

**CONSUMER RESEARCH ON THE
NEED FOR CONSISTENCY IN
NUTRITION INFORMATION PANELS**

A TNS SOCIAL RESEARCH REPORT

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EXECUTIVE SUMMARY

While there have been suggestions that consistency is an important factor in the use of NIPs, there is an absence of published literature that specifically focuses on whether consistency in the format of NIPs is a pivotal factor in enabling consumers to make decisions about food products in the market place. Given this, FSANZ has commissioned this research to examine whether inconsistency in the formation of the NIP has an impact on consumers' ability to make judgements about the information within the NIP.

A quantitative consumer survey was conducted by TNS Social Research in December 2003. The survey was conducted via supermarket intercept and a total of 398 interviews face-to-face interviews were undertaken in selected supermarkets in Sydney and Auckland. The questionnaire and stimulus materials used in the study were developed based on input from question pre-testing and two in-field pilot tests with interviewer debrief discussions.

The first half of the interview was concerned with the respondent's ability to compare two different NIPs and correctly determine which NIP contained the lowest amount of two nutrients: saturated fat, and energy. The time each respondent took to answer each question was also recorded. Three comparison exercises were undertaken, each comparison presented two NIPs for the same type of food and serving size, but with different amounts of fat and energy, as well as other nutrients. The three comparison exercises consisted of:

- the Control NIP (Australia/New Zealand NIP) and another Control NIP from Australia/New Zealand. (note: this comparison is referred to as "the Control comparison");
- the Control NIP and another NIP from the United Kingdom; and
- the Control NIP and another NIP from the United States.

The Control comparison represents an NIP comparison that consumers are currently required to make (i.e. comparing two NIPs of identical format, but different nutritional values). The Control comparison exercise thus became the benchmark against which the alternate NIP comparisons (UK and US) were compared.

The likelihood of a respondent correctly answering the NIP saturated fat and energy comparisons depended significantly on which NIP version they were looking at. A greater amount of variation in the NIP (from the Control) resulted in significantly fewer correct answers.

Three quarters of respondents correctly answered the Control comparison (76% for the saturated fat exercise, 77% for the energy exercise). In contrast, significantly fewer respondents were able to correctly assess the saturated fat and/or energy content when comparing the Control to

the UK (59% saturated fat, 57% energy) or the US NIP version (saturated fat 56%, 9% energy – 77% said ‘not possible to say’).

Increasing the amount of variation between two NIPs led to a significant increase in the amount of time it took for most respondents to judge about the amount of saturated fat or energy.

Compared to the benchmark NIP comparison (the Control comparison) for saturated fat, the Control vs US comparison took nearly two and a half times as long to answer correctly, and the Control vs UK exercise took nearly twice as long (av. 9.3 seconds the Control comparison vs av. 16.4 seconds Control vs UK, vs av. 21.9 seconds Control vs US).

The energy exercise resulted in slightly less time differences, but results followed the same trend as the saturated fat exercises. Where as the average time taken to judge the benchmark NIP comparison was 7.6 seconds, the Control vs UK comparison was 10.8 seconds, and the Control vs US comparison 2.5 times higher at 19.6 seconds.

The second half of the questionnaire was concerned with respondents’ awareness of inconsistencies in the format of the NIP, their perceived importance of consistency in the NIP format, and their perceptions regarding the ease or difficulty of the comparison tasks.

The most frequently mentioned inconsistencies for the Control vs UK comparison demonstrate that consumers were aware that the column order was different or reversed (42% of those who found the comparison difficult) and that the column headings were different (12% of those who found the comparison difficult) A very small proportion commented that the nutrient order was different (1.6%).

There were more inconsistencies identified by respondents between the Control and the US NIP, and these related to format and aesthetics as well as content differences:

- one third of those who found this comparison difficult mentioned that the US NIP was ‘all jumbled up / confusing’(31%);
- over a quarter said there was too much information (28%);
- one quarter (26%) felt that the printing was too small;
- one fifth (21%) noted that a value for energy was missing; and
- a further 12% noted that the US NIP referred to calories not kilojoules.



Consistency in nutrient order, column order, specific wording and label format were rated as highly important by the majority of respondents.

In regards to perceived ease or difficulty of the comparison tasks, the majority regarded the US NIP comparison as the most difficult, and the Aust/NZ as the easiest comparison to do.

The findings of this study point to a conclusion that the majority of respondents were significantly impacted by increased variation between NIP formats. It is clear that elements of the UK and US format had significant effects on consumers' ability to answer correctly e.g. column order, name for energy.

Based on these conclusions, it is recommended that FSANZ carefully considers including permitted variations in NIP formats in the Code due to undesirable impact on consumers ability to retrieve relevant information from NIPs.

1. Background and Issues

Food Standards Australia New Zealand is an independent bi-national organisation that has the role, in collaboration with other organisations, to protect the health and safety of the people in Australia and New Zealand through the maintenance of a safe food supply. In December 2002, FSANZ was responsible for devising the Australia New Zealand Food Standards Code, a component of which contains food labelling requirements for manufacturers, in order for consumers to make informed decisions about food products that are available.

As part of FSANZ's responsibility to develop and review food standards, codes of practice and guidelines, FSANZ also requires information to assist in determining whether variations to the prescribed format of Nutrition Information Panels (NIPs) should be permitted.

What is known about the use of NIPs by Australian and New Zealand consumers?

Prior to the introduction of the Code, FSANZ commissioned TNSSR (formerly NFO Donovan Research) to conduct a number of qualitative¹ and quantitative² research projects to investigate and quantify consumers' awareness, knowledge and understanding of different food labelling elements. These studies have provided useful insight into consumers' use of NIPs. They have consistently confirmed that the use of NIPs is widespread but inconsistent. The quantitative study found that two thirds of Australian shoppers (66%) had used the NIP, and half of those reported that they used it 'the most' out of fifteen different food labelling elements. NIP use is highest amongst those who are health conscious or who have special health needs. However, the qualitative studies preceding and following this research found that consistency in labelling was very important to consumers, who wanted nutrients and units of expression presented in the same order on all food packages to enable easy food comparisons.

The quantitative study also investigated consumers' ability to interpret NIPs correctly with regards to the nutritive content of some foods, and to make decisions between two NIPs with regards to their health value. In summary, the study found that consumers do not interpret and use NIPs in a consistent way, and are not necessarily capable of making wise food choices based on their own interpretation of the NIP. The extent of a consumer's interest in particular ingredients, such as fat, appears to influence the attention paid to that and other nutrients when making product comparisons via the NIP. Many consumers' are also not adept at using and changing between the *per serve* and the *per 100g* columns to make product choices.

