

Fashion, Food and Music preference survey

[This document presents the text as it appeared on the web pages for the questionnaire.

Where appropriate, value coding and other descriptive comments are given, as here, in square brackets and a red italic font.

Multiple-choice responses were presented using radio buttons or check boxes on the web page, and are coded as integers, typically 1-n, but with unambiguously negative responses ('No', 'Not at all', 'Not applicable', etc.) coded 0.]

Background information *[Task 1: presented on a single web page]*

1. What is your height?

Centimetres *[text box with validation: numbers only, range 95-230]*

OR Feet and Inches *[drop-down, 3-7', 0-11"]*

OR Inches *[text box with validation: numbers only, range 40-90]*

2. What is your current weight (approximately)?

Kilograms *[text box with validation: numbers only, range 23-180]*

OR Stones and pounds *[drop-down: 3-28 st, 0-13 lb]*

OR Pounds *[text box with validation: numbers only, range 50-400]*

3. How would you describe your current weight?

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?

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?

Not at all *[0]*

Not really *[1]*

Neutral *[2]*

Somewhat *[3]*

Very much *[4]*

Section 1: Fashion preferences *[Task 2: 9 questions, each presented on a separate web page]*

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 item below was accompanied by an image showing examples of the given style]

[Each item had a 10-point Likert response scale. Labelled as: 1='Not at all'; 2-9=numbered; 10='A lot']

[Values coded as: 0='Not at all' → 9='A lot']

Style 1: Urban

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

Style 2: Emo / Goth

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

Style 3: Hipster / Trendy

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

Style 4: Boho / Indie

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

Style 5: Luxe Sport

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

Style 6: Preppy / Elegant / Chic

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

Style 7: Rocker / Grunge

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

Style 8: Athletic / Casual

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.

[Click-and-drag ranking. Styles are identified in the dataset in the order below ('style1rank' for 'Urban', 'genre2rank' for 'Emo/Goth', etc.). Values denote rank, 1-10]

Style 1: Urban

Style 2: Emo / Goth

Style 3: Hipster / Trendy

Style 4: Boho / Indie

Style 5: Luxe Sport

Style 6: Preppy / Elegant / Chic

Style 7: Rocker / Grunge

Style 8: Athletic / Casual

[Web page 1 of task 3]

Section 2: Food preferences [Task 3: presented on 3 web pages as indicated]

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?

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?

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)

[checkbox for each allergy below, treated as independent items; values coded 1=true, 0=false]

Peanuts

Tree nuts

Sesame

Dairy

Shellfish

Fish

Egg

Wheat / Gluten

Soya

Celery

Mustard

Other (please specify) *[if ticked, enable text input, 30 char limit; recoded numerically for the dataset]*

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, each with options: "Dislike a lot", "Dislike a little", "Neither like nor dislike", "Like a little", "Like a lot" and "Not applicable". In this and all similar tables, the "Not Applicable" column is cosmetically differentiated to avoid confusion.]

[Values coded: 1, 2, 3, 4, 5, 0]

How much do you like...

18. Marmite (or Vegemite)?

19. Beef?

20. Beef burgers?

21. Lamb?

22. Chicken?

23. Bacon?

24. Ham?

25. Liver (e.g., pate, liver sausage)?

26. Sausages?

How much do you like...

27. White fish (e.g., cod, haddock)?

28. Oily fish (e.g., mackerel, kippers)?

29. Smoked salmon?

30. Tinned tuna?

31. Eggs (boiled, scrambled or fried)?

32. Baked beans?

33. Nuts (e.g., almonds, brazil nuts)?

34. Bread or bread rolls?

35. Bran cereal (e.g., All Bran, Bran Flakes)?

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, each with options: "Dislike a lot", "Dislike a little", "Neither like nor dislike", "Like a little", "Like a lot" and "Not applicable".]

[Values coded: 1, 2, 3, 4, 5, 0]

How much do you like...

37. Plain boiled rice?
38. Sugared cereal (e.g., Frosties, Sugar Puffs)?
39. Hummus?
40. Wheat cereal (e.g., Weetabix, Shredded Wheat)?
41. Potatoes (boiled or mashed)?
42. Chips?
43. Rice or corn cereal (e.g., Corn Flakes, Rice Krispies)?
44. Soft cheese (e.g., Camembert, Brie)?
45. Hard cheese (e.g., Cheddar)?
46. Cottage cheese?

