

Define research & insight



Public Health
England

eatwell plate

Phase 2 Qualitative Research - Scotland
Report of findings

October 2015

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I Introduction

A. Project Background

The 'eatwell plate' in its current form is used across government and by healthcare professionals, schools and industry to convey nutritional information about dietary guidelines. The plate is an established model for conveying nutritional information and has been tested extensively with consumers and health professionals¹.

Given potential impending changes to the eatwell plate content², the eatwell plate is under review³. Qualitative research has been commissioned to support this review by exploring ways to improve communication of information and messages so that the plate does the best possible job in supporting consumers to eat a healthy diet in keeping with government advice.

Specifically, the research needs to assess amongst consumers:

- To what extent the current visual approach and style is still appropriate and/or how it can be improved to be optimally engaging and accessible
- How consumers respond to changes that are made to the content of the plate to reflect new recommendations in terms of population intake of sugars and fibre⁴
- What supporting information/messages need to be included within or alongside the plate to ensure consumer take out and response is in line with objectives
- How the execution of the plate can be optimised for maximum accessibility, engagement and understanding across the diverse consumer audience

Two phases of research were required:

- Phase 1: To inform design direction by understanding responses to the current plate alongside initial suggestions for changes in execution, content and supporting messages
- Phase 2: To test the new/updated plate visual (developed in response to findings of Phase One) to understand whether this delivers across the plate's objectives

Both phases included fieldwork in each of England, Wales, Scotland and Northern Ireland.

This report details the findings of Phase 2 in Scotland. Separate reports are available for Wales and Northern Ireland. An overarching PowerPoint presentation summarises the all nation picture for Phase 2.

Separate reports are also available for Phase 1 findings: individual reports for each of Scotland, Wales and Northern Ireland and an overarching PowerPoint presentation summarises the all nation picture for Phase 1.

¹ The plate design was chosen following qualitative research into consumer acceptability on the presentation of nutrition information. Other countries' visual approaches to communicate food-based dietary guidelines vary, for example, including a pyramid, food circle, pagoda and rainbow.

² The Scientific Advisory Committee on Nutrition (SACN) recent report on Carbohydrates and Health proposes revising recommendations on sugars and fibre

³ It was last reviewed in 2007

⁴ Details as per publication of SACN (see above)

B. Research Aims and Objectives

The overarching aim of the research was to: ***Inform the development of the eatwell plate so that it best meets consumer needs (for accessibility and understanding) while delivering nutritional guidance in line with updated government policy.***

The overall objective of Phase 2 of the research was to test the updated plate designs (developed based on insight gathered from phase 1). Specific objectives and questions to help gather feedback from the updated plate include:

- What messages and information are communicated clearly (and which if any are less clear)
- How do consumers understand the overall design and different components, labels and messages in the updated plate designs
- To what extent do design approach alternatives affect:
 - Overall appeal
 - Accessibility and understanding
- What else might be required to optimise the plate or support it to ensure that consumer take out is as intended?
- What is the optimal solution from the consumer perspective but (to deliver Government guidance as intended) across the different designs and design components shown

C. Method and Sample

Individual depth interviews, lasting 40 minutes each, were used to assess understanding and usability across the audience. See Appendix for copies of the recruitment questionnaire and discussion guide.

The overall sample of 24 respondents was recruited to represent key criteria as below:

| Sample | | | Splits by depths | Total depths (c. 40 mins) |
|-----------------|-------------------------------|-----------------------------|-------------------------|----------------------------------|
| Scotland | Lifestage | Young Independent | 6 | 24 |
| | | Younger Family | 6 | |
| | | Older Family | 6 | |
| | | Older Independent | 6 | |
| | Gender | Male | 11 | |
| | | Female | 13 | |
| | Internet accessibility | Internet-enabled | 24 | |
| | | Not internet-enabled | 0 | |
| | SEG | BC1 | 8 | |
| | | C2DE | 16 | |

Additional criteria

- All to have sole or joint responsibility for household food shopping
- All to be undertaking at risk behaviours *in relation to their own or their family/children's food consumption*, and relevant to the eat well plate changes, i.e. consuming
 - high fat and/or high proportion of processed or convenience food and/or snacks
- None to have any specific dietary requirements within family which dictate dietary requirements
- Across Younger and Older family only, thorough mix of:

- Size of family
- Composition of family
 - Spread of age - ensure good spread of ages 5-11 within sample
 - Representation of boys and girls
- Single and two parent households
- Age of parent (to fall out naturally but be monitored for spread)
- Gender of parents: include at minimum 6/maximum 8 Mums, minimum 2/maximum 4 Dads
- Across younger Independent
 - ensure a mix of single and partnered
- Across older Independent
 - ensure a mix of no children at all and empty nest
 - ensure a mix of single and partnered
- At least half to be frequent internet users with access to internet at home and/or have a smart phone and to have used apps (can be both)
- None to have:
- Any specific dietary requirements within family, i.e. serious allergies or medical conditions which dictate dietary requirements
- At least 2 locations represented

Fieldwork dates and locations

All fieldwork (split evenly between Aberdeen, Edinburgh and Glasgow) was undertaken between 22 and 30 September 2015.

Team

The research team included: Joceline Jones, Dulcie Denby-Brewer, Roberta Herrick and Katie Wise.

* * * * *

II Conclusions & Recommendations

1. Overall, findings were remarkably consistent between the four nations, with only minor nuances around views on the inclusion of some items within the plate.

- Respondents across the four nations demonstrated a similar spread of views as well as overall preferences in terms of each of the core design elements under consideration (see below).
- In terms of items to include in the plate, respondents in Scotland, Wales and Northern Ireland appeared to demonstrate stronger feeling overall around butter being a better choice than low fat spreads (versus respondents from England), and therefore belonging in the fats and oils section or dairy section rather than the occasional foods section.
- Several respondents in Scotland also mentioned that it would be valuable for information supporting the eatwell plate to include detail and guidance on alcohol. It was not suggested as an inclusion in the plate itself; but when considering overall consumption, some were interested in recommended guidelines for alcohol at the same time.

1. Consistently across the nations, as in Phase 1, a spread of attitudes and behaviour towards food was seen within the audience.

- Respondents in this study fell into two broad groups or *more engaged* and *less engaged*:
 - Those who are *more engaged* are likely to know more about nutrition and nutrition issues (even though their diets may not be ideal) and have a pre-existing sense of risk. They enjoy food shopping and preparation and are more likely to buy fresh or component foods.
 - Those who are *less engaged* tended to have less knowledge about nutrition (as well as less of a sense of risk) but also be less engaged by food itself, finding food shopping a chore and including more pre-prepared foods in their diets.
- In reality there would be people who fitted into those categories as well as those on a continuum between the two extremes. Furthermore, external pressures such as time available, budget, fussy children and dieting impact on food behaviour.
- However, it is useful to consider these two extremes as they have different needs and responses to the eatwell plate (both current and new designs), engaging with them at different levels broadly in line with their engagement with food and nutrition per se. Needs of the less engaged are a priority, however, since they have more needs in terms of behaviour change and more barriers in terms of current knowledge and understanding with regards to healthy eating.
- In light of this, this report distinguishes between the more and less engaged where relevant.

2. Both designs performed well but a further optimised approach is likely to be achieved if the most successful elements of each design are drawn together.

- Overall, responses indicate that either overall layout approach tested in in this stage is fit for purpose, as both designs performed well in terms of overall comprehension when seen in its own right⁵.
- However, in terms of specific design elements, different elements from across the two designs were strongest. There is also consistency in which are most useful and clear to consumers, whether more or less engaged and irrespective of SEG, gender, nation or ethnicity.
- An optimised design is would therefore draw the strongest elements from each design. There are detailed below.

3. In general terms, consumers prefer more rather than less messaging, as this increases the value they get from the plate.

- Although additional messaging is likely to be overlooked initially by those who are less engaged, its presence does not put them off. Furthermore, it was clear that all consumers get more out of the plate in terms of learning when more messaging is present. Findings were clear in terms of which tested messages worked best for comprehension and understanding (see point 8. below).
- Different messaging components highlight different time periods for which to consider messages around consumption, with a mix of daily and weekly. While this confused some consumers initially, a balance of daily and weekly messages was generally understood to indicate that the plate broadly applies to both time periods (and this was felt to make sense).

4. Both designs share a common weakness in terms of the hydration visual and message being recessive (and hence sometimes missed)

- An optimised design will improve the stand out of both the hydration visual and message by:
 - Increasing size of both visual and copy relative to the plate
 - Or reorganising layout so that it is not lost

5. Consumers found the inclusion of calorie information helpful and this should be retained.

- The border in Design One with calorie information was welcomed. Daily calorie limits are felt to be a very useful part of the information provided as they set the food guidelines in the context of overall quantity and limits.
- However, not all understand calories and some have questions around size of person/child limits. These additional information needs would ideally be addressed in supporting face to face or written information

6. Respondents also liked the border which was felt to bring several positive elements to the design.

- In the first instance, it created a positive visual effect by given a sense of balance and order to the overall visual impression.

⁵ I.e. first and without any comparison to the other design

- However, it also performed a function in terms of overlaying a time period to the guide by putting it in the context of a day (through the daily calorie limit). Although other elements of the plate indicate alternative time periods (e.g. fish consumption over a week, occasional foods), respondents felt a strong ‘daily’ message was helpful to encourage appropriate proportions, variety and hydration during that short period.

7. In principle, consumers find the idea of including a packaged food traffic light panel useful.

- The packaged food traffic light panel addresses a key facet of current food consumption (packaged food) and therefore allows consumers to both assess their current choices and choose healthier options amongst foods recommended by the eatwell guide (e.g. leaner meat).
- However, most felt that the panel needed some further explanation to make it useful. That is, they wanted an explanation in supporting information of how the panel is intended to work and, for some, total recommended limits on sugar, salt and fat.

8. Different category labels and messages across the eatwell guide designs performed more or less well and the following table summarises the strongest options/copy direction (as tested) by component.

| | | |
|-----------------------|------------------------|---|
| Overall guide | Header | Eatwell Guide |
| | Sub-header | Use the eatwell guide to help you get the balance right. It shows how much of what you eat overall should come from each food group |
| Green segment | Segment label | Fruit and vegetables |
| | Segment message | Eat at least 5 different fruit and vegetables every day |
| Yellow segment | Segment label | Potatoes, bread, rice, pasta and other carbohydrates (or different order of initial items) |
| | Segment message | Choose wholegrain or higher fibre versions with lower salt, sugar and fat |
| Pink segment | Segment label | Beans, pulses, fish, eggs, meat and other proteins |
| | Segment message | Eat more beans and pulses, choose less red meat and eat oily fish at least once a week / eat fish twice a week |
| Purple segment | Segment label | Oils, fats and spreads |
| | Segment message | Choose small amounts of unsaturated oils and spreads |
| | Segment label | Occasional foods |
| | Segment message | As little as possible and in small amounts |
| Blue segment | Segment label | Dairy and alternatives OR Milk, cheese, yoghurt and dairy alternatives |
| | Segment message | Choose lower fat and lower sugar options |
| Hydration | Message | Water, lower fat milk, unsweetened tea and coffee all count. Limit fruit juice to 150ml a day, including that in smoothies |

9. Of the two alternative approaches tested for the purple segment, moving the occasional foods out of the plate and to the side sends the clearest and most consistent message to consumers.

- *Placing the occasional foods on the side* (Design One) was felt to convey that they are not being recommended as part of a healthy diet. Furthermore, outside of the plate, the label ‘occasional’ was more likely to be interpreted as less than daily (more likely, once to several times a week, or at weekends).
- By contrast, the design that *included occasional foods within the plate* itself (Design Two) was thought to communicate that foods are accepted – or even recommended. Furthermore, as the plate copy variously gives advice for daily or weekly consumption, those consumers most keen to retain these foods in their diet found reason to believe that ‘occasional’ was legitimately interpreted as daily (just not at every meal).

10. Respondents often liked the larger, centralised header, although this was sometimes criticised for being lower case.

- The centralised header in Design One was large and easy to read and therefore often preferred overall on the basis of clarity and easy of reading.
- Some respondents were critical of the use of lower case or mixed case and felt the ideal title would have both ‘Eatwell’ and ‘Guide’ capitalised.

11. The new drawn approach (consistent in both designs) was well received.

- Respondents were mainly positive about the illustration style. Although a few felt the style is aimed at children, they recognise that it has strengths for adults and parents as well. Indeed, most felt the style would appeal across ages and was therefore very inclusive.

12. All food items were felt to be clear and illustrating in an appealing way, with a couple of exceptions that need adjusting for clarity, as detailed in the following table.

| | |
|-------------------|---|
| Butter | Needs to be packaged and labelled to clarify |
| Potatoes | Colour needs adjusting so that they are not misinterpreted as sweet potatoes. |
| Central meat item | Meat type needs clarifying |
| Bread rolls | Need clarifying for some by lightening slightly |

13. As indicated in this section and through this report, there were specific suggestions for additional information content to be supplied to answer key questions.

- Where supporting/secondary information can be supplied (e.g. via face to face communication or linked to but removed from the main eatwell guide page), respondents were looking for the following additional information:

| | |
|---------------------------------------|--|
| Fruit and vegetables | Details on what constitutes a portion size to meet the 5 a day requirement |
| Traffic light panel | Explanation in supporting information of how the panel is intended to work and, for some, total recommended limits on sugar, salt and fat. |
| Purple segment – Oils and fats | Explanation on the difference between saturated and unsaturated fats and further guidance on healthier oils to choose and use Explanation as to why butter is in the occasional foods section |

| | |
|--|---|
| | and why low fat spread is healthier for you |
| Purple segment – occasional foods | Guidance on recommended consumption levels to qualify either 'occasional' or quantity |
| Pink segment | For some, links to recipes to inspire/facilitate use of pulses Guidance on which meats are leaner choices |
| Drinks? | Some seeking guidance on: <ul style="list-style-type: none"> • fizzy drinks and alcohol as part of overall consumption picture (even if just a formal line on not being recommended/included in guide) • sweetener consumption • caffeine and why tea and coffee is acceptable |

* * * * *

III Detailed Findings

1. Audience landscape/overview

1.1 Audience mindset and behaviour

As in Phase 1, the most marked difference between respondents in this research was in their relationship towards food buying, cooking and eating. This cut across regions and demographics (both across the UK as a whole and within each of the four nations) and did not appear weighted towards gender. It is not quite as simple as having two distinct groups (more likely there is a continuum), but for the purposes of development and to help with understanding differences between interpretation and needs, we have grouped respondents into the following broad categories, based on attitudes, knowledge and behaviours with regard to food. These differences were reflected in their responses to the current eatwell plate and to the different designs (and elements) shown.

