



Research Report

Kirklees Council & NHS Kirklees

Evaluation of a Programme to Reduce Obesity Among the 16-24 Student Population Intercept Survey Results May - June 2009

Enventure Consultancy Limited

Bradford Chamber Business Park, New Lane, Laisterdyke, Bradford BD4 8BX
T: 01274 662182 F: 01274 665143 W: www.enventure.co.uk

Contents

The Evaluation Programme	3
Introduction	3
Evaluation Objectives	3
Methodology	4
Interpretation of the Data	4
Detailed Evaluation Findings.....	5
Sample Profile	5
The Up For It Brand	6
Awareness of Health Campaigns	9
Response to the Did You Know? Leaflet.....	11
Health Awareness	14
Conclusions & Recommendations	21
Appendix 1 – Questionnaire.....	22

The Evaluation Programme

Introduction

The Department of Health publication, *Ambitions for Health*, has set out the important role social marketing is seen to have in improving health and in the policy making process.

Kirklees has focussed its efforts on changing behaviour that contributes to obesity in students aged 16-24. Following the initial scoping insight, which showed that students favoured interventions that did not focus on health and were fun, social, quick and easy, the decision was taken to use a 'stealth not health' approach to encouraging behaviour change. The 'Up For It' brand was therefore developed for the interventions, with the aim of steering the project away from the traditional approaches of other health campaigns. The programme's ultimate aim was to increase the number of students involved in healthy eating and physical activity and identify potential risks in their lifestyles.

Kirklees PCT commissioned Enventure to conduct an evaluation of the programme to enable decisions to be made as to whether the approach should be rolled out more widely, or sustained for this group. The evaluation included assessing the impact of individual interventions targeted at students. The findings from this evaluation are reported in a separate document.

In addition to this, the Department of Health requested that an additional intercept survey be conducted with students in order to further evaluate the programme. This document contains the findings from the intercept survey.

Evaluation Objectives

The social marketing objectives of the programme were to achieve:

- A halt in the year on year rise in overweight and obesity levels within 16-24 year olds
- Movement of the target group from sedentary behaviour to more active behaviour
- Exchange of unhealthy food for quick and healthy food options.

The specific evaluation objective was to understand whether the campaign has reached a wider audience thereby achieving these social marketing objectives.

Methodology

A street survey of 372 students was conducted from 20th May to 5th June 2009. A total of 186 interviews took place with students from the University of Huddersfield and 186 interviews evenly spread with students from each of the following colleges: New College Huddersfield, Greenhead College and Kirklees College.

Interviewers were located in areas of high footflow on or near the University and college campuses and approached target respondents based on pre set quotas on gender.

Interpretation of the Data

This report contains several tables and charts that show the survey results. In some instances, the responses may not add up to 100%. There are several reasons why this might happen: the question may have allowed each respondent to give more than one answer; only the most common responses may be shown in the table; individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%; or the question may have been passed over by the respondent. A response of between 0% and 1% will be shown as 0%.

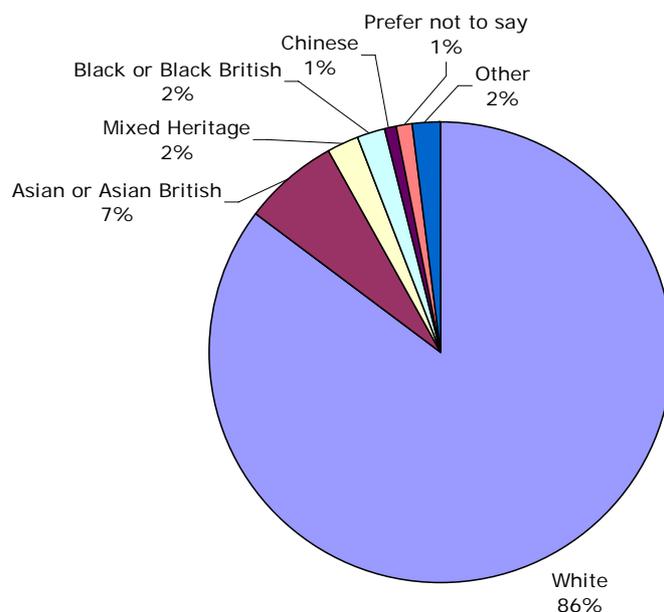
Detailed Evaluation Findings

Sample Profile

The sample was split almost equally between gender, with 49% males and 51% females. Over half of respondents (55%) were aged 19+ and the rest (45%) were aged between 16 and 18.

Almost nine in ten from the sample (86%) were of White ethnicity. The ethnic backgrounds of respondents can be seen in **Figure 1** below:

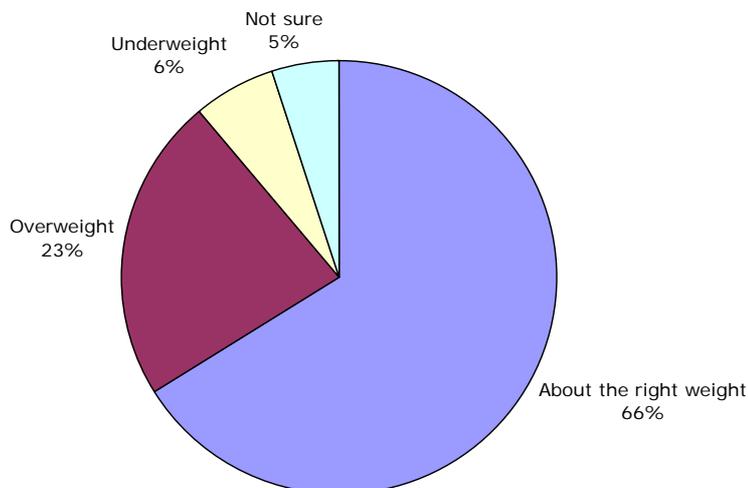
Figure 1: Ethnicity
Base: all (372)



Over half of the sample (55%) lived with parents. Just over one in five (22%) lived in private rented accommodation, 19% in halls of residence, and 4% lived in their own home.

