4	5	6	7
Source of Vitamin C	1	2	3	4	5	6	7
Proven to lower cholesterol	1	2	3	4	5	6	7
Helps you lose weight & maintain healthy cholesterol levels	1	2	3	4	5	6	7
Helps support a healthy heart	1	2	3	4	5	6	7
Folic acid and magnesium can contribute to the reduction of tiredness and disease	1	2	3	4	5	6	7

Q11. How believable are each of the nutrition and health claims below? (please circle one number on each row)

	Not at all believable						Very believable
High in protein	1	2	3	4	5	6	7
Protein	1	2	3	4	5	6	7
10g of protein	1	2	3	4	5	6	7
50g protein per litre	1	2	3	4	5	6	7
High fibre/high in fibre	1	2	3	4	5	6	7
Source of fibre	1	2	3	4	5	6	7
Low fat/low in fat	1	2	3	4	5	6	7
Low/lower in sat. fat	1	2	3	4	5	6	7
5% fat	1	2	3	4	5	6	7
1% fat	1	2	3	4	5	6	7
Fat free	1	2	3	4	5	6	7
70% less fat	1	2	3	4	5	6	7

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

	Not at all believable						Very believable
Reduced fat	1	2	3	4	5	6	7
No hydrogenated fat	1	2	3	4	5	6	7
No added sugar/no sugar	1	2	3	4	5	6	7
Sugar free	1	2	3	4	5	6	7
50% less sugars	1	2	3	4	5	6	7
30% less sugars	1	2	3	4	5	6	7
Reduced sugar	1	2	3	4	5	6	7
Reduced salt	1	2	3	4	5	6	7
25% less salt	1	2	3	4	5	6	7
No calories	1	2	3	4	5	6	7
Low calories	1	2	3	4	5	6	7
Wholegrain	1	2	3	4	5	6	7
Omega 3	1	2	3	4	5	6	7
High in antioxidants	1	2	3	4	5	6	7
1 of 5 a day	1	2	3	4	5	6	7
With Vit B5 & D to support normal function of immune system	1	2	3	4	5	6	7
With Vitamin B1	1	2	3	4	5	6	7
Source of vitamin C	1	2	3	4	5	6	7
Proven to lower cholesterol	1	2	3	4	5	6	7
Helps you lose weight & maintain healthy cholesterol levels	1	2	3	4	5	6	7
Helps support a healthy heart	1	2	3	4	5	6	7
Folic acid and magnesium can contribute to the reduction of tiredness and disease	1	2	3	4	5	6	7

Q12. Beside each statement below, please circle the number that most corresponds to each statement or question

	Definitely false	Mostly false	Mostly true	Definitely true
When I smell a sizzling steak or juicy piece of meat, I find it very difficult to keep from eating, even if I have just finished a meal	1	2	3	4

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I deliberately take small helpings as a means of controlling my weight	1	2	3	4
When I feel anxious, I find myself eating	1	2	3	4
Sometimes when I start eating, I just can't seem to stop	1	2	3	4
Being with someone who is eating often makes me hungry enough to eat also	1	2	3	4
When I feel blue, I often overeat	1	2	3	4

	Definitely false	Mostly false	Mostly true	Definitely true
When I see a real delicacy, I often get so hungry that I have to eat right away	1	2	3	4
I get so hungry that my stomach often seems like a bottomless pit	1	2	3	4
I am always hungry so it is hard for me to stop eating before I finish the food on my plate	1	2	3	4
When I feel lonely, I console myself by eating	1	2	3	4
I consciously hold back at meals in order not to weight gain	1	2	3	4
I do not eat some foods because they make me fat	1	2	3	4
I am always hungry enough to eat at any time	1	2	3	4

	Only at meal times	Sometimes between meals	Often between meals	Almost always
How often do you feel hungry?	1	2	3	4

	Almost never	Seldom	Usually	Almost always
How frequently do you avoid "stocking up" on tempting foods?	1	2	3	4

	Unlikely	Slightly likely	Moderately likely	Very likely
How likely are you to consciously eat less than you want?	1	2	3	4

	Never	Rarely	Sometimes	At least once a week
Do you go on eating binges though you are not hungry?	1	2	3	4

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On a scale of 1 to 8, where 1 means no restraint in eating (eating whatever you want, whenever you want it) and 8 means total restraint (constantly limiting food intake and never “giving in”), what number would you give yourself?