¹ *Food Labelling Issues: Qualitative Research with Consumers. FSANZ Evaluation Report Series No 3 and A qualitative consumer study related to nutrient content claims on food labels, July 2003*

² *Food Labelling Issues: Quantitative Research with Consumers. FSANZ Evaluation Report Series No 4*

Therefore, not only is consistency in format and layout of the NIP important, but it is suspected by TNSSR, based on the previous research, that the order in which ingredients and serving columns are listed, and the way in which values are represented are likely to bear some influence over a consumer's capacity to make sound food choices.

In September 2002, FSANZ received an Application seeking to amend Standard 1.2.8 – Nutrition Information Requirements to allow for the format of the NIP to be more flexible than that currently permitted. Specifically, it proposed to allow for the nutrient listing to appear in a different order, using similar terms, as long as the nutrients declared in the NIP are, at a minimum, the same as the nutrients outlined in Standard 1.2.8 of the Code. It also proposes flexibility in the presentation of the NIP should be applied to both imported and domestic products.

While there have been suggestions that consistency is an important factor in the use of NIPs, there is an absence of published literature that specifically focuses on whether consistency in the format of NIPs is a pivotal factor in enabling consumers to make decisions about food products in the market place. Given this, FSANZ has commissioned this research to examine whether inconsistency in the formation of the NIP has an impact on consumers' ability to make judgements about the information within the NIP.

2. Study Objectives

FSANZ's information requirements about consumers' use of NIPs are awareness and recognition-based, cognitive, emotive and behavioural and include:

1. Whether inconsistency in the format of NIPs has a significant negative impact on the quality of decisions made by consumers in food comparison tasks.
2. Whether inconsistency in the format of NIPs has a significant impact on the length of time taken by consumers to reach a judgement when making food comparisons.
3. Whether consumers are aware of inconsistencies in the format of the NIP when two inconsistent NIPs are consecutively presented alongside the prescribed NIP.
4. The importance of consistency in the NIP format, as perceived by consumers based on their judgements about the difficulty of the task and their self-perceptions about their capacity and performance with regards to the tasks.

3. Methodology

The methodology for this project entailed 4 main stages: development of the questionnaire, question pre-testing, survey pilot and the main data collection and analysis.

3.1 Development of the Questionnaire

The development of the final questionnaire for the main survey is outlined below:

1. Questionnaire design

- Initial questionnaire framework drafted by TNSSR,
- Development of a number of questionnaire drafts in close Consultation with FSANZ, and
- Preparation of visual material to be used during administration of the questionnaire.

2. Question pre-testing

- n=2 questionnaire pre-testing sessions; and
- Result: Changes / additions made to the questionnaire.

3. Pilot test

- n=50 pilot surveys completed (n=25 in Sydney and n=25 in Auckland); and
- Result: slight changes made to the questionnaire to increase clarity and overall flow.

4. Main Survey

- n= 398 surveys completed (n=203 in Sydney, n=195 in Auckland); and
- Survey data was then analysed and tested for statistical significance at the 95% level.



3.2 Question pre-testing

The pre-test groups were conducted in Canberra by the Project Manager, Donna van Bueren, and observed by a FSANZ staff member. Participants were sourced from a sample of convenience and consisted of primary or equal household shoppers who were of various ages, occupations and education levels. The pre-test groups ran for an hour and a half, and participants were offered food and refreshments as an incentive to attend the group.

All participants were enthusiastic about the questionnaire and showed no sign of fatigue or indication of likelihood to terminate due to question complexity or boredom.

The findings of the pre-test were used to alter question wording, which increased the clarity of particular questions for the target audience, or to form the basis for new questions which were later included in the questionnaire.

3.3 Survey Pilot

Prior to placing the questionnaire in field, interviewers in Sydney and Auckland attended a three hour briefing session. The Project Manager from TNSSR and their field supervisor briefed Sydney interviewers face-to-face. In Auckland the field supervisor was fully briefed by the Project Manager by telephone, who then briefed the Auckland interviewers face to face. All interviewers were provided with briefing notes that included the background to the research, general rules for the implementation of the questionnaire and detailed question-by-question notes.

The briefing session included a role-play component, which required interviewers to interview each other. This exercise had the added bonus of further improving the questionnaire, as interviewers detected minor changes that needed to be made, which improved question clarity. This exercise also enabled estimations to be made regarding the time taken to complete the interview.

The pilot interviews were conducted at supermarkets in two locations in Sydney and Auckland³. In most cases, interviewers were able to set up a chair and table in the supermarket to conduct the interview. Both pilots were conducted on the weekend 8th – 9th December 2003, during which a total of n=50 interviews were completed.

Interviewer debrief sessions were conducted by the Project Manager on the 10th December 2003. Once again, the Sydney debrief was conducted face to face, and the Auckland session by teleconference. The debrief sought specific feedback from interviewers on each question, in addition to general comments about administering the questionnaire, such as timing, question flow and problems with coding.

³ All of the participating supermarkets provided their permission to FSANZ to take part in the research.

FSANZ staff attended both the briefing and debrief and made contributions at each stage.

A pilot report that details changes made as a result of pre-testing and pilot testing stages has been submitted to FSANZ under a separate cover.

3.4 Main survey data collection and analysis

A total of 398 interviews were conducted between the 11th – 13th December, 203 of which were completed in Sydney and 195 were in Auckland.

Supermarkets were selected to provide a spread of socio-economic status and age group. Supermarkets were initially contacted via a primary approach letter from FSANZ, with telephone follow-up by a FSANZ staff member. Once a supermarket agreed to participate, interviewing arrangements were coordinated by the fieldwork supervisor. A total of 13 supermarkets took part, which are listed below:

Australia	New Zealand
<ul style="list-style-type: none"> • Coles – Parramatta • Coles – Liverpool • Coles – Chatswood • Coles – Miranda Fair • Coles – Broadway • Woolworths – Mt Druitt • Food for Less – Chatswood • Franklins – Miranda Fair • BiLo - Broadway 	<ul style="list-style-type: none"> • Countdown - Westgate • Pak n Save - Royal Oak • Woolworth - New Lynn • Foodtown - North Shore

Sincere thanks are expressed to all participating supermarkets.

To increase the representativeness of the sample the following loose age quotas were set:

- 18-34yrs
- 35-55yrs
- 55yrs and over

Respondents were intercepted while in-store and screened to exclude those persons working in advertising, market research, nutrition or dietetics, food retailing, manufacturing or for a food company. Respondents who were not the main or joint household shopper, or aged under 18 years of age were also excluded.