When asked what they thought about their weight, two-thirds (66%) of respondents said that they felt that they were about the right weight for their height. Almost a quarter (23%), however, described themselves and being overweight. **Figure 2** overleaf shows students' responses:

Figure 2: Weight
Base: all (372)

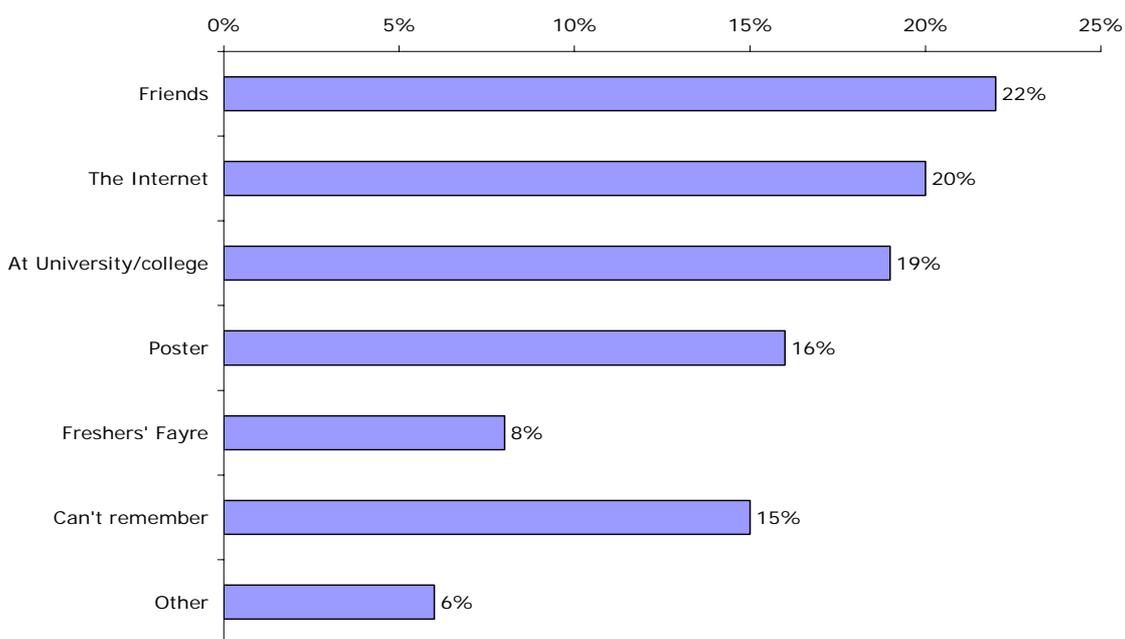


The Up For It Brand

In response to being shown the logo for the Up For It brand, which was used on promotional materials for all of the interventions, a quarter of respondents (26%) said they were aware of it.

Students who said they were aware were then asked how they became aware. The main responses to this question are shown in **Figure 3** below.

Figure 3: Sources of awareness regarding the Up For It brand
Base: those aware of Up For It (98)



Three in five said that they had become aware of the Up For It brand through friends (22%), via the internet (20%), or at university/college (19%). One in six stated that they had first seen Up For It on a poster. Other sources of awareness not shown on the chart include the Camel Club, the gym, celebrity chef James Martin, shopping tags and TV.

Respondents who said they were aware of Up For It were then asked, to their knowledge, what it was. Given the 'stealth not health' approach that was taken to the programme, it is unsurprising to note that 47% of respondents said *don't know*. Other responses included:

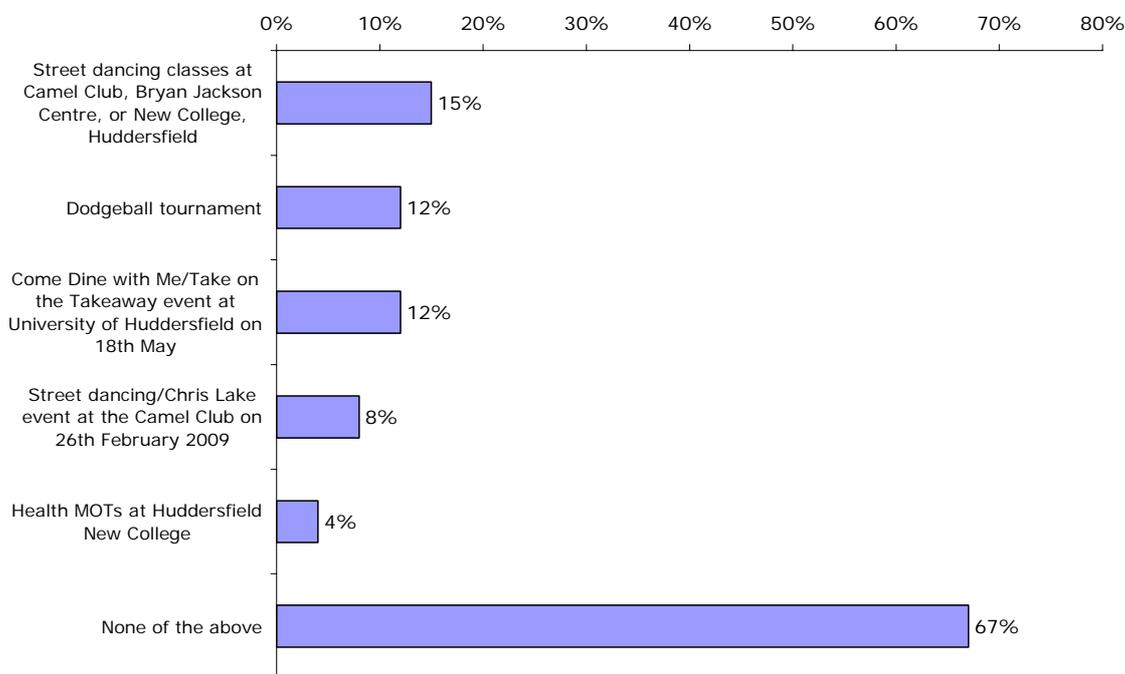
- Healthy eating (21% of respondents)
- Fitness and exercise (20%)
- Food (4%)
- Sports activities (3%)
- Encouraging people into higher education (2%)
- Getting a free bag of food (2%)
- Getting kids cooking (1%)
- Spread of diseases (1%)
- Making a video (1%).

Of the respondents who said they were aware of the Up For It brand, 38% said they had been aware of Up For It events in Huddersfield.

A list of Up For It events were then read out and all respondents were asked whether they were aware of them. The highest levels of awareness were seen with the *Street Dancing Classes at Camel Club, Bryan Jackson Centre or New College, Huddersfield* (15%), the *Dodgeball Tournament* (12%) and *Come Dine with Me/Take on the Takeaway event* (12%). Unfortunately, 67% of respondents were not aware of any of the events.

Levels of awareness of these events can be seen in **Figure 4** overleaf.

Figure 4: Awareness of specific Up For It events
Base: all (372)



Further to this, respondents who were aware of the events were asked whether they had participated in any of them. Nine in ten respondents (89%) said they had not. Of those who had, seven respondents had attended the Street Dancing classes, three had attended the Dodgeball tournament and the Come Dine With Me/Take on the Takeaway event respectively, and one had attended the Street Dancing/Chris Lake event.

Students who had participated in events were asked for their opinion of them and there was a generally positive consensus towards the events. Of the seven respondents who participated in the Street Dancing classes, four (58%) said that they found them to be *good fun* and three (43%) to be *very good*, and those who attended the Dodgeball event all said that the event was *good*. The respondents who had attended the Come Dine With Me/Take on the Takeaway event said it provided them with *good ideas for health* (67%), it was *good fun* (33%), but also that there was *not enough information* (33%). The one respondent who had attended the Street Dancing event at the Camel Club said that it was *not for me – just went for a look*.