No restraint in eating (eating what you want, whenever you want it)							Total restraint (constantly limiting food intake and never “giving in”)
1	2	3	4	5	6	7	8

***Thank you. Please let the researcher know that you have finished this task.***

## Appendix 8 Foods and associated nutrition and health claims used in experiment 2 examining impact of nutrition and health claims on portion size selection at a subsequent meal

Claim type	Claim	Food <sup>a</sup>	Real/replica
<b><i>Nutrition – related to fat</i></b>	1% fat	Dale farm milk (protein version)	Replica
	50% less fat	Tesco bacon medallions	Replica
	78% less saturated fat	Flora spread	Real
	Low in fat/low fat	Brennans Be Good white bread	Replica
		Brennans Be Good wholemeal bread	Replica
		Tesco cherry yoghurt	Replica
		Tesco raspberry yoghurt	Replica
	Low in saturated fat/Low in saturated fat	Tesco strawberry yoghurt	Replica
		Alpen (no added sugar version)	Real
	Reduced fat	Shredded Wheat bitesize	Real
Denny sausages		Replica	
<b><i>Nutrition – related to sugar</i></b>	Low in sugar	Shredded Wheat bitesize	Real
	No added sugar/no sugar	Alpen (no added sugar version)	Real
		Brennans Be Good white bread	Replica
		Brennans Be Good wholemeal bread	Replica
		Diet Coke	Real
	Reduced sugar	Duerr’s orange marmalade	Real
Duerr’s strawberry jam		Real	

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<b><i>Nutrition - related to protein</i></b>	50g protein	Dale farm milk (protein version)	Replica
	Protein/High in protein	Weetabix (protein version)	Replica
<b><i>Nutrition - other</i></b>	73 kcal	Go Ahead yogurt breaks	Real
	High fibre/High in fibre	Alpen (no added sugar version)	Real
		Brennans Be Good wholemeal bread	Replica
		Weetabix (protein version)	Replica
	High in antioxidants	Tesco classic coffee	Replica
	Light	Babybel	Real
		Philadelphia spread	Replica
	Low in salt	Shredded Wheat bitesize	Real
	No calories	Diet Coke	Real
		The Good Egg free range eggs	Replica
Source of vitamin C	Tesco orange juice	Real	
<b><i>Health</i></b>	1 of 5 a day	Tesco apple juice	Real
		Tesco orange juice	Real
	Helps support a healthy heart	Tetley (super green tea)	Replica
	With Vit B5 & D to support normal function of immune system	Actimel	Replica

## Appendix 9 Buffet experiment 2 questionnaires

Please complete the questions below. These are used to help us to interpret the study findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

**Participant ID - Please ask researcher for your ID number**

---

How hungry are you right now? *(please select one number)*

- 1 (Not hungry at all)
- 2
- 3
- 4
- 5
- 6 (Very hungry)



How thirsty are you right now? *(please select one number)*

- 1 (Not thirsty at all)
- 2
- 3
- 4
- 5
- 6 (Very thirsty)

How much do you like each of the foods below? *(please select one number per row. If you have never eaten or drank this type of food please select 'never eaten before')*

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	Never eaten before	1 (Do not like at all)	2	3	4	5	6 (Like very much)
Breakfast wheat biscuits (such as Weetabix)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muesli (such as Alpen)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other breakfast wheat biscuits (such as Shredded Wheat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White bread	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown bread	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sausages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fried egg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boiled egg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bacon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Milk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orange juice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple juice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breakfast drinks (such as Actimel)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cappucino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Tea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blackcurrant-based soft drink (such as Ribena)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Butter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marmalade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roast beef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish fingers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pizza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sausage rolls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boiled potatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Rice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green beans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formed cheese slices (such as Dairylea)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formed cheese snack (such as Babybel)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft cream cheese (such as Philadelphia)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tikka masala sauce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gravy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomato ketchup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown sauce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate nougat and caramel bar (such as Mars)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate peanut bar (such as Snickers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Nutty cereal bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mint humbugs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crisps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoghurt covered bar (such as Go Ahead Yogurt Breaks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peanuts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate chip cookie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Double chocolate chip cookie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate chip muffin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Double chocolate chip muffin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate covered orange biscuit (such as Jaffa Cake)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digestive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate digestive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cream cracker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate cake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jam and cream doughnut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoghurt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Banana

Apple

Orange

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

This scale consists of a number of words that describe different feelings and emotions. Read each item and then select the appropriate number for each word. **Indicate to what extent you feel right now, that is, at this present moment** (*please select one number on each row*).

