****

**Thank you for your interest in the Sweet Talk questionnaire! ☺**

**Please click next to read the Participant Information Sheet.**

**Participant Information Sheet**

*To be inserted after ethics approval.*

**Consent to Participate**

* I confirm that I have read and understood the information provided.
* I agree to take part in the study on the basis set out in the Information Sheet.

*(validation: unable to proceed unless both boxes are checked)*

**Before we proceed, please answer the following questions:**

**Age: \_\_\_\_\_**

*(validation: unable to proceed unless age 18 or above)*

**Number of years residing in the UK: \_\_\_\_\_**

*(validation: unable to proceed unless 1 year or above)*

*🡪 If pass criteria, will proceed to start questionnaire.*

**Introduction**

In this questionnaire, you will be asked on your intake of certain foods.

You will also be asked questions on ‘sweet foods’ ‘sugar’, ‘sugars’ and ‘sweeteners’. Please read the following definitions. **Importantly, there is a distinction between ‘sugar’ in singular form and ‘sugarS’ in plural form.** These definitions will be listed at the bottom of each page for your reference.

The term ‘sweet foods’ refers to all sweet-tasting foods, including fruits, sweet biscuits, cereals, spreads, confectionery, pastries, ice-cream etc, regardless of whether these are sweetened naturally, sweetened with sugar or sweetened with sweeteners.

The term ‘sugar’ refers to “regular” table sugar, i.e. sucrose. This may take the form of sugar grain/crystal, sugar cube, sugar sachet or sugar stick.

The term ‘sugar**S**’ refers to both ‘sugar’ and the sugars present in honey, syrups, unsweetened fruit juices and fruit juice concentrates. This excludes sugar from intact fruits and vegetables.

The term ‘sweeteners’ refers to low or no calorie sweeteners that are used in place of sugar in many foods and drinks as a reduced or no calorie alternative. For example, sucralose used in Splenda, stevia leaf extract used in Truvia, aspartame used in Canderel etc. This excludes honey and syrup.

Finally, you will be asked to provide some basic information such as gender, height, weight, ethnicity etc.

**Please complete the questions as honestly and as accurately as you can ☺**

**There are no right or wrong answers – we are interested purely in your opinions!**

*1 (https://www.sugar.org/sugar/sugars/)*

*2 (https://www.who.int/mediacentre/news/releases/2015/sugar-guideline/en/)*

*3 (https://www.sweeteners.org/category/11/sweeteners/54/what-are-low-calorie-sweeteners)*

**Food Questions**

The following questions ask about some foods & drinks you might have during a ‘typical’ week, over the past month or so. Do not be concerned if some things you eat or drink are not mentioned.

**1. Please select how often you add at least one portion of SUGAR into the following foods / drinks: (a portion includes: one cube, one teaspoon, one sachet).**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Rarely or never | Less than 1 a Week | Once a Week | 2-3 times a Week | 4-6 times a Week | 1-2 times a Day | 3-4 times a Day | 5+ a Day |
| Coffee | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Tea | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Homecooked Dishes | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |

**2. Please select how often you add at least one portion of HONEY into the following foods / drinks: (a portion includes: one tablespoon, one pump/squeeze the size of your thumb).**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Rarely or never | Less than 1 a Week | Once a Week | 2-3 times a Week | 4-6 times a Week | 1-2 times a Day | 3-4 times a Day | 5+ a Day |
| Coffee | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Tea | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Homecooked Dishes | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |

**3. Please select how often you add at least one portion of SWEETENER into the following foods / drinks: (a portion includes: one sachet, one tablet, one teaspoon, one pump/squeeze the size of your fingertip).**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Rarely or never | Less than 1 a Week | Once a Week | 2-3 times a Week | 4-6 times a Week | 1-2 times a Day | 3-4 times a Day | 5+ a Day |
| Coffee | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Tea | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Homecooked Dishes | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |

