

ResponseId  
Response ID

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- 40

Q1 a)

How often do you typically consume: Beef: roast, steak, mince, stew, casserole or slices

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	2
	3
	2
	6
	2
	1
	4
	3
	4
	2
	4
	3
	3
	3
	1
	4
	4
	4
	2
	3
	4
	2
	3
	3
	3
	2
	1
	4
	2
	2
	3

Q1 a) Frequency scores	Q1 b) How often do you typically consume: Beef burgers	Q1 b) Frequency scores
0.14	1	0
0.14	2	0.07
0.25	2	0.07
0.25	3	0.14
0.07	2	0.07
0.14	2	0.07
0.25	4	0.25
0.25	2	0.07
0.25	2	0.07
0.07	4	0.25
0.14	4	0.25
0.07	3	0.14
2	3	0.14
0.07	1	0
0	2	0.07
0.25	2	0.07
0.14	2	0.07
0.25	1	0
0.07	1	0
0.25	2	0.07
0.14	1	0
0.14	1	0
0.14	2	0.07
0	1	0
0.25	1	0
0.25	4	0.25
0.25	1	0
0.07	3	0.14
0.14	1	0
0.25	1	0
0.07	2	0.07
0.14	1	0
0.14	2	0.07
0.14	2	0.07
0.07	1	0
0	1	0
0.25	1	0
0.07	1	0
0.07	2	0.07
0.14	2	0.07

Q1 c) How often do you typically consume: Pork: roast, chops, stew or slices	Q1 c) Frequency scores
	3 0.14
	3 0.14
	3 0.14
	2 0.07
	1 0
	1 0
	2 0.07
	2 0.07
	3 0.14
	2 0.07
	2 0.07
	1 0
	2 0.07
	1 0
	1 0
	2 0.07
	1 0
	1 0
	1 0
	2 0.07
	1 0
	1 0
	1 0
	4 0.25
	3 0.14
	2 0.07
	2 0.07
	3 0.14
	1 0
	3 0.14
	1 0
	1 0
	2 0.07
	2 0.07
	2 0.07
	3 0.14
	1 0
	1 0
	1 0
	2 0.07

Q1 d) How often do you typically consume: Lamb: roast, chops, stew	Q1 d) Frequency scores
	1 0
	1 0
	2 0.07
	1 0
	2 0.07
	1 0
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	1 0
	1 0
	1 0
	1 0
	2 0.07
	1 0
	1 0
	1 0
	2 0.07
	1 0
	1 0
	1 0
	2 0.07
	2 0.07
	2 0.07
	1 0
	1 0
	3 0.14
	1 0
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	1 0
	1 0
	1 0
	2 0.07
	1 0



Q1 f)	Q1 f)
How often do you typically consume: Bacon	Frequency scores
	1 0
	3 0.14
	3 0.14
	3 0.14
	2 0.07
	2 0.07
	3 0.14
	3 0.14
	2 0.07
	2 0.07
	4 0.25
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	3 0.14
	3 0.14
	1 0
	2 0.07
	4 0.25
	2 0.07
	3 0.14
	4 0.25
	1 0
	3 0.14
	2 0.07
	1 0
	4 0.25
	2 0.07
	1 0
	2 0.07
	3 0.14
	2 0.07
	1 0
	2 0.07
	2 0.07
	1 0
	2 0.07
	2 0.07

Q1 g) How often do you typically consume: Ham	Q1 g) Frequency scores
	4 0.25
	4 0.25
	4 0.25
	3 0.14
	2 0.07
	4 0.25
	4 0.25
	1 0
	3 0.14
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	3 0.14
	3 0.14
	3 0.14
	1 0
	4 0.25
	4 0.25
	2 0.07
	4 0.25
	2 0.07
	1 0
	4 0.25
	1 0
	3 0.14
	2 0.07
	2 0.07
	1 0
	4 0.25
	1 0
	4 0.25
	1 0
	2 0.07
	4 0.25
	3 0.14
	2 0.07
	2 0.07



Q1 h)	Q1 h)	
How often do you typically consume: Corned beef, Spam, luncheon meats	Frequency scores	
	1	0
	2	0.07
	3	0.14
	1	0
	1	0
	1	0
	1	0
	1	0
	1	0
	1	0
	1	0
	1	0
	3	0.14
	1	0
	2	0.07
	1	0
	1	0
	1	0
	1	0
	1	0
	1	0
	1	0
	2	0.07
	1	0
	1	0
	1	0
	2	0.07
	1	0
	2	0.07
	1	0
	1	0
	1	0
	1	0
	2	0.07
	2	0.07
	1	0
	1	0
	1	0
	1	0
	2	0.07
	2	0.07
	1	0
	1	0
	1	0