The average overall interview duration was 13.4 minutes (11.7 minutes in Sydney and 14.3 minutes in Auckland). The interview began by asking respondents to complete three NIP comparison exercises where they had to compare two different NIPs to determine which NIP contained the lowest amount of two nutrients: saturated fat, and energy. The time taken to complete each exercise was also recorded. Questions that followed inquired about the perceived easy or difficulty in making the comparisons, and perceived importance of specified differences between the NIPs shown earlier. A copy of the questionnaire and NIPs used in the project can be found in Appendix A and B.

After the fieldwork was completed, interviewers were provided with a feedback form, which addressed the main sections of the questionnaire. The general response from interviewers was positive. They were confident that each question was measuring what it was intended to and the collected data was a true representation of consumers' interpretation of NIPs. They also noted that secretive timing of response times was not always necessary, as many respondents had no concerns about being timed after the reasons for doing so were explained.

All questionnaires were coded and processed via double punch data entry. The open ended responses were developed from a detailed list of consumer responses, before also being coded and punched into the data set.

Analysis of the data was conducted by TNS Social Research using the Surveycraft program. The results are detailed in the next section of this report.

4. Sampling – who took part?

Two demographical questions (age, highest level of education) were included in the questionnaire, to gain a profile of respondents. Respondents were also asked about the frequency of NIP use. The interviewer coded the gender of the respondent.

Given the budget constraints for this project which limited the sample size and random sampling methods, the achievement of a representative sample was not expected by FSANZ. However as a point of reference, sample demographics in this report are compared to those gained in the 'Quantitative Research into Food Labelling Issues' project conducted for FSANZ by NFO Donovan Research in 2002, in addition to population Census statistics for each country, where possible.

4.1 Age of Respondent

Broad age quotas were set to ensure all age groups were included in the sample. The results are shown in Table 4.1 below.

Table 4.1 – Age of respondent	TOTAL	Sydney	Auckland
BASE: ALL RESPONDENTS(n)	(n=398)	(n=203)	(n=195)
Age of respondent	%	%	%
18-24	14	14	15
25-34	24	24	24
35-44	16	17	16
45-54	18	19	16
55-64	13	13	14
65+	14	9	19
TOTAL	*99	*96	*104

* Does not add to 100% due to rounding

Similar proportions of most age groups were obtained in Australia and New Zealand, the main difference being a larger proportion of people aged 65+ in New Zealand (19%) compared to Australia (9%). In both countries, the largest proportion of respondents were aged 25-34 (24%).

Census statistics for each country reveals that older respondents in Sydney (aged 65+) are significantly under represented (9% vs 20% ABS); however the other age groups were similar to the census proportions. Participants in Auckland did not differ greatly from the NZ Census statistics. There were also similar proportions of respondents in each age category in the 2002 quantitative survey.

4.2 Gender of respondent

Similar proportions of each gender were interviewed in Sydney and Auckland, as shown in the table below.

Table 4.2 – Sex of respondent	TOTAL	Sydney	Auckland
BASE: ALL RESPONDENTS(n)	(n=398)	(n=203)	(n=195)
Gender of respondent	%	%	%
Male	23	26	21
Female	77	74	80
TOTAL	100	100	101*

* Does not add to 100% due to rounding

The majority of respondents in both locations were women (77%). This gender distribution reflects the higher proportion of females being the main grocery shopper and/or the higher incidence of females in supermarkets. In comparison to the 2002 quantitative survey of consumers⁴ the gender proportions of respondents in Sydney was very similar (2002: females =71% males =29%). However, the Auckland sample has a greater proportion of females than the previous survey (2002: females = 64%, males = 36%).

4.3 Education level

Education levels were distributed across the sample as follows:

Table 3.2d – Education level	TOTAL	Sydney (a)	Auckland (b)
BASE: ALL RESPONDENTS(n)	(n=398)	(n=203)	(n=195)
Education level[^]	%	%	%
Secondary: year 10 or form 5 or less	17	20	14
Secondary: year 11/12 or form6/7	21	22	20
Trade / non-trade diploma	24	18 ^b	30 ^a
Bachelor Degree	24	23	24
Post graduate qualification	14	17	11
TOTAL	100	100	99*

^{ab} Indicates column against which significance is reached at the 95% confidence level

* Does not add to 100% due to rounding

[^] Refusals (n=3) are omitted



Comparisons to population data for education were more difficult because of the different way that the data are categorised in each country. There was a relatively even incidence of each education level in Australia, with the lowest proportion of respondents having achieved a post graduate qualification (14%). Half of the New Zealand sample (50%) had form 6 or 7 as their highest level of education, and a further 25% had completed a Degree.

4.4 Frequency of NIP use

Respondents were asked to select the statement that best described their use of NIPs. Statements and proportions are detailed below.

Q. "When buying various food and drink items, how often do you look at the Nutrition Information Panel?"

Table 4.4 – NIP use	TOTAL	Sydney (a)	Auckland (b)
BASE: ALL RESPONDENTS(n)	(n=398)	(n=203)	(n=195)
NIP use	%	%	%
Every time I buy a certain product or products	21	20	22
Most of the time when I buy a certain product or products	35	33	38
Only occasionally	25	31 ^b	20 ^a
When I buy a product for the first time	11	9	13
Never	8	8	8
TOTAL	100	101*	101*

* Does not add to 100% due to rounding

ab Indicates column against which significance is reached at the 95% confidence level

It can be seen from the table that over half (56%) of the respondents in the survey use NIPs most of the time or every time they buy a certain product or products, with a further quarter using them occasionally.

Respondents aged 18-34 were significantly less likely to use NIPs every time they buy a certain product or products (15%) compared to those aged 55+ (28%). A greater proportion of younger respondents used NIPs only occasionally (34%) than those aged 35-54 (21%) or 55+ (18%). It is also notable that 18-34 year olds were more likely to never use NIPs (11%) compared to those of other ages (5% 35-54; 7% 55+); however, in this case, small sample sizes prevented significant differences being detected.

Comparison to the 2002 survey indicates that similar proportions of consumers used the NIP occasionally, most of the time or every time they bought a certain product or products. A significantly greater proportion of consumers in the 2002 survey used the NIP only when buying a product for the first time (30%) or never use NIPs (34%) compared to the current project.