**4. Please select how often you eat at least ONE portion of the following foods & drinks:**

**(a portion includes: a piece of scone, a biscuit, a scoop of ice-cream, a glass of pop etc).**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Rarely or never | Less than 1 a Week | Once a Week | 2-3 times a Week | 4-6 times a Week | 1-2 times a Day | 3-4 times a Day | 5+ a Day |
| Biscuits  e.g. cereal bars, toaster pastries (Pop Tarts), gluten free biscuits. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Breakfast Cereal  e.g. ready to eat cereals, granola, muesli, porridge oats. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Cakes & Morning Goods  e.g. cake bars and slices, American muffins, flapjacks, Swiss rolls, croissants, crumpets, English muffins, pancakes, buns, teacakes, scones, waffles, Danish pastries, fruit loaves, bagels. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Chocolate & Sweet Confectionery (**not** sugar free or diet)  e.g. chocolate bars, filled bars, assortments, seasonal chocolate, all sweets except sugar-free sweets/ chewing gum. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Chocolate & Sweet Confectionery (sugar free or diet)  e.g. carob, diabetic and low-calorie chocolate, all sugar-free sweets/ chewing gum. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Ice Cream, Lollies & Sorbets (**not** sugar free or diet)  e.g. dairy and non-dairy, choc ices, arctic roll. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Ice Cream, Lollies & Sorbets (sugar free or diet)  e.g. sugar-free or diet versions of dairy and non-dairy, choc ices, arctic roll. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Puddings  e.g. canned, chilled, frozen puddings. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Sweet Spreads & Sauces  e.g. confectionery branded chocolate spreads, peanut butter, flavoured peanut butter, almond butter, cashew butter, coulis, compotes, cream-based toppings, brandy sauce. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Yogurts (**not** sugar free or diet)  e.g. sugar-sweetened dairy yogurt, fromage frais products, soya, goat sheep products except natural yogurt and unsweetened yogurt or fromage frais. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Yogurts (sugar free or diet)  e.g. artificially-sweetened or diet dairy yogurt, fromage frais products, soya, goat sheep products. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Fruit juice & Smoothies  e.g. unsweetened fresh fruit juice, fruit concentrate, unsweetened smoothies. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Non-alcoholic fizzy drinks/pop (**not** sugar free or diet)  e.g. coke, Lucozade. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Non-alcoholic fizzy drinks/pop (sugar free or diet)  e.g. diet coke, diet lemonade. | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |

References

Q1-3 adapted from: Gosadi, Alamri, Saleh, Almutairi, Batais and Alamri (2020) *Saudi Journal of Biological Sciences.*

Q4 adapted from: Public Health England (2017) Technical Report on Sugar Reduction: Achieving the 20%.

