

# Fashion, Food and Music preference survey

This document shows the names of item variables relating to each question, and the value coding used for responses.

Variable names and value codes are shown in this red font. Value coding, and other explanations, are shown in brackets.

## Background information

### 1. What is your height?

Centimetres

OR Feet and Inches

OR Inches

**rcfbghtcm1/2** (all units converted to centimetres)

### 2. What is your current weight (approximately)?

Kilograms

OR Stones and pounds

OR Pounds

**rcfbgwtkg1/2** (all units converted to kilograms)

### 3. How would you describe your current weight? **rcfbgwtds1/2**

Very underweight [1]

Underweight [2]

About the right weight [3]

Somewhat overweight [4]

Very overweight [5]

Obese [6]

In the context of this research, a 'fashion conscious' person is an individual interested in the latest fashions and in wearing fashionable clothing.

### 4. Would you consider yourself a fashion conscious person? **rcfbgfasc1/2**

Not at all [0]

Not really [1]

Neutral [2]

Somewhat [3]

Very much [4]

A 'music conscious' person can be defined as an individual who is very aware of music styles and their perception of their personal thoughts/sensations associated with listening to music.

### 5. Would you consider yourself a music conscious person? **rcfbgmusc1/2**

Not at all [0]

Not really [1]

Neutral [2]

Somewhat [3]

Very much [4]

## Section 1: Fashion preferences

Please indicate how much you like a specific fashion style. You don't actually have to dress like the people in the images, just rate your overall preference for the specific style shown in the pictures.

[Each of the 8 items below has values 0 to 9, where 0='Not at all' and 9='A lot']

### Style 1: Urban

rcffassty111/2 6. How much do you like Style 1 (Urban)?

### Style 2: Emo / Goth

rcffassty121/2 7. How much do you like Style 2 (Emo / Goth)?

### Style 3: Hipster / Trendy

rcffassty131/2 8. How much do you like Style 3 (Hipster / Trendy)?

### Style 4: Boho / Indie

rcffassty141/2 9. How much do you like Style 4 (Boho / Indie)?

### Style 5: Luxe Sport

rcffassty151/2 10. How much do you like Style 5 (Luxe Sport)?

### Style 6: Preppy / Elegant / Chic

rcffassty161/2 11. How much do you like Style 6 (Preppy / Elegant / Chic)?

### Style 7: Rocker / Grunge

rcffassty171/2 12. How much do you like Style 7 (Rocker / Grunge)?

### Style 8: Athletic / Casual

rcffassty181/2 13. How much do you like Style 7 (Athletic / Casual)?

14. Please rank your overall fashion preferences, starting with your favourite fashion style (Rank 1) and finishing with your least preferred option (Rank 8). Click and drag the boxes below to reorder them.

[Each of the 8 items below has values 1 to 8, denoting the rank order in which the styles were placed]

- rcffassty11r1/2 Style 1: Urban
- rcffassty12r1/2 Style 2: Emo / Goth
- rcffassty13r1/2 Style 3: Hipster / Trendy
- rcffassty14r1/2 Style 4: Boho / Indie
- rcffassty15r1/2 Style 5: Luxe Sport
- rcffassty16r1/2 Style 6: Preppy / Elegant / Chic
- rcffassty17r1/2 Style 7: Rocker / Grunge
- rcffassty18r1/2 Style 8: Athletic / Casual

## Section 2: Food preferences

This section is about your likes and dislikes for various foods and drinks. We are not trying to assess how healthy or unhealthy your food preferences are, so no need to worry; there are no right or wrong answers!

**15. In general, how healthy would you say your overall diet is?** `rcffd1h1th1/2`

Very healthy [5]

Somewhat healthy [4]

Neither particularly healthy nor unhealthy [3]

Somewhat unhealthy [2]

Very unhealthy [1]

**16. Do you identify as any of the following?** `rcffd1diet1/2`

Vegan [3]

Vegetarian [2]

Pescetarian (no meat, but eat fish and/or shellfish) [1]

None of the above [0]

**17. Are you allergic to any of the following food items? (please select all that apply)**

[All dataset variables shown below are coded 1=true (ticked), 0=false (not ticked).]

[\* Some items had negligible responses: Sesame, Fish, Egg, Soya, Celery, Mustard; the few responses to these items have been recoded into broader variables: Fish into the Shellfish item, Sesame; Egg, Soya, Celery and Mustard into the 'other' food allergy item below.]