Key Results

5. NIP comparison exercises

In a series of three questions, respondents were asked each time to compare two different NIPs to determine which NIP contained the lowest amount of two nutrients: saturated fat, and energy. Each comparison presented two NIPs for the same type of food and serving size, but with different amounts of fat and energy, as well as other nutrients.

The three comparison exercises consisted of:

- the Control NIP (Australia/New Zealand NIP) and another Control NIP from Australia/New Zealand. (Note: this comparison is referred to as “the Control comparison”);
- the Control NIP and another NIP from the United Kingdom; and
- the Control NIP and another NIP from the United States.

A copy of the NIPs used in this project can be found in Appendix B.

The order in which respondents were shown each of the three comparisons was rotated evenly across the whole sample, as per the matrix below. Thus, the same number of respondents completed each comparison.

Respondent	Q2	Q3	Q4
1	Control vs Control	Control vs UK	Control vs US
2	Control vs UK	Control vs US	Control vs Control
3	Control vs US	Control vs Control	Control vs UK
4	Control vs Control	Control vs UK	Control vs US
etc			

The Control comparison represents an NIP comparison that consumers are currently required to make (i.e. comparing two NIPs of identical format, but different nutritional values). The Control comparison exercise thus became the benchmark against which the alternate NIP comparisons (UK and US) were compared.

The interviewer recorded the **time taken** for each respondent to answer firstly the saturated fat question and then the energy question for each of the three comparison exercises. Time was recorded from when the interviewer finished asking the question, to when the respondent provided their final answer.

In order to take into account variability between one individual’s personal capacity to use the NIP (fast vs slow, familiar vs unfamiliar etc) compared to another, a **time differential** was created for each comparison exercise answered by each individual respondent. The time

differential represents the time taken by each individual to do the Control vs UK comparison or the Control vs US comparison, relative to the benchmark (Control vs Control). The time differential, also measured in minutes and seconds, could be a positive number (if the control vs control comparison took longer to do) or a negative number (if the UK or US comparison took longer to do than the control vs control). The results for time differentials presented in this report are analysed by comparing statistical differences between sample means and are presented as proportions (percentages) of mean time differentials. The time differential is calculated purely to provide a measure of control for individual variability in capacity to undertake the comparison exercises, and results are presented to as to confirm or question the findings for the whole of sample mean response times.

After nominating which of the two NIPs in each exercise contained the lowest amount of saturated fat and energy, respondents were also asked how much of each nutrient the product contained. Their response was used to determine **whether they selected the correct NIP for the right reason**. Each response was later coded as 'correct' or 'incorrect' based on selecting the correct NIP, and nominating the correct amount of the nutrient in question.

This section firstly presents the results for the saturated fat exercises for all three NIP comparisons, followed by results for the energy exercises, and finally makes some conclusions about the findings across both nutrient exercises.

5.1 Saturated fat comparisons

Consumers were asked to identify which out of two NIPs had the lowest amount of saturated fat, and then to nominate the amount of saturated fat that was on the NIP they had selected. For the purposes of this report, a ‘correct’ response is determined by a correct NIP selection, in addition to nominating the correct amount of saturated fat stated on the NIP.

Table 5.1 Correct/ incorrect responses for each NIP comparison

Q2a, 3a, 4a Comparing these two [food type], which one has the lowest amount of saturated fat per serving? Is it product A, product B or is it not possible to say?.....and what is that amount?

	NIP COMPARISONS		
	Control Comparison (a)	Control vs UK (b)	Control vs US (c)
BASE: ALL RESPONDENTS(n)	(n=398)	(n=398)	(n=398)
	%	%	%
Correct	76 ^{bc}	59 ^a	56 ^a
Incorrect	23	40	27
Not possible to say	1 ^c	1 ^c	16 ^{ab}

abc Indicates column against which significance is reached at the 95% confidence level

As shown on Table 5.1 above, three quarters (76%) of consumers provided the correct answer when comparing the Control to Aust/NZ NIP. Therefore the benchmark against which respondents performed in the alternate NIP comparisons (UK and US) is 76%.

A significantly smaller proportion were correct when comparing the Control vs UK NIP (59%) and the Control vs US NIP (56%). It is notable that the latter comparison resulted in a significantly higher proportion of ‘not possible to say’ responses (16%) than either of the other two comparisons however this value is substantially lower than that for the energy exercise, as found in section 5.4).

Respondent errors

From some incorrect responses, it was possible to deduce the reason why the respondent was incorrect. In the Control vs UK comparison, 18% of respondents answered the question using the wrong NIP column. This is significantly greater than the proportion of respondents who used the wrong column in the Control comparison (4%).

Analysis of the Control vs US comparison provided no trend as to where the majority of respondents were incorrect; this may be partly due to the higher proportion of respondents who

answered ‘Not possible to say’, as well as the substantially greater amount of variation between the Control comparison and the Control vs US comparison.

5.2 Sub group differences

Education

The proportion of correct responses varied according to level of education. Results are shown in Table 5.2 below.

Table 5.2 Level of education and correct responses for each NIP comparison

	NIP COMPARISONS		
	Control Comparison (a)	Control vs UK (b)	Control vs US (c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=398)	(n=398)
Highest level of Education[^]	% correct	% correct	% correct
Secondary school up to year 10 / form 5 or less	70 ^{bc}	43 ^a	37 ^a
Secondary school up to year 11 or 12 / Form 6 or 7	73 ^{bc}	62 ^a	60 ^a
Trade qualifications/ non-trade diploma	77 ^{bc}	64 ^a	65 ^a
Bachelor Degree or higher	79 ^{bc}	62 ^a	58 ^a

[^] Refusals (n=3) are omitted.

abc Indicates column against which significance is reached at the 95% confidence level

A respondent’s ability to correctly determine the NIP with the lowest amount of saturated fat was directly linked to their level of achieved education. The likelihood of a correct answer was affected in two ways; there were significantly fewer correct responses correlating with the lowest level of education as the amount of variation increased between the two NIPs. Secondly, there was an overall reduction in the amount of variation as the NIPs increased (with the US NIP having more variation than the UK NIP).

There were no significant differences in the proportion of correct responses between levels of education for the Control comparison. For the Control vs UK and Control vs US, the proportion of correct responses for respondents with the lowest level of education (Year 10/form 5 or less) was significantly lower than those with year 11 or 12 / form 6 or 7 and above. This was most evident for the Control vs US comparison, where approximately half as many consumers with the lowest level of education answered correctly compared those answering correctly for the Control comparison example.

This means that introducing greater variation between NIPs is most likely to affect those with low levels of education, who otherwise appear to cope quite well with the current ‘benchmark’ comparison (at least 70% correct for the Control comparison).