Q1 i) How often do you typically consume: Sausages	Q1 i) Frequency scores
	1 0
	1 0
	2 0.07
	1 0
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	2 0.07
	4 0.25
	3 0.14
	1 0
	2 0.07
	2 0.07
	3 0.14
	3 0.14
	3 0.14
	2 0.07
	2 0.07
	3 0.14
	1 0
	4 0.25
	4 0.25
	2 0.07
	2 0.07
	2 0.07
	3 0.14
	2 0.07
	2 0.07
	1 0
	3 0.14
	2 0.07
	3 0.14
	1 0
	1 0
	2 0.07
	2 0.07
	2 0.07
	2 0.07

Q1 j)

How often you typically consume: Savoury pies, e.g. pork pie, pasties, steak pie, sausage rolls

	1
	1
	2
	2
	2
	1
	3
	1
	2
	2
	4
	2
	3
	2
	1
	1
	2
	2
	1
	2
	4
	2
	1
	4
	1
	1
	2
	3
	1
	2
	2
	4
	1
	1
	2
	2
	2
	2

Q1 j)	Q2 a)
Frequency scores	Health concerns put me off eating red meat more often
0	5
0	3
0.07	7
0.07	2
0.07	7
0	6
0.14	6
0	7
0.07	4
0.07	6
0.25	5
0.07	6
0.14	6
0.07	4
0	2
0	6
0.07	7
0	6
0	6
0.07	2
0.07	2
0.07	5
0.25	3
0.07	6
0	6
0.25	6
0	2
0	3
0.07	3
0.14	1
0	2
0.07	6
0.07	6
0.25	3
0	7
0	4
0.07	7
0.07	3
0.07	2
0.07	2

Q2 b)

Health concerns put me off eating processed meat more often

2

3

4

2

7

6

6

1

4

6

4

6

5

2

2

6

2

6

1

2

2

5

1

1

1

6

2

4

2

1

2

2

4

3

7

4

7

2

2

2

Q2 c)

The potential cancer risks of red and processed meat are a greater concern to me now than in the past

	3
	2
	6
	1
	7
	6
	6
	7
	3
	6
	3
	6
	6
	3
	1
	3
	4
	6
	3
	2
	2
	3
	2
	7
	4
	6
	2
	3
	3
	1
	2
	3
	6
	4
	7
	4
	7
	5
	3
	2

Q3 a)

How important is the following health message to you?: - Red and processed meat increases risk of c

	3
	4
	1
	5
	2
	1
	1
	1
	3
	2
	4
	2
	3
	3
	4
	3
	3
	1
	4
	5
	2
	2
	3
	3
	1
	1
	4
	3
	3
	4
	4
	1
	2
	2
	0
	1
	4
	5
	3
	4

Q3 b)

How important is the following health messages to you?: Smoking increases risk of cancer

	5
	5
	4
	5
	5
	4
	3
	5
	5
	5
	5
	4
	0
	4
	5
	5
	5
	4
	5
	5
	0
	5
	5
	5
	3
	3
	5
	4
	5
	5
	5
	3
	0
	4
	4
	5
	5
	5



Q3 c)

How important is the following health message to you?: Drinking alcohol increases risk of cancer

	4
	3
	3
	5
	4
	1
	3
	0
	3
	3
	1
	2
	3
	2
	4
	4
	3
	2
	5
	5
	3
	3
	3
	0
	3
	0
	3
	3
	4
	3
	3
	2
	1
	1
	0
	3
	0
	5
	4
	4

Q3 d)

How important is the following health message to you?: Eating a healthy balanced diet reduces risk c

	4
	5
	3
	5
	4
	4
	4
	4
	4
	5
	4
	3
	2
	3
	4
	5
	5
	2
	5
	5
	2
	5
	4
	4
	5
	0
	5
	3
	4
	3
	5
	4
	4
	4
	5
	3
	2
	5
	3
	5
	5
	5
	5

Q4 a)

Has your intake of red and/or processed meat changed at all in light of finding out about related hea

1

1

2

1

1

2

2

2

2

2

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3

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3

1

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1

1

1

3

3

2

2

2

2

2

2

1

1

Q4 b)

Briefly explain: How has your intake changed and how did you find out about related health risks?