- **More engaged (ME)**

Some respondents could be classified as 'more engaged'. For this audience, shopping for ingredients and cooking was more of a pleasure; they genuinely enjoyed cooking more adventurous and aspirational meals and planning and cooking from scratch. For them, fresh ingredients such as fruit and vegetables, fish and less conventional cuts of meat as well as the ingredients such as kidney beans, couscous, olive oil or lentils were part of their cooking repertoire.

They were also more likely to be aware of food issues (such as obesity) and to know more about how food contributes to their overall health. This knowledge may not be detailed but what they do know they try to apply, in order to make healthier choices.

- **Less engaged (LE)**

Other respondents could be classified as 'less engaged'. For them, food shopping was more of a chore. They tended to cook more convenience foods such as ready meals and frozen foods, choosing foods that were quick and easy to prepare (e.g. ham sandwiches) and less adventurous ingredients, such as tinned fruit, frozen peas and sweetcorn (for children in particular) and chicken breasts and minced beef⁶. This audience was likely to use low fat spray oil for cooking as opposed to olive oil and spend less time planning meals in advance.

As might be expected, this latter group also had less sense of any personal/health risk resulting from their dietary habits and less knowledge overall about how food contributes to health. This doesn't, however, mean that they have no knowledge at all. Quite a few of the less engaged were aware of 'headline' information such as '5 a day' being important, wine or fat being hailed as 'good for you'⁷, wholegrain being 'healthier, or sugar being 'bad', etc. However, most had little understanding of why, or any real sense of impact, so this was less likely to drive choices (unless fitting with their general food preferences, in which case it was used as a justification).

⁶ However, both more engaged and less engaged appeared to have high levels of chicken consumption

⁷ For example, respondents were often aware of recent media activity highlighting a shift in thinking and claiming that items that had previously been seen as 'unhealthy' and to be avoided (such as wine and fat) have health benefits; however, knowledge is vague

Overall, while the less engaged understood the role of the plate and the messaging that it was delivering, they generally had little understanding of the specific benefits of healthy eating and this kept their overall engagement relatively low.

As such, the less engaged (LE) could be considered the most critical audience for the eatwell plate, as they offer the greatest challenge both in terms of the levels of education about diet they require and extent of dietary behaviour change.

Irrespective of level of engagement, a range of external pressures could impact on their food preferences and dietary behaviour. For example:

- **“Fussy” children** were often accommodated by giving them a different (usually less healthy) meal to the rest of the family. This also worked the other way, however, with some less engaged mothers having children (usually teenaged or in their early twenties and interested in sport/fitness) who expressed a preference for more healthy food than their mother was cooking for the family.
- Some of the young independent respondents who worked full time or were students acknowledged that, despite being more engaged overall and having healthier preferences, they had many takeaways, snacks or ready meals due to **time pressures or keeping more unusual hours**.
- Others had **budgetary constraints** which meant that they felt they could not afford the best, fresh ingredients, and sometimes felt they even struggled to afford fresh fruit or vegetables.
- Some of the older female respondents were on, or had been on, diets such as high protein diets, which had influenced the types of foods they were cooking and eating.

1.2 Recognition and recall of the current plate

The current plate was shown at the end of the interviews to prompt recognition and any potentially useful comparison with the new designs. However, the new designs often prompted a sense of recognition prior to this point in the interview: there was a general sense of familiarity about the concept of a divided plate.

Many respondents in Scotland recognised or claimed to recognise the current plate (or ‘something similar’). This was comparable to Wales and Northern Ireland where recognition seemed in most cases to be linked to the current eatwell plate itself. Recall in England was more vague overall being more likely linked to ‘something similar’ rather than a plate specifically.⁸

Recall tended to be from educational settings:

- Some parents and younger respondents felt they had seen it at their children’s or their own school or that it was something their children brought home from school

⁸ This was not tested quantitatively or scientifically therefore it is possible that the difference relates to semantics rather than absolute recognition (i.e. the lower level of specificity may reflect the phraseology and directness in general discussion and answering a question)

The one I've seen for the kids is how much of each you should have on your plate but this one is just how much you should take from each food group overall [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

I've seen these before at school. It's what you're supposed to eat to have a balanced diet. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

It is quite obvious. I've seen hundreds of these in my lifetime. You know they show you, everybody from school age have seen these, I think everybody knows what to do. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh – More Engaged]

I've seen it before, can't remember where, it was a 'get healthy again' kind of stuff. Although it didn't have pictures illustrating it, it was the same kind of concept. [Older Family, Male, 44, D, Edinburgh - More Engaged]

The current plate was felt to look clean and clear and 'plate like' (with the knife and fork).

I quite like the knife and fork because it is more clear how to balance a meal because it is like a plate. This is more like one dinner. [Female, Young Independent, 25, C2, Edinburgh, More Engaged]

However, it was felt it provided less clear messaging than the new designs overall. This lower clarity was linked to the following on the new designs:

- Improved clarity of images (as a result of labelling of foods)
- Additional direction around healthy choices through further messaging around the plate

This one doesn't give you the information, it just shows you all the foods but it's no good without any background, there's far more and better information in the new one [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

No, I don't think it's that good. I think this one [new ones] just beats it completely, it's got everything, more information. There is nothing I'd take from that. [Male, Young Independent, 24, D, Edinburgh, More Engaged]

2. Response to food range and overall illustration approach of the new designs

2.1 Overview

In general, respondents were very positive about the illustration approach and the range of foods shown.

When you look at this it looks inviting, it looks good, there's a good choice [Male, Young Independent, 34, C2, Aberdeen – Less Engaged]

It's showing quite clearly what is proteins, what is carbohydrates and good alternatives for those that don't know. [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Some feel that the illustration style looks as though it would appeal to children but this is not felt to be a negative.

Most examples are familiar and clearly recognisable and would be found in respondent cupboards.

You could make all of your meals out of this, easily, for sure! There's plenty of different meals and variety so throughout the day make sure you're getting your balance of these [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

2.2 Illustration style

Respondents were mainly positive about the illustration style. Although a few felt the style is aimed at children, they recognise that it has strengths for adults and parents as well. Indeed, most felt the style would appeal across ages and was therefore very inclusive.

This would really need to get children on board because one day they're going to be adults so getting these things in place when they're young just means they'll be healthier later in life [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

I'd like to know how you can encourage children to eat more healthily. You could put this in schools and because it's colourful, maybe the kids will look. [Male, Older Family, 44, D, Glasgow—More Engaged]

The illustrations and layout of the food items were felt to be bright, clear and appealing and labels help to clarify what some items are.

The bright colours look good, it looks like you want to go to purchase some [Female, Empty Nester, 62, B, Edinburgh - More Engaged]

This would definitely stand out to me because of the bright colours [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

It looks eye catching and simplifies it [Female, Older Independent, 58, C1, Glasgow—More Engaged]

2.3 Responses to segment sizes and range of illustrated items

Having a wide range of food items in each segment of the chart was felt to convey three specific things:

- the core illustration is a guide (rather than a plate)
- the core illustration relates to more than just one meal
- which items sit within each food group

It's telling you the kind of stuff that's out there for you to have a balanced diet, your fruit and veg, your carbohydrates, meat and fish! There's a lot of things in each area so you can move about and get a lot of variety [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

It covers all the main food groups, it is quite self explanatory. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh – More Engaged]

In terms of the spread of items shown in both designs, this was felt to be optimal by most. The range looked familiar and respondents claimed that most of the items were to be found

in their cupboards. Where items were unlikely to be found or chosen, they were broadly accepted as things others might buy or a healthy recommendation.

You could make all of your meals out of this, easily, for sure! There's plenty of different meals and variety so throughout the day make sure you're getting your balance of these [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

There were some minor comments or questions by food segment on whether or not a food item was appropriate for the most common diet in Scotland but, as mentioned, most accepted the range as *mostly* common while including some niche items to reflect individual tastes or needs.

While the overall range was accepted, there were a couple of illustrations that were more difficult to identify. These are identified by food category below. There were also some comments on size of food segment, which highlight needs for potential additional supporting/secondary information.

In the **green fruit and vegetables segment** there were no significant criticisms of the range of items. However, some comments about specific strengths or possible improvements were made as follows:

- As in Phase 1, there was relief for many that frozen vegetables were included, along with tinned sweetcorn, as this gave this section an accessible feel for those respondents who had 'fussy' children or had cost or time constraints. However, a couple of respondents questioned the inclusion of tinned vegetables, based on the perception that tinned produce would not be as healthy as fresh.
- It was suggested it would be helpful if the display of fruit and veg showed what a single portion is, e.g. how many cherries or grapes, to help manage five-a-day consumption

It's saying you can have fresh, tinned, whatever. It's giving you ideas about what to have. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

In both designs, this segment was felt to stand out most, which was felt to be a positive, since it implicitly presented fruit and vegetables in a strong light.

The fruit and vegetables stand out to me more [Female, Older Family, 45, E, Aberdeen – More Engaged]

Obviously the green and yellow sections are bigger so they draw your attention, they're telling you to eat more fruit and veg which is something I guess we all know but don't necessarily do enough of [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

The size of this segment was seen to be relatively large but as they expected. However, many respondents recognised that their own diets, and in many cases their family's diets, failed to achieve this portion size.

It's saying that most of what you eat should be fruit and veg and it's showing you the variety and the colours as well. I know you should have the rainbow colours. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

Everyone knows to eat 5 a day and as a guideline I was told to eat different colours. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow- More Engaged]

I think I've got ideas for new things, I'd like her to get even more variety, I haven't tried her with aubergine yet or mushroom [Female, Younger Family, 25, Pre-task 1, E, Aberdeen – Less Engaged]

Within the **pink protein segment**, not all items in the protein section were easy to identify. Specifically, the chicken and meat object above the steak were not always recognised.

I'm not really sure what that [middle meat] is [Female, Older Independent, 58, C1, Glasgow—More Engaged]

This looks like a piece of chicken but I have no idea what that is. [Female, Empty Nester, 62, B, More Engaged]

In terms of range of foods, this felt appropriate to most, who understood that protein could come from different sources.

It's giving options other than red meat. Eggs is a big source of protein in our house, we don't really eat red meat or fish. [Female, Younger Family, 33, D, Glasgow—More Engaged]

I think it's informing you that there's other options [to meat] and it gives you an idea of how much you should be eating. [Female, Younger Family, 33, D, Glasgow—More Engaged]

It's telling you you can get protein from sources other than meat like nuts and eggs and pulses. It's saying you should mix it up. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

Lentils were most familiar and used as a pulse, with many referencing using them in soup. However, many also commented that they would not know how to prepare pulses or how to include them in a meal other than soup.

I wouldn't know where to start with them, how to cook them that's the problem, other than lentils in a soup! [Female, Older Family, 45, E, Aberdeen – More Engaged]

However, those who were big meat eaters (and included little by way of pulses currently) were surprised to meat and pulses in the same category.

Some also questioned why nuts were present and chickpeas were also felt to be slightly unusual as not all respondents would have these at home.

Why have they got the chickpeas in with the meat and fish, why isn't it in with the fruit and veg? I don't understand that! [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

Some felt that the expense of quality meat and fish can be a barrier to getting a sufficient balance of proteins.

I think it does depend on your income before you can afford a range of proteins, your fish, your steak and even a decent chicken now can set you back, but the chickpeas and lentils and things are cheaper [Female, Older Family, 45, E, Aberdeen – More Engaged]

A lot of people are living on the breadline and I know a lot of people for whom salmon would be a massive treat! And fresh salmon an even bigger treat! [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

The size of the segment surprised some, who felt that carbohydrates section should be smaller, and proteins (sometimes called the 'meat' section) larger.

I'd have thought the proteins would have been more! [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

In the **yellow carbohydrate segment**, there were questions about whether some of the items included were appropriate or realistic.

Some questioned the recommendation of some carbohydrate foods they felt were 'heavy' or 'stodgy', on the basis that these attributes meant they were rather 'unhealthy'. Respondents in the other nations criticised similar examples in the carbohydrate section as unhealthy (particularly wheat-based products) but used different descriptors (more likely simply calling them 'less healthy').

I wouldn't have thought a bagel would be a healthy thing, is it not heavy? Too doughy! [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

It's all quite stodgy and starchy. It's heavy. It doesn't make you feel good when you eat too much pasta and bread. [Female, Younger Independent, 22, D, Glasgow—Less Engaged]

I wouldn't have thought potatoes were, I'd have thought they were quite heavy [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

Overall, however, it was felt that there was a wide range of carbohydrates shown and this was appreciated. For many wholegrain versions of carbohydrates felt like an acceptable and achievable swap, many had tried a wholegrain version of at least one carbohydrate or were open to trying more.

I like the variety there—how there's brown rice and couscous. And it shows you all the whole-wheat I think it shows a good variety and that appeals to me. [Female, Younger Family, 35, Pre-task 2, C2, Glasgow—More Engaged]

I'll choose the brown seedy breads over just brown, they're much tastier. To be honest I've never really tried brown rice or pasta but that's something I could do next time I go shopping... the sauces would cover it up anyway! [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

Brown rice, I've never really tried that, we used the brown pasta so we could do that... there's quite a few things we could try actually! More fruit and veg definitely [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

It's showing you what cereals are good for you—wholegrain—and it's giving you the foods that are good for slow release energy like brown rice and porridge. [Male, Older Family, 44, D, Glasgow—More Engaged]

Others, however, felt that wholegrain pasta and brown rice were unrealistic for their households with children, and some did not eat couscous.

Too much white bread is stodgy so brown bread and grain bread is better but if I put it in front of my kids they'll say "that's not happening dad" [Male, Older Family, 44, D, Glasgow—More Engaged]

Trying to get people to eat brown rice, I don't know it's like cardboard... I choose wholegrains anyway, I think bread and pasta would be alright but I don't know about rice [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

As in the first phase of the research, respondents were often surprised about the comparative size of the carbohydrate section on the plate (especially women). There was an

impression that carbohydrate intake should be lower than was shown on the plate, and 'proteins' should be greater for a healthy diet, unless exercising or training.

I think everyone knows the 5 fruit and veg, that's heavily drummed in but I wouldn't have thought it was that much carbohydrates! When you go on a diet that's the first thing you cut out so I was surprised to see that it nearly matches here really [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

A lot of people see carbs as being a bad thing! [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

It doesn't surprise me but for me that is too many carbs. I would have thought the meats would be higher than that. [Female, Younger Family, 38, C2, Edinburgh, More Engaged]

Quite a lot of carbohydrates. I don't know what officially the right amount of carb is but I try not to eat them. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh - More Engaged]

Within the **blue dairy segment**, all items were easy to identify and most felt relevant. Milk and cheese in particular are familiar and consumed regularly by many respondents. It was again understood that this section is showing you the range of ways to get dairy in your diet and encouraging you to make healthier choices where possible i.e. semi or skimmed milk over full fat.