Awareness of Health Campaigns

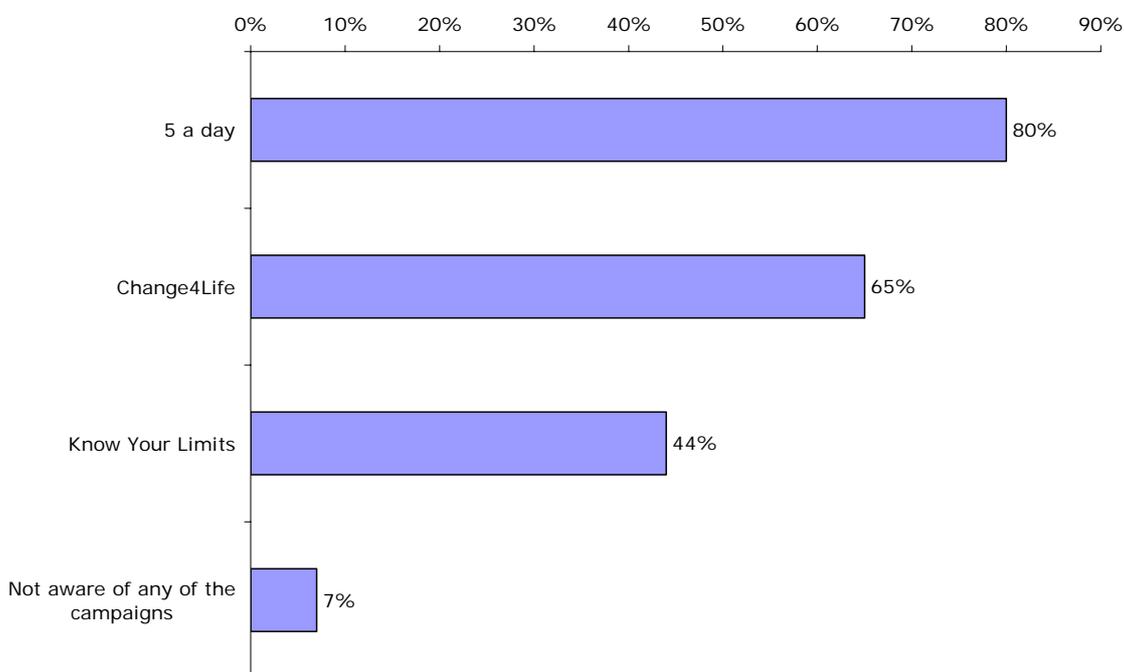
Respondents were shown advertising for a series of health campaigns and asked if they were aware of any them.

The highest levels of awareness were seen for the 5 a day campaign, with four in five respondents (80%) being aware.

This was followed by the Change4Life campaign (65% aware). Respondents aged 18 or under had the greatest levels of awareness of this campaign (74% compared to 57% for those aged 19+). There was a particularly high awareness of the 5 a day campaign from respondents who considered themselves to be overweight (91% compared with 80% overall). It is positive to note that awareness of the Change4Life campaign is higher than data shows for national awareness (55% of the general public aware nationally).

Levels of awareness of the various campaigns are shown in **Figure 5** below.

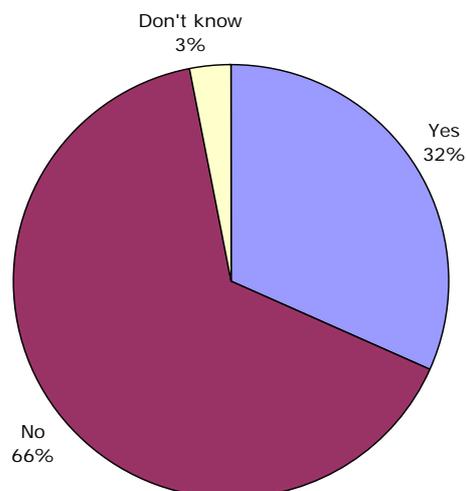
Figure 5: Awareness of health campaigns
Base: all (372)



A third of respondents (32%) claimed that these health campaigns had encouraged them to make changes to their lifestyle. A higher proportion of female respondents claimed this (38% compared with 25% for males).

The overall response can be seen in **Figure 6** overleaf:

Figure 6: Impact of campaigns on changing lifestyles?
Base: respondents who were aware of health campaigns (345)



The relatively low percentage of respondents who claimed that they would be encouraged to change their lifestyle could be due to the campaigns being overtly concerned with promoting health. In comparison, the interventions promoted by Kirklees through Up For It aimed to highlight the more fun and sociable aspects rather than openly drawing attention to health issues, with the hope that this approach would better persuade students to adopt healthier lifestyle choices.

The 186 college students were then asked whether they were aware of the Healthy Bytes website. Just one in eight (13%) respondents said they were aware, and of these, just five respondents had used the website. They gave the following reasons for using the website:

- Coursework for college
- Just to see what it is
- To see if it could help me lose weight
- Healthy living diet plan.

Response to the Did You Know? Leaflet

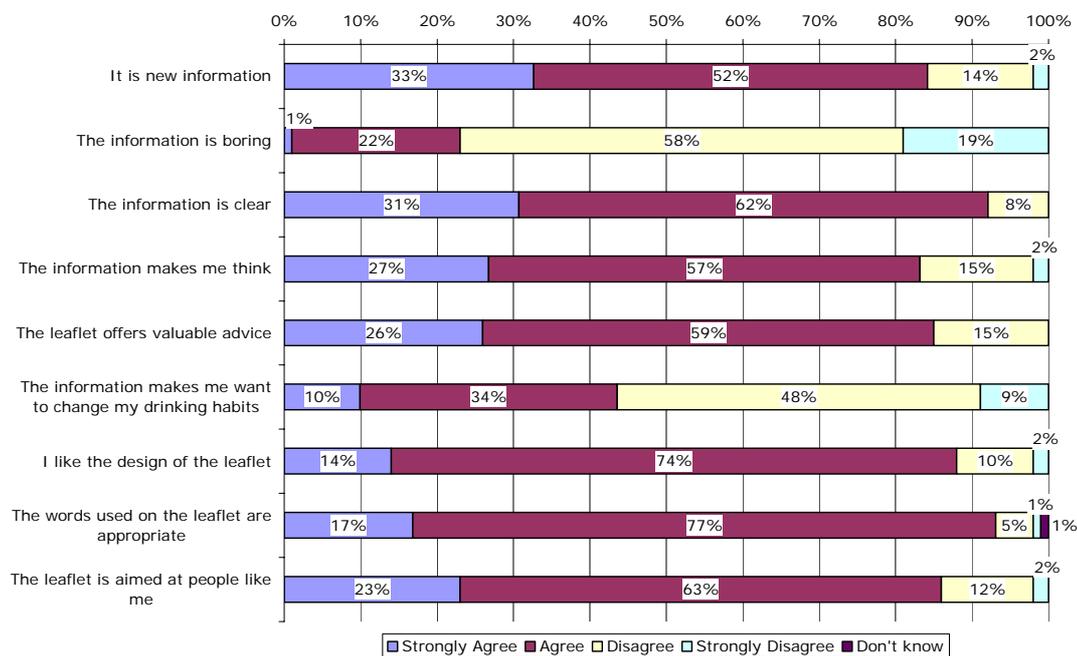
Respondents were shown the Did you know? leaflet shown in **Figure 7** below:

Figure 7: Did you know? leaflet



They were then asked to provide feedback, stating whether they strongly agreed, agreed, disagreed, or strongly disagreed with a series of statements concerning the leaflet. Responses can be seen in **Figure 8** overleaf.