End of Block: Food Questions

Start of Block: Attitudes Questions

Q9 People are too concerned about cutting down on sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q10 People are too concerned about cutting down on sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q11 People are too concerned about cutting down on sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q12 I feel indifferent towards sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q13 I feel indifferent towards sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q14 I feel indifferent towards sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q15 Adding sugar in food products is unnecessary.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q16 Adding sweeteners in food products is unnecessary.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q17 Sweet taste is physically addictive.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q18 Sugar is physically addictive.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q19 Sweeteners are physically addictive.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q20 Sugar is not as bad as fat for your health.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q21 Sweeteners are not as bad as fat for your health.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q22 Sugar is worse for your health than salt.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q23 Sweeteners are worse for your health than salt.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q24 My health or body image will determine whether I modify my sweet foods intake or not.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q25 My health or body image will determine whether I modify my sugar intake or not.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q26 My health or body image will determine whether I modify my sweeteners intake or not.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q27 Only people with obesity or diabetes need to modify their sweet foods intake.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q28 Only people with obesity or diabetes need to modify their sugar intake.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q29 Only people with obesity or diabetes need to modify their sweeteners intake.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q30 Desire or need for sweet foods changes with age.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q31 Desire or need for sugar changes with age.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q32 Desire or need for sweeteners changes with age.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q33 I want to reduce my intake of sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q34 I want to reduce my intake of sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q35 I want to reduce my intake of sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q36 I tend to crave sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q37 I tend to crave sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q38 I tend to crave sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q39  I put little or no thought into my consumption of sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q40  I put little or no thought into my consumption of sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q41  I put little or no thought into my consumption of sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q42 My choice and/or consumption of sugars depends on how much knowledge I have on them.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q43 My choice and/or consumption of sweeteners depends on how much knowledge I have on them.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q44 It is my responsibility to choose and to eat the right amounts of sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q45 It is my responsibility to choose and to eat the right amounts of sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q46 It is my responsibility to choose and to eat the right amounts of sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q47 When I consume sweet foods, I balance out my diet through exercising and/or eating other healthy foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q48 When I consume sugars, I balance out my diet through exercising and/or eating other healthy foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q49 When I consume sweeteners, I balance out my diet through exercising and/or eating other healthy foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q50  I feel guilty whenever I consume sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q51 I feel guilty whenever I consume sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q52  I feel guilty whenever I consume sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q53  I feel motivated to reduce my intake of sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q54 I feel motivated to reduce my intake of sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q55  I feel motivated to reduce my intake of sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q56 The manufacturers are to blame for the amount of sugar in food these days.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q57 The manufacturers are to blame for the amount of sweeteners in food these days.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q58  The food environment hinders me from reducing my intake of sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q59  The food environment hinders me from reducing my intake of sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q60  The food environment hinders me from reducing my intake of sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q61 The people that I am with (family, friends, colleagues) influence my intake of sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q62 The people that I am with (family, friends, colleagues) influence my intake of sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q63 The people that I am with (family, friends, colleagues) influence my intake of sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q64  Governing bodies are responsible for the influence of sweet foods on people's health.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q65  Governing bodies are responsible for the influence of sugars on people's health.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q66  Governing bodies are responsible for the influence of sweeteners on people's health.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q67 The current recommendations on sugars intake are realistic.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q68 I am distrustful of what goes into sweet food products these days.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q69 Labels are misleading and deceptive.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q70  I know where to find credible information on sweet foods.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q71 I know where to find credible information on sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q72  I know where to find credible information on sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q73  I am able to state what is the recommended intake of sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q74  I know what strategies or policies have been put in place to reduce sugar consumption in the UK.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q75 There is "good" versus "bad" sugar.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q76 There are "good" versus "bad" sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q77 Unsweetened fruit juices are healthy sources of sugars.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q78 Sugar intake increases risk for cancer.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q79 Sweeteners intake increases risk for cancer.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q80  I know how to replace sugar with sweeteners in cooking and/or baking.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q81 If someone asks me, “what is sugar?”, I am able to explain to him/her.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q82 If someone asks me, “what are sweeteners?”, I am able to explain to him/her.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q83 I can consume more sweet foods if they are made from sweeteners than from sugar.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q84  I do not know whether to consume sugar or sweeteners.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q85  It is impossible to completely eliminate sweet foods out of my diet.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q86  It is impossible to completely eliminate sugar out of my diet.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q87  It is impossible to completely eliminate sweeteners out of my diet.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q88  I categorise my intake of sweet foods into “special” and “normal”.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q89 I only consume sweet foods during special occasions.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q90 I only consume sugars during special occasions.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q91 I only consume sweeteners during special occasions.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q92 The presence or absence of sweet foods in my diet influences my mood.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q93 The presence or absence of sugars in my diet influences my mood.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q94 The presence or absence of sweeteners in my diet influences my mood.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q95  I would rather be bigger in size and happy, than restrict myself and be sad.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q96 Drag and re-arrange the following, according to their importance to you in deciding your choice of a sweet food.   
The top will be ranked as the most important, while the bottom will be ranked as the least important.

\_\_\_\_\_\_ Cost (1)

\_\_\_\_\_\_ Health (2)

\_\_\_\_\_\_ Pleasure (3)

\_\_\_\_\_\_ Taste (4)

\_\_\_\_\_\_ Presentation (5)

Q97 All sugar is dug out from sugar mines at least 50-metres deep.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

Q98 All sugar comes from the sea.