That's the dairy section... it's giving you alternatives again. Like semi milk instead of full fat. Then there's soya milk then there's cottage cheese and plain low fat yoghurt. It's showing you alternatives. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

For most, choices such as soya milk or cottage cheese were not relevant to their diets. However, there were no issues with clarity.

For some, the dairy section appears to be missing butter (others felt butter should be included in the oils, fats and spreads rather than "occasional foods"). The majority understood that butter had been separated due to higher levels of fat but as soon as butter is noticed, many questions are raised about the healthiness of spreads i.e. less natural, more chemicals.

I would expect it to be with margarine or with the dairy. I don't know why it's there. There's a butter/marg/oil debate and it changes which one is better for you. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

Blue is felt to be an appropriate colour for the segment, and the size also looks appropriate for most respondents. The exception was some parents who felt the segment was a little small versus what they would expect for a healthy diet. For these respondents, dairy is considered to be more important for children's diet due to the need for calcium.

You should have less of these things. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

We probably eat way too much dairy looking at this. [Female, Younger Family, 33, D, Glasgow—More Engaged]

This segment also helps with clarification that it is a diet and not a plate (as you would not have milk on 'your plate').

Within the **purple oils and fats segment**, once low fat spreads was noticed, many respondents felt that butter was missing as this is widely consumed and used for cooking. Many respondents also felt that it was a healthier choice than ‘adulterated’ spreads and because they had read that some fats are good for people.

I've never noticed that. I guess because it is high hydrogenated fats and you shouldn't eat that. Some people think that butter is healthier than margarine because it is more natural source of fat. [Female, Young Independent, 25, C2, Edinburgh, More Engaged]

Butter is full of fat. [Male, Older Family, 44, D, Edinburgh - More Engaged]

I'm assuming butter is in occasional foods because it's more fatty? But, lower fat spreads just has more water in it, it's not actually any better for you so it does seem odd to put them in different sections... I think butter should be in with oils and spreads, it does say to eat less and pick low fat options [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

I'm in two minds... I think saturated fats are higher in spreads than butter, a lot of people see butter as a bad thing, it might be higher in fat but I think they're better fats [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

In light of this, respondents were generally seeking clarification of why butter is not included in the oils and fats section and need a clear line on this to give the categorisation (and rest of the plate) authority.

The size of the segment for oils and fats was not surprising as most expected this to be small.

Within the **purple occasional foods** (or ‘treats’) segment, the examples given were felt sufficient to convey the range of treat foods consumed and likely to be in cupboards.

It's kind of obvious you shouldn't be eating biscuits and chocolate and all that [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

The only question was around butter: in light of the above, once it was noticed, there was confusion as to why it was placed with treat foods rather than in fats and oils, and explanation is required.

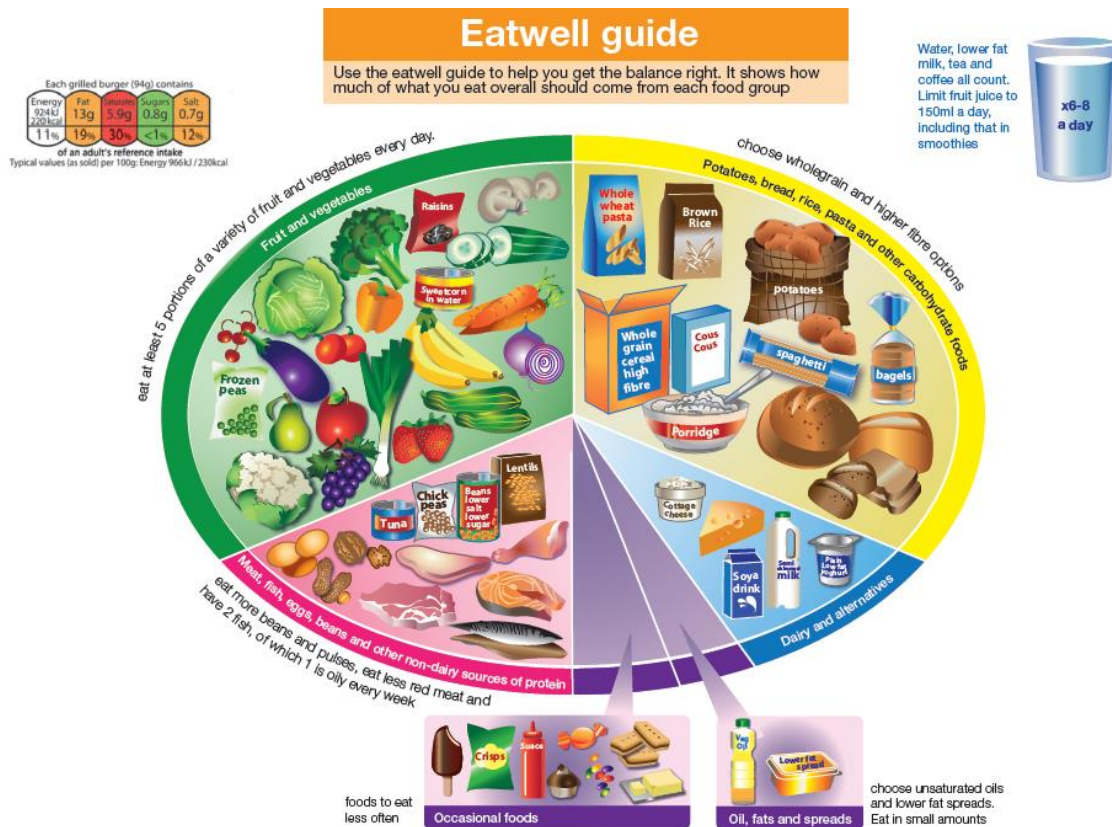
Many did not spot butter initially in this food segment until prompted. Labelling to clarify may therefore help.

Consideration of the size of the segment for occasional foods depends on the design approach as while guidance is given in Design One (where the foods are within the chart), proportions are not defined in Design Two (where the foods are outside of the chart).

In Design One, the size of the purple segment allocated to foods was felt to be ‘probably right’ and potentially quite a lot smaller than average consumption. Consumers considered the segment in terms of ‘snacks’, ‘puddings’ and ‘treats’.

In Design Two, no direction on proportion was given beyond the label ‘occasional foods’ and additional message ‘eat as little as possible and in small amounts’. Some were comfortable that this meant ‘weekends only’ or perhaps ‘every other day’. Others were seeking more explicit guidance around limits. In this design, consumers were more likely to talk about the group of foods as ‘treats’ (versus snacks or puddings).

3. Response to new Design One



3.1 Overall response to Design 1

Across the 13 respondents who saw this version first, most felt it conveyed clear messaging and information and there was no evidence of misinterpretation when left to interpret the plate in their own time.

Respondents looking at the design for the first time tended to focus most on the 'plate' itself, with the headline being of secondary reference.

It was obvious to all from very little examination that this was a guide to healthy eating. Beyond this many also discussed that this is giving guidance on how to divide your intake across different food groups, getting the balance right and trying to get a wider variety of foods within those food groups.

It's showing you a healthy, balanced diet and the proportions of each food group you should eat. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

It advises me ways to eat healthily and get a varied diet; you are supposed to select recommended amounts from this pie chart. Well, it is obviously well known that we should eat 5 fruit and veg a day. Minimal amounts of sugary food. Quite a lot of carbohydrates. I don't know what officially the right amount of carb is but I try not to eat them. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh - More Engaged]

Just saying to eat healthy isn't it... change their eating habits, more fruit, veg, fish and everything swapped to low fat I would say [Female, Older Independent, 64, C1, Aberdeen – Less Engaged]

It's trying to give you a healthy eating plan. It's called an Eatwell Guide—that gives it away. And I know the traffic light system [on the food label]—I've had a heart attack and the doctor told me all about it. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow- More Engaged]

Straight away, it's a balanced diet. There's the different segments and it tells you at the top you'll eat well. If you took one thing from each segment, it would basically give you a meal. [Male, Older Family, 44, D, Glasgow—More Engaged]

However, some elements of the plate do generate queries when interrogated (see detail in following sections) and although these queries do not impact the overall interpretation of the plate, they could be important in ensuring that people come to correct conclusions with regards to the specific elements of the guide.

Detailed responses to the different design elements within this option are given below.

3.2 Heading and Sub-heading



The centred and prominent heading directly above the plate aided comprehension for respondents, many of whom took their cue for the topic/focus directly from the word 'eatwell'.

It does what it says, teaching you to eat well. [Male, Young Independent, 22, C1, Edinburgh, More Engaged]

'Eatwell guide' – what else can you say? It is a guide. [Female, Older Family, 53, C1, Edinburgh, More Engaged]

It's right in front of your face, telling you right away at the start of the document what it's all about [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

I like the Eatwell guide on this one, it's directly at the top, I didn't notice it before but it stands right out on this one, it's actually more like a heading [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Some highlighted the positive tone of the name, which was felt to be encouraging rather than dictatorial.

It's not about getting skinny or a diet—it's about eating well and being healthy. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

It's giving you the information for a healthy diet, it's not telling you. [Female, Younger Family, 33, D, Glasgow—More Engaged]

It's not a diet. It says it's what you should try to change things for the better.
[Male, Older Independent, 56, C2, Glasgow—More Engaged]

The sub-heading was also felt to be succinct, accessible, friendly and clear. The concept of 'food groups' was widely understood, even by those less engaged with food overall. However some felt it could stand out a bit more to ensure it is not overlooked.

It sums it up pretty well. It tells you what you need to get your balance right—it's clear. [Female, Younger Family, 33, D, Glasgow—More Engaged]

It says to have the balance right now that I read it. It's what you're aiming for everyday, not just occasionally. [Male, Older Independent, 56, C2, Glasgow—More Engaged]

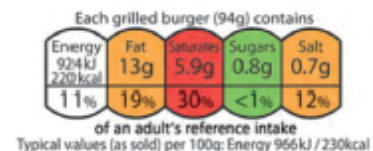
I like that one better, the shorter one, just because it's shorter, and it does still say everything you need it to, I think so anyway... most people like things that are short and straight to the point [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Maybe it could be a bit bolder so people notice it. [Male, Older Family, 44, D, Glasgow—More Engaged]

I don't know if it stands out a lot just because you've got the small black typewriting all around. A bit bolder, yeah. [Male, Empty Nester, 48, C2, Edinburgh, Less Engaged]

3.3 Traffic light packaged food panel / RDI panel

The example traffic light packaged food panel included in this design was taken from a burger and was for illustrative purposes only.



RDI panels had wide recognition and were felt to be familiar from packaging. Those who were unfamiliar were mostly able to decipher what it was showing.

Respondents of all levels of engagement felt this was important to know about and would help people to achieve a healthy diet.

That's what's inside the food, the ingredients, how much fat and stuff is in it... I think it's good yes because then you can tally up what you're eating [Female, Younger Family, 25, Pre-task 1, E, Aderdeen – Less Engaged]

I like the reference guide, you get those on a lot of foods these days don't you [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Folk can look at these and see what is in their meal, then you can have a choice between them [Male, Young Independent, 34, C2, Aberdeen – Less Engaged]

I think that's very good. It is good to know, I am trying to keep the balance.
[Male, Young Independent, 24, D, Edinburgh, More Engaged]

I check this on everything, I do. I like that. Definitely keep that but I would make that more relevant to the higher calorie, higher fat foods. [Female, Younger Family, 38, C2, More Engaged]

I am fairly used to these labels, I see them on things when I go shopping. [Male, Empty Nester, 48, C2, Edinburgh, Less Engaged]

It's definitely important because you can pick something up and it can look healthy and it will tell you that it's healthy but unless you know to check it can be not as healthy as what they say. [Female, Younger Family, 33, D, Glasgow—More Engaged]

The traffic light system was felt to be useful and straightforward, making the RDI panel accessible to those with time constraints when shopping.

That's what's on food labels isn't it, every supermarket has its own... yeah I think it probably is worth including. Aye, they're easy to look at, it's simple to see what you should have, shouldn't have because it's colour coded, everyone knows red's no good [Female, Older Family, 45, E, Aberdeen – More Engaged]

Yeah, obviously you don't really want red. It stands out if there isn't a lot of green especially if there is red there. Then you can go looking at the figures. Yeah, I find them useful I find myself looking at them. [Male, Empty Nester, 48, C2, Pre-task 1, Edinburgh, Less Engaged]

It shows fat and sugars in foods. Green means it good, and then amber is be careful. It's useful to have on every food product and it helps of people have illnesses like coeliacs or diabetes. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow - More Engaged]

However, while many respondents (both engaged and less engaged) felt the panels and knowing how to use them were valuable to know about, they also questioned whether the guide was the right place to show this, since it requires further explanation. For example, for the panel to be helpful some felt they needed to know the total allowances for each day.

This here, I'm assuming the total contents of each grilled burger is this, so it's breaking down what's in it, calories, fat, sugar, salt! I would say it's very high! I think it's good but it does come down to how much you want to pay attention and also what is the right amount of sugar per day, or salt? I don't see the point of putting that there if you don't know that... you need to total guidelines too... it's doing the opposite of the last one [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

It is not related directly to this as a product. If there was a bit more information telling you about that. It does seem a bit it is just there. [Male, Young Independent, 22, C1, Edinburgh, More Engaged]

The panel is not at a comparable level to the other *visual* information that is included. Specifically, it provides discriminatory/choice information by product, rather than headline information for overall healthy eating and drinking consumption. In this way it has links to the written messaging around the plate segments.

I don't think it fits because it doesn't apply to the foods here. It's saying what your dinner should look like and how much you should have of each thing. [Female, Younger Family, 33, D, Glasgow—More Engaged]

There's nothing else there you can associate it with. Maybe it's illustrating what you can find on a tin. It can educate you on choosing your food. [Male, Older Family, 44, D, Glasgow—More Engaged]

I don't see how it ties in particularly. It's just giving you one example but it's not comparing it to anything so you don't know if it's good or bad. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

I am not sure about the point of this. .. It would probably be a good thing to explain people what those mean but I don't necessarily think it looks good there. I just think it looks a bit bizarre to be honest. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh – More Engaged]

On balance, respondents felt that information explaining the value of the traffic light packaged food panels and how to use them was helpful to healthy eating and, on this basis, were keen to include it in the ideal design. Indeed, the majority of respondents included the icon on their final ideal plate design.

However, to fulfil requirements, the specific example needs to be developed to be generic and supported with appropriate explanatory 'how to use' information. As such, it may be better signposted from the main guide/page (e.g. use the traffic light panels on packaged foods to help you choose healthier products) and explained in supporting secondary information.

3.4 Hydration message

Overall visibility of the water visual and copy was low. Both image and copy tended to be the last thing to be examined on the page, possibly due to the paler colouring and size compared to the vibrancy of the plate and traffic light panel.