Figure 8: Opinions of the Did You Know? leaflet
Base: all (372)



Over four in five respondents (83%) either *agreed* or *strongly agreed* to all but two of the statements that were read out to them (shown in **Figure 8** above). A third of respondents *strongly agreed* that the leaflet provided them with *new information* and that the *information was clear*.

Encouragingly, just over three quarters (77%) *disagreed* or *strongly disagreed* that the information on the leaflet was boring. However, whilst four in five (85%) agreed in some way that the *leaflet offers valuable advice*, only 44% said that the information makes them want to change their drinking habits.

Female respondents were more likely than males to strongly agree that the leaflet made them think (33% compared to 21%).

Respondents were also asked if they found anything unclear on the leaflet. Encouragingly, nearly all respondents (95%) said that they did not find anything unclear. Other responses to this question are listed below:

- Not very clear
- Don't see what the aim of it is
- Is it calories or fat?
- Too much information on it
- Confusing
- Writing too small
- Logo should be bigger

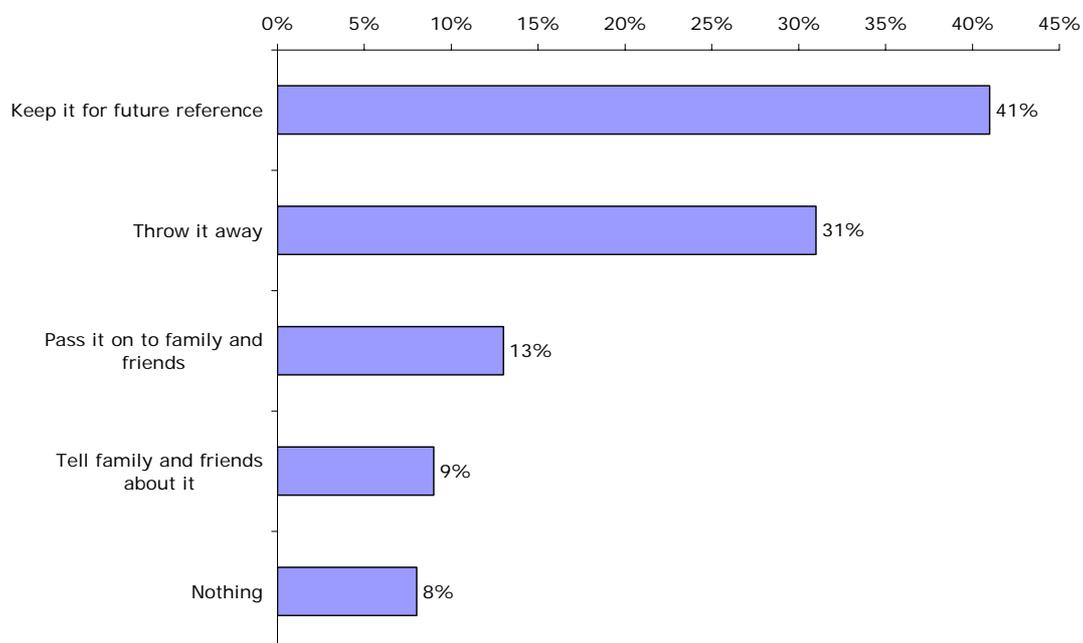
They were then asked if they had any other comments to make about the leaflet. Three in five (61%) said that they had no other comments to make, significantly more males (68%) compared with females (54%). One in fourteen respondents (7%) commented that the leaflet *surprised me – didn't realise how bad some things are for you*.

Other comments were made about the leaflet, and the top comments are listed below in descending order of popularity:

- Informative (6%)
- Colourful (5%)
- Clear message - straight forward (5%)
- It is good (3%)
- Needs to stand out more - better graphics (2%)
- Better if it was another colour (2%)
- Needs a bit more information on it (2%)
- Eye catching (2%)
- Dull and boring (2%)
- Too much information on it (2%)

Respondents were also asked what they would do with the leaflet. The responses can be seen in **Figure 9** below:

Figure 9: What respondents would do with the leaflet
Base: all (372)

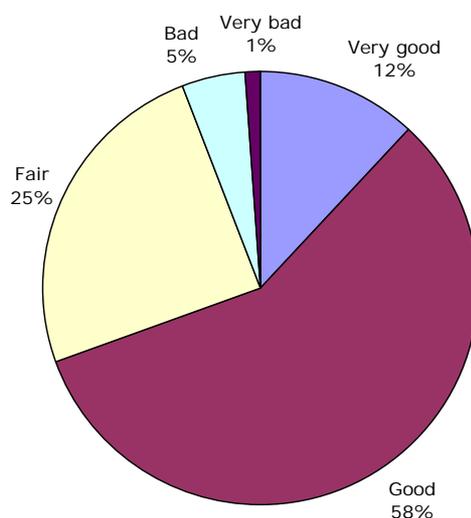


Two in five (41%) said that if they were given the leaflet they would keep it for future reference. A significantly higher proportion of females gave this response than males (47% compared with 34%). Unfortunately, almost a third of respondents (31%) said that they would throw the leaflet away. One in eight (13%) would pass it on to their family and friends, and just 9% would tell their family and friends about it. One in twelve respondents (8%) would do nothing with the leaflet.

Health Awareness

Respondents were asked to describe their general health and results can be seen in **Figure 10** below:

Figure 10: Respondents' description of general health
Base: all (372)