	Very slightly or not at all (1)	A little (2)	Moderately (3)	Quite a bit (4)	Extremely (5)
Upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hostile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ashamed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nervous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determined	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attentive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please complete the questions below. These are used to help us to interpret the study findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

Participant ID - Please ask researcher for your ID number

---

Gender (*please select one only*)

- Male
- Female

Age

---

How many children, under the age of 18, live with you?

---

What is the **highest level** of education that you have **completed**? (*please select one only*)

- None
- Primary school
- Secondary school (to age 15/16)
- Secondary school (to age 17/18)
- Additional training (NVQ, BTEC etc.)
- Undergraduate university/college
- Postgraduate university/college



Are you responsible for the food and grocery shopping in your household? (*please select one only*)

- Yes – I do most of the food and grocery shopping
- Yes – I am jointly responsible/share responsibility with others
- No – Someone else does it

Please give your height (without shoes). If you do not know your height, please provide an approximate guess. Answers can be given in feet AND inches OR centimetres. Please also provide the units that you are using e.g. 6 foot 1 inch

---

Please give your weight. If you do not know your weight, please provide an approximate guess. Answers can be given in stone AND pounds OR kilograms. Please also provide the units that you are using e.g. 10 stone 5 pounds

---

Please indicate to which occupational group the main income earner in your household belongs, or which group fits best. The main income earner is the person in your household with the largest income – this could be you. If the main income earner is retired and has an occupational pension, please answer for their most recent occupation. If the main income earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

- Higher managerial/professional/administrative** (e.g. established doctor, solicitor, board director in a large organization [200+ employees, top level civil servant/public service employee])
- Intermediate managerial/professional/administrative** (e.g. newly qualified [under 3 years] doctor, solicitor, board director small organization, middle manager in large organization, principle officer in civil service/local government)
- Supervisory or clerical/junior managerial/professional/administrative** (e.g. office worker, student doctor, foreman with 25+ employees, salesperson etc.)
- Skilled manual worker** (e.g. skilled bricklayer, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker etc.)
- Semi or unskilled manual work** (e.g. manual workers, all apprentices to be skilled trades, caretaker, park keeper, non-HGV driver, shop assistant)
- Casual worker – not in permanent employment**
- Student**
- Housewife/homemaker**
- Retired and living on state pension**
- Unemployed or not working due to long-term sickness**
- Full-time carer of other household member**
- Other**

Please specify other occupation or occupation group

---

Participant ID - Please ask researcher for your ID number

---

How hungry are you right now? *(please select one number)*

- 1 (Not hungry at all)
- 2
- 3
- 4
- 5
- 6 (Very hungry)

How thirsty are you right now? *(please select one number)*

- 1 (Not thirsty at all)
- 2
- 3
- 4
- 5
- 6 (Very thirsty)

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

This scale consists of a number of words that describe different feelings and emotions. Read each item and then select the appropriate number for each word. **Indicate to what extent you feel right now, that is, at this present moment** (*please select an option on each row*)

	1 (Very slightly or not at all)	2 (A little)	3 (Moderately)	4 (Quite a bit)	5 (extremely)
Upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hostile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ashamed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nervous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determined	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attentive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Please complete the questions below. These are used to help us to interpret the study findings. You will not be individually identified by your answers and all information given is strictly confidential. If you have any queries or problems, please ask the researcher present.

Participant ID - Please ask researcher for your ID number

---

Thinking about the fake food buffet from which you served food **today**, in each pair of images below please select the one product which you saw in the buffet session.

Pair 1 (select the product which was available at the fake food buffet today)



Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Pair 2 (select the product which was available at the fake food buffet today)



Pair 3 (select the product which was available at the fake food buffet today)





Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Pair 4 (select the product which was available at the fake food buffet today)



Do you have or have you ever had any of the following medical problems? *(please select all that apply)*

- Obesity
  - Diabetes
  - Cardiovascular/heart disease
  - Hypertension
  - Irritable Bowel Syndrome (IBS) or other digestive problems
  - Cancers (any type)
  - High blood cholesterol levels
  - Osteoporosis or other bone problems
  - Chronic fatigue syndrome
  - Any immune system condition
  - Other chronic condition(s)/disease(s) (please state below)
- 
- None of the above
  - Prefer not to say



To the best of your knowledge, do any people close to you (such as family members or friends) have or have they ever had any of the following medical problems? (*select all that apply*)