I noticed it but I was more drawn to the bigger picture especially as there are more colours here. [Male, Young Independent, 24, D, Edinburgh, More Engaged]

Water, lower fat milk, tea and coffee all count. Limit fruit juice to 150ml a day, including that in smoothies



Even when prompted, some continued to ignore the supporting messaging or scan over it coming to incorrect conclusions i.e. being *told* to drink juice.

It tells you to drink more water and that's about it. It doesn't tell you about anything else except for the semi skimmed milk in the dairy section. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow - More Engaged]

However, once interrogated, respondents felt the messaging was clear and were able to relate the guidance to their own consumption. Most had some existing knowledge about the need for hydration.

Yeah that's ok, it's clear enough, I know what to do, drink 6-8 glasses of water a day [Female, Older Family, 45, E, Aberdeen – More Engaged]

Many were aware of the levels of sugar in fruit juice and felt that the limit needed to be clear. For these respondents, if they had seen the alternative copy first (which mentioned 'unsweetened') they noticed its omission here and felt it should be included.

Lots of people thought a big glass of orange would be good for them but it's full of sugar so it's good that they're being told to limit that. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

Because fruit juice blended the sugar gets higher and it is obviously bad for your teeth. [Female, Younger Family, 38, C2, More Engaged]

Some still see fruit juice as beneficial due to fruit content and did not think there should be a limit.

It is pretty straightforward but I don't know if I agree with it. To limit fruit juice to 150 ml a day, fruit juice is meant to be good for you. I guess it is high in sugar and stuff but I think it's better than fizzy drinks. Everything should be included. [Male, Young Independent, 24, D, Edinburgh, More Engaged]

Tea and coffee drinkers were generally pleased to see that tea and coffee are included and count towards the 6-8 glasses of fluid a day. However, many were surprised at this, raising queries about caffeine.

That's about right yeah, I know they say tea and coffee all count but then you've got the caffeine to contend with so I don't know about advising that... also if they're putting three sugars in it that's not much good... you might be getting your water but you're getting other bad stuff.... it could be misleading, people may think they're doing well but damaging elsewhere... maybe they should say "without sugar" or something [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

It is surprising because generally you only hear about water, water, water. Too much caffeine is not good for you, you're not supposed to drink too much tea and coffee, you're not supposed to drink too much juice because of the sugar, blah, blah, blah, blah, blah. So it does surprise me that it is included in your daily fluid intake. [Female, Older Family, 53, C1, Edinburgh, More Engaged]

Water is best for you. I don't see coffee being good for you either. [Male, Young Independent, 24, D, Edinburgh, More Engaged]

It doesn't say anything that you should limit your tea or coffee or anything. You'd think that drinking too much wouldn't be good for you. 6-8 coffees isn't the same as 6-8 waters. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

Many commented that 6-8 glasses is hard to achieve but all accepted that it is what they should be aiming for, as all knew the importance of water and many did not expect other drinks to count towards the daily recommendation.

I cannae see fizzy juice. It's saying drink water. I can't see juice so it's telling you not to drink it. [Male, Older Family, 44, D, Glasgow—More Engaged]

Overall, although the imagery and messaging is sometimes overlooked on the page, the hydration message is around in respondent consciousness. Many respondents feel comforted that it's not just water that counts, that the coffee and tea they drink also contributes.

On balance, the copy was felt to be useful as the fruit juice limit is news to some who are unaware of sugar levels. However, these respondents would have welcomed more explanation on the following (e.g. in secondary supporting information):

- why fruit juice should be limited to 150mls per day
- what tea and coffee is permitted and counts towards the fluid allowance

3.5 Purple segment approach



Overview

The purple segment on Design One placed occasional foods and oils, fats and spreads together by using the same colour; however, within this, they were divided into separate sub-sections.

First impressions from a few respondents were that the images were outside of the plate as call outs simply because they did not fit into the segments.

I know they've only got so much room in the segments but they've managed to fit the oils and spreads in the same segment on there, so--. [Male, Empty Nester, 48, C2, Pre-task 1, Edinburgh, Less Engaged]

Some also felt that that using call outs meant that these purple sub-sections dominated the visual design, at the expense of other elements.

Overall, this approach was felt to convey that some 'treat foods' are permitted – or even recommended - within a healthy diet. While some welcomed this as either 'realistic' or fitting with their desires, this jarred for others who felt it contradicted health messages they had heard from elsewhere. When these foods are included within the plate, there is also an impact on how 'occasional' is interpreted: although the foods may not be related to every meal, 'occasional' was more likely to be interpreted as daily (just less frequently than regular meals).

By contrast, the purple segment approach in Design Two was felt to give a much clearer message about these foods not being recommended as part of a healthy diet. Occasional

was also more likely to be interpreted as less frequently than daily (e.g. weekends or a couple of times a week).

Occasional foods

For those pre-tasked with Design One, or seeing this first⁹, respondents tended not to make an explicit connection between both food groups. Rather, they just took out messaging from the relative sizes of the portions and headings.

They're out because they're the main things you want to cut down on because they're highest in fat, they're the things that will make you fat [Female, Younger Family, 25, Pre-task 1, E, Aberdeen – Less Engaged]

Again it's a smaller amount of all the things we know aren't good for us like biscuits. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

It was felt by many after seeing the alternative Design Two that having foods from the occasional food groups 'on the plate' in Design One was likely to be interpreted to mean they were 'allowed' as part of a balanced diet. Some respondents felt this was inappropriate as it would encourage consumption but was also slightly confusing in the context of other healthy eating messages they had heard.

To be honest these foods to eat less often, I don't even think these should be in here, this kind of shows you could eat one every day!... it does say occasional foods but it's still part of all the things you should eat every day, so maybe it would be better in a column of its own [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

To me that's a bad idea having a section on the plate because I think people will possibly use that to say they can have them, to children especially it might say it's ok "look mum they're part of the eat well guide!" [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

... it does change my impression a little bit, I guess it's not quite as clear that you shouldn't have it [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Interestingly, when included within the plate, the individual items were more likely to be described in terms of 'snacks' which gives them a place in daily diets.

This is what my kids go for first! It's a snack and it shouldn't be something you have as a substitute as a main meal. [Male, Older Family, 44, D, Glasgow—More Engaged]

This is for snacking and things like that. At most, I'd say once a day, maybe a wee cake or a lolly. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow—More Engaged]

I think it's better to have it at the side as it's was more obvious. This is saying you can have it every day but when it's off to the side it's saying you shouldn't have it. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

Some felt that the size of the section was fairly comparable to the recommended proportion of dairy and so this could be misleading. It was therefore felt it should be smaller to give a clearer message to eat these foods *much* less.

⁹ And therefore having not had assistance in interpretation from being exposed to Design 2

I would make this section smaller so it says only have them very occasionally.
[Male, Older Independent, 56, Pre-task 1, C2, Glasgow- More Engaged]

I think the chart shows too much—it's almost as much as your dairy. I think it should just be a tiny wee slither. [Female, Younger Family, 33, D, Glasgow—More Engaged]

When compared to Design Two which shows the section to be entirely separate, the latter was felt to send a much clearer message of avoidance. Those who preferred these foods included within the plate preferred the approach because it felt like it was giving them licence to have those foods and was unrealistic to separate them.

Specific considerations also arise around the labelling 'occasional foods' and messaging – see Section 3.5 below.

Oils, fats and spreads

Oils are widely used in diets so it was easily recognised and respondents understood the recommendation to use sparingly or in small quantities.

There's just a tiny wee wedge there so it's saying to keep those down. You need to have unsaturated oils. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

Again, it's lower fat options and to only have a small amount but that's common sense. [Female, Younger Family, 33, D, Glasgow—More Engaged]

As mentioned earlier, seeing the low fat spread prompted a discussion about the merits of low fat spreads versus butter. A few respondents disagreed with the recommendation of spread, believing that butter is better for them (and should therefore be either in this segment or in diary).

Respondents struggled to identify the butter image in the occasional foods segment possibly contributing to the confusion over where it *was* (firstly) and then where it *should* be – especially as the segment title references three products (oils, fats and spreads). Similarly to Wales and Northern Ireland, but less so England, Scottish respondents showed a marked preference for butter over low fat spreads, and this applies to younger and older, and more and less engaged respondents.

3.6 Segment labels

Green: Fruit and vegetables

The 'fruit and vegetables' label of the green segment was felt to be clear and no questions were raised.

Yellow: potatoes, bread, rice pasta and other carbohydrate foods

The word 'carbohydrate' (often shortened to 'carbs') was familiar as were most of the images shown therefore this segment label was felt to work well.

Pink: Meat, fish, eggs, beans and other non-dairy sources of protein

The title generally worked for respondents by listing out the items that qualify as protein.

The only issue was confusion about ‘non-dairy’ sources (e.g. beans and pulses) in this section for those whose thought that that the protein food group only includes meat. However, given the category defines itself, this did not undermine the plate overall: rather, it connected respondents to the idea that protein includes a broader group of foods.

Why have they got the chickpeas in with the meat and fish, why isn't it in with the fruit and veg? I don't understand that! [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

I think it's informing you that there's other options [to meat] and it gives you an idea of how much you should be eating. [Female, Younger Family, 33, D, Glasgow—More Engaged]

Blue: Dairy and alternatives

‘Dairy’ is well understood term and felt to encompass each of the illustrated items. The word ‘alternatives’ can lead to queries but take out is generally not inappropriate. Some assume it to mean lactose free alternatives (e.g. soya milk), others (with lower awareness) assume it to mean lower fat choices. Others are unsure what ‘alternatives’ relates to but assume it does not apply to them as they can't see anything they don't recognise in the segment.

Alternatives would be lactose free range I would think. [Female, Younger Family, 33, D, Glasgow—More Engaged]

Dairy alternatives, soya and Alpro, things like that. [Female, Older Family, 53, C1, Edinburgh, More Engaged]

I have no idea [what alternatives are]. I would have said, something like soya, but you have soya in there as well. Even cheese, I mean cheese is high in fat but you can buy lower fat cheese. [Female, Younger Family, 38, C2, More Engaged]

Dairy and alternatives, so semi skimmed milk obviously because it's written on it, but then again I don't think a lot of people go for plain yogurt or soya drinks unless they have some kind of allergy! That's a large triangle, I'd have thought it should be smaller [Female, Older Family, 45, E, Aberdeen – More Engaged]

There's an alternative to dairy? [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

I don't really know, I only just think of that as dairy. [Male, Young Independent, 24, D, Edinburgh, More Engaged]

Dairy and alternatives—that's your yoghurts, flavoured milks. It's blue milk for us—we've tried the green milk but it doesn't get drank in our house. [Male, Older Family, 44, D, Glasgow—More Engaged]

Purple: Oils, fats and spreads

‘Oils, fats and spreads’ was felt to be very clear but is likely contributing to the confusion about butter outlined above. Three items are mentioned but only two are shown. As butter is notably absent as a choice in the segment, there is some assumption that is it simply just ‘missing’ as an illustration, especially if it is not easily recognised under ‘occasional’ foods.

Purple: Occasional foods

The labelling of treats as ‘occasional foods’ was felt to be slightly at odds with common language but to give an indication around frequency. However, while ‘occasional’ says less often to most it is too open to interpretation to give any clear guidance: some assume it to mean daily, others weekly.

Probably once a week. [Male, Empty Nester, 48, C2, Pre-task 1, Edinburgh, Less Engaged]

I would say it's a small treat on a daily basis. One bag of crisps or something. It's just a wee segment. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

These are the sweets. Occasional is 1-2 times a week. [Female, Younger Family, 33, D, Glasgow—More Engaged]

This is for snacking and things like that. At most, I'd say once a day, maybe a wee cake or a lolly. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow—More Engaged]

I would say as a weekend sort of treat. Once a week or the weekend, that's fine as occasional foods. [Female, Younger Family, 38, C2, Edinburgh - More Engaged]

I would say, once or twice a week and a one off kind of--, not once or twice a week all day. Maybe one evening a week you'd have a packet of crisps or one biscuit or have sauce with something else. [Female, Older Family, 53, C1, Edinburgh, More Engaged]

3.7 Segment messaging approach

Design One had additional messaging relating to *three* category segments (in addition to the purple segment), rather than each segment.

Pink/protein: eat more beans and pulses, eat less red meat, have 2 fish, one of which is oily every week

Not all were aware of the term pulses.

Pulses does that mean peanuts? [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

Overall, however, the information about pulses was new to some and many were interested and engaged in the information about red meat and fish. Therefore, for some, the messaging delivered four *new* or interesting pieces of information (less red meat, more pulses, fish twice a week and oily fish once a week).

I think it's informing you that there's other options [to meat] and it gives you an idea of how much you should be eating. [Female, Younger Family, 33, D, Glasgow—More Engaged]

It's giving options other than red meat. Eggs is a big source of protein in our house, we don't really eat red meat or fish. [Female, Younger Family, 33, D, Glasgow—More Engaged]

It's telling you to have a couple of portions of fish and one of them has to be oily like salmon or mackerel. It's saying to eat less red meat. I already know to cut the fat off as well. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow- More Engaged]

It's different types of meat and fish and there's tins and packets and there's nuts as well. Red meat and white meat have different proteins and there's different oils in different types of fish. [Male, Older Family, 44, D, Glasgow—More Engaged]

Including 'every week' in the additional messaging about fish helped respondents to identify the recommendation for fish consumption. However, it also confused some about the overall time period the plate refers to.

Oh they've mixed it, in the proteins they're saying weekly [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

This confusion tended to be resolved or less evident when more daily cues were given (such as via the calorie information in Design 2) and after the green segment messaging was seen. When different time cues were recognised (week and day), the plate was more likely to be understood as applying across a week with a good balance each day.

Green/fruit and vegetables: Eat at least 5 portions of a variety of fruit and vegetables every day

This message was felt to be a very familiar one for all respondents, although many admitted that they and their children did not always achieve this.

Everyone knows to eat 5 a day and as a guideline I was told to eat different colours. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow- More Engaged]

You know, I think it is drummed into us to have 5 portions of fruit and veg...[Female, Younger Family, 38, C2, More Engaged]

'Every day' was at odds with the weekly message in relation to fish, which jarred for some. As noted above, however, on thinking through the different time cues, most were able to understand that the plate related to proportions as a whole over any general time period, with messaging giving specific recommendations for consumption within a day or week.

I would say because it says 5 portions of fruit and veg every day, and fish weekly, I'd probably look at this as a weekly thing [Female, Older Family, 45, E, Aberdeen – More Engaged]

The mention of 'portion' did raise the question of what this means in relation to specific fruit and vegetables and some wanted this clarified either in the visual or in secondary supporting information.

Yellow/starchy foods: Choose wholegrain and higher fibre options

All respondents knew about the merits of choosing wholegrain and high fibre options, but not all of them are doing so. Those with kids claim that children sometimes influence their purchasing.