How much do you like...

47. Plain, low-fat yoghurt?
48. Oranges?
49. Grapes?
50. Apples?
51. Melon?
52. Peaches?
53. Apricots?
54. Strawberries?
55. Avocado?

Food preference ratings [Task 4: presented on 2 web pages as indicated]

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

[Tabulated items, each with options: "Dislike a lot", "Dislike a little", "Neither like nor dislike", "Like a little", "Like a lot" and "Not applicable".]

[Values coded: 1, 2, 3, 4, 5, 0]

How much do you like...

- 56. Spinach?**
- 57. Carrots?**
- 58. Green beans?**
- 59. Cucumber?**
- 60. Celery?**
- 61. Mushrooms?**
- 62. Parsnips?**
- 63. Peas?**
- 64. Sweetcorn?**
- 65. Broccoli?**

How much do you like...

- 66. Salad leaves (e.g., lettuce)?**
- 67. Red peppers?**
- 68. Raw tomatoes?**
- 69. Beetroot?**
- 70. Brussel sprouts?**
- 71. Vegetable soup?**
- 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, each with options: "Dislike a lot", "Dislike a little", "Neither like nor dislike", "Like a little", "Like a lot" and "Not applicable".]

[Values coded: 1, 2, 3, 4, 5, 0]

How much do you like...

73. Butter?

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

75. Cream?

76. Mayonnaise?

How much do you like...

77. Plain biscuits (e.g., digestives)?

78. Chocolate biscuits?

79. Cake?

80. Apple pie?

81. Ice cream?

82. Custard?

83. Chocolate?

84. Crisps?

85. Peanut butter?

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

[Web page 1 of task 5]

Drink preference ratings [Task 5: presented on 3 web pages as indicated]

87. What type of milk do you drink?

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?

[This item was disabled until Q87 response, then enabled if response was anything other than "I don't drink milk"]

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?

Yes [1]

No [0]

90. How much do you like coffee?

[This item was disabled until Q89 response, then enabled if the response was "Yes"]

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?

[The following two questions were tabulated, and disabled until Q89 response; then enabled if the response to Q89 was "Yes"]

91. Black or white?

Black [0]

White [1]

92. Unsweetened or sweetened?

Unsweetened [0]

Sweetened [1]

93. Do you drink (or have you ever drunk) tea?

Yes [1]

No [0]

94. How much do you like tea?

[This item was disabled until Q93 response, then enabled if the response was "Yes"]

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?

[The following two questions were tabulated, and disabled until Q93 response; then enabled if the response to Q93 was "Yes"]

95. Black or white?

Black [0]

White [1]

96. Unsweetened or sweetened?

Unsweetened [0]

Sweetened [1]

[Web page 2 of task 5]

Drink preference ratings

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

[The following four items were tabulated, each with options: "Dislike a lot", "Dislike a little", "Neither like nor dislike", "Like a little", "Like a lot" and "Not applicable".]

[Values coded: 1, 2, 3, 4, 5, 0]

How much do you like...

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

98. Diet fizzy drinks (e.g., Diet Cola, Pepsi Max)?

99. Orange juice?

100. Ribena or other fruit squash (e.g., orange squash)?

101. Which type of wine do you prefer?

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?

[This item was disabled until Q101 response, then enabled if the response was anything other than "I don't drink wine"]

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?

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?

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"?

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?

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?

Never [0]

Rarely [1]

Sometimes [2]

Usually [3]

Always [4]

Section 3: Music preferences *[Task 6: 11 questions, each presented on a separate web page]*

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 item had a 10-point Likert response scale. Labelled as: 1='Not at all'; 2-9=numbered; 10='A lot']

[Values coded as: 0='Not at all' → 9='A lot']

[Each of the 10 genres appeared individually on its own web page, each headed 'Music genres']

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

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

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

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

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

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

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

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

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

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.

[Click-and-drag ranking. Genres are identified in the raw data in the order below ('genre1rank' for 'Folk', 'genre2rank' for 'Classical', etc.), which differs from the order of the 'liking' questions above, so the numberings of the genres are not consistent between these two sets of questions. This is addressed in the dataset by variable labelling to clarify which ranking variable refers to which genre. Variable values denote rank, 1-10]

Folk
Classical
Jazz
Pop
Hip Hop / Rap
R&B / Soul
Rock
Metal
Dance / Electronic
Alternative / Indie