1. Do you think health experts recommend that people should be eating more, the same amount, or less of these foods? *(tick one box per food)*

	More	Same	Less	Not Sure
Vegetables	✓	☐	☐	☐
Sugary foods	☐	☐	✓	☐
Meat	☐	☐	✓	☐
Starchy foods	✓	☐	☐	☐
Fatty foods	☐	☐	✓	☐
High fibre foods	✓	☐	☐	☐
Fruit	✓	☐	☐	☐
Salty foods	☐	☐	✓	☐

2. How many servings of fruit and vegetables a day do you think experts are advising people to eat? (One serving could be, for example, an apple or a handful of chopped carrots)

   ✍ _ 5-6 _ _ _

3. Which fat do experts say is most important for people to cut down on? *(tick one)*
   - (a) monounsaturated fat ☐
   - (b) polyunsaturated fat ☐
   - (c) saturated fat ✓
   - (d) not sure ☐

4. What version of dairy foods do experts say people should eat? *(tick one)*
   - (a) full fat ☐
   - (b) lower fat ✓
   - (c) mixture of full fat and lower fat ☐
   - (d) neither, dairy foods should be cut out ☐
   - (e) not sure ☐

1. Do you think these are high or low in added sugar? *(tick one box per food)*

	High	Low	Not Sure
Bananas		✓	
Unflavoured yoghurt		✓	
Ice-cream	✓		
Orange squash	✓		
Tomato ketchup	✓		
Tinned fruit in natural juice		✓	

2. Do you think these are high or low in fat? *(tick one box per food)*

	High	Low	Not Sure
Pasta (without sauce)		✓	
Low fat spread	✓		
Baked beans		✓	
Luncheon meat	✓		
Honey		✓	
Scotch egg	✓		
Nuts	✓		
Bread		✓	
Cottage cheese		✓	
Polyunsaturated margarine	✓		

3. Do you think experts put these in the starchy foods group? *(tick one box per food)*

	Yes	No	Not Sure
Cheese		✓	
Pasta	✓		
Butter		✓	
Nuts		✓	
Rice	✓		
Porridge	✓		

4. Do you think these are high or low in salt? *(tick one box per food)*

	High	Low	Not Sure
Sausages	✓		
Pasta		✓	
Kippers	✓		
Red meat		✓	
Frozen vegetables		✓	
Cheese	✓		

5. Do you think these are high or low in protein? *(tick one box per food)*

	High	Low	Not Sure
Chicken	✓		
Cheese	✓		
Fruit		✓	
Baked beans	✓		
Butter		✓	
Cream		✓	

6. Do you think these are high or low in fibre/roughage? *(tick one box per food)*

	High	Low	Not Sure
Cornflakes		✓	
Bananas	✓		
Eggs		✓	
Red Meat		✓	
Broccoli	✓		
Nuts	✓		
Fish		✓	
Baked potatoes with skins	✓		
Chicken		✓	
Baked beans	✓		

7. Do you think these fatty foods are high or low in saturated fat? *(tick one box per food)*

	High	Low	Not Sure
Mackerel		✓	
Whole milk	✓		
Olive oil		✓	
Red meat	✓		
Sunflower margarine		✓	
Chocolate	✓		

8. Some foods contain a lot of fat but no cholesterol.
   (a) agree ☑
   (b) disagree ☐
   (c) not sure ☐

9. Do you think experts call these **a healthy alternative to red meat?** *(tick one box per food)*

	Yes	No	Not Sure
Liver pate		✓	
Luncheon meat		✓	
Baked beans	✓		
Nuts	✓		
Low fat cheese	✓		
Quiche		✓	

10. **A glass of unsweetened fruit juice counts as a helping of fruit.**
    (a) agree ☑
    (b) disagree ☐
    (c) not sure ☐

11. **Saturated fats are mainly found in:** *(tick one)*
    (a) vegetable oils ☐
    (b) dairy products ☑
    (c) both (a) and (b) ☐
    (d) not sure ☐

12. **Brown sugar is a healthy alternative to white sugar.**
    (a) agree ☐
    (b) disagree ☑
    (c) not sure ☐

13. **There is more protein in a glass of whole milk than in a glass of skimmed milk.**
    (a) agree ☐
    (b) disagree ☑
    (c) not sure ☐

