

# Test Questionnaire 1

QA: Location

- 1 England
- 2 Scotland
- 3 Wales
- 4 Northern Ireland

QB: Gender

- 1 Male
- 2 Female

QC: Age [RECORD EXACTLY]

[     ]

Q1: Do you eat fruit?

- 1 Yes
- 2 No

Q2: Do you eat vegetables?

- 1 Yes
- 2 No

Q3: [ASK ONLY IF RESPONDENT EATS FRUIT] On average, how many portions of fruit do you eat per week?

- |   |                                |         |
|---|--------------------------------|---------|
| 1 | Less than one portion per week | GOTO Q4 |
| 2 | 1 - 3 portions per week        | GOTO Q4 |
| 3 | 4 - 7 portions per week        | GOTO Q5 |
| 4 | 8 - 14 portions per week       | GOTO Q5 |
| 5 | More than 14 portions per week | GOTO Q5 |

Q4: What are the reason(s) you don't eat more than 3 portions of fruit per week?

- 1 Fruit is too expensive
- 2 Not that keen on fruit
- 3 Not sure how to prepare / cook them
- 4 Poor quality in shops
- 5 Not enough variety
- 6 Other (please specify)

Q5: [ASK ONLY IF RESPONDENT EATS VEGETABLES] On average, how many portions of vegetables do you eat per week?

- |   |                                |         |
|---|--------------------------------|---------|
| 1 | Less than one portion per week | GOTO Q6 |
| 2 | 1 - 3 portions per week        | GOTO Q6 |
| 3 | 4 - 7 portions per week        | GOTO Q7 |
| 4 | 8 - 14 portions per week       | GOTO Q7 |
| 5 | More than 14 portions per week | GOTO Q7 |

Q6: What are the reason(s) you don't eat more than 3 portions of vegetables per week?

- 1 Vegetables are too expensive
- 2 Not that keen on vegetables

- 3 Not sure how to prepare / cook them
- 4 Poor quality in shops
- 5 Not enough variety
- 6 Other (please specify)

[ASK ALL]

Q7a: Which fruits are you aware of? [FIRST SPONTANEOUS MENTION]

Q7b: Which fruits are you aware of? [OTHER SPONTANEOUS MENTIONS]

Q7c: Which of the following fruits do you eat? [MUST BE SELECTED AT Q7a/Q7b]

- 1 Apple
- 2 Banana
- 3 Blueberry
- 4 Grapefruit
- 5 Melon
- 6 Orange
- 7 Pear
- 8 Pineapple
- 9 Raspberry
- 10 Strawberry
- 11 Other (please specify)

[ASK ALL]

Q8a: Which vegetables are you aware of? [FIRST SPONTANEOUS MENTION]

Q8b: Which vegetables are you aware of? [OTHER SPONTANEOUS MENTIONS]

Q8c: Which of the following vegetables do you eat? [MUST BE SELECTED AT Q8a/Q8b]

- 1 Broccoli
- 2 Carrot
- 3 Cauliflower
- 4 Courgette
- 5 Onion
- 6 Parsnip
- 7 Pea
- 8 Potato
- 9 Sweetcorn
- 10 Turnip
- 11 Other (please specify)

Q9: [ASK MALES IN SCOTLAND AND WALES WHO EAT  $\leq 3$  PORTIONS OF VEGETABLES PER WEEK] How many times per week do you exercise / play sport?

- 1 Never
- 2 1 - 3 times per week
- 3 4 - 7 times per week
- 4 8 or more times per week

Q10: How interested would you be in each of the following in relation to fruit and veg? Please rate the following on a scale of 1 to 7 where 1 is 'Not at all interested' and 7 is 'Extremely interested'.

- (a) More organic
- (b) More variety
- (c) Lower prices
- (d) Better quality
- (e) More pre-prepared

[THANK AND CLOSE]

# Test Tab Spec 1

## Open End Question Coding

Code QC Age into the following bands;

- 1 18 - 24
- 2 25 - 34
- 3 35 - 44
- 4 45 - 54
- 5 55 - 64
- 6 65 +

## Breaks

Tab No	Variable	Tab Title	Break Titles	Apply To
1	QA	Location	England Scotland Wales Northern Ireland	All questions
2	QB	Gender	Male Female	All questions
3	QC	Age band	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 +	All questions

## Calculations

Q7a + Q7b: Consolidated spontaneous awareness of fruit.

Q8a + Q8b: Consolidated spontaneous awareness of vegetables.

Q10 Interested / neutral / not interested subtotals.

Q10 Mean values to 2 decimal places.