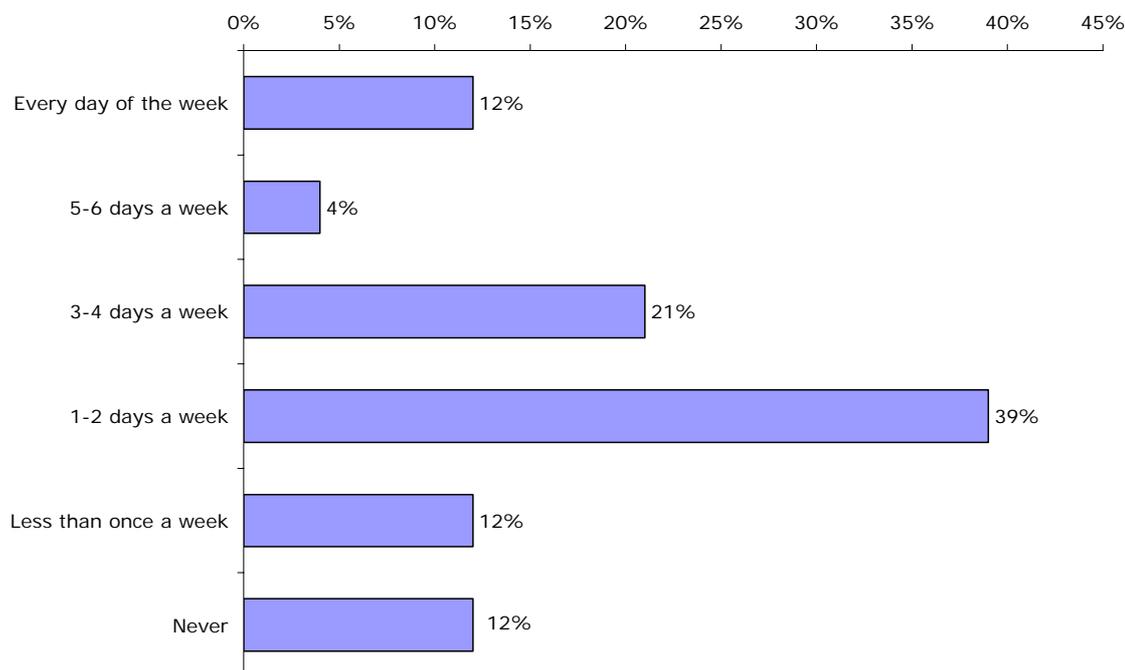


Seven in ten (70%) described their health as either *good* or *very good*. Encouragingly, only one in sixteen (6%) said that their health was *bad* or *very bad*.

Those who described their weight as being *about the right weight for your height* were significantly more likely to give the response of *good* or *very good* (63% and 15% respectively compared with 58% and 12% overall). Likewise, those who described themselves as overweight were less likely to state that their general health was *good* or *very good* (44% and 4% respectively compared with 58% and 12% overall).

Respondents were asked how often, on average, they undertake heavy physical exercise which makes them breathless. The overall response to this question can be seen in **Figure 11** overleaf:

Figure 11: Frequency of heavy physical exercise
Base: all (372)



Three-quarters of respondents (76%) said that they exercise at least *1-2 days a week*. One in eight respondents (12%) took exercise *less than once a week* and the same number *never* partake in exercise.

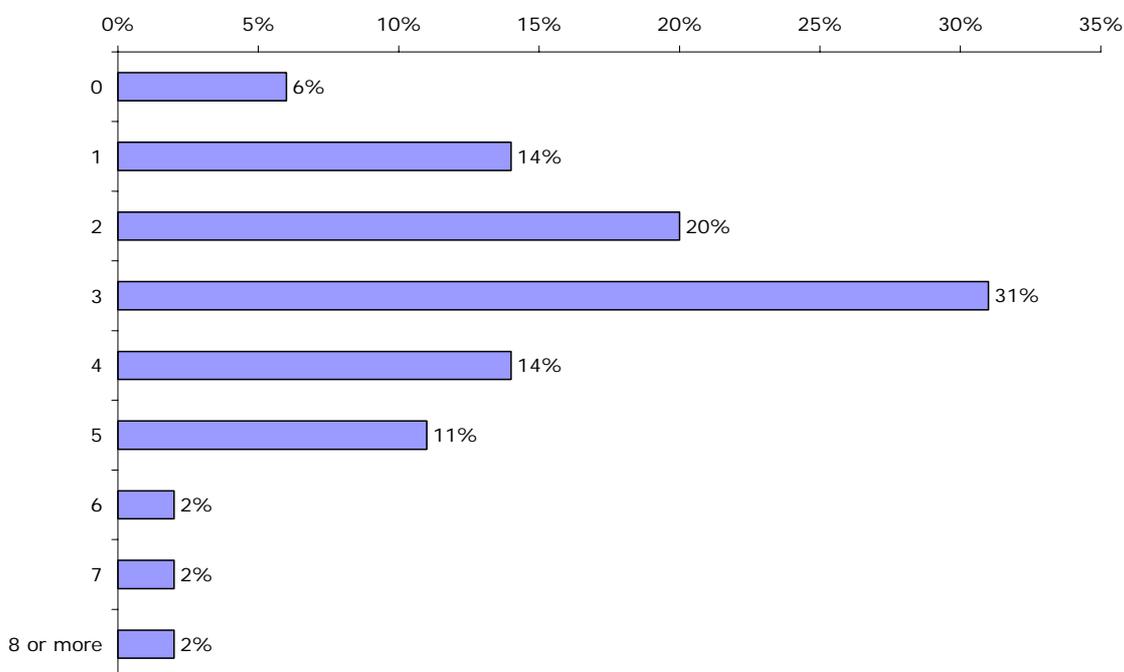
Respondents were asked if they felt that this frequency of exercise was enough; almost half of respondents (46%) said they did, 1% were not sure and 53% felt it was not. Of those who did not feel that they took part in enough exercise, the following reasons were given:

- Lack of time (67%)
- Lack of opportunities/facilities (17%)
- Do not want to/don't enjoy exercise (16%)
- Illness or disability (1%)

When asked to compare their current exercise habits to how they were six months ago, just over three in five respondents (62%) said that they were about the same. Encouragingly, one in five (21%) said that they now did more exercise, with 18% saying that they did less.

Figure 12 below shows the number of portions of fruit and vegetables typically eaten by respondents in a day.

Figure 12: Number of portions of fruit and vegetables consumed
Base: all (372)



In total, 96% of respondents indicated that they ate at least one portion in a typical day. Three in ten (31%) claimed to eat three portions a day. Almost one in five (18%) claimed to eat the recommended 5 portions a day or more.

Again, when asked to compare this amount of fruit and vegetables to six months ago, the majority of respondents (67%) said that the amount they consume had stayed the same. However, almost a quarter (23%) reported that they were now eating more portions of fruit and vegetables.

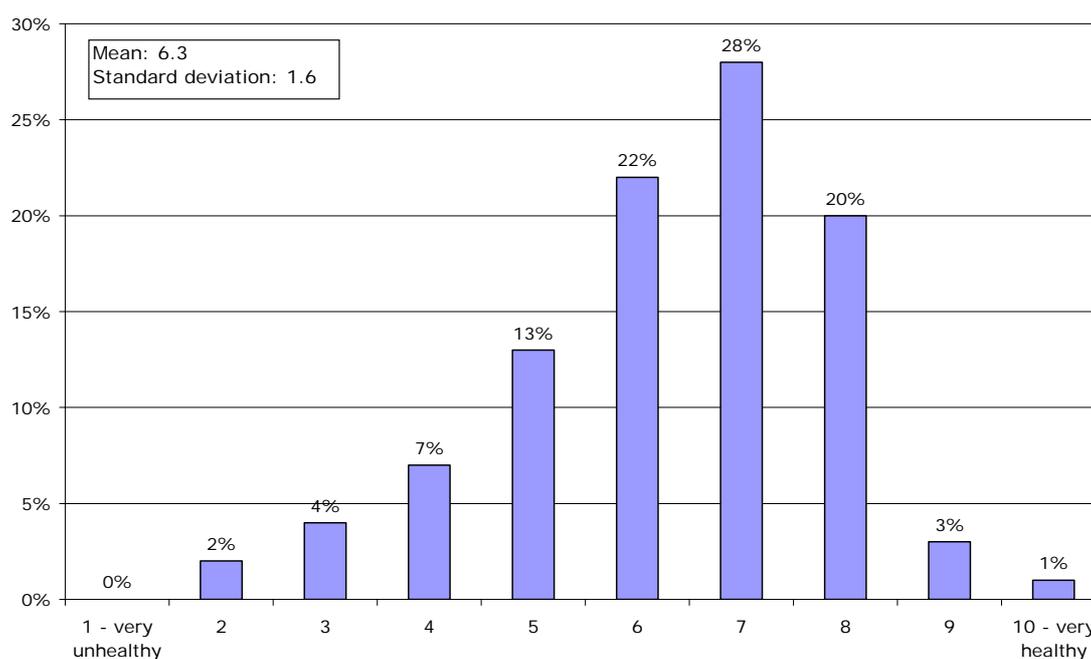
When respondents were asked if they had tried to improve their diet over the course of the past year, there was an equal split between those who had and those who had not. Proportionally, more respondents in higher education said that they had tried to improve what they eat (60% compared with 51% overall), and more respondents in further education said that they had not (59% compared with 49% overall).