14. **Polyunsaturated margarine contains less fat than butter.**
    (a) agree ☐
    (b) disagree ☑
    (c) not sure ☐

15. **Which of these breads contain the most vitamins and minerals?** *(tick one)*
    (a) white ☐
    (b) brown ☐
    (c) wholegrain ☑
    (d) not sure ☐

16. **Which do you think is higher in calories: butter or regular margarine?** *(tick one)*
    (a) butter ☐
    (b) regular margarine ☐
    (c) both the same ☑
    (d) not sure ☐

17. **A type of oil which contains mostly monounsaturated fat is:** *(tick one)*
    (a) coconut oil ☐
    (b) sunflower oil ☐
    (c) olive oil ☑
    (d) palm oil ☐
    (e) not sure ☐

18. **There is more calcium in a glass of whole milk than a glass of skimmed milk.**
    (a) agree ☐
    (b) disagree ☑
    (c) not sure ☐

19. **Which *one* of the following has the most calories for the same weight?** *(tick one)*
    (a) sugar ☐
    (b) starchy foods ☐
    (c) fibre/roughage ☐
    (d) fat ☑
    (e) not sure ☐

20. **Harder fats contain more:** *(tick one)*
    (a) monounsaturates ☐
    (b) polyunsaturates ☐
    (c) saturates ☑
    (d) not sure ☐

21. **Polyunsaturated fats are mainly found in:** *(tick one)*
    (a) vegetable oils ☑
    (b) dairy products ☐
    (c) both (a) and (b) ☐
    (d) not sure ☐

Please answer what is being asked and not whether you like or dislike the food!

For example, suppose you were asked ...

"If a person wanted to cut down on fat, which cheese would be best to eat?"

(a) cheddar cheese
(b) camembert
(c) cream cheese
(d) cottage cheese

If you didn't *like* cottage cheese, but knew it was the right answer, you would still tick cottage cheese.

1. Which would be the best choice for a low fat, high fibre snack? *(tick one)*
   (a) diet strawberry yoghurt ☐
   (b) raisins ☑
   (c) muesli bar ☐
   (d) wholemeal crackers and cheddar cheese ☐

2. Which would be the best choice for a low fat, high fibre light meal? *(tick one)*
   (a) grilled chicken ☐
   (b) cheese on wholemeal toast ☐
   (c) beans on wholemeal toast ☑
   (d) quiche ☐

3. Which kind of sandwich do you think is healthier? *(tick one)*
   (a) two <u>thick</u> slices of bread with a <u>thin</u> slice of cheddar cheese filling ☑
   (b) two <u>thin</u> slices of bread with a <u>thick</u> slice of cheddar cheese filling ☐

4. Many people eat spaghetti bolognese (pasta with a tomato and meat sauce). Which do you think is healthier? *(tick one)*
   (a) a <u>large amount</u> of pasta with a <u>little</u> sauce on top ☑
   (b) a <u>small amount</u> of pasta with a <u>lot</u> of sauce on top ☐

5. If a person wanted to reduce the amount of fat in their diet, which would be the best choice? *(tick one)*
   (a) steak, grilled ☐
   (b) sausages, grilled ☐
   (c) turkey, grilled ☑
   (d) pork chop, grilled ☐

6. If a person wanted to reduce the amount of fat in their diet, but didn't want to give up chips, which one would be the best choice? *(tick one)*
   (a) thick cut chips ☑
   (b) thin cut chips ☐
   (c) crinkle cut chips ☐

7. If a person felt like something sweet, but was trying to cut down on sugar, which would be the best choice? *(tick one)*
   (a) honey on toast ☐
   (b) a cereal snack bar ☐
   (c) plain Digestive biscuit ☐
   (d) banana with plain yoghurt ☑

8. Which of these would be the healthiest pudding? *(tick one)*
   (a) baked apple ☑
   (b) strawberry yoghurt ☐
   (c) wholemeal crackers and cheddar cheese ☐
   (d) carrot cake with cream cheese topping ☐

9. Which cheese would be the best choice as a lower fat option? *(tick one)*
   (a) plain cream cheese ☐
   (b) Edam ☑
   (c) cheddar ☐
   (d) Stilton ☐

10. If a person wanted to reduce the amount of salt in their diet, which would be the best choice? *(tick one)*
    (a) ready made frozen shepherd's pie ☐
    (b) gammon with pineapple ☐
    (c) mushroom omelette ☑
    (d) stir fry vegetables with soy sauce ☐

This section is about health problems or diseases.