Age groups

Age was not a strong determinant of a respondent’s ability to answer correctly, irrespective of which NIP comparison they did. In all NIP comparisons, younger consumers (aged 18-34yrs) were slightly more likely to have a correct response than consumers of other ages, however this difference was not statistically significant.

Amongst this age group, the proportion of correct responses were:

- **The Control comparison** : 82% correct (73% for 35-54; 72% for 55+)
- **Control vs UK**: 61% correct (58% for 35-54; 58% for 55+)
- **Control vs US**: 63% correct (48% for 35-54; 57% for 55+)

Gender

There were no significant differences between males and females for the proportion of correct/incorrect/ not possible to say responses.

Comparing Australian and New Zealand Consumers

It is notable that more New Zealand consumers answered correctly for each NIP comparison than did Australian consumers. The differences were statistically significant for the Control comparison (81% NZ vs 71% Aust.) and the Control vs UK comparison (66% NZ vs 52% Aust.). There was no significant difference between these groups for the Control vs US comparison (57% NZ vs 56% Aust.).

NIP familiarity (Q1)

Before undertaking the NIP comparisons, respondents were asked how often they looked at the NIP, providing a measure of familiarity with the NIP. Responses to this question were analysed against responses to the Control comparison only, in order to explore whether familiarity influences a consumers’ ability to correctly interpret the NIP.

A greater proportion of consumers who use the NIP every time, most of the time or occasionally gave the correct response compared to those who never use NIPs (Never=59% vs 76%-80% depending on frequency of use). However, it should be noted that the number of respondents who had never used an NIP (n=32) is too small a base from which to draw a reliable conclusion of significance on this issue.

5.3 Response times

Interviewers recorded in minutes and seconds the amount of time taken by each respondent to determine which NIP had the lowest saturated fat. Recorded times ranged from 1 second to 2 minutes, 22 seconds. Descriptive statistics are presented in Table 5.3 below.

Table 5.3a Mean, mode and median for the amount of time taken to provide correct, incorrect and ‘not possible to say’(NPTS) responses.

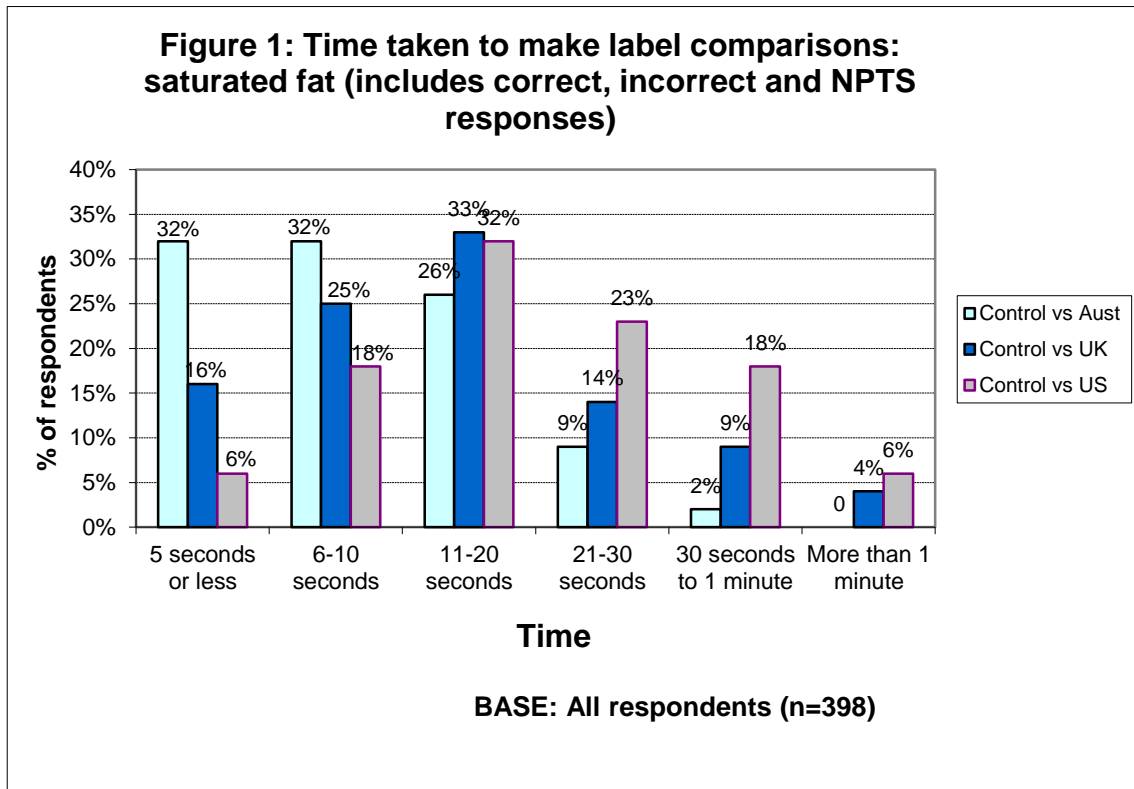
	NIP COMPARISONS		
	Control Comparison (a)	Control vs UK (b)	Control vs US (c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=398)	(n=398)
	correct (incorrect/ NPTS)	correct (incorrect/ NPTS)	correct (incorrect/ NPTS)
Mean (seconds)	9.3 (13.7)	16.4 (18.1)	21.9 (25.4)
Mode (seconds)	4.0 (-)	- (-)	22.0 (-)
Median (seconds)	7.1 (12.0)	11.6 (13.8)	17.3 (21.0)

- Mode was unable to be calculated due to equally high proportions for two amounts of time.

Analysis of times across NIP comparisons shows that the average time for making any response to a comparison increases with the amount of variation between the Control NIP and the alternate NIP.

Of greatest relevance is the proportion of respondents who answered correctly. The trends evident in the correct and incorrect responses suggest that respondents who provided incorrect responses looked at the label for a few seconds longer than those who provided correct responses. In terms of mean values, the Control vs UK comparison took respondents almost twice as long to make a correct decision relative to the Control comparison, and the Control vs US comparison took nearly two and a half times as long as the Control comparison.

A graph which details the spread of actual times taken by respondents follows.



As illustrated in Figure 1 above, consumers took less time to provide an answer for the Control comparison, with nearly two thirds (64 %) responding in less than 10 seconds. Consumers needed slightly more time to respond to the Control vs UK comparison, with the majority (33%) needing 11-20 seconds. Respondents took the most time when comparing the Control vs US labels, as over half (55%) took 11-30 seconds, with a further 18% requiring 30 seconds to 1 minute to answer. The Control vs US comparison also had the largest proportion of consumers that took longer than 1 minute to make the comparison (6%).