Too much white bread is stodgy so brown bread and grain bread is better but if I put it in front of my kids they'll say "that's not happening dad" [Male, Older Family, 44, D, Glasgow—More Engaged]

It's showing you what cereals are good for you—wholegrain—and it's giving you the foods that are good for slow release energy like brown rice and porridge. [Male, Older Family, 44, D, Glasgow—More Engaged]

Purple/occasional foods: foods to eat less often

The additional message of 'foods to eat less often' was largely overlooked as it was felt not to add anything to the heading, 'occasional foods' (but simply repeat it).

Purple/fats and oils: choose unsaturated oils and lower fat spreads. Eat in small amounts

'Eat in small amounts' was felt to be a clear message supporting their spontaneous take out from the size of the segment. Direct repetition in this way was felt to stress importance for some.

Many also realised that they were being told to make better choices with regards to oils too – with unsaturated versions a better choice.

Spreads for sandwiches and if you're gonna cook in your fryer with the oil, you need to be careful what oil you use. [Male, Older Independent, 56, Pre-task 1, C2, Glasgow- More Engaged]

It's telling you the types you've got to choose. We use Crisp and Dry which is a vegetable oil but back in the day we used to use lard. [Male, Older Family, 44, D, Glasgow—More Engaged]

However, many were unclear about the differences between saturated and unsaturated fats. As such, some questioned which specific oils are the better ones (being unsure as to whether this information would be clear on packaging or easy to use). While most are aware that olive oil is a better choice, they are looking for direction on other options.

I don't like veg oil, I choose virgin oil.... it says to pick unsaturated and lower fat but you're not going to stand in the supermarket reading labels are you! Who has the time to do that? Unless it was big bold writing and we knew a bit more about what it does to you [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

I tend to use olive oil and I don't know if that's unsaturated but people say it's a healthy one. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

You do get that from advertising, they're constantly on at you that you need to be picking the lower fat spreads, the flora's and things, it's just a small section [Female, Older Family, 45, E, Aberdeen – More Engaged]

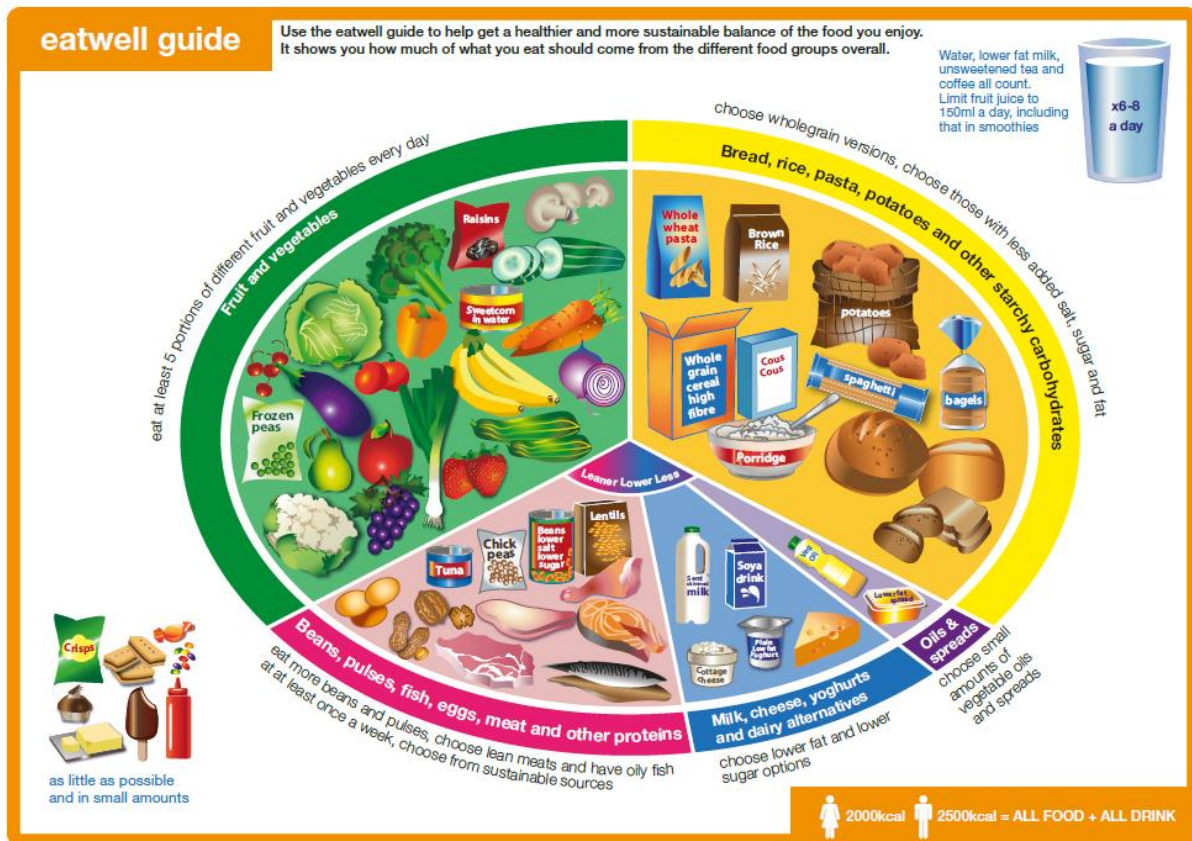
The messaging also did not provide an answer as to why butter is not on the 'plate'.

In light of these queries, secondary supporting information is likely to be helpful to resolve queries: about the place of butter, explanation of saturated/unsaturated and the place of different varieties of vegetable oil.

3.8 Segment colours

Design One has a shaded background to the segments (in contrast to Design 2 which has solid colours behind the images). No criticisms were made spontaneously of the approach of Design One. Any respondents that noticed the difference between them preferred Design Two.

4. Response to new Design Two



4.1 Overall response to Design Two

Design Two differed from Design One in the following ways:

- The occasional foods purple segment was removed from the plate all together and the items left separate at the bottom left hand side of the page
- There was a border added all around the page
- The heading was top left
- There was a daily calorie allowance icon added in the bottom right hand side
- No packaged food traffic light panel was included
- Additional messaging related to all five segments rather than three
- All copy (sub-header, category labels and additional messaging in relation to the segments, occasional foods and water) differed in detail to Design One

On this version, consumers tended to focus on the plate initially, with the heading and calorie guide being examined second. The hydration message and occasional foods were explored last (order varying between individuals), reflecting their relative size.

Obviously the green and yellow sections are bigger so they draw your attention, they're telling you to eat more fruit and veg which is something I guess we all know but don't necessarily do enough of [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

For those who were pre-tasked with this design it was clear that they had looked at the plate, but also the heading and messaging copy to aid comprehension.

It advises me ways to eat healthily and get a varied diet; you are supposed to select recommended amounts from this pie chart. Well, it is obviously well known that we should eat 5 fruit and veg a day. Minimal amounts of sugary food. Quite a lot of carbohydrates. I don't know what officially the right amount of carb is but I try not to eat them. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh - More Engaged]

All clearly understood that the plate was offering guidance around healthy eating. Key take out included the need to eat different proportions of food groups overall and the opportunity to make healthier choices within that food group.

It's telling you the food groups and what versions to eat. Like it's telling you the whole-wheat pasta and the brown version, and then semi-skimmed milk and soya drink. It's showing you specific types. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

It's showing quite clearly what is proteins, what is carbohydrates and good alternatives for those that don't know, too often people buy what's on bargain rather than what is healthier I suppose [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

It's telling you the kind of stuff that's out there for you to have a balanced diet, your fruit and veg, your carbohydrates, meat and fish! There's a lot of things in each area so you can move about and get a lot of variety [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

In general, respondents liked the overall impression created by this design and, in particular, the border.

Really like the whole layout, tidier, easier on the eye...this looks like my plate mat around here [Male, 35, LE, Older Family, B, Belfast]

Response to the different design elements within this option are detailed below.

4.2 Heading and Sub-heading

eatwell guide

Use the eatwell guide to help get a healthier and more sustainable balance of the food you enjoy. It shows you how much of what you eat should come from the different food groups overall.

Overall, the heading was initially overlooked by many respondents, and there were some problems with comprehension of the sub-heading which was felt to be wordy and difficult to understand on first reading.

On Design Two the heading was all in lower case and enclosed top left hand side within the border. This was felt to make it look both neat and self-contained. However, often the heading and sub-heading was missed initially when respondents looked at the page, as the plate dominated.

The rather complex syntax of the sub-heading caused some respondents to struggle with full comprehension or engagement with the content. However, most understand what the sub-heading is conveying in the most general terms (even if there are certain words that are confusing or raise questions).

It's quite long winded but easy enough to understand. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

Respondents generally understood that the plate applied to different short time periods – potentially a day, a week or overall. The words ‘overall’ in the sub-header and ‘guide’ in the title specifically helped the plate be flexible in this way.

The tone is felt to be friendly and not “lecturing” which is largely appreciated and less likely to put respondents off considering changes they could make.

I prefer this subheading, it says “to help get healthier” and “more sustainable balance of the foods you enjoy” so it's not telling you what to do, it's about choice and use it to help you get healthier... it doesn't feel about weight, it doesn't feel judgemental... it's about health so people who are underweight should be following this too... it feels kinder [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

This one is better because it's saying you can still eat what you want as long as in a smaller portion, or a better choice, as long as you get your 5 a day and balance of your food groups, you can mix it up! People are more likely to try it [Female, Younger Family, 25, Pre-task 1, E, Aberdeen – Less Engaged]

Some respondents felt some of the concepts included in the sub-header, however, were unnecessary (or incorrect). Specifically, ‘food you enjoy’ was felt to be too subjective to include. Some felt that it suggested choice in general, which they found to be a positive message; however, the felt this might be also somewhat contradictory to encouragement to eat healthily (since enjoyable foods would probably be less healthy options).

Food you enjoy... to be honest you wouldn't be eating these things unless you did enjoy them, there's still things in here that I enjoy... so I can eat the things I enjoy as long as I have a good balance! [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

Food you enjoy is giving folk the choice, you can have the food you want but there's choice [Male, Young Independent, 34, C2, Aberdeen – Less Engaged]

It's saying the food you enjoy and not everyone's going to have the same tastes. It's suggesting that what you eat should come from the food groups. [Female, Younger Independent, 22, D, Glasgow—Less Engaged]

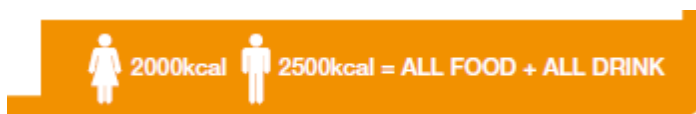
The word sustainable is largely misunderstood or confusing to respondents (especially those who are less engaged), particularly out of the context of the proteins.

What is 'sustainable balance'? What we should eat -- is it meant to be easy for us to eat this ratio of food? I don't know what the 'sustainable' part meant to be. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh – More Engaged]

Sustainable balance obviously would be not too much salt, not too much sugar, you know things like that. [Male, Older Family, 44, D, More Engaged]

More sustainable balance... basically what I think that's saying is we're giving you all the options and eating from this and each of these areas will make you healthier, and because there's a lot of options you can keep this up on a regular basis, you can sustain the changes [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

4.3 Calorie border



Respondents felt the daily calorie limit information was useful to have, as it was news to some or a reminder for those who knew already.

I think it would be good because a lot of people wouldn't know that, whether people would stick to it I don't know, or whether you'd get people going into supermarkets and checking packages I don't know but I think it's a good thing to know and at least bear in mind [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

That's good, I think most people know that now, how many calories you should have but I think it's still important to include on something like this [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

I am familiar with the calories. A lot of people don't know, I think this would be ideal. [Female, Empty Nester, 62, B, More Engaged]

Of particular importance was the fact that ALL DRINK was included as well.

It's telling you how many calories a man and a woman should have each day including food and drink. I think a lot people, including me, forget about drinks. [Female, Younger Independent, 22, D, Glasgow—Less Engaged]

It's just your daily guidance and it's good that it shows you to add your drink in as well. [Female, Younger Family, 35, Pre-task 2, C2, Glasgow—More Engaged]

It's telling you the total amount of calories every day. I know this, but it's good that it reminds you to include drinks and things like fizzy juice as well. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

Some raised that although it is useful to know the total calorie allowance, this is not particularly helpful if you do not know what is contained in foods and how to get to that total. Therefore those who had seen Design One first sometimes suggested it would be most useful to draw together this total with the RDA label in supporting information.

Basically it's telling you a healthy diet would be 2000 calories for a woman and 2500 for a man and that would include all of your food and drink intake during the day... there's nothing wrong with including it but having said that, what is 2000 calories? Unless you're on a controlled diet you don't know what's in your food... you need to know how to calculate it [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

I like that—that's the average man and woman's calories. It gives you some idea what you should be having to maintain your weight. But you'd need to go and find out about how many calories are in things. [Female, Older Independent, 58, C1, Glasgow—More Engaged]

It's important but it doesn't link in because you've got no idea how many calories are in things. It's like the drink driving thing—nobody can work out how many units they've had. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

It's similar to the food label, if you know nothing about calories it means nothing, so it needs more explanation... I don't know how many calories are in a spoonful of sugar, it's no good knowing the total if you don't know how to work it out [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

Only one was surprised at the figures, as they were higher than they thought.

I think that's better, it's bigger and bolder, that's saying how much calories in all food and drink... that can't be in one day surely not, no! Why? That seems a big, big amount. I'm shocked [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

4.4 Hydration message

Water, lower fat milk, unsweetened tea and coffee all count. Limit fruit juice to 150ml a day, including that in smoothies



20

As with Design One, respondents were pleased that tea and coffee counted towards their 6-8 a day. However, there were again questions as to whether tea and coffee should really count due to caffeine levels (as it was felt that there is conflicting advice in this area).

That's good advice, I have to say I'm not a lover of water, I have it in diluted juice... it's good to have the other options because I just don't like it! But it's very important to drink a lot of water [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

It's good to say that tea and coffee count because sometimes I'm not sure if caffeinated drinks make up your daily allowance. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

That should be made more prominent... coffee is another one of those one minute it's good, one minute its bad things... I think all the other things that would count should be made more prominent [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

For some, the fruit juice limit message is surprising and new.

Yeah that's good, most people know that nowadays to have 6-8 glasses of water, it's very clear... it says to limit fruit juice as well because of the sweeteners and e-numbers [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Limit fruit juice to 150ml a day. That's interesting. General opinion, mine included, is that fruit juice not from concentrate is actually good for you. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

Overall knowledge about sugar levels in fruit juice was mixed. While the more engaged were aware that sugar levels are high and fruit juice should be limited, others (less engaged) were surprised, thinking that fruit juice is good for you (and therefore recommended).

