



**Research carried out by ScotPulse
for Jump Research (Food Standards Scotland - Vitamin D)
November 2020**

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- q5 Knowing these benefits now, how likely are you to consider taking a daily 10 microgram vitamin D supplement between October and March?
unweighted sample

Are you aware of the recommendation to consider taking a daily vitamin D supplement between October and March each year?

	Total		Male		Female		Age bands										Household							
							under 35		35-44		45-54		55-64		65+		1 person		2 person		3 person		4+ person	
Total	1465	100%	692	100%	773	100%	369	100%	226	100%	251	100%	271	100%	348	100%	241	100%	633	100%	301	100%	290	100%
Yes	893	61%	387	56%	506	65%	186	51%	124	55%	154	61%	178	66%	250	72%	161	67%	397	63%	169	56%	166	57%
No	572	39%	306	44%	267	35%	182	49%	102	45%	97	39%	93	34%	98	28%	79	33%	237	37%	132	44%	124	43%

Weight model: weighted

	Total		presence of children			social grade				Area						
			No children		With	ABC1		C2DE		W Central		E Central		North		
Total	1465	100%	1161	100%	304	100%	850	100%	615	100%	582	100%	427	100%	451	100%
Yes	893	61%	721	62%	172	57%	543	64%	349	57%	366	63%	257	60%	266	59%
No	572	39%	440	38%	132	43%	307	36%	266	43%	216	37%	170	40%	185	41%

How often, if at all, do you take a vitamin D supplement?

	Total		Male		Female		Age bands										Household							
							under 35		35-44		45-54		55-64		65+		1 person		2 person		3 person		4+ person	
Total	1465	100%	692	100%	773	100%	369	100%	226	100%	251	100%	271	100%	348	100%	241	100%	633	100%	301	100%	290	100%
Every day	451	31%	191	28%	261	34%	77	21%	44	19%	89	35%	97	36%	145	42%	83	35%	210	33%	83	28%	74	26%
Several times a week	92	6%	40	6%	51	7%	21	6%	20	9%	11	4%	13	5%	26	8%	23	10%	38	6%	19	6%	11	4%
Once a week	32	2%	17	2%	15	2%	13	4%	6	3%	2	1%	5	2%	6	2%	7	3%	11	2%	3	1%	11	4%
Every couple of weeks	15	1%	5	1%	10	1%	5	1%	3	1%	3	1%	0	0%	3	1%	3	1%	2	0%	1	0%	8	3%
Monthly	20	1%	13	2%	6	1%	10	3%	2	1%	2	1%	1	1%	4	1%	2	1%	7	1%	4	1%	7	2%
Never	853	58%	424	61%	429	56%	242	66%	151	67%	145	58%	152	56%	163	47%	122	51%	363	57%	189	63%	178	62%
Not Answered	4	0%	3	0%	1	0%	0	0%	0	0%	0	0%	3	1%	1	0%	0	0%	2	0%	1	0%	1	0%

Weight model: weighted

	Total		presence of children				social grade				Area						aware of vitamin D recommendation			
			No children		With children		ABC1		C2DE		W Central		E Central		North		Yes	No		
Total	1465	100%	1161	100%	304	100%	850	100%	615	100%	582	100%	427	100%	451	100%	893	100%	572	100%
Every day	451	31%	381	33%	70	23%	282	33%	169	28%	168	29%	125	29%	156	35%	406	45%	45	8%
Several times a week	92	6%	71	6%	21	7%	60	7%	31	5%	44	7%	25	6%	23	5%	80	9%	12	2%
Once a week	32	2%	22	2%	9	3%	14	2%	17	3%	12	2%	14	3%	6	1%	26	3%	6	1%
Every couple of weeks	15	1%	10	1%	4	1%	9	1%	6	1%	8	1%	3	1%	4	1%	15	2%	0	0%
Monthly	20	1%	16	1%	4	1%	12	1%	8	1%	13	2%	5	1%	2	0%	13	1%	6	1%
Never	853	58%	657	57%	195	64%	470	55%	383	62%	335	58%	255	60%	260	58%	352	39%	500	87%
Not Answered	4	0%	4	0%	0	0%	3	0%	1	0%	3	0%	1	0%	0	0%	1	0%	3	0%

Weight model: weighted

Why don't you take a daily vitamin D supplement?