* Strongly agree (1)
* Somewhat agree (2)
* Neither agree nor disagree (3)
* Somewhat disagree (4)
* Strongly disagree (5)

**Demographics Questions**

You will now answer a few questions about yourself.

**Gender:**

*We use this information to better understand the profile of our participants.*

* Male
* Female
* Non-Binary
* Prefer not to say

**Height**:

* Feet \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Inches \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Cm \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Weight**:

* Stones \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pounds \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Kilograms \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Are you currently suffering from any serious health condition which you feel influences your eating and food intake choice? (e.g. diabetes)**

* Yes (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* No

**Do you have intolerances or allergies to foods (especially sugar, sweetener, wheat, gluten, rice, cereal and fruits)?**

* Yes (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* No

**Choose one option that best describes your ethnic group or background:**

*We use this information to better understand the profile of our participants.*

*This question is developed by the GOV.UK Design System team.*

[*https://design-system.service.gov.uk/patterns/ethnic-group/*](https://design-system.service.gov.uk/patterns/ethnic-group/)

1. English/Welsh/Scottish/Northern Irish/British

2. Irish

3. Gypsy or Irish Traveller

4. Any other White background, please describe

5. White and Black Caribbean

6. White and Black African

7. White and Asian

8. Any other Mixed/Multiple ethnic background, please describe

9. Indian

10. Pakistani

11. Bangladeshi

12. Chinese

13. Any other Asian background, please describe

14. African

15. Caribbean

16. Any other Black/African/Caribbean background, please describe

17. Arab

18. Any other ethnic group, please describe

19. Prefer not to say

**What is the highest degree or level of school you have completed?**

*We use this information to better understand the profile of our participants.*

*This question is adapted from the Office for National Statistics.*

[*https://www.ons.gov.uk/methodology*](https://www.ons.gov.uk/methodology)

o No formal qualifications  
o O-Levels, GCSEs or equivalent  
o A Levels, college diploma or equivalent   
o University degree

o Post-graduate degree or higher

o Vocational or other qualifications   
o Prefer not to say

**Occupation: please tick one box to show which best describes the sort of work you do. If you are not working now, kindly tick a box to show what you did in your last job.**

*We use this information to better understand the profile of our participants.*

*This question is adapted from the National Statistics Socio-economic classification (NS-SEC).*

[*https://www.ons.gov.uk/methodology/classificationsandstandards/otherclassifications/thenationalstatisticssocioeconomicclassificationnssecrebasedonsoc2010*](https://www.ons.gov.uk/methodology/classificationsandstandards/otherclassifications/thenationalstatisticssocioeconomicclassificationnssecrebasedonsoc2010)

* Managerial, administrative and professional occupations:  
  teacher – nurse – physiotherapist – social worker – welfare officer – artist– musician – police officer (sergeant or above) – software designer – accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer– finance manager – chief executive – office manager – retail manager – bank manager – restaurant manager – warehouse manager – publican
* Intermediate occupations:  
  non-manager or non-supervisor in secretary – personal assistant – clerical worker – office clerk – call centre agent – nursing auxiliary – nursery nurse
* Small employers and own account workers:  
  small organisations or self-employed
* Lower supervisory and technical occupations:  
  supervisor of motor mechanic – fitter – inspector – plumber – printer – tool maker – electrician – gardener – train driver – postal worker – machine operative – security guard – caretaker – farm worker – catering assistant – receptionist – sales assistant – HGV driver – van driver – cleaner – porter – packer – sewing machinist – messenger – labourer – waiter/waitress – bar staff
* Semi-routine and routine occupations:  
  non manager non supervisor as postal worker – machine operative – security guard – caretaker – farm worker – catering assistant – receptionist – sales assistant – HGV driver – van driver – cleaner – porter – packer – sewing machinist – messenger – labourer – waiter/waitress – bar staff