It's saying to limit fruit juice; it doesn't say why, and I think it should. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

That's pretty bad, you shouldn't limit fruit juice, it's very good for you, it's healthy for you and it lasts for ages [Male, Young Independent, 34, C2, Aberdeen – Less Engaged]

The thing is with smoothies, they can be quite rich... It could be detrimental to your health. [Male, Older Family, 44, D, Edinburgh - More Engaged]

Smoothies are a big thing, I thought they're good for you. How much is 150ml? I'd say that was just a glass. [Female, Younger Independent, 22, D, Glasgow—Less Engaged]

Therefore, including the word 'unsweetened' in this hydration message was felt to be helpful in several ways:

- raising the issue of sugar more generally (and therefore helping resolve any queries about the need to limit fruit juice)
- as a guide to help with tea and coffee, reinforcing that added sugar is not recommended

I think the unsweetened part is important to include because someone having a tea or coffee with 5 sugars might think oh well I've had that so I've got my water so I'm healthy! [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

I think you should have unsweetened in... otherwise if people are putting sugar in every tea it's no good [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

Probably that's good to include, there's a big hype around sugar at the moment isn't there [Female, Older Family, 45, E, Aberdeen – More Engaged]

Overall, however, the hydration message would benefit from further supporting information to clarify use of sweeteners and rationale around high sugar levels in juices and smoothies.

4.5 Purple segment approach



Overview

For Design Two, the purple segment contains 'oils and spreads' only and the 'occasional foods' have been removed from the plate and put to the bottom left hand side of the page, with the messaging 'as little as possible and in small amounts'. This approach makes the pink (proteins) and blue (dairy) segments slightly larger.

In this design, respondents tended to notice this group of foods, which they generally referred to as 'treats', last with their core attention being given to the plate itself. In light of this, some respondents suggested highlighting them in a slightly different way (e.g. putting in a box) to make sure attention was drawn to them.

Ah all the lovely things over there! They're trying to tell you ok it's nice as a treat but otherwise, avoid it! Try to be sensible about it [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

I think that's right—everyone needs a wee treat. It's not saying don't have it, it's saying small amounts. At the side, it's a wee reminder you don't need to have it. [Female, Younger Family, 35, Pre-task 2, C2, Glasgow—More Engaged]

They're the bad things for you, totally, you could probably put a red circle around them! It's being realistic though, it's saying as little as possible and in small amounts... just avoid them as much as possible [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

It's telling you to get these out your diet, but my predicament is that we eat a lot of these foods so I need to see it a bit bigger with a bit more focus on it – it needs to say these are bad for you. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

Overall, respondents were split in terms of whether they preferred this design versus Design One. Some were in favour of including occasional foods within the plate as this legitimised

their consumption ('everything in moderation') and gave some indication of portion size. However, many others (both more and less engaged) were in favour of removing the foods from the plate (as per Design Two) to be clear that these foods are not healthy and what a healthy diet is comprised of.

- However, it was clear that across the sample, splitting out the foods from the main plate conveyed very clear messages that the occasional foods as illustrated:
- are not recommended for consumption
- do not contribute a healthy diet
- are 'treat' foods that should be eaten in small amounts only (and not every day)

For a couple of respondents, removing the occasional foods meant that the plate also looked clearer and neater.

Occasional foods

For both those who were pre-tasked with Design Two or started with this design in their interview, messaging was felt to be very clear.

Having the 'treats' removed from the plate conveyed clearly that these foods were not recommended foods for a healthy diet.

That's your snacks isn't it, they're sweeties... in fairness it's a good idea to put them separate and encourage people to cut back on them because you just don't know what's in them, and it's scary! My older son, I'd give him a pack of smarties when he was little and he'd be hyper for days! I think a lot of the problem is all the preservatives in foods [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

It means take as little as possible. I think you already know that but that's a wee reminder which is quite a good thing. [Female, Empty Nester, 62, B, More Engaged]

It's treats and snacks and it says to eat them as little as possible. It's suggesting that maybe they shouldn't be part of your diet. [Female, Younger Independent, 22, D, Glasgow—Less Engaged]

It should not be part of your diet. [Male, Young Independent, 22, C1, Edinburgh, More Engaged]

It's saying that it's not included in your diet. It's saying not eat them very often so it's better than having a chunk in the circle. I keep referring to it as a plate of food per day and this is saying you can't have it every day. [Female, Younger Family, 33, D, Glasgow—More Engaged]

Some respondents noted that inclusion of these foods on the page suggested they were still 'allowed' to a degree. However, situated outside of the plate, the foods were positioned as occasional 'treats' rather than everyday foods.

The additional message was generally understood as communicating that *only small amounts should be eaten*.

'As little as possible and in small amounts' that is fine, trying to stick to that anyway but I think if they could give you some alternatives, like a KitKat for instance only supposed to be 99 calories. [Female, Empty Nester, 62, B, Edinburgh - More Engaged]

For those who had seen Design One first, impressions of taking occasional foods out of the plate were mixed. Those who felt the alternative design (occasional foods within the plate) gave them tacit permission to include them, were often inclined to prefer that approach. Where this was the case, they rationalised the approach as more realistic and on the basis that such foods 'should be allowed' given they are freely available and widely consumed/liked.

I think I would still have included it in the chart. Because we all do have some of this and it should be recognised. Maybe the section should be a lot smaller [Female, Older Independent, 58, C1, Glasgow—More Engaged]

However, others felt it was more appropriate to separate the foods to be clear that they are not healthy.

The sweets are completely out. That's better because the first one's implying that it's part of your healthy diet, but this is saying that you have it in addition to your healthy diet, and have them as little as possible. [Male, Older Family, 44, D, Glasgow—More Engaged]

I like the fact they've taken the crisps and everything outside of the grid, it stands out more as the things you shouldn't have, it's more obvious that it's not part of your daily intake... it also says eat as little as possible and in small amounts [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

I think it's a good idea because obviously that's junk food, this is healthy and that's not healthy so it's separate, it's saying it should not be part of your daily or weekly eat, it's a treat sometimes [Female, Younger Family, 25, Pre-task 1, E, Aberdeen – Less Engaged]

Oils & spreads

Some respondents mistook the low fat spread image to be butter (label is very small when at real size) which raised the debate about butter and where it should sit. As mentioned earlier, some felt it should be in this category, while others felt it should be in dairy.

Either way, butter was often missed as residing in 'occasional foods' and would benefit from improved clarity to help resolve this and ensure that consumers don't reach their own conclusions about it sitting (but unillustrated) in either the blue or purple segments. For example, redrawing the butter to be packaged and labelled is likely to help.

The size of the section clearly conveys to have in small amounts.

It's saying to have small amounts and it's a small section. It means it's not as important and you don't need to use as much. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

It's the smallest segment so it's saying to have as little as possible. [Female, Younger Independent, 22, D, Glasgow—Less Engaged]

As raised with Design One, there some respondents also question the healthiness (or otherwise) of low fat spread. Some feel that these are not good for you.

Some also feel olive oil is missing. While vegetable oil potentially covers this it is seen as a different product by some. Others feel olive oil should be the recommendation given what they believe are comparative health benefits.

I only use olive oil but it's saying to only use a wee bit. I thought olive oil was healthier than vegetable oil. [Female, Younger Family, 35, Pre-task 2, C2, Glasgow—More Engaged]

I find that interesting to choose vegetable oil because I thought olive oil was good for you. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

4.6 Segment labels

Green: Fruit and vegetables

As with Design one, the 'fruit and vegetables' label of the green segment was felt to be clear and no questions were raised.

Yellow: potatoes, bread, rice pasta and other starchy carbohydrates

Design Two lists food types in a different order to Design One and adds the word 'starchy'. Overall, the order in which the foods were listed had little impact. However, the word starchy lacks meaning and could therefore be omitted.

The term 'starchy' was understood and used by some ('starchy foods, starchy carbs') more likely the more engaged respondents.

However, where understanding is low, there was some assumption that starchy foods are not particularly good for you or refer to white versions.

Starchy is a word I associate with potatoes. When you boil them, the starch comes out. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

It's all quite stodgy and starchy. It's heavy. It doesn't make you feel good when you eat too much pasta and bread. [Female, Younger Independent, 22, D, Glasgow—Less Engaged]

Starchy—I think that's white rice and pasta and breads and things like that. [Female, Younger Family, 35, Pre-task 2, C2, Glasgow—More Engaged]

Pink: Beans, pulses, fish, eggs, meat and other proteins

This label varied from Design one by using the term 'other proteins' rather than 'non-dairy sources of protein'. Overall, this label was felt to work well and not pose any problems.

Overall, 'beans, fish, eggs and meat' were easily understood and familiar. The term 'other proteins' helped create understanding of the category as being about different sources of protein; useful given that respondents expected the proteins section to be all about meat.

For people that don't eat much meat there's beans and pulses. Before, a lot of things are aimed at meat and this makes it aimed at everybody. [Female, Younger Family, 35, Pre-task 2, C2, Glasgow—More Engaged]

It's telling you you can get protein from sources other than meat like nuts and eggs and pulses. It's saying you should mix it up. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

There was confusion for a few about what pulses are but the majority of respondents understood the term.

No one noticed that the order of proteins differed in this version. When specifically prompted about the order of proteins, many guessed this to be in order of the most healthy and therefore the most recommended.

Yeah because in the old one the meat is first, this one is saying the beans and peas are good for you, it's in the order of what is better... it's also better for vegetarians too [Female, Younger Family, 25, Pre-task 1, E, Aberdeen – Less Engaged]

It's saying you should eat in that order. It's healthier to eat pulses than meats all the time. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

To me the order doesn't make a difference, but I guess it depends on how you read, if you're the sort of person who loses interest half way through a sentence you're only going to remember what it said at the beginning, so I can see why they've done it, they want you to eat them more in this order? Eat more beans and pulses than fish and meat and so on [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

Blue: Milk, cheese, yoghurts and dairy alternatives

Overall, labelling the segment in this way created no issues with understanding. Some recognised it was more in line with the other labelling approaches than simply listing 'dairy and alternatives'.

However, while listing out the elements of the dairy section (rather than just using 'Dairy and alternatives' as in Design one) gives strong cues to consumers as to what is in the segment, it also provokes a question about butter and why it is not included in the segment.

Purple: Oils and spreads

The design omitted the word 'fats' from the category label, just using 'oil and spreads' instead.

Using the word 'spread' helps with identification of the packeted block as a spread. However, again a question about butter is raised – in terms of whether or not it should be included in this section as a 'spread'. As mentioned earlier, confusion about butter is compounded where it has not been easily spotted in another part of the eatwell guide.

Therefore it will be important to:

- Make butter stand out more clearly in the occasional foods section (e.g. by labelling 'butter')
- Including supporting secondary information about where butter is placed and why

Purple: Occasional foods

The labelling of external food items as 'occasional foods' was useful as it was felt to present them as a clearly different category to the *everyday* categories shown within the plate.

Displayed and named in this way, respondents were likely to call the foods 'treats' which is relatively useful, as there is implicit understanding that they are not part of a core diet.

Use of the word 'occasional' was open to some criticism, however, by those respondents who wished to have more direction on how often or how much. In this context, 'occasional' was felt to convey 'not all the time' or 'infrequently' but open to interpretation.

4.7 Segment messaging approach

This design had additional messaging relating to all categories of the plate. On balance, respondents tended to favour this approach as, in most cases, the message had value to them. Responses to each of the specific messages in this approach are detailed below.

Pink/protein: eat more beans and pulses, choose lean meats and have oily fish at least once a week, choose from sustainable sources

Respondents welcomed the advice provided by this additional messaging which they felt was clear.

Some already knew about choosing lean meats, and those who were more engaged with nutrition were eating a good deal of chicken breasts/fillets in preference to red meat. Fewer were having (or liked) oily fish.

For many, however, the term "lean meat" was not fully understood. Some guessed it to mean meat with less fat but were unsure which meats would count as "lean".

Choose lean meats means you're not getting as much fat, but I think you need a little bit for cooking it or it just goes so dry [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

It says 'choose lean meats' but it doesn't actually specify which meats are lean. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh – More Engaged]

I think eat less red meat is better than lean, that's what we're told isn't it, no I don't think people will understand what lean meats means [Female, Older Family, 45, E, Aberdeen – More Engaged]

Will most people know about a leaner meat? I'm not so sure [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

Choose lean meats? I don't know, choose more beans and pulses yes I agree with that but not this oily fish, it's just full of grease [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

Most were unclear as to what ‘sustainable sources’ meant, even when mentioned in the context of proteins.

Sustainable I suppose are better for you? Does it mean traced to where it's been caught? Like a mark of quality, from a known source [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

Yeah I'd say the protein advice was good... choose from sustainable sources, what does that mean? Is the supermarket sustainable? Lean meat is just less fat isn't it? [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Sustainable sources is a bit like when they're chopping down a tree they plant three more trees, it's a big thing just now the sustainable energy.... with meats it would make me think of cloning and stuff! I guess use reliable suppliers but even still you can't magically make more animals appear [Female, Older Family, 42, C1, Aberdeen – Less Engaged]

Some, however, felt a message about sustainable sources was positive, if not directly helpful to healthy eating.

Sustainable sources is obviously very modern, that's not something you'd have heard much before, they mean try not to have things like cod and haddock that are being over fished, try something different, and not trawled fish, it's better to get line caught [Female, Older Family, 45, E, Aberdeen – More Engaged]

Sounds more detailed although it would be better to say about the sustainable sources and why it's important to be aware of things like that. [Female, Younger Independent, 22, D, Glasgow—Less Engaged]

Blue/dairy: Choose lower fat and lower sugar options

Again, respondents felt this message was very clear. They were aware that ‘lower’ options exist so direction was welcomed. However, they are most familiar with lower fat options so lower sugar is sometimes missed or means less to them initially in terms of choices they might make.

This message did not seem an extreme ‘ask’, as respondents felt that they were mostly choosing lower fat milk (semi skimmed) already.

I would attempt to look for low fat wherever possible, it's easy to do... except cheese! I won't do it with cheese! [Male, Older Independent, 63, C1, Aberdeen – More Engaged]

That's the dairy section... it's giving you alternatives again. Like semi milk instead of full fat. Then there's soya milk then there's cottage cheese and plain low fat yoghurt. It's showing you alternatives. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

Green/fruit and vegetables: Eat at least 5 portions of different fruit and vegetables every day

As with Design One (which holds a very similar message) this was felt to be clear, partly because the five-a-day message is very familiar. However, there is some question about what a portion size exactly is, which would ideally be clarified either in the visual or in secondary supporting information.

As mentioned earlier, ‘every day’ was at odds with the weekly message in relation to fish, which jarred for some. Most however, were able to understand that the plate related to proportions as a whole over any general time period, with messaging giving specific recommendations for consumption within a day or week.