Base: all who did not say they take a daily dose at q2

	Total		Male		Female		Age bands										Household							
							under 35		35-44		45-54		55-64		65+		1 person		2 person		3 person		4+ person	
Total	1015	100%	502	100%	513	100%	292	100%	182	100%	162	100%	175	100%	203	100%	157	100%	423	100%	218	100%	217	100%
I'm unaware of the recommended advice	297	29%	155	31%	142	28%	95	32%	62	34%	47	29%	48	28%	45	22%	37	24%	129	31%	70	32%	61	28%
I prefer to get vitamins from food	242	24%	141	28%	101	20%	58	20%	37	20%	44	27%	46	26%	57	28%	43	27%	108	25%	45	21%	46	21%
I forget	203	20%	82	16%	122	24%	84	29%	44	24%	34	21%	19	11%	22	11%	29	19%	68	16%	56	26%	51	23%
I don't see the need	185	18%	112	22%	73	14%	72	25%	21	12%	25	15%	34	19%	33	16%	25	16%	79	19%	35	16%	46	21%
I don't like taking supplements	99	10%	50	10%	49	10%	35	12%	11	6%	13	8%	15	8%	25	12%	16	10%	44	10%	23	10%	16	7%
I can't afford supplements	77	8%	39	8%	38	7%	20	7%	19	10%	13	8%	13	7%	11	6%	15	9%	24	6%	16	7%	22	10%
I'm confused by the recommended advice	36	4%	11	2%	25	5%	8	3%	7	4%	5	3%	7	4%	9	5%	6	4%	19	4%	8	3%	4	2%
I don't know where to buy them	19	2%	10	2%	9	2%	6	2%	6	3%	3	2%	2	1%	3	1%	2	1%	7	2%	6	3%	4	2%
Other, please state	92	9%	35	7%	57	11%	19	6%	12	7%	14	9%	19	11%	28	14%	21	13%	34	8%	21	10%	17	8%

Weight model: weighted

	Total		presence of children		social grade			Area						aware of vitamin D recommendation						
			No	With	ABC1	C2DE	W Central	E Central	North	Yes	No									
Total	1015	100%	781	100%	234	100%	568	100%	447	100%	415	100%	302	100%	295	100%	487	100%	527	100%
I'm unaware of the recommended advice	297	29%	234	30%	64	27%	154	27%	143	32%	108	26%	99	33%	91	31%	17	4%	279	53%
I prefer to get vitamins from food	242	24%	196	25%	46	20%	141	25%	101	23%	92	22%	81	27%	68	23%	136	28%	106	20%
I forget	203	20%	140	18%	63	27%	126	22%	77	17%	101	24%	52	17%	50	17%	160	33%	43	8%
I don't see the need	185	18%	145	19%	40	17%	108	19%	76	17%	69	17%	69	23%	46	16%	64	13%	121	23%
I don't like taking supplements	99	10%	79	10%	20	8%	57	10%	42	9%	34	8%	36	12%	29	10%	49	10%	50	9%
I can't afford supplements	77	8%	54	7%	23	10%	34	6%	43	10%	32	8%	18	6%	26	9%	40	8%	36	7%
I'm confused by the recommended advice	36	4%	30	4%	6	3%	19	3%	17	4%	19	4%	7	2%	10	4%	21	4%	15	3%
I don't know where to buy them	19	2%	14	2%	5	2%	8	1%	11	2%	8	2%	5	2%	6	2%	6	1%	13	2%
Other, please state	92	9%	71	9%	21	9%	45	8%	47	11%	35	9%	25	8%	31	10%	65	13%	27	5%

How many micrograms of vitamin D should you take as a daily supplement?

	Total		Male		Female		Age bands								Household									
	Total	100%	Total	100%	Total	100%	under 35		35-44		45-54		55-64		65+		1 person		2 person		3 person		4+ person	
Total	1465	100%	692	100%	773	100%	369	100%	226	100%	251	100%	271	100%	348	100%	241	100%	633	100%	301	100%	290	100%
No of micrograms of vitamin D (please type a number)	295	20%	117	17%	177	23%	65	18%	30	13%	56	22%	52	19%	93	27%	61	25%	146	23%	49	16%	39	14%
Don't know	1162	79%	569	82%	593	77%	304	82%	197	87%	195	78%	216	80%	250	72%	179	74%	481	76%	252	84%	250	86%
Not Answered	8	1%	6	1%	3	0%	0	0%	0	0%	1	0%	3	1%	5	1%	1	1%	6	1%	0	0%	1	0%