Peanuts `rcffd1alpnt1/2`

Tree nuts `rcffd1altnt1/2`

Sesame \*

Dairy `rcffd1aldry1/2`

Shellfish, Fish `rcffd1alfsh1/2`

Egg \*

Wheat / Gluten `rcffd1alglu1/2`

Soya \*

Celery \*

Mustard \*

[Raw text input from the following question was recoded into the other binary numeric variables shown above and below. In some cases, text responses corresponded to categories above such as tree nuts or dairy. Some text responses indicated allergies to various types of fruit, flagged in a new variable shown below. There were negligible numbers of responses for other specific types, so these were all recoded into the 'other' flag variable below.]

Other (please specify)

`rcffd1alfru1/2`: allergy to fruits

`rcffd1aloth1/2`: allergy to any other foods not categorised above

## Food preference ratings

Briefly read the following list of food/drink items and tick the box which most accurately reflects how much (on average) you like the specific item (not necessarily how much you actually consume).

If any current dietary restrictions prevent you from consuming any of the items, please base your rating on any previous experience with that item. If you have **never** tasted a listed food or drink, or can't remember what it was like, please select "Not applicable".

[Tabulated items, with responses coded as follows:  
1="Dislike a lot", 2="Dislike a little", 3="Neither like nor dislike",  
4="Like a little", 5="Like a lot" and 0="Not applicable"]

### How much do you like...

- rcffd11kmar1/2 18. Marmite (or Vegemite)?
- rcffd11kbef1/2 19. Beef?
- rcffd11kbur1/2 20. Beef burgers?
- rcffd11klam1/2 21. Lamb?
- rcffd11kchk1/2 22. Chicken?
- rcffd11kbac1/2 23. Bacon?
- rcffd11kham1/2 24. Ham?
- rcffd11kliv1/2 25. Liver (e.g., pate, liver sausage)?
- rcffd11ksau1/2 26. Sausages?

### How much do you like...

- rcffd11kwhf1/2 27. White fish (e.g., cod, haddock)?
- rcffd11koi1/2 28. Oily fish (e.g., mackerel, kippers)?
- rcffd11ksmn1/2 29. Smoked salmon?
- rcffd11ktun1/2 30. Tinned tuna?
- rcffd11kegg1/2 31. Eggs (boiled, scrambled or fried)?
- rcffd11kbkb1/2 32. Baked beans?
- rcffd11knut1/2 33. Nuts (e.g., almonds, brazil nuts)?
- rcffd11kbrel1/2 34. Bread or bread rolls?
- rcffd11kbnc1/2 35. Bran cereal (e.g., All Bran, Bran Flakes)?
- rcffd11kpor1/2 36. Porridge?

## Food preference ratings

For any foods you don't know, or don't remember ever having tried, please select "Not applicable".

[Tabulated items, with responses coded as follows:

1="Dislike a lot", 2="Dislike a little", 3="Neither like nor dislike",  
4="Like a little", 5="Like a lot" and 0="Not applicable"]

### How much do you like...

- rcffd11kric1/2 37. Plain boiled rice?
- rcffd11ksuc1/2 38. Sugared cereal (e.g., Frosties, Sugar Puffs)?
- rcffd11khum1/2 39. Hummus?
- rcffd11kwhc1/2 40. Wheat cereal (e.g., Weetabix, Shredded Wheat)?
- rcffd11kpot1/2 41. Potatoes (boiled or mashed)?
- rcffd11kchp1/2 42. Chips?
- rcffd11krcc1/2 43. Rice or corn cereal (e.g., Corn Flakes, Rice Krispies)?
- rcffd11ksoc1/2 44. Soft cheese (e.g., Camembert, Brie)?
- rcffd11khac1/2 45. Hard cheese (e.g., Cheddar)?
- rcffd11kcoc1/2 46. Cottage cheese?

### How much do you like...

- rcffd11kyog1/2 47. Plain, low-fat yoghurt?
- rcffd11kora1/2 48. Oranges?
- rcffd11kgrp1/2 49. Grapes?
- rcffd11kapl1/2 50. Apples?
- rcffd11kme1/2 51. Melon?
- rcffd11kpch1/2 52. Peaches?
- rcffd11kapr1/2 53. Apricots?
- rcffd11kstr1/2 54. Strawberries?
- rcffd11kavo1/2 55. Avocado?

## Food preference ratings

For any foods you don't know, or don't remember ever having tried, please select "Not applicable".