Yellow/starchy foods: Choose wholegrain versions, choose those with less added salt, sugar and fat

On Design Two the additional messaging does not mention ‘higher fibre’ options and includes the suggestion to ‘choose those with less added salt, sugar and fat’ instead. This prompted interest and discussion amongst some respondents who are aware that some (surprising) foods contain high levels of salt of sugars. As such, this was felt to be useful to retain.

Some respondents felt that choosing wholegrain was quite a hard ask for those with families (where children would definitely prefer non-wholegrain versions) or some who disliked wholegrain. Others, however, felt that swapping to a wholegrain version was unlikely to be too different and so were quite open to trying swap in this area.

Overall, however, this message as tested was felt to be clear in its direction and broadly accepted as a recommendation.

Purple: Choose small amounts of vegetable oils and spreads

The additional messaging on this design was felt to reinforce take out from the visual: that these foods should be taken in small amounts only.

It's saying to have small amounts and it's a small section. It means it's not as important and you don't need to use as much. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

There's not much you can put in the oils and spreads section, it's telling you what the better options, maybe which are the better oils? I don't think people really know that, I know my sister does but I don't, I'd be interested to know... oil is oil to me! [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Therefore, overall, while it was generally accepted, the additional messaging is not adding value or providing ‘news’ to the overall message.

4.8 Leaner, lower, less

Design Two incorporated ‘Leaner Lower Less’ as a stamp in the middle of the plate, roughly lined up with and roughly linked to the segments beneath the line by colour. Overall, it was felt to add little value to the design and could be omitted (as was the case in the other nations).



A couple of respondents understood this message as intended. Others, however, were less clear, and those who were unsure as to what is meant by “leaner”, felt it added to their confusion.

What's the 'leaner, lower, less'? Does that mean less, like the leaner, healthier option of the stuff? Leaner meat, lower fat milk and stuff? [Male, Young Independent, 24, D, Edinburgh, More Engaged]

I'm not sure about it. I can guess What it's trying to say but lower? Does it just mean low fat? Less food? Less what? Leaner meat I'm guessing but I don't know much about that... is pork leaner than mince? [Female, Older Independent, 58, C1, Glasgow—More Engaged]

I don't know what this means. My best guess is leaner meat, lower saturated fats and eat less of these things. [Male, Younger Independent, 23, C1, Glasgow—More Engaged]

Leaner, lower, less... I can't think why your meat would be any leaner, lower or less, your meat is meat... [Female, Older Independent, 64, C1, Aberdeen – More Engaged]

Leaner, lower, less... obviously lean off the chocolate and the biscuits, lower is lower fat and less is smaller portions, so still have your meals but less, you only need a handful of food [Female, Younger Family, 25, Pre-task 1, E, Aberdeen – Less Engaged]

Leaner, lower, less across the board. Leaner, lower, less everything. [Female, Older Family, 53, C1, Edinburgh, More Engaged]

It's a wee bit unclear but it's saying to have less of the oils and spreads and that. [Female, Younger Family, 35, Pre-task 2, C2, Glasgow—More Engaged]

I guess it means this three because the colours match but it isn't clear what it's saying? Which one is it lower or less of? [Male, Younger Family, 40, C2, Aberdeen – More Engaged]

Some felt it did not link directly to anything. Where this was the case, it was felt to add clutter to the design rather than value.

It's not clear what that means. [Male, Younger Family, 39, Pre-task 2, C2, Glasgow—Less Engaged]

Well it doesn't tell you anything about it really, I kind of understand it to be saying the leaner the meat, the lower the sugar and the less intake, I do understand but it's not particularly helpful, just feels like it's thrown in there... I guess it's trying to give you the kind of thing to jog your mind, like a catchphrase that will stick when you're shopping [Female, Younger Family, 30, Pre-task 1, D, Aberdeen – Less Engaged]

And for others, given the volume of other messaging on the plate, this device often went unnoticed or simply lacked impact.

I didn't notice that. Leaner meats, less fatty. But to be honest it didn't really stand out. Probably because it is similar colours. I wouldn't say you really need it to be honest, no. [Male, Empty Nester, 48, C2, Pre-task 1, Edinburgh, Less Engaged]

Leaner, lower, less... I don't think that's necessary! It's not adding anything that's not already in there [Female, Older Family, 45, E, Aberdeen – More Engaged]

I didn't really pay attention to it until just now but I get the point... I just thought 'leaner, lower, less applied for all three. [Female, Young Independent, 25, C2, Pre task 2, Edinburgh – More Engaged]

I totally missed that in the middle. I was fixated with this and this and that. There is so much on this picture. [Male, Older Family, 44, D, Edinburgh - More Engaged]

I would remove that. That would just confuse, well it confused me. [Female, Empty Nester, 62, B, Edinburgh - More Engaged]

* * * * *

Appendix

1. Recruitment Questionnaire
2. Discussion Guide

Appendix 1 – Recruitment Questionnaire

Job number 2057

RECRUITMENT QUESTIONNAIRE - NATIONS:
Eatwell Plate Development

INTRODUCTION

RECRUITER SCRIPT: Good morning/afternoon/evening. My name is (...) from **Define Research and Insight**. We are an independent market research company. We are looking for **members of the general public** to take part in an informal market research discussion about **food, drink, leisure and activity in families**.

We will be giving everyone who takes part a ‘thank you’ of £25. Any discussion will be completely confidential.

People who take part in this research will be **interviewed on their own for about 40 minutes**.

So, I need to ask you a few simple questions first to see if you are right for our study – this will only take about 5 minutes. Please do answer all the questions honestly, we don’t mind what your responses are as long as you say what you feel. This questionnaire is totally confidential and details of who you are won’t be passed on to anyone else.

N.B. RECRUITER, ENSURE THAT RESPONDENT UNDERSTANDS THAT THE INCENTIVE RELATES TO ATTENDING THE INTERVIEW, NOT COMPLETION OF THIS RECRUITMENT QUESTIONNAIRE.

RECRUITER NOTE:

- ***Please ensure that the respondent understands that anything they say in the discussion will not be used with their name attached and their name will not be passed on to anyone other than the researchers working on the project.***

SPECIFICATIONS

24 respondents for depth interviews of 40 minutes in each of Scotland, Northern Ireland and Wales.

PER NATION:

| Audience criteria | | | Splits by depths | Total depths (c. 40 mins) |
|--------------------------|-------------------------------|-------------------------------|-------------------------|----------------------------------|
| <i>Per nation</i> | <i>Lifestage</i> | Young Independent | 6 | 24 |
| | | Younger family only | 6 | |
| | | Younger family + older family | 6 | |
| | | Older Independent | 6 | |
| | <i>Gender</i> | Male | Min 8 | |
| | | Female | Min 12 | |
| | <i>Internet accessibility</i> | Internet-enabled | Min 12 | |
| | | Not internet-enabled | As falls out | |
| | <i>SEG</i> | BC1 | Min 8, Max 10 | |
| | | C2DE | Min 12, Max 14 | |

Definitions

- Younger Independent – to have no children,
- Younger family – *to have at least one child aged 5-11 but no children over 11*, all to be sole or joint carers of children in household in which they currently live
- Older family – to have at least one child aged 5-11 but have older children at home in addition, all to be sole or joint carers of children in household in which they currently live
- Older Independent – to have no children at home (can be no children at all or empty nest)

Additional criteria

- All to have sole or joint responsibility for household food shopping
- All to be undertaking at risk behaviours *in relation to their own or their family/children's food consumption*, and relevant to the eatwell plate changes, i.e. consuming high fat and/or high proportion of processed or convenience food and/or snacks
- Across Younger and Older family only, thorough mix of:
 - Size of family
 - Composition of family
 - o Spread of age - ensure good spread of ages 5-11 within sample
 - o Representation of boys and girls
 - Single and two parent households
 - Age of parent (to fall out naturally but be monitored for spread)
 - Gender of parents: include at minimum 6/maximum 8 Mums, minimum 2/maximum 4 Dads
 - Wales only: Spread of warmth to Change4Life: approx 50:50 to be warmer:colder (warmer = more aware/ signed up in past, colder = not heard of it/low awareness)
- Across younger Independent
 - ensure a mix of single and partnered
- Across older Independent
 - ensure a mix of no children at all and empty nest
 - ensure a mix of single and partnered
- At least half to be frequent internet users with access to internet at home and/or have a smart phone and to have used apps (can be both)
- None to have:
 - Any specific dietary requirements within family, i.e. serious allergies or medical conditions which dictate dietary requirements
- Northern Ireland only: spread of religious denomination

SCREENING

Q.1 Do you, or any of your **close friends or family**, work in any of the following professions or industries?

| | | | |
|-------------------------|---|----------------------|---|
| Market Research | 1 | Marketing | 2 |
| Public Relations /Media | 3 | Advertising | 4 |
| Journalism | 5 | Fitness/exercise | 6 |
| Healthcare/Medicine | 7 | National/Local Govt. | 8 |
| None of the above | 9 | | |

RECRUITER NOTE:

- Exclude all those not answering code 9

Q.2 Have you ever taken part in a market research group discussion or a depth interview?

Yes 1 **CONTINUE**
 No 2 **GO TO Q6**

Q.3 When did you last take part in a market research group discussion or depth interview?

In the last 12 months 1 **CLOSE**
 Over 12 months ago 2 **CONTINUE**

Q.4 How many market research group discussions or depth interviews have you taken part in, in the last 3 years?

1-2 1 **GO TO Q.5**
 3 or more 2 **CLOSE**

RECRUITER NOTE:

- **IF RESPONDENT HAS TAKEN PART IN MORE THAN 1 GROUP DISCUSSIONS/DEPTH INTERVIEW, THEIR LAST GROUP/DEPTH MUST BE MORE THAN 1 YEAR AGO**

Q5. What subjects have you been interviewed on before? (PLEASE WRITE IN) _____

RECRUITER NOTE:

- **WITHOUT PROMPTING DIRECTLY, CHECK RESPONDENT HAS NOT BEEN INTERVIEWED ON FOOD SHOPPING / FOOD PRODUCTS / HEALTHY EATING OR HEALTHY LIFESTYLES / FOOD LABELLING / DIETING / ALCOHOL OR EXERCISE ('Have you done any research on Transport – like what? Food and Drink – like what? Health and social issues – like what?')**

MAIN QUESTIONNAIRE

ASK ALL

Q.6 RESPONDENT AGE: (Write in)

RECRUITER NOTE:

- **ALL TO BE 18+**
- **AIM FOR A GOOD SPREAD OF AGES BETWEEN 18-60+**

Q.7 GENDER: (Write in)

RECRUITER NOTE:

- **YOUNGER/OLDER FAMILY SAMPLE: MINIMUM 6 AND MAXIMUM 10 DADS**

Q.8 SEG: OCCUPATION/WORKING STATUS OF H.O.H

CIRCLE AS APPROPRIATE:

A — B C1 C2 D E

RECRUITER:

- **CHECK QUOTAS**
- **AIM FOR A GOOD SPREAD OF SEG WITHIN BC1 or C2DE RANGE**
- **FOR YOUNGER/OLDER FAMILY SAMPLE: AIM FOR A SPREAD OF WORKING/NON-WORKING PARENTS**

Q.9a Which of the following describes your circumstances

| | | |
|---|--------|--|
| Living with partner and children | Code 1 | YOUNGER OR OLDER FAMILY – GO TO Q10 |
| Living as a single parent with children | Code 2 | |
| Living with a partner and no children | Code 3 | YOUNGER OR OLDER INDEPENDENT, DEPENDING ON AGE AND CHILD STATUS. GO TO Q7B. |
| Living alone | Code 4 | |
| Living with parents or friends | Code 6 | |
| Other | Code 8 | CHECK WITH OFFICE |

RECRUITER NOTE:

- **YOUNGER/OLDER FAMILY SAMPLE: ALL FAMILY RESPONDENTS TO HAVE CHILDREN LIVING AT HOME - MUST CODE 1 OR 2. ENSURE A SPREAD OF SINGLE/DUAL PARENT FAMILIES.**
- **NO YOUNGER/OLDER INDEPENDENTS TO HAVE CHILDREN LIVING AT HOME – MUST CODE 3-6, ENSURE A SPREAD OF 3-6**

Q.9b Did you previously have children living at home?

| | | |
|-----------------------------|--------|--|
| No – never children at home | Code 2 | Categorise as YOUNGER INDEPENDENT if <40 OR OLDER INDEPENDENT if 40+ |
| Yes – children moved out | Code 1 | Categorise as OLDER INDEPENDENT (EMPTY NEST) |

RECRUITER NOTE:

- **FOR OLDER INDEPENDENT, ENSURE A MIX OF CODE 1 AND 2 ACROSS SAMPLE.**

YOUNGER AND OLDER FAMILY ONLY

Q.10 How many children do you have and what are their ages?

Total number of children (Write in):

Children’s ages (circle) and mark M (male) or F (female) in box beneath to code whether boy or girl:

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

RECRUITER NOTE - YOUNGER/OLDER FAMILY SAMPLE:

- **CHECK QUOTAS: ALL TO HAVE AT LEAST ONE CHILD AGED BETWEEN 5 – 11, WITH A GOOD SPREAD ACROSS SAMPLE, PLUS:**
- **YOUNGER FAMILY: NO CHILDREN OVER THE AGE OF 11**
- **OLDER FAMILY: TO HAVE AT LEAST 1 CHILD OVER THE AGE OF 11**
- **ENSURE SPREAD OF FAMILY SIZE (i.e. number of children)**
- **ENSURE GOOD MIX OF BOYS AND GIRLS ACROSS SAMPLE AS A WHOLE**

Q.11A And are you...?

| | | |
|--|---|-----------------|
| The main carer for the children in my household, looking after them most of the time when they are out of school? | 1 | Continue |
| Joint main carer for the children in my household, looking after them most of the time when they are out of school for at least two days a week? | 2 | Continue |
| Not the main carer for the children my household when they are out of school | 3 | CLOSE |

Q.11 WALES ONLY: Have you heard of Change4Life? What can you recall from it?

| | | |
|-------------------|---|--|
| Never heard of it | 1 | |
|-------------------|---|--|

| | | |
|--|---|--|
| Heard of it but don't recall anything | 2 | |
| Remember a TV ad | 3 | |
| Seen other publicity at an event, in store, in magazines | 4 | |
| Signed-up to receive Change4Life materials/offers | 5 | |
| Downloaded/used a Change4Life app | 6 | |
| Visited the website | 7 | |
| Took home/tried Change4Life recipes | 8 | |
| Other, please state: | 9 | |

RECRUITER NOTE:

- **FOR PARENTS, ENSURE EVEN SPLIT OF 'COLDER' (CODES 1 AND 2) AND 'WARMER' CODES 3-8)**

ASK ALL

Q.12 Do you or anyone in your family currently suffer from any of the following conditions?

| | | |
|---|---|-----------------|
| Coronary heart disease | 1 | CLOSE |
| Alcoholic liver disease | 2 | CLOSE |
| Type 1 Diabetes | 3 | CLOSE |
| Type 2 Diabetes | 4 | CLOSE |
| Gluten intolerance/Coeliacs disease | 5 | CLOSE |
| Other serious food allergy that means you have to seriously restrict what you eat/have in the house | 6 | CLOSE |
| None of the above | 7 | Continue |

RECRUITER:

- **NO RESPONDENT TO BE SUFFERING FROM ANY OF THE ABOVE CONDITIONS**
Next we'd like to ask you some questions about shopping and meals for YOU / YOU AND YOUR PARTNER / YOUR WHOLE FAMILY (as appropriate)...