Weight model: weighted

	Total		presence of children				social grade				Area					
	Total	100%	No children		With		ABC1		C2DE		W Central		E Central		North	
Total	1465	100%	1161	100%	304	100%	850	100%	615	100%	582	100%	427	100%	451	100%
No of micrograms of vitamin D (please type a number)	295	20%	253	22%	42	14%	188	22%	107	17%	107	18%	79	18%	107	24%
Don't know	1162	79%	900	77%	262	86%	658	77%	504	82%	471	81%	345	81%	342	76%
Not Answered	8	1%	8	1%	0	0%	4	1%	4	1%	3	1%	3	1%	2	0%

	aware of vitamin D recommendation				frequency of taking a vitamin D supplement											
	Yes		No		Every day		Several		Once a		Every		Monthly		Never	
	Total	100%	Total	100%	Total	100%	Total	100%	Total	100%	Total	100%	Total	100%	Total	100%
Total	893	100%	572	100%	451	100%	92	100%	32	100%	15	100%	20	100%	853	100%
No of micrograms of vitamin D (please type a number)	267	30%	28	5%	203	45%	36	39%	1	3%	4	29%	0	0%	51	6%
Don't know	620	69%	542	95%	245	54%	56	61%	31	97%	10	71%	20	100%	797	94%
Not Answered	6	1%	3	0%	3	1%	0	0%	0	0%	0	0%	0	0%	5	1%

*No of micrograms: % specifying:

under 10	7%
10	27%
12-15	3%
20	5%
25	11%
40-50	5%
51-100	5%
101-399	3%
400	3%
500	3%
800	1%
1000	9%
2000-3000	2%
4000+	4%
other:	12%

According to Public Health Scotland, in Scotland we only get enough of the right kind of sunlight for our bodies to make vitamin D between April and September, mostly between 11am and 3pm. Taking a daily 10 microgram vitamin D supplement, particularly between October and March, supports bone and muscle health and reduces our risk of vitamin D deficiency.

Knowing these benefits now, how likely are you to consider taking a daily 10 microgram vitamin D supplement between October and March?

	Total		Male		Female		Age bands										Household							
							under 35	35-44	45-54	55-64	65+	1 person	2 person	3 person	4+ person									
Total	1465	100%	692	100%	773	100%	369	100%	226	100%	251	100%	271	100%	348	100%	241	100%	633	100%	301	100%	290	100%
Very likely	555	38%	233	34%	322	42%	90	24%	65	29%	109	43%	117	43%	174	50%	110	46%	249	39%	111	37%	84	29%
Likely	380	26%	172	25%	208	27%	119	32%	88	39%	61	24%	54	20%	59	17%	56	23%	152	24%	87	29%	85	29%
Neither likely nor unlikely	262	18%	131	19%	132	17%	87	24%	36	16%	40	16%	49	18%	51	15%	40	17%	111	17%	57	19%	55	19%
Unlikely	155	11%	84	12%	71	9%	45	12%	29	13%	18	7%	31	12%	31	9%	20	8%	70	11%	28	9%	38	13%
Very unlikely	110	8%	72	10%	38	5%	28	8%	9	4%	23	9%	20	8%	30	9%	14	6%	50	8%	18	6%	28	10%
Not Answered	2	0%	1	0%	1	0%	0	0%	0	0%	0	0%	0	0%	2	0%	0	0%	2	0%	0	0%	0	0%

Weight model: weighted

	Total		presence of children				social grade				Area					
			No children	With	ABC1	C2DE	W Central	E Central	North							
Total	1465	100%	1161	100%	304	100%	850	100%	615	100%	582	100%	427	100%	451	100%
Very likely	555	38%	462	40%	92	30%	334	39%	221	36%	219	38%	161	38%	171	38%
Likely	380	26%	287	25%	94	31%	232	27%	148	24%	159	27%	96	22%	125	28%
Neither likely nor unlikely	262	18%	206	18%	56	18%	137	16%	125	20%	97	17%	94	22%	71	16%
Unlikely	155	11%	112	10%	43	14%	83	10%	72	12%	53	9%	43	10%	60	13%
Very unlikely	110	8%	91	8%	19	6%	62	7%	48	8%	54	9%	33	8%	24	5%
Not Answered	2	0%	2	0%	0	0%	2	0%	0	0%	0	0%	1	0%	1	0%

	Total		aware of vitamin D recommendation				frequency of taking a vitamin D supplement											
			Yes	No	Every day	Several	Once a	Every	Monthly	Never								
Total	1465	100%	893	100%	572	100%	451	100%	92	100%	32	100%	15	100%	20	100%	853	100%
Very likely	555	38%	466	52%	89	16%	401	89%	42	46%	11	34%	3	19%	6	33%	92	11%
Likely	380	26%	193	22%	187	33%	30	7%	39	42%	12	37%	9	63%	11	54%	279	33%
Neither likely nor unlikely	262	18%	124	14%	138	24%	17	4%	10	10%	8	26%	2	13%	2	10%	223	26%
Unlikely	155	11%	59	7%	97	17%	3	1%	0	0%	1	3%	1	4%	0	0%	150	18%
Very unlikely	110	8%	49	6%	61	11%	0	0%	1	1%	0	0%	0	0%	0	0%	108	13%
Not Answered	2	0%	2	0%	0	0%	1	0%	0	0%	0	0%	0	0%	1	3%	0	0%