1. Are you aware of any major health problems or diseases that are related to a <u>low intake of fruit and vegetables</u>?

   (a)   yes   ☐
   (b)   no   ☐
   (c)   not sure ☐

   If yes, what diseases or health problems do you think are related to a low intake of fruit and vegetables?

   ✍ __ Heart diseases __
   _____ Cancer _____
   _____ Bowel disorders _____

2. Are you aware of any major health problems or diseases that are related to a <u>low intake of fibre</u>?

   (a)   yes   ☐
   (b)   no   ☐
   (c)   not sure ☐

   If yes, what diseases or health problems do you think are related to a low intake of fibre?

   ✍ __ Bowel disorders __

3. Are you aware of any major health problems or diseases that are related to <u>how much sugar</u> people eat?

   (a)   yes   ☐
   (b)   no   ☐
   (c)   not sure ☐

   If yes, what diseases or health problems do you think are related to sugar?

   ✍ ___ Teeth _____

4. Are you aware of any major health problems or diseases that are related to <u>how much salt</u> or sodium people eat?

   (a)   yes   ☐
   (b)   no   ☐
   (c)   not sure ☐

   If yes, what diseases or health problems do you think are related to salt?

   ✍ __ High blood pressure __

5. Are you aware of any major health problems or diseases that are related to the <u>amount of fat</u> people eat?

   (a)   yes   ☐
   (b)   no   ☐
   (c)   not sure ☐

   If yes, what diseases or health problems do you think are related to fat?

   ✍ __ Heart disease __
   _____ Obesity _____

6. Do you think these help to reduce the chances of getting certain kinds of cancer? *(answer each one)*

	Yes	No	Not Sure
eating more fibre	☑	☐	☐
eating less sugar	☐	☑	☐
eating less fat	☐	☑	☐
eating less salt	☐	☑	☐
eating more fruit and vegetables	☑	☐	☐
eating less preservatives/additives	☐	☑	☐

7. **Do you think these help prevent heart disease?**
(answer each one)

	Yes	No	Not Sure
eating more fibre	☐	☑	☐
eating less saturated fat	☑	☐	☐
eating less salt	☑	☐	☐
eating more fruit and vegetables	☑	☐	☐
eating less preservatives/additives	☐	☑	☐

8. **Which one of these is more likely to raise people's blood cholesterol level?** *(tick one)*
   - (a) antioxidants ☐
   - (b) polyunsaturated fats ☐
   - (c) saturated fats ☑
   - (d) cholesterol in the diet ☐
   - (e) not sure ☐

9. **Have you heard of antioxidant vitamins?**
   - (a) yes ☐
   - (b) no ☐

10. **If YES to question 9, do you think these are antioxidant vitamins?** *(answer each one)*

	Yes	No	Not Sure
Vitamin A	☑	☐	☐
B Complex Vitamins	☐	☑	☐
Vitamin C	☑	☐	☐
Vitamin D	☐	☑	☐
Vitamin E	☑	☐	☐
Vitamin K	☐	☑	☐

> ## Finally, we would like to ask you a few questions about yourself.

1. **Are you male or female?**
   - (a) Male ☐
   - (b) Female ☐

2. **How old are you?**
   - (a) less than 18 ☐
   - (b) 18 – 24 ☐
   - (c) 25 – 34 ☐
   - (d) 35 – 44 ☐
   - (e) 45 – 54 ☐
   - (f) 55 – 64 ☐
   - (g) 65 – 74 ☐
   - (h) more than 75 ☐

3. **Are you:**
   - (a) single ☐
   - (b) married ☐
   - (c) living as married ☐
   - (d) separated ☐
   - (e) divorced ☐
   - (f) widowed ☐

4. **What is your ethnic origin?**
   - (a) White ☐
   - (b) Black Caribbean ☐
   - (c) Black African ☐
   - (d) Black other ☐
   - (e) Indian ☐
   - (f) Pakistani ☐
   - (g) Bangladeshi ☐
   - (h) Chinese ☐
   - (i) Asian - other ☐
     Please specify:
     ✍ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
   - (j) Any other ethnic group ☐
     Please specify:
     ✍ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

PLEASE TURN OVER