Those who said that they had tried to improve their diet were then asked what their reasons were, which are listed below in descending order of popularity:

- Health reasons (53%)
- Appearance (40%)
- Medical reasons (4%)
- To save money (2%)
- Enjoy cooking (1%)
- Not sure (1%)

Respondents were asked to provide a rating to represent how healthy or unhealthy their current diet was, using a scale of 1 to 10 where 1 means very unhealthy and 10 means very healthy. The mean score achieved was 6.3; this score together with the standard deviation (which indicates dispersion of scores around the mean) and the spread of scores are shown below in **Figure 13**.

Figure 13: Rating of current diet
Base: all (372)



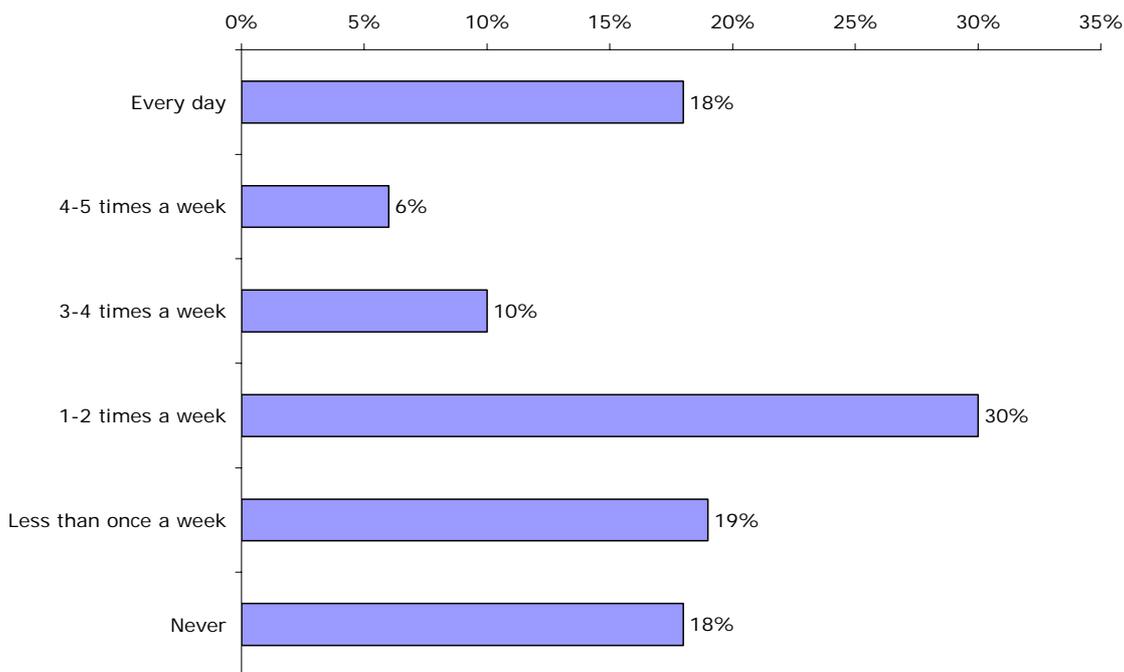
Respondents who saw themselves as being overweight rated their current diet to be less healthy than other respondents, recording a mean score of 5.6, compared to the overall mean of 6.3.

Survey respondents were then asked how confident or unconfident they were at shopping for food on a tight budget and preparing meals using basic ingredients. Just over three in five respondents (63%) said that they were either *fairly confident* or *very confident* when shopping for food on a tight budget. One in six (17%) said that they were either *fairly unconfident* or *very unconfident* at this.

Two-thirds (67%) said that they were either *fairly confident* or *very confident* at preparing meals using basic ingredients, with just 13% indicating that they were *fairly unconfident* or *very unconfident*.

Figure 14 below shows how often respondents claimed to prepare meals from scratch.

Figure 14: Frequency of preparing meals from scratch
Base: all (372)

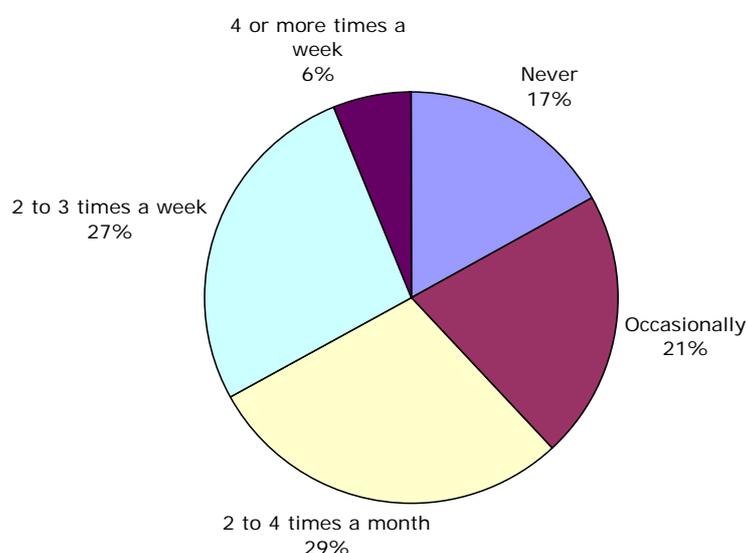


Just over three in five respondents (64%) stated that they cooked a meal from scratch at least once a week, and 18% indicated that they did this every day. This figure is proportionally much lower for those in further education (9%) compared to those in higher education (26%). This is likely due to the fact that 83% of those in further education are living with parents, whereas this is only the case for 27% of those in higher education.

Just over two respondents in five (43%) said that they tend to prepare meals alone. A quarter (26%) said that they cook with friends, 14% with family, and 6% with partners.