Weight model: weighted

Unweighted sample

	count	%
Total	1466	100%
Male	602	41%
Female	864	59%
Age bands		
under 35	173	12%
35-44	166	11%
45-54	279	19%
55-64	428	29%
65+	420	29%
Household		
1 person	266	18%
2 person	690	47%
3 person	270	18%
4+ person	240	16%
presence of children		
No children	1214	83%
With children	252	17%
social grade		
ABC1	838	57%
C2DE	628	43%
Area		
W Central	589	40%
E Central	417	29%
North	454	31%

Fieldwork:

18-20 November 2020

Results weighted to reflect Scottish adult population by gender and age



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Why don't you take a daily vitamin D supplement? Other please state:

Male under 45	female under 45	Male over 45	Female over 45
There's no need to take every day, only twice a week.	I said that I take it several times a week	Out in daylight every day	take others
Can't take vitamin tablets with medication I am on	I never remember about vitamins	I'm a redhead and we convert sunlight to vitamin D far easier than other people people.	Plenty of vitamin D from being outside
Work outside	I just don't do it no reason why not	Confident I don't need them.	i do
Not been told to by Dr	I don't take any tablets at all	Never really considered whether I should or should not	Spend a lot of time in the sun in winter
	Red heads are proven to not need vitamin D supplements as they can produce internal vitamin D without sunlight.	I take a fish oil supplement	In Scotland we should all take vit d just after the war the public were given it by the government but they stopped it because of cost and was never recommended to the public
	I was diagnosed with low vitamin d and prescribed tablets that were supposed to help. All it did was give me the most awful bloating. I looked PREGNANT and I didn't even feel better.	This is just another way to get me to pay for my own health, if we all do it the manufacturer gets rich. If it's government advice and actually is beneficial to health it should be provided from central government funds.	I am outside every day
	I just haven't done it	I do take them	If I take daily, I feel nauseous
	It's in the multivitamin I take	I am taking several other supplements	I do take vitamin d as part of multivitamins
	I do take	I work outside and get all the vitamin D I need	The recommended daily dose isn't high enough to provide any real difference to health.
	Never taken them	Not needed	Take a multivitamin tablet daily
	Can swallow pills	Because my dose is double the recommended	I normally try to go on holiday during the recommended time period
		Makes you more constipated if you have problems in that area. Not for everyone— so please do not advertise that it is!	
	I just go for a walk	Just never thought about this	use sunbeds
	Immuno compromised		Don't think about it
	I already take multivitamins	Spend as much time out in the sun as possible	I take Multivitamins and iron
		I take a complete multi vitamins every 2 days	Contraindicated by a medical condition.
		Supply at aldi is inconsistent	I have red hair and blue/white skin. I can make Vitamin D easily.
		I eat a balanced diet and am outside on a regular basis so see no need for supplements.	i haven't got round to it
		I don't know if my medication is compatible	Other medication
		I already have a prescription for a monthly tablet.	Have only just become aware of this
		I understand they are not necessary with a balanced diet	Unsure of dose and if it affects prescription medicines
		I take it	Had my level checked and it was fine
		I work outside, so hopefully get enough	I don't always take it on days I'm going to be out for a while, as my body can top up itself
		I take them	Daily multi vitamins

Why don't you take a daily vitamin D supplement? Other please state:

Male under 45	female under 45	Male over 45	Female over 45
		i am in good health	Had a reaction to multivitamins
		Best to get Vit D from sunlight	i take enough meds already!
		I work outside so don't see the need	At the moment I feel the supplement i take is quite a high dosage so I take it every 2nd day
		I do take them.	Was unaware but will buy supplements now
		n/a	Just never occurred to me to take any
			I am in Spain enough to get mine naturally
			I regularly use a sunbed
			Blood test shows Vit D in normal range therefore supplement unnecessary
			I do take it n have don't so b4 covid
			I don't always have money to buy
			I am on immunosuppressant medication and I can't take supplements in case it effects my blood tests.
			Lots of time outdoors
			Recently advised vitamin D will be supplied by NHS for people shielding
			I work outside everyday and get plenty of sunshine and daylight to build up my vitamin D
			my doctor said it was not necessary
			Know should take, but have not bought any
			I like to get it from sunshine if I can
			Vitamin D is already a component of my other medication and I was told I don't need any extra.
			I take Multi Vitamins
			Currently in sunny Oz!
			Only read it last week
			I checked my vitamin D level, it is normal, & I do not need supplements
			High liquid dose once a month
			sunshine is a tonic
			havent got a clue why I do not take them
			Included in my a to z multi vitamin