Age

The amount of time taken before making a response varied according to the age of the respondent. Results are presented in Table 5.3b over the page.

Table 5.3b The amount of time taken to provide a response (includes correct, incorrect and ‘not possible to say’ responses).

	NIP COMPARISONS					
	Control Comparison		Control vs UK		Control vs US	
BASE: ALL RESPONDENTS (n)	(n=398)		(n=398)		(n=398)	
Time taken	% 18-34 (a)	% 35+ (b)*	% 18-34 (c)	% 35+ (d)*	% 18-34 (e)	% 35+ (f)*
5 seconds or less	40 ^b	27 ^a	20 ^d	13 ^c	8	4
6-10 seconds	36	29	26	24	21	15
11-20 seconds	18 ^b	31 ^a	32	33	30	32
21-30 seconds	5 ^b	11 ^a	13	15	26	22
30 seconds to 1 minute	1	3	5 ^d	12 ^c	11 ^f	22 ^c
More than 1 minute	0	0	1	5	5	7

abcdef Indicates column against which significance is reached at the 95% confidence level

** Does not add up to 100% due to rounding*

Consumers aged 18-34 took significantly less time than consumers of other ages to make all of the NIP comparisons. This is demonstrated by a significantly greater proportion of 18-34 year olds making an answer in 5 seconds or less for the Control vs Aus/NZ comparison (40% 18-34 vs 27% 35+) and Control vs UK (20% 18-34 vs 13% 35+). This is supported by a significantly lower proportion of younger people taking more than 30 seconds in the Control vs UK (6% 18-34 vs 17% 35+) and Control vs US (16% 18-34 vs 29% 35+).

Other Demographic sub-groups and Frequency of NIP use

There were no trends between label comparisons in significant differences for respondent gender, education, country and frequency of NIP use.

Time differentials

Perhaps a more useful way to examine the amount of time taken is to present time for the Control vs UK and Control vs US comparisons as a differential against time for the Control comparison, calculated for each individual respondent. This comparison takes into consideration the time taken by each individual respondent for each NIP comparison that they did, relative to the other two comparisons, and thus controls for individual variability in capacity to use NIPs.

The time differential results for individuals confirm the earlier findings for the whole of sample response times.

Time – Control vs UK (relative to Time – The Control comparison)

Two thirds of respondents (67%) took longer to answer the Control vs UK comparison than they did the Control comparison. This was substantially greater than the 27% that took longer to answer the Control comparison, relative to the time taken to answer the Control vs UK comparison. A remaining 7% took exactly the same amount of time for each comparison. However, for the majority of respondents, time for each of the two comparisons differed by only one or two seconds.

Time – Control vs US (relative to Time – The Control comparison)

There was greater time discrepancy for the Control vs US comparison, relative to the Control comparison, with 81% of respondents taking longer. Only 14% took longer comparing the Control vs Aust / NZ NIPs than the Control vs US, and only 5% took the same amount of time. The most frequent time differential, by 40% of respondents, for the Control vs US comparison relative to the Control comparison was between 1 and 11 seconds (see data tables).

Other Demographic sub-groups and Frequency of NIP use

There were no trends between label comparisons in significant differences for respondent gender, education, country and frequency of NIP use.

5.4 Energy comparisons

After doing the saturated fat exercise, respondents were asked to identify which NIP displayed the lowest amount of energy, and then to nominate the amount of energy that was on the NIP they had selected.

Table 5.4 Correct/ Incorrect responses for each NIP comparison

Q2a 3a 4a Comparing these two [food type], which one has the lowest amount of energy per serving? Is it product A, product B or is it not possible to say?..... and what is that amount?

	NIP COMPARISONS		
	Control Comparison (a)	Control vs UK (b)	Control vs US (c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=398)	(n=398)
	%	%	%
Correct	77 ^{bc}	57 ^{ac}	9 ^{ab}
Incorrect	20	41	14
Not possible to say	3 ^c	2 ^c	77 ^{ab}

abc Indicates column against which significance is reached at the 95% confidence level

As shown on Table 5.4 above, three quarters (77%) of consumers provided the correct answer when comparing the Control to Aust/ NZ NIP. A significantly smaller proportion were correct when comparing the Control vs UK NIP (57%), which is almost identical to the proportion who answered correctly in the saturated fat exercise for this comparison (59%). Only 9% correctly answered the Control vs US comparison with a further 77% reporting that it was “Not possible to say”. Respondents’ performance for the Control vs US NIP comparison is substantially poorer for the energy exercise compared to that for saturated fat, where 56% were correct.

It is perhaps not surprising that for the Control vs US NIP comparison three quarters of respondents elected to use the ‘not possible to say’ response, given that energy in the US NIP is represented in calories, rather than kilojoules as it is in the Control comparison. The fact that respondents’ use of the ‘not possible to say’ response is substantially lower in all other comparison exercises (i.e. values ranged from 2%- 6% for saturated fat and energy) gives further confidence in this finding.

Respondent errors

From some incorrect responses, it was possible to deduce the reason why the respondent was incorrect. In the Control vs UK comparison, 22% of respondents answered the question using the wrong NIP column. This is significantly greater than the proportion of respondents who used the wrong column in the Control comparison (4%). Analysis of the Control vs US comparison provided no trend as to where the majority of respondents were incorrect; this may be due to the high proportion of respondents who answered ‘Not possible to say’.

5.5 Sub group differences

Education

Analysis across levels of education indicates that consumers with lower levels of achieved education (year 10/form 5 or less) were significantly less likely to answer the energy NIP comparison correctly. Results are shown in Table 6.2.

Table 5.5 Level of Education and correct/ incorrect responses for each label comparison

	NIP COMPARISONS			
	TOTAL	Control Comparison (a)	Control vs UK (b)	Control vs US (c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=398)	(n=398)	(n=398)
Highest level of Education[^]	% correct	% correct	% correct	% correct
Secondary school up to year 10 / form 5 or less	42	78 ^{bc}	42 ^{ac}	6 ^{ab}
Secondary school up to year 11 or 12 / Form 6 or 7	47	79 ^{bc}	55 ^{ac}	7 ^{ab}
Trade qualifications/ non-trade diploma	51	75 ^{bc}	59 ^{ac}	7 ^{ab}
Bachelor Degree or Higher	48	77 ^{bc}	65 ^{ac}	13 ^{ab}

abc Indicates column against which significance is reached at the 95% confidence level

[^] Refusals (n=3) are omitted.