Drinking habits were also covered in the survey. Respondents were asked approximately how often they have an alcoholic drink. The response to this question can be seen in **Figure 15** overleaf.

Figure 15: Frequency of alcoholic drink consumption
Base: all (372)



Respondents then indicated the frequency at which they drank different alcoholic drinks in an average week. **Table 1** shows the mean score for each type of drink, together with the standard deviations.

Table 1: Amount of alcohol consumed in an average week
Base: all (372)

Type of alcoholic drink	Base	Mean	Standard Deviation	Range
Low alcohol beer/lager pints	9	0.1	0.5	0-6
Normal strength beer/lager/cider pints	165	2.7	4.9	0-35
Strong beer/lager/stout/cider pints	29	0.3	1.1	0-13
Spirits/liqueurs/aperitifs (single measures)	109	1.4	3.7	0-20
Wine (small glass)	91	1.2	2.9	0-20
Fortified wine (small glass)	4	0.1	0.4	0-5
Alcoholic soft drinks (bottles)	86	1.1	2.5	0-16

The most popular types of alcoholic drinks are pints of normal strength beers, lagers and ciders, followed by single measures of spirits, liqueurs, and aperitifs, and wine. The mean scores are quite low showing that, overall, respondents did not claim to drink excessive amounts of each type of drink. Indeed, a high proportion of respondents did not claim to drink any of certain types of alcohol. For example, over half of respondents (56%) said that they did not drink normal strength beer/lager pints, 71% said that they did not drink spirits/liqueurs, 76% claimed to not drink any wine, and 77% claimed to not drink alcoholic soft drinks.

The relatively high standard deviations for normal strength beer/lager and spirits/liqueurs indicate a varied spread of amounts suggested by respondents. This is also seen in the high range scores which show the wide dispersal of the amounts claimed to be consumed by respondents, ranging from 0 to 35 in the case of normal strength beer/lager etc.

Respondents were asked if they think that their current level of alcohol consumption could be harmful to their health. Three in five (61%) thought that their current drinking habits would not be harmful to their health, and 7% did not know. A third (32%) said that they thought their current levels of drinking could be harmful to their health.

Conclusions & Recommendations

Brand awareness of Up For It is quite low amongst students, with three quarters of those taking part in the survey not recognising the Up For It logo. Of those who did, almost half did not know what it was about, and others had the wrong impression of what Up For It involved. This low level of awareness is fairly unsurprising given the 'stealth not health' approach that was taken to the programme, where awareness of the brand is not as important as the events and interventions themselves.

Awareness of other health campaigns which overtly promote healthier lifestyles such as Change4Life and 5 A Day is much higher, perhaps suggesting that there is scope for Up For It to be more widely promoted to ensure that students recognise the brand and its objectives – providing fun, social, quick, cheap and easy activities/events.

Two thirds of the students that took part in the survey said that health campaigns like Up For It do nothing to encourage them to change their lifestyle. However, those who did attend the Up For It events did give them generally positive feedback. This is possibly due to the fact that the events were promoted in the 'stealth not health' way. Initial insight findings showed that students would favour interventions that were fun and did not feel like they were primarily concerned with losing weight and that were also sociable and varied. The Up For It interventions met these criteria, showing that this approach can be successful and that Up For It does have potential. Perhaps if the brand and the events it organises become more widely known, whilst at the same time adhering to the 'stealth not health' approach, then it can have a greater and longer lasting impact on students' lifestyles.

The Did You Know? leaflet seems to have been well received by students. High proportions of respondents said that the leaflet contained valuable advice that made them think about their current drinking habits. However, the proportion of respondents that went on to agree that this information would make them change their habits was much lower. Encouragingly, the majority of respondents found the leaflet well designed, saying that it was clear, appropriate, and well targeted to students.

Overall, the rating that respondents gave to their current diet was quite healthy. However, when looking at the amounts of fruit and vegetables eaten this does not necessarily correlate. Only one in five (18%) claimed to eat at least 5 portions a day, the recommended daily allowance for a healthy diet, and only a small number prepared their own meals from scratch. It is also important to remember that when respondents are rating their own diet or the 'healthiness' of their lifestyle, there may be a tendency to present a more favourable image than is in fact the case. In the current climate, where a healthy lifestyle is seen as more socially acceptable, people may feel under pressure to give a more positive answer to such questions. It is important, therefore, that students are made aware of the possible implications of, for example, not eating sufficient portions of fruit and vegetables.

Appendix 1 – Questionnaire

Good morning /afternoon, my name is....., from Enventure, an independent market research company. We are carrying out a survey on behalf of NHS Kirklees to get feedback on a campaign they carried out. Do you have 10 minutes to answer some questions? All of your answers will be treated in the strictest confidence and will only be used to gain feedback.

Q1 Are you a student at one of the following?

- | | | |
|----------------------------|---|-----------------|
| Huddersfield New College | 1 | (FE) |
| Greenhead College | 2 | (FE) |
| Kirklees College | 3 | (FE) |
| University of Huddersfield | 4 | (HE) |
| None of the above | 5 | Thank and close |

Q2 What age are you? *If over 24 or under 16, thank and close*
Write in below

We're now going to ask some questions about a series of events that have taken place in Huddersfield over the last few months...

SHOWCARD A

Q3 Are you aware of the Up For It brand?

- | | | |
|------------|---|----------|
| Yes | 1 | GO TO Q4 |
| No | 2 | GO TO Q7 |
| Don't know | 3 | GO TO Q7 |

Q4 How did you become aware?

Do not read out – code all that apply

- | | |
|------------------------|---|
| Freshers' Fayre | 1 |
| Friends | 2 |
| The Internet | 3 |
| Camel Club | 4 |
| Poster | 5 |
| Other (please specify) | 6 |

Q5 To your knowledge, what is UpForIt?

Q6 Over the last six months, have you been aware of any UpForIt events in Huddersfield?

Yes	1
No	2

Q7 Specifically, over the last six months, have you been aware any of the following events?

Read out and code all that apply

Street dancing/Chris Lake event at the Camel Club on 26 th February 2009	1 GO TO Q8
Street dancing classes at Camel Club, Bryan Jackson Centre, or New College, Huddersfield	2 GO TO Q8
Dodgeball tournament	3 GO TO Q8
Come Dine with Me/Take on the Takeaway event at University of Huddersfield on 18 th May	4 GO TO Q8
Health MOTs at Huddersfield New College	5 GO TO Q8
None of the above	6 GO TO Q10

Q8 And have you participated in any of these events?

Read out and code all that apply

Street dancing event at the Camel Club on 26 th February 2009	1 GO TO Q9a
Street dancing classes at Camel Club, Bryan Jackson Centre, or New College, Huddersfield	2 GO TO Q9b
Dodgeball tournament	3 GO TO Q9c
Come Dine with Me/Take on the Takeaway event at University of Huddersfield on 18 th May	4 GO TO Q9d
Health MOTs at Huddersfield New College	5 GO TO Q9e
None of the above	6 GO TO Q10

Q9 What was your impression of...?

a) Street dancing event at the Camel Club on 26th February 2009 1

b) Street dancing classes at Camel Club, Brian Jackson Centre, or New College, Huddersfield 2

c) Dodgeball promotion 3

d) Come Dine with Me/Take on the Takeaway event at University of Huddersfield on 18th May 4

e) Health MOTs at Huddersfield New College 5

SHOW SHOWCARDS B-D

Now thinking about other campaigns you might have seen...