I tend to try to eat less processed red meats now as a result of reading about potential links between their consumption and colorectal cancer. I try to eat less processed meat in my sandwiches for work and eat a balanced diet. On the television,

I'm a chef, I cook all of the above but rarely eat them

Carrying out this questionnaire

I studied genetics at university a few years ago and when we talked about genetic risks of colorectal cancer, we

I now eat less processed meat

My partner told me about the increased health risks and we have changed our diets since to eat less.

Eat more fish and chicken, partly because of Husbands health

Growing up I would eat steak 3-4 times a week, after learning about health problems related to eating too much red meat I definitely eat less processed meat, but I don't tend to eat less Red meat. I do try not to eat it too much though I would more often eat red meat until finding out it was high in saturated fats and could increase the risk of colorectal cancer.

From talking to peers and reading articles I now eat more vegetarian and fish dishes

I try and choose white meat and fish more often. I found out about related health risks through the media - e.g. news, TV, etc.

Q4 b)

Themes

Decreased processed meat, Media

Decreased processed meat, Media

Questionnaire

Decreased red meat, University

Decreased processed meat

Alternatives, Family

Alternatives

Decreased red meat

Decreased processed meat

Decreased red meat

Alternatives, media

Alternatives, media

Q5 a)

Do you feel that limiting your intake of red and processed meat would be difficult?

	2
	2
	1
	5
	4
	4
	4
	4
	4
	4
	5
	5
	3
	4
	2
	5
	4
	1
	5
	3
	4
	4
	3
	5
	2
	5
	4
	5
	5
	4
	4
	4
	4
	4
	4
	5
	4
	4
	5
	5
	2

Q5 b)

If yes, why?

I like the taste and it tends to be more calorie dense than white meats which is beneficial to me  
It would just take a bit of adjustment as I have had this diet for so long.

A meal is not complete without meat

I enjoy the taste of it so would miss it from my diet.

Its a strong part of my everyday diet

Reduces meat options reducing variation in weekly meals

Because of household preference for red and processed meat.

Q5 b)

Themes

Taste, nutrition

Dietary norm

Dietary norm

Taste

Dietary norm

Dietary norm

Dietary norm



Q6 a)

Do family and/or friends have an impact on your intake of red and processed meat?

2  
2  
3  
1  
3  
4  
3  
2  
3  
4  
2  
4  
5  
5  
4  
5  
5  
2  
4  
1  
5  
5  
5  
4  
5  
5  
4  
4  
4  
5  
4  
4  
4  
2  
1  
5  
4  
4  
1  
2  
1

Q6 b)

If yes, explain:

Family events could affect my consumption e.g. if I went to a barbeque for example I would probably eat what they like to eat does influence my food choices.

I live with a vegan, rarely cook meat at home

italian family so salami and red meats are base of most meals

I don't cook all of my meals. Some are cooked by my mom or work colleague

Cause mummy cooks the meals

Family sometimes cook for me and know I like red meat so just cook it without asking if I want it or not

My girlfriend is a vegetarian. Therefore I eat less red and processed meat when sharing meals.

Family meals tend to have red meat

my partner likes to eat a lot of red and processed meat so I tend to eat more of what he eats as we live

Q6 b)

Themes

Events

Household diet

Household diet

Culture

Family cooking

Family cooking

Family cooking

Household diet

Family cooking

Household diet

Q7

In your opinion, what would help you to eat less red and processed meat? - Selected Choice/s

1,2,3,4,5

1,2,5

1

3,5

1,2,3,4,5

1

5

5

3

5

1,2

1

1,2

1

1,2,3,5

1

3

1

5

1

3,5

1,2,3,4,5

1,3,5

3

1

2,4,5

5

3,4,5

1

5

1

1,4

1,6

1

6

1

2,4

1,4,5,6

5

1,5

Q7 - Other answers

In your opinion, what would help you to eat less red and processed meat? - Other (Please specify)

[Empty text input area]

A healthier substitute that tastes exactly the same

nothing

Documentary

Q7 - Other answers Themes	Q8 Your gender:	Q9 Your age:
	1	1
	2	5
	1	2
	1	3
	2	2
	2	1
	1	5
	2	2
	2	1
	1	3
	2	1
	2	2
	1	1
	2	2
	2	2
	1	2
	2	2
	1	1
	2	3
	1	2
	2	2
	2	2
	1	2
	2	1
	1	2
	1	2
	2	7
	2	2
	1	1
	1	3
	2	1
	2	1
Meat substitute	1	2
	1	2
Nothing	1	4
	1	4
	2	3
Documentary	1	2
	1	2
	2	2