For the Control vs UK exercise, respondents with low education (year 10/form 5) were significantly less likely to answer correctly (42%) when compared to those with trade qualifications/non-trade diploma (59%) and Bachelors Degree or higher (59%). Whilst education levels appear to have had less impact on the likelihood of a correct response for the Control vs US comparison, the much smaller proportion of correct responses for this exercise (9% correct) makes analysis by education subgroups unreliable.

The trend in the data for the Control vs UK NIP energy comparison, which follows that for the saturated fat exercise, suggests that consumers with lower levels of education are most likely to be disadvantaged by increasing the variation between NIPs.

Age groups

The results of this exercise were similar to the saturated fat exercise in that age was not a strong determinant of a respondent's ability to answer correctly. This was so for the Control comparison and the Control vs UK comparison only.

Amongst 18-34 year olds , the proportions of correct responses were:

- **Control comparison :** 81% correct (vs 75% for 35-54; 74% for 55+)
- **Control vs UK:** 64% correct (vs 58% for 35-54; 47% for 55+)
- **Control vs US:** 8% correct (vs 10% for 35-54; 11% for 55+)

Gender

There were no significant differences between males and females for the proportion of correct/incorrect/ not possible to say responses.

Comparing Australian and New Zealand Consumers

It is notable that New Zealand consumers had a greater proportion of correct responses for each NIP comparison than Australian consumers. The differences were statistically significant for the Control comparison (84% NZ; vs 71% Aust) and the Control vs UK comparison (64% NZ; vs 51% Aust). However, there was no significant difference between these groups for the Control vs US comparison (9% NZ; vs 10% Aust) .

NIP familiarity (Q1)

Unlike the saturated fat comparison, there were no trends that suggest NIP familiarity affects a respondents' likelihood to give a correct response in the energy exercise.

5.6 Response times

Interviewers recorded in minutes and seconds the amount of time taken by each respondent to determine which NIP had the lowest amount of energy. Recorded times ranged from 1 second to 2 minutes, 10 seconds. Descriptive statistics are presented in Table 5.6a below.

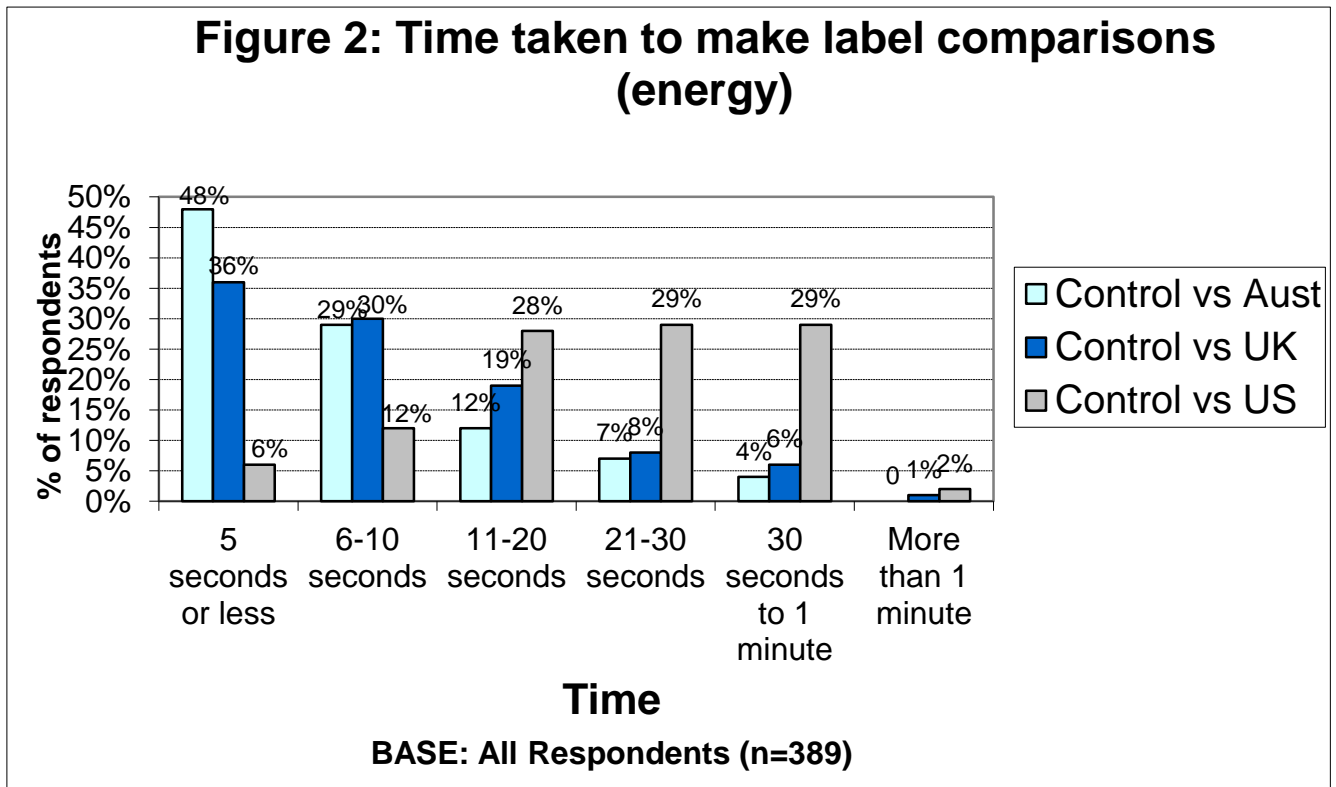
Table 5.6a Mean, mode and median for the amount of time taken to provide a response (includes correct, incorrect and ‘not possible to say’ responses).

	NIP COMPARISONS		
	Control Comparison	Control vs UK	Control vs US
BASE: ALL RESPONDENTS (n)	(n=398)	(n=398)	(n=398)
	correct (incorrect/ NPTS)	correct (incorrect/ NPTS)	correct (incorrect/ NPTS)
Mean (seconds)	7.6 (11.5)	10.8 (11.5)	19.6 (24.4)
Mode (seconds)	4.0 (10.0)	5.0 (5.0)	5.0 (-)
Median (seconds)	5.3 (9.2)	7.0 (7.9)	14.8 (22.5)

- Mode was unable to be calculated due to equally high proportions for 2 amounts of time.