Q10 Are you aware of any of the following campaigns?

Read out and code all that apply

Change4Life	1 GO TO Q11
Know Your Limits	2 GO TO Q11
5 a day	3 GO TO Q11
None of the above	4 GO TO Q12 (FE) OR Q15 (HE)

Q11 Have any of these campaigns encouraged you to make any changes to your lifestyle?

Yes	1
No	2
Don't know	3

College Students only

Q12 Are you aware of the Healthy Bytes website?

Yes	1	GO TO Q13
No	2	GO TO Q15
Don't know	3	GO TO Q15

Q13 Have you used the Healthy Bytes website?

Yes	1	GO TO Q14
No	2	GO TO Q15
Don't know	3	GO TO Q15

Q14 What have you used the Healthy Bytes website for?

SHOWCARD E

Q15 Now looking at the Did you Know? Facts about your Night Out poster, to what extent do you agree or disagree with the following statements?

Read out statements and tick one only for each statement

	Strongly Agree	Agree	Disagree	Strongly disagree
It is new information	1	2	3	4
The information is boring	1	2	3	4
The information is clear	1	2	3	4
The information makes me think	1	2	3	4
The leaflet offers valuable advice	1	2	3	4
The information makes me want to change my drinking habits	1	2	3	4
I like the design of the leaflet	1	2	3	4
The words used on the leaflet are appropriate				
The leaflet is aimed at people like me	1	2	3	4

Q16 Is there anything that is unclear to you on leaflet?

Q17 What other comments do you have to make about the leaflet?

Q18 If you were given this leaflet, what do you think you would do with it?

Do not read out – code all that apply

Throw it away	1
Keep it for future reference	2
Pass it on to family and friends	3
Tell family and friends about it	4
Nothing	5

The next set of questions is about your general health including diet and exercise...

Q19 How would you describe your general health?

Very good	1
Good	2
Fair	3
Bad	4
Very bad	5

Q20 Do you think you are...?

Read out – code one only

About the right weight for your height	1
Underweight	2
Overweight	3
Not sure	4

Q21 On average, how often do you undertake heavy physical exercise which makes you breathless? (eg, hill walking at a brisk pace, running, aerobics, squash etc.)

Never	1	3-4 days a week	4
Less than once a week	2	5-6 days a week	5
1-2 days a week	3	Every day of the week	6

Q22 Do you think you take enough exercise?

Yes	1	No, due to lack of opportunities/facilities	4
No – due to illness or disability	2	No, don't want to/don't enjoy exercise	5
No – due to lack of time	3	No sure	6

Q23 Compared to six months ago, would you say the amount of exercise you take is...?

More	1
Less	2
About the same	3

SHOWCARD F

Q24 Based on the following information, how many portions of fruit and vegetables do you eat in a day?

One portion of fruit and vegetables is:

- 2 tablespoons of chopped vegetables
- 1 whole fruit eg, apple / banana
- 2 small fruits eg, plums / kiwi
- 1 bowl of fresh fruit salad
- 1 small glass of fruit juice (not squash)
- 1 handful of dried fruits e.g. raisins
- 1 cereal bowl of salad
- 3 tablespoons of stewed / tinned fruit

----- portions

Q25 Compared to six months ago, would you say the amount of fruit and vegetables you are eating is...?

- | | |
|----------------|---|
| More | 1 |
| Less | 2 |
| About the same | 3 |

Q26 Have you tried to improve what you eat over the course of the past year?

- | | | |
|-----|---|-----------|
| Yes | 1 | GO TO Q27 |
| No | 2 | GO TO Q28 |

Q27 What was the main reason for changing?

Do not read out – code one only

- | | |
|------------------------------------------|---|
| Appearance, eg for a better body | 1 |
| Medical reasons, eg on doctor's advice | 2 |
| Health reasons, eg to eat more healthily | 3 |
| To save money | 4 |
| Other (please specify) | 5 |

Q28 On a scale of 1-10, where 1 is very unhealthy and 10 is very healthy how would you rate your current diet?

Please write in number below

Q29 How confident or unconfident would you say you are at shopping for food on a tight budget?

- Very confident
- Fairly confident
- Neither confident or unconfident
- Fairly unconfident
- Very unconfident

Q30 And how confident or unconfident would you say you are at preparing meals using basic ingredients?

- Very confident
- Fairly confident
- Neither confident or unconfident
- Fairly unconfident
- Very unconfident

Q31 How often do you prepare a meal from scratch?

- | | |
|-----------------------|---|
| Every day | 1 |
| 4-5 times a week | 2 |
| 3-4 times a week | 3 |
| 1-2 times a week | 4 |
| Less than once a week | 5 |
| Never | 6 |

Q32 Do you tend to prepare meals alone or with other people?

Read out and code one only

- | | |
|------------------------|---|
| Alone | 1 |
| With others (friends) | 2 |
| With others (family) | 3 |
| With others (partners) | 4 |

Q33 Now thinking about your drinking habits, approximately, how often do you have an alcoholic drink?

Do not read out –code one only

- | | |
|-------------------------------------|---|
| Never | 1 |
| Occasionally (once a month or less) | 2 |
| 2 to 4 times a month | 3 |
| 2 to 3 times a week | 4 |
| 4 or more times a week | 5 |

Q34 In an average week, how much alcohol do you normally drink?

Read out and for each type of drink and fill in how many drinks they normally have. If they have not had one of the drinks below, please fill in '0'. A small can of beer = ½ pint and a large can = 1 pint.

- a) Low alcohol beer or lager _____ Pints, eg Kaliber
- b) Normal strength (less than 6%) beer, lager, cider _____Pints
- c) Strong (6% or more) beer, lager, stout and cider _____Pints eg, Special Brew
- d) Spirits, liqueurs and aperitifs _____Single measure (as served in a pub)
- e) Wine _____Small glass
- f) Fortified wine _____Small glass
- g) Alcoholic soft drinks _____Bottles
- h) Other (Please write in) _____

Q35 Do you think your current level of alcohol drinking could be harmful to your health?

- Yes 1
- No 2
- Don't know 3

ASK ALL

Q36 Which one of the following best describes your living arrangements?

Read out – code one only

- Living in halls of residence 1
 - Living in private rented accommodation 2
 - Living with parents 3
 - Living in own home 4
 - Other (please specify) 5
- _____

Q37 Which of the following best describes your ethnic background...?

Read out – code one only

- | | | | |
|------------------------|---|-------------------|---|
| White | 1 | Mixed Heritage | 5 |
| Asian or Asian British | 2 | Other | 6 |
| Black or Black British | 3 | Prefer not to say | 7 |
| Chinese | 4 | | |