Q.13 Within your household, are you...?

| | | |
|--|---|-----------------|
| Fully responsible for food shopping and making meal choices | 1 | Continue |
| Partly/Jointly responsible for food shopping and making meal choices | 2 | Continue |
| Not responsible for food shopping and making meal choices | 3 | CLOSE |

RECRUITER:

- **ALL TO CODE 1 OR 2**

Q.14

a) Which of the following foods have you/you and your partner/your family eaten in the last week?

b) And which yesterday?

| Food | | a | b |
|-------------------------|------------------------------------|-----------|-----------|
| Dairy | Regular Cheese | 1* | 1* |
| | Lower fat cheese | 2 | 2 |
| | Full milk | 3* | 3* |
| | Semi-skimmed or skimmed milk | 4 | 4 |
| | Yoghurt | 5 | 5 |
| | Butter or spreadable butter | 6* | 6* |
| Take-away or eating out | Any | 7* | 7* |

| | | | |
|--|---|--|------|
| Meat | Fresh meat (unprepared in any way) | 8 | 8 |
| | Ready-made meals with meat in | 9*† | 9*† |
| | Burgers | 10* | 10* |
| | Bacon or sausages | 11* | 11* |
| | Pies | 12* | 12* |
| | Chicken nuggets or other prepared meat products | 13* | 13* |
| Fish | Fish fingers / frozen fish products | 14 | 14 |
| | Tinned fish | 15 | 15 |
| | Fresh fish | 16 | 16 |
| Pizza | Deep pan pizza | 17*† | 17*† |
| | Crispy/thin crust pizza | 18 | 18 |
| Vegetarian prepared food | Prepared vegetarian food (Quorn, veggies sausages, etc) | 19 | 19 |
| Vegetables | Fresh / Frozen / Tinned vegetables | 20 | 20 |
| | Potatoes – not chips | 21 | 21 |
| | Oven chips | 22*† | 22*† |
| Fruit | Fresh /Frozen / Tinned / Dried fruit | 23 | 23 |
| Snacks and sweet things | Crisps | 24*† | 24*† |
| | Biscuits | 20*† | 20*† |
| | Chocolate | 25*† | 25*† |
| | Sweets | 26*† | 26*† |
| | Nuts | 27 | 27 |
| | Cakes – homemade | 28* | 28* |
| | Cakes – readymade | 29*† | 29*† |
| | 'Healthy' snack bars | 30 | 30 |
| | Puddings / desserts - readymade | 31*† | 31*† |
| | Puddings / desserts - homemade | 32* | 32* |
| | Ice-cream | 33*† | 33*† |
| | Cereals with chocolate or honey flavour/coating | 34* | 34* |
| | Drinks | Fizzy drinks (not diet drinks or fizzy water) | 35*† |
| Squashes / cordials / Ribena, etc | | 36* | 36* |
| Fresh fruit juice | | 37 | 37 |

RECRUITER NOTE:

- ALL TO CODE AT LEAST 5 FOODS MARKED * OR † IN LAST WEEK (COLUMN A)
- ALL TO CODE AT LEAST 2 FOODS MARKED * OR † YESTERDAY (COLUMN B)

Q.15. Can I ask you about your use of the internet and mobile phones? Which of the following statements apply to you ...

| | |
|---|---|
| I do not have access to the internet at home (either through a computer or smartphone) | 1 |
| I have access to the internet at home (either through a computer or smartphone) and use it regularly (daily or most days) or fairly regularly(3 times a week or more) | 2 |
| I have access to the internet at home (either through a computer or smartphone) but do not use it regularly – I use it a few times a week or less | 3 |
| I own a basic mobile phone | 4 |
| I own a Smartphone but do not use apps | 5 |
| I own a Smartphone and have used apps | 6 |

| | |
|-----------------------------|---|
| I do not own a mobile phone | 7 |
|-----------------------------|---|

RECRUITER NOTE:

- At least half to code 2 and/or 6

FURTHER DEMOGRAPHICS

Q.16 ETHNICITY:

| | |
|---------------------|--------|
| White (Non-EM) | Code 1 |
| Black African | Code 2 |
| Black Caribbean | Code 3 |
| Asian – Pakistani | Code 5 |
| Asian – Indian | Code 6 |
| Asian – Bangladeshi | Code 7 |
| Mixed Race | Code 4 |
| Other (specify) | Code 8 |

RECRUITER NOTE:

- CHECK QUOTAS

Q17 NORTHERN IRELAND ONLY: Regardless of whether they actually practice a particular religion, most people in Northern Ireland are perceived to be members of either the Protestant or Roman Catholic communities. Please indicate the community to which you belong by ticking the appropriate box below: Show respondent: **USE SHOW CARD**

[RECRUITER: If respondent expresses concern about revealing community, please reassure that we are asking this question to ensure that people who take part represent a range of the population and are not biased to one particular group. All recruitment screener data is kept fully confidential and is only used for the purposes of this research project]

| | | |
|---|---|--------------------|
| I am a member of the Protestant community | 1 | CHECK QUOTA |
| I am a member of the Catholic community | 2 | CHECK QUOTA |
| Neither | 3 | SEE BELOW |
| I'd rather not say | 4 | CLOSE |

CLOSING

I would be available to take part in a 40 minute interview on (date).....

At (time)

Thank you very much for taking the time today to help us

I confirm that this interview was administered according to the MRS Code of Conduct.

Signature of Recruiter:

Date of recruitment:

RESPONDENT DETAILS

Incentive agreed upon: £.....

Respondents Name

Home Address

Telephone Number

Interview length (minutes)

Recruiter:

Please confirm which method of recruitment was used in recruiting this respondent:

- Telephone Conversation 1
- Street Contact 2
- Snowballing 3
- Other 4
- (Write in other):

Thank you very much for taking the time today to help us

I confirm that this interview was administered according to the MRS Code of Conduct.

Interviewer:.....

Signature:

Date of recruitment:

Appendix 2 – Discussion Guide

Eatwell Plate: Development Research – Stage 2 DISCUSSION GUIDE Depth interviews – 40 minutes

N.B. This Guide indicates the areas to be explored in the discussion, the likely order in which topics will be covered and the kinds of questions and techniques which may be used. There will be some flexibility of discussion, however, to account for each individual being interviewed.

Not all respondents will respond to the same level of language or explanation. While the questions below details how we intend to cover topics in our own 'language', efforts will be made to meet the communication needs of the individuals interviewed.

Timings on the guide are approximate and give an indication of where the emphasis in the conversation will be.

Overall objectives:

Overall, the research needs to inform the development of the eatwell plate so that it best meets consumer needs (for accessibility and understanding) while delivering nutritional guidance in line with updated government policy.

The research is being conducted over two stages.

The overall objective of phase 2 of the research is to test the updated plate designs (developed based on insight gathered from phase 1). Specific objectives and questions to help gather feedback from the updated plate include:

- What messages and information are communicated clearly (and which if any are less clear)
- How do consumers understand the overall design and different components, labels and messages in the updated plate designs
- To what extent do design approach alternatives affect:
 - Overall appeal
 - Accessibility and understanding
- What else might be required to optimise the plate or support it to ensure that consumer take out is as intended?
- What is the optimal solution from the consumer perspective but (to deliver Government guidance as intended) across the different designs and design components shown

Stimulus and rotation:

1. New design eatwell plate – single purple segment and border
2. New design eatwell plate – split purple segment and no border
3. Existing plate

Intro and warm up (5 mins)

- **Moderator**
 - Introduce self, explain the process of market research to respondents (member of MRS, confidentiality and independence) and the format of the discussion
- **Introductions**
 - Brief background details of respondents ...
 - First name, family details/who's at home, working status, key interests, etc

Section 1: Response to existing plate (10 mins)

EXPLAIN TO RESPONDENTS:

- *Sessions with no pre-task: We want you to look at a visual tool that has been created to help consumers with understanding how to eat a healthy balanced diet.*
- *Sessions with pre-task: We'd like to discuss the illustration we sent you beforehand in a little more detail*

- **Lead with pre-placed design in pre-tasked interviews**
- **Rotate which design (1 or 2) seen first across interviews with no pre-task/pre-placement**

SHOW FIRST DESIGN

Moderator note: As well as verbalised response, observe overall 'journey' of interpretation, e.g. where respondents dwell/any bits initially ignored, etc

Pre-placed sessions only

- What did you think when you received this?
- How much time have you given it? Have you shown it to, or discussed it with, anyone else? *Explore any examples and if respondent has children, probe specifically if it was shared with them*

All

- **What do you understand from what you can see on this page? What is it trying to tell people who read/look at it? What else? What else? ...**
- **Discuss ALL spontaneous suggestions/interpretation of what the plate is saying/aiming to say ...**
 - And prompt if required, according to this, what should you be eating? Where do you understand that from?
 - And drinking? Where do you understand that from?
- **While allowing all spontaneously generated ideas/thinking first, look out for contribution of all specific design elements and, if not raised by respondent, probe as below:**
 - 'Plate':
 - What do you understand from/talk me through what this circular device is?
 - Where do you understand that from? Look out for contribution of shape, title and sub-line to explaining
 - Is there anything that isn't totally clear/that you have questions about?
 - Overall timeframe:
 - What does the guide apply to?
 - 'Segments' and groups of foods:
 - And what is each segment?
 - What does it say about the foods in this segment and what you should be eating? Where do you get that from?
 - 'Foods':
 - Is there anything important that's missing in your view? Why should that be included?
 - Any foods that are not clear?
 - How similar/different does this look to your/your family's diet at the moment?
 - If you were taking direction from this, how easy is it to see what you might buy and eat? What would you change/substitute?
 - As relevant, what could change here to feel more like things you might change to? Why?

- Butter: Why do you think this is not in the spreads and oils section?
- Occasional foods: What does the term 'occasional' mean to you? What does this make you think overall about these types of foods?
- Milk and alternatives: What do you understand by 'alternatives'?
- Starchy foods:
 - o What do you think of the range of foods shown? What does this make you think in terms of your own diet? What would be the ideal range to show here? Why?
 - o What does 'starchy carbohydrate' mean?
- Protein: is anything implied by the order of the items in the title (i.e starting with beans and pulses?)
- Portions: What do you know/expect in terms of portion size? Is there anything in the design that is making you think this?
- Eatwell guide name:
 - What do you understand from the name of what we are looking at? Does it say anything in particular about what we are looking at? *Moderator: note contribution of terms 'eatwell' and 'guide'*
- Sub-line:
 - Which explanation of the eatwell guide is most helpful? What would be the ideal?
 - What does 'sustainable' mean?
 - Does this make any difference to overall understanding of the plate?
- Hydration:
 - What does it say about what you should drink?
 - Where do you get that from?
 - What does 'unsweetened' mean? *Understand if implies without sweetener vs without sugar. Would 'unsugared' be clearer?*
- Option 2 only: example of food label¹⁰:
 - Is this familiar?
 - What does it say?
 - Is this useful to cover in some way? Why? What would you like to understand from this/what is useful to people?
- Option 1 only: Total calories border:
 - What does this say?
 - How does it relate to the rest of the information on the page? *Moderator: note whether understand calorie guidance applies to each day*
- Option 1 only: Leaner, lower, less:
 - What does this say?
- **What questions do you have, if any? Anything that is not clear to you?**
 - Why that? What raised that? How much information do you need? Is there anything you think that the *plate* or *overall visual* or *other words* could tell you that would help?
- **Any other comments about the design?**
 - Is there anything you think could be better? Why? *Explore all spontaneous suggestions*

SHOW SECOND DESIGN AND EXPLORE COMPARATIVELY

- **Looking at this alternative design what, if anything, is better or not so good about it?**
- **Allow spontaneous ideas/thoughts to surface first and then probe as required to ensure full understanding:**
 - Segment labels:

¹⁰ Moderator note: Example is from a burger to demonstrate how labels work. Product would be removed on final design/adjusted to work as generic example

- Red, blue and yellow – which label options are preferred¹¹? Why?
- Any other suggestions for improvement?
- Segment messages:
 - Do you prefer more messages (one per segment) or less? Why?
 - Which are better of the red and yellow alternatives? Why?
- Purple segment/placement of treat foods outside of 'plate' or as a segment:
 - Which treatment of the purple segment is preferable in your view? Why?¹²
- 'Eatwell guide' name:
 - Any preferences for upper or lower case – do not probe but capture any spontaneous mention
- Sub-line:
 - Which explanation of the eatwell guide is most helpful? What would be the ideal?
- Inclusion of border:
 - How helpful is it to include this?
 - Anything else you would want to know? Why?
- Inclusion of example food label:
 - Is it helpful to address food labels in some way? Why? What is useful/what help are you looking for here?

Section 3: Summing up (5 mins)

Wrap up discussion with respondent preferences and recommendations:

BEARING IN MIND WHAT PLATE NEEDS TO SHOW FROM GOVERNMENT GUIDELINES, ASK RESPONDENTS TO IDENTIFY IDEAL PLATE (CAN BE ONE DESIGN OR HYBRID) AND EXPLAIN REASONS WHY THEY WOULD CHOOSE A DESIGN ELEMENT OR INCLUDE SOMETHING SPECIFIC

FINALLY, SHOW CURRENT PLATE TO UNDERSTAND IF THERE IS ANY FURTHER LEARNING FROM COMPARISON – ELEMENTS TO RETAIN OR CONSIDERATIONS FOR DESIGN

- If you were in charge of developing this plate, from all the things we've seen today, what would you decide to change/include/exclude
 - If possible, which of those would be MOST important? Why?
- Any questions at all?
- Anything else that springs to mind?
- What else would you want to support you / what would be useful to you?

Thank respondents & close

¹¹ Understand ideal order and use of terms 'starchy'

¹² Messaging take out from the different purple sections will be understood from detailed discussion earlier in the conversation (when respondents are being asked to explain everything the design is telling them). So we will understand variation by comparing take out between sessions and between designs. At this later point when discussing the 'ideal', we are asking them about preference so we could get a clear read on what messaging they would *prefer* in order to understand what they are 'hoping for' in terms of dietary guidance (e.g. endorsement of including high fat/sugar vs treating it as occasional). Responses will be considered in this light rather than as recommendations.