- Obesity
  - Diabetes
  - Cardiovascular/heart disease
  - Hypertension
  - Irritable Bowel Syndrome (IBS) or other digestive problems
  - Cancers (any type)
  - High blood cholesterol levels
  - Osteoporosis or other bone problems
  - Chronic fatigue syndrome
  - Any immune system condition
  - Other chronic condition(s)/disease(s) (please state below)
- 
- None of the above
  - Prefer not to say

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that may be part of your job

- 0 days
- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days

Are you currently on any special diet? *(please select all that apply)*

- Diabetic diet
  - Cholesterol lowering diet
  - Vegetarian diet
  - Vegan diet
  - Pescatarian diet
  - Slimming diet prescribed by a health professional
  - Slimming diet you decided for yourself
  - Other 'medical diet' (please state below)
- 

- No, I am not currently on any special diet

Overall, how realistic were the fake food items used in the two study sessions?  
*(please select one number)*

- 1 (Not realistic at all)
- 2
- 3
- 4
- 5
- 6 (Very realistic)

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

In general, how healthy are each of the following foods? (please select one number per row)

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

	1 (Not healthy at all)	2	3	4	5	6 (Very healthy)
Breakfast wheat biscuits (such as Weetabix)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muesli (such as Alpen)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other breakfast wheat biscuits (such as Shredded Wheat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White bread	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown bread	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sausages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fried egg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boiled egg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bacon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Milk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orange juice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple juice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breakfast drinks (such as Actimel)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Cappucino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blackcurrant-based soft drink (such as Ribena)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Butter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marmalade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roast beef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish fingers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pizza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sausage rolls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Boiled potatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green beans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formed cheese slices (such as Dairylea)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formed cheese snack (such as Babybel)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft cream cheese (such as Philadelphia)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tikka masala sauce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gravy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomato ketchup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown sauce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate nougat and caramel bar (such as Mars)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Chocolate peanut bar (such as Snickers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutty cereal bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mint humbugs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crisps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoghurt covered bar (such as Go Ahead Yogurt Breaks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peanuts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate chip cookie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Double chocolate chip cookie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate chip muffin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Double chocolate chip muffin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate covered orange biscuit (such as Jaffa Cake)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digestive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate digestive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cream cracker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate cake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Jam and cream doughnut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoghurt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orange	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

To what extent do you either agree or disagree with each of the following statements about nutrition and health? *(please select one number on each row)*

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

	1 (Strongly Disagree)	2	3	4	5	6	7 (Strongly Agree)
The healthiness of food has little impact on my food choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very particular about the healthiness of food I eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I eat what I like and I do not worry much about the healthiness of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me that my diet is low in fat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always follow a healthy and balanced diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me that my daily diet contains a lot of vitamins and minerals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The healthiness of snacks makes no difference to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

I do not avoid foods, even if they may raise my cholesterol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What I eat has a major impact on my personal health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I have control over my personal health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	1 (Strongly disagree)	2	3	4	5 (Strongly agree)		
I am knowledgeable about health and nutrition issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
My friends ask me for nutritional/health advice or information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

A nutrition claim states, suggests or implies that a food has particular beneficial nutritional properties. Examples include ‘low fat’ ‘source of vitamin D’ ‘no added sugar’ etc. A health claim is any message in texts or images that states, suggests or implies that a relationship exists between a food category, a food, or one of its constituents and health. Examples include ‘Dairy free soya drink is naturally kind on tummies’ ‘actively lowers cholesterol’ etc. To what extent do you either agree or disagree with each of the following statements about nutrition and health claims? *(please select one number on each row)*

	1 (Strongly disagree)	2	3	4	5 (Strongly agree)
Compared to most people I am quite knowledgeable about nutrition and health claims	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compared to most people, I am more confident in using nutrition and health claims to make a food choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel confident about my ability to understand nutrition and health claims on food labels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in looking for nutrition and health claims on food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay attention to nutrition and health claims on food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often use nutrition and health claims while shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Before the study, how familiar were you with the below claims? *(please select one number on each row)*

	1 (Not very familiar)	2	3	4	5	6	7 (Very familiar)
High in protein							
Protein							
50g protein per litre							
10g protein							
High fibre/high in fibre							
Low fat/low in fat							
Low/lower in sat. fat							
78% less saturated fat							
50% less fat							
1% fat							
Fat free							
Reduced fat							