[Tabulated items, with responses coded as follows:

1="Dislike a lot", 2="Dislike a little", 3="Neither like nor dislike",  
4="Like a little", 5="Like a lot" and 0="Not applicable"]

### How much do you like...

- rcffd21kspn1/2 56. Spinach?
- rcffd21kcar1/2 57. Carrots?
- rcffd21kgrb1/2 58. Green beans?
- rcffd21kcuc1/2 59. Cucumber?
- rcffd21kcel1/2 60. Celery?
- rcffd21kmus1/2 61. Mushrooms?
- rcffd21kpar1/2 62. Parsnips?
- rcffd21kpea1/2 63. Peas?
- rcffd21kswc1/2 64. Sweetcorn?
- rcffd21kbrc1/2 65. Broccoli?

### How much do you like...

- rcffd21ksal1/2 66. Salad leaves (e.g., lettuce)?
- rcffd21krdp1/2 67. Red peppers?
- rcffd21krwt1/2 68. Raw tomatoes?
- rcffd21kbee1/2 69. Beetroot?
- rcffd21kspt1/2 70. Brussel sprouts?
- rcffd21kvgs1/2 71. Vegetable soup?
- rcffd21kcor1/2 72. Coriander (the green herb also referred to as cilantro)?

## Food preference ratings

For any foods you don't know, or don't remember ever having tried, please select "Not applicable".

[Tabulated items, with responses coded as follows:

1="Dislike a lot", 2="Dislike a little", 3="Neither like nor dislike",  
4="Like a little", 5="Like a lot" and 0="Not applicable"]

### How much do you like...

rcffd21kbut1/2 73. Butter?

rcffd21kspd1/2 74. Butter-like spreads (e.g., Sunflower spread, Flora)?

rcffd21kcrm1/2 75. Cream?

rcffd21kmyn1/2 76. Mayonnaise?

### How much do you like...

rcffd21kplb1/2 77. Plain biscuits (e.g., digestives)?

rcffd21kchb1/2 78. Chocolate biscuits?

rcffd21kcak1/2 79. Cake?

rcffd21kapp1/2 80. Apple pie?

rcffd21kicc1/2 81. Ice cream?

rcffd21kcus1/2 82. Custard?

rcffd21kcho1/2 83. Chocolate?

rcffd21kcrs1/2 84. Crisps?

rcffd21kpnb1/2 85. Peanut butter?

rcffd21kgms1/2 86. Chewy gummy sweets (e.g., Haribo-style sweets, Wine gums)?

## Drink preference ratings

**87. What type of milk do you drink?** rcffd3mktp1/2

Full-fat milk [4]

Semi-skimmed milk [3]

Skimmed milk [2]

Non-dairy milk (e.g. soy milk, almond milk) [1]

I don't drink milk [0]

**88. How much do you like milk?** rcffd3mk1k1/2

Dislike a lot [1]

Dislike a little [2]

Neither like nor dislike [3]

Like a little [4]

Like a lot [5]

**89. Do you drink (or have you ever drunk) coffee?** rcffd3drcf1/2

Yes [1]

No [0]

**90. How much do you like coffee?** rcffd3cf1k1/2

Dislike a lot [1]

Dislike a little [2]

Neither like nor dislike [3]

Like a little [4]

Like a lot [5]

**How do you drink coffee?** rcffd3cfwh1/2

**91. Black or white?**

Black [0]

White [1]

**92. Unsweetened or sweetened?** rcffd3cfsw1/2

Unsweetened [0]

Sweetened [1]

**93. Do you drink (or have you ever drunk) tea?** rcffd3drte1/2

Yes [1]

No [0]



**94. How much do you like tea?** rcffd3telk1/2

Dislike a lot [1]

Dislike a little [2]

Neither like nor dislike [3]

Like a little [4]

Like a lot [5]

*How do you drink tea?*

**95. Black or white?** rcffd3tewh1/2

Black [0]

White [1]

**96. Unsweetened or sweetened?** rcffd3tesw1/2

Unsweetened [0]

Sweetened [1]

## Drink preference ratings

For any drinks you don't know, or don't remember ever having tried, please select "Not applicable".