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

No  
hydrogenated  
fat

No calories

Low calories

Light

Skinny

Low/low in  
salt

No added  
sugar/no  
sugar

Sugar free

30% less  
sugars

Reduced  
sugar

Low/low in  
sugar

Wholegrain

Omega 3

1 of 5 a day

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

High in  
antioxidants

Helps  
support a  
healthy heart

With Vit B5 &  
D to support  
normal  
function of  
immune  
system

With Vitamin  
B1

Source of  
Vitamin C



Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

How believable are each of the nutrition and health claims below? (please select one number on each row)

	1 (Not at all believable)	2	3	4	5	6	7 (Very believable)
High in protein							
Protein							
50g protein per litre							
10g protein							
High fibre/high in fibre							
Low fat/low in fat							
Low/lower in sat. fat							
78% less saturated fat							
50% less fat							
1% fat							
Fat free							

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Reduced fat

No  
hydrogenated  
fat

No calories

Low calories

Light

Skinny

Low/low in  
salt

No added  
sugar/no  
sugar

Sugar free

30% less  
sugars

Reduced  
sugar

Low/low in  
sugar

Wholegrain

Omega 3

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

1 of 5 a day

High in  
antioxidants

Helps  
support a  
healthy heart

With Vit B5 &  
D to support  
normal  
function of  
immune  
system

With Vitamin  
B1

Source of  
Vitamin C

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Beside each statement below, please select the option that most corresponds to each statement or question

	1 (Definitely false)	2 (Mostly false)	3 (Mostly true)	4 (Definitely true)
When I smell a sizzling steak or juicy piece of meat, I find it very difficult to keep from eating, even if I have just finished a meal				
I deliberately take small helpings as a means of controlling my weight				
When I feel anxious, I find myself eating				
Sometimes when I start eating, I just can't seem to stop				
Being with someone who is eating often makes me				

hungry enough  
to eat also

When I feel blue,  
I often overeat

When I see a  
real delicacy, I  
often get so  
hungry that I  
have to eat right  
away

I get so hungry  
that my stomach  
often seems like  
a bottomless pit

I am always  
hungry so it is  
hard for me to  
stop eating  
before I finish the  
food on my plate

When I feel  
lonely, I console  
myself by eating

I consciously  
hold back at  
meals in order  
not to weight  
gain

I do not eat  
some foods

because they  
make me fat

I am always  
hungry enough  
to eat at any time

How often do you feel hungry?

- 1 (Only at meal times)
- 2 (Sometimes between meals)
- 3 (Often between meals)
- 4 (Almost always)

How frequently do you avoid “stocking up” on tempting foods?

- 1 (Almost never)
- 2 (Seldom)
- 3 (Usually)
- 4 (Almost always)

How likely are you to consciously eat less than you want?

- 1 (Unlikely)
- 2 (Slightly likely)
- 3 (Moderately likely)
- 4 (Very likely)

Do you go on eating binges though you are not hungry?

- 1 (Never)
- 2 (Rarely)
- 3 (Sometimes)
- 4 (At least once a week)

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

On a scale of 1 to 8, where 1 means no restraint in eating (eating whatever you want, whenever you want it) and 8 means total restraint (constantly limiting food intake and never “giving in”), what number would you give yourself?

1 - No restraint in eating (eating what you want, whenever you want it)

2

3

4

5

6

7

8 - Total restraint (constantly limiting food intake and never “giving in”)

## Appendix 10 Standardized coefficients ( $\beta$ ) for the final regression models for perceptions

	Tastiness soup	Tastiness lasagne	Tastiness cornflakes	Tastiness yoghurt	Healthiness soup	Healthiness lasagne	Healthiness cornflakes	Healthiness yoghurt	Fillingness soup	Fillingness lasagne	Fillingness cornflakes	Fillingness yoghurt
Variables	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$	$\beta$
<b><i>Physiological</i></b>												
Hungry	.075	.062	.098*	.123**	-.007	.131**	.074	.038	-.029	-.029	.040	.014
Thirsty	-.128**	-.111*	-.078*	-.063	-.016	-.061	-.061	.005	.040	-.006	.029	-.016
<b><i>Sociodemographic</i></b>												
Age	-.027	-.023	.044	-.110**	-.001	.082*	-.009	-.019	.015	-.036	.018	-.028
Gender	.023	-.051	-.054	.022	.027	-.040	-.042	-.013	.015	-.001	-.041	.051
SES	-.030	-.070	.012	-.030	-.028	-.034	-.005	-.063	.000	-.026	.010	.004
Education	-.120**	-.074	-.064	-.118**	-.076	-.037	-.065	-.116**	-.085*	-.068	-.113**	-.071
<b><i>Psychological</i></b>												
Cognitive Restraint	-.066	-.014	.000	.019	-.023	.050	.020	.073	.048	.036	.077	.060
Uncontrolled Eating	.150**	.148**	.040	.070	.146**	.026	.055	.057	.125*	.105*	-.032	.032
Emotional Eating	-.070	-.062	-.011	-.099*	-.133**	-.046	-.064	-.095	-.059	-.060	-.036	-.056



Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

	Tastiness soup	Tastiness lasagne	Tastiness cornflakes	Tastiness yoghurt	Healthiness soup	Healthiness lasagne	Healthiness cornflakes	Healthiness yoghurt	Fillingness soup	Fillingness lasagne	Fillingness cornflakes	Fillingness yoghurt
GHI	.103*	-.085	.023	.076	.046	-.146**	-.074	-.027	.127**	-.005	-.057	-.009
Motivation to Process	-.059	.108	-.106	.002	.031	.028	-.054	-.120*	.011	-.142*	.014	.053
Subjective NHCK	.108*	.034	.089	.038	-.014	.013	.062	.100	-.070	.092	.007	-.009
Objective NHCK	-.018	.060	-.124**	.044	.002	-.086*	-.120**	-.032	-.060	.094*	-.186***	-0.063
Believers v Non-Believers	.076*	.112**	.255***	.190***	.128**	.113**	.248***	.118**	.117**	.070	.205***	.174***
Familiarity	-.205***	-.136***	-.123**	-.200***	-.080*	-.147***	-.082*	-.066**	-.121**	-.048	-.058	-.123**
<b>Claims</b>												
Low Fat	-.003	.024		-.071	.015	-.027		-.019	.005	-.003		-.079
Fuller for Longer		-.046	-.069	-.002		-.013	-.096*			.092*	-.147***	
Lower Cholesterol	.013		-.013		.040		-.027	-.026	.040		-.017	.032
<b>F</b>	4.281***	5.300***	7.429***	7.068***	2.084**	5.806***	6.644***	2.715***	3.507***	2.216**	6.832***	4.035***
<b>Adjusted R2</b>	.066	.085	.117	.120	.023	.094	.110*	.037	.051	.026*	.113***	.064*

\* =  $p < 0.05$ ; \*\* =  $p < 0.01$ ; \*\*\* =  $p < 0.01$

## Appendix 11 Standardized coefficients ( $\beta$ ) for the final regression models for portion size selection

Portion Size	Chicken Soup	Lasagne	Cornflakes	Yoghurt
<b>Variables</b>	<b><math>\beta</math></b>	<b><math>\beta</math></b>	<b><math>\beta</math></b>	<b><math>\beta</math></b>
<i><b>Physiological</b></i>				
Hungry	.117**	.063	.103**	.115**
Thirsty	.024	.004	.056	-.038
<i><b>Sociodemographic</b></i>				
Age	-.004	-.003	-.030	.019
Gender	-.166***	-.171***	-.181***	-.137***
SES	.011	-.004	.005	-.005
Education	-.030	-.027	-.030	-.026
<i><b>Psychological</b></i>				
Cognitive Restraint	.007	-.082*	.052	.023
Uncontrolled Eating	.186***	.210***	.136**	.145**
Emotional Eating	-.100*	-.085*	-.070	-.101*
General Health Interest	-.123**	-.115**	-.260***	-.141***
Motivation to Process (interest and use)	-.065	.073	.026	.046
Subjective NHCK	.141**	.025	.091*	.069
Objective NHCK	-.085**	-.030	-.102***	-.139***
Believers v Non-Believers	.149***	.171***	.225***	.199***
Familiarity	-.071**	-.129***	-.084**	-.132***
<i><b>Claims</b></i>				
Low Fat	.009	-.032	-.039	-.017
Fuller for Longer	.002	-.027	-.015	.062

Nutrition and health claims: do they impact on consumer perceptions and portion size selection?

Lower Cholesterol	.044	.061	.009	.037
<b>F</b>	14.256***	16.381***	21.999***	14.423***
<b>Adjusted R2</b>	.187	.211*	.267	.189

\* =  $p < 0.05$ ; \*\* =  $p < 0.01$ ; \*\*\* =  $p < 0.001$

***safefood:***

7 Eastgate Avenue, Eastgate, Little Island, Co. Cork

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