[Tabulated items, with responses coded as follows:

1="Dislike a lot", 2="Dislike a little", 3="Neither like nor dislike",  
4="Like a little", 5="Like a lot" and 0="Not applicable"]

**How much do you like...**

rcffd31knfz1/2 **97. Non-diet fizzy drinks (e.g., Coca Cola, Pepsi)?**

rcffd31kdfz1/2 **98. Diet fizzy drinks (e.g., Diet Cola, Pepsi Max)?**

rcffd31koj1/2 **99. Orange juice?**

rcffd31ksq1/2 **100. Ribena or other fruit squash (e.g., orange squash)?**

**101. Which type of wine do you prefer?** rcffd3wntp1/2

White wine [5]

Red wine [4]

Rosé wine [3]

Like all [2]

Don't like any [1]

I don't drink wine [0]

**102. How much do you like wine?** rcffd3wnlk1/2

Dislike a lot [1]

Dislike a little [2]

Neither like nor dislike [3]

Like a little [4]

Like a lot [5]

**103. How much do you like beer?** rcffd3brlk1/2

Dislike a lot [1]

Dislike a little [2]

Neither like or dislike [3]

Like a little [4]

Like a lot [5]

Not applicable [0]

## Food preference ratings

**104. How do you prefer popcorn?** rcffd3pcpr1/2

Sweet [4]

Salty [3]

Like both [2]

I don't like either [1]

Not applicable [0]

Having a “sweet tooth” describes an individual with a fondness of sweet things, and a tendency to crave sweet treats rather than savoury snacks.

**105. Would you say you have a "sweet tooth"?** rcffd3swtt1/2

Not at all [0]

Not really [1]

Neither agree nor disagree [2]

Somewhat [3]

Very much [4]

**106. How much do you like spicy (hot) food?** rcffd3splk1/2

Dislike a lot [1]

Dislike a little [2]

Neither like or dislike [3]

Like a little [4]

Like a lot [5]

Not applicable [0]

**107. How frequently do you add salt to your food?** rcffd3salt1/2

Never [0]

Rarely [1]

Sometimes [2]

Usually [3]

Always [4]

### Section 3: Music preferences

In the following section, you will be asked to rate how much you enjoy listening to music of various broad genres.

For reference, several artists are listed as examples of each genre. If you are unfamiliar with any of the named bands and artists, please base your preference rating on the overall genre.

[Each of the 10 items below has values 0 to 9, where 0='Not at all' and 9='A lot']

**rcfmusgnr011/2** 108. How much do like listening to Pop music (for example, music by Lady Gaga, Katy Perry, Justin Bieber or Taylor Swift)?

**rcfmusgnr021/2** 109. How much do like listening to Hip Hop / Rap music (for example, music by Macklemore, Kanye West, Jay-Z and Eminem)?

**rcfmusgnr031/2** 110. How much do like listening to R&B / Soul music (for example, music by Beyonce, Amy Winehouse, Adele and Iggy Azalea)?

**rcfmusgnr041/2** 111. How much do like listening to Rock music (for example, music by Linkin Park, Muse, Arctic Monkeys, and Red Hot Chilli Peppers)?

**rcfmusgnr051/2** 112. How much do like listening to Metal music (for example, music by Metallica, ACDC, Slipknot, Avenged Sevenfold and System of a Down)?

**rcfmusgnr061/2** 113. How much do like listening to Dance / Electronic music (for example, music by Skrillex, Daft Punk, David Guetta and Calvin Harris)?

**rcfmusgnr071/2** 114. How much do like listening to Alternative / Indie music (for example, music by Lana del Rey, alt-J, Bastille and Kings of Leon)?

**rcfmusgnr081/2** 115. How much do like listening to Jazz music (for example, music by Ella Fitzgerald, Ray Charles, Louis Armstrong and Norah Jones)?

**rcfmusgnr091/2** 116. How much do like listening to Classical music (for example, music by Mozart, Bach, Vivaldi and Beethoven)?

**rcfmusgnr101/2** 117. How much do like listening to Folk music (for example, music by Mumford and Sons, The Lumineers, Of Monsters and Men and Noah and the Whale)?

**118. Please rank your overall music preferences, starting with your favourite music style (Rank 1) and finishing with your least preferred option (Rank 10). Click and drag the boxes below to reorder them.**

[Each of the 10 items below has values 1 to 10, denoting the rank order in which the styles were placed.]

rcfmusgnr10r1/2 Folk  
rcfmusgnr09r1/2 Classical  
rcfmusgnr08r1/2 Jazz  
rcfmusgnr01r1/2 Pop  
rcfmusgnr02r1/2 Hip Hop / Rap  
rcfmusgnr03r1/2 R&B / Soul  
rcfmusgnr04r1/2 Rock  
rcfmusgnr05r1/2 Metal  
rcfmusgnr06r1/2 Dance / Electronic  
rcfmusgnr07r1/2 Alternative / Indie

[Note that the music genres here were presented in a different initial order to that used in the immediately preceding questions. However, the numbering in the variable names is the same for the genres in each set of questions.]