Analysis of times across NIP comparisons shows that the average time for making a response to an energy comparison also increases with the amount of variation between the Control NIP and the alternate NIP. The comparison with the greatest amount of variation according to mean times (Control vs US) took just over two and a half times as long as the ‘benchmark’ comparison (an average of 12.0 seconds longer), whereas the Control vs UK comparison took an average of only 3.8 seconds longer.

A graph which details the spread of actual times taken by respondents follows.



As illustrated in Figure 2 above, consumers took less time to provide an answer for the Control comparison label comparison, with nearly half (48%) responding in less than 5 seconds. Consumers needed slightly more time to respond to the Control vs UK comparison, with the majority (49%) needing 11-20 seconds. Respondents took the most time when comparing the Control vs US labels, as over half (58%) took 11-30 seconds, with a further 25% requiring 30 seconds to 1 minute to answer.

The Control vs US comparison also had the largest proportion of consumers that took longer than 1 minute to make the comparison (2%). It is thought that this comparison is lower than that for saturated fat (6%) due to a number of consumers reporting “Not possible to say” because the word “energy” was not on the label (energy is instead expressed as ‘calories’).

Age

The amount of time taken before making a response varied according to the age of the respondent. Results are presented in Table 5.6b below

Table 5.6 b The amount of time taken to provide a response (includes correct, incorrect and ‘not possible to say’ responses).

BASE: ALL RESPONDENTS (n)	NIP COMPARISONS					
	Control Comparison		Control vs UK		Control vs US	
	(n=398)		(n=398)		(n=398)	
	% 18-34 (a)*	% 35+ (b)*	% 18-34 (c)	% 35+ (d)*	% 18-34 (e)*	% 35+ (f)*
5 seconds or less	57 ^b	41 ^a	38	34	4	7
6-10 seconds	26	31	36 ^d	26 ^c	13	11
11-20 seconds	11	13	17	20	31	27
21-30 seconds	5	8	6	10	31	28
30 seconds to 1 minute	0 ^b	12 ^a	3 ^d	8 ^c	21	28
More than 1 minute	0	0	0	1	2	3

abcdef Indicates column against which significance is reached at the 95% confidence level

* Does not add up to 100% due to rounding

Consumers aged 18-34 took significantly less time than consumers of other ages to make all of the Control vs Aust / NZ and Control vs UK comparisons. This is demonstrated by a significantly greater proportion of 18-34 year olds making an answer in 5 seconds or less for the Control vs Aus/NZ comparison (57% 18-34 vs 41% 35+) and 6-10 seconds in the Control vs UK comparison (36% 18-34 vs 26% 35+). Similarly a significantly lower proportion of younger people taking more than 30 seconds in the Control vs Aust/ NZ (0% 18-34 vs 12% 35+) and Control vs UK (3% 18-34 vs 9% 35+). There were no significant differences between age groups when responding to the Control vs US comparison.

Other Demographic sub-groups and Frequency of NIP use

There were no trends between label comparisons in significant differences for respondent gender, education, country and frequency of NIP use.

Time differentials

Time – Control vs UK (relative to Time – The Control comparison)

Just over half of respondents (55%) took longer to answer the Control vs UK comparison, compared to 34% that took longer to answer the Control comparison exercise. The remaining 11% took exactly the same amount of time between the two labels. However, for the majority of respondents, time for each of the two comparisons differed by up to five seconds.

Time –Aust/ NZ vs Time – US

There was greater discrepancy between the Control comparison and the Control vs US, with the majority of respondents (88%) taking longer for the latter comparison; 8% took longer comparing the Control vs Aust / NZ label, and only 4% took the same amount of time. The most frequent time differential, by 28% of respondents, for the Control vs US comparison relative to the Control comparison was between 1 and 11 seconds.

5.7 Summary for both comparisons

Correct / Incorrect responses

There was a significant decrease in the percentage of respondents answering correctly as variation to the Control format increased. For both the saturated fat and the energy exercises, the majority of respondents correctly answered the Control vs Aust/ NZ comparison, over half were correct for the Control vs UK comparison and a smaller proportion were correct for Control vs US. The greatest difference between the later two comparisons was the proportion of 'Not possible to say' response choices for the Control vs US comparison, particularly for the energy exercise. This is attributed to the lack of the word "energy" on the US label (as energy is expressed as calories/ kJs).

Analysis of incorrect responses revealed that the most common mistake made in the Control vs UK comparison was by referring to the wrong column. This was the case for both saturated fat and energy exercises. There were no trends evident for the incorrect responses for the Control vs US comparison.

Response Times

Response times increased with increased variation of the NIPs. Analysis of time differentials revealed that over half of respondents took longer to answer the Control vs UK comparison than the Control comparison (Saturated fat = 67%; Energy = 55%). Furthermore, a greater proportion of respondents took longer to answer the Control vs US comparison than the Control vs Control comparison (Saturated fat = 81%; Energy = 88%).

Response times for the saturated fat exercise increased from 9.3 seconds (control vs control) to 16.4 seconds (control vs UK) to 21.9 seconds (control vs US). Response times for the energy exercises increased from 7.6 seconds (control vs control) to 10.8 seconds (control vs UK) to 19.6 seconds (control vs US)

6. Ease / difficulty in comparing NIPs

Respondents were asked to rate how difficult the NIP comparisons were. Reported difficulty in comparing NIPs was assessed in two ways:

- Absolute ease / difficulty for each of the three NIP comparison exercises separately considering saturated fat and energy combined (*i.e. How difficult or easy was it to compare product A with B?*); and
- Overall ease / difficulty – ease / difficulty of the three comparisons, relative to one another (*i.e. Of each of the three label comparisons, which did you find easier to do?*).

Both of these measures are discussed in this section of the report.

6.1 Absolute ease / difficulty

After each of the three NIP comparisons (for both saturated fat and energy), respondents were asked to rate how easy or difficult it was to compare the NIP for product A with that for product B, using an 11-point likert scale, where 0= difficult and 10 = easy. Responses are summarised below.

Table 6.1a Descriptive statistics for Easy/ Difficult ratings of each label comparison

Q2c/3c4c Overall, on a scale of 0 to 10...how difficult or easy was it to compare product A with B?

	NIP COMPARISONS		
	Control Comparison (a)	Control vs UK (b)	Control vs US (c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=398)	(n=398)
Mean	8.8	6.6	3.5
Mode	10.0	8.0	2.0
Median	9.4	7.0	3.0

Table 6.1a above indicates that the average score for the Control vs Aus/NZ comparison was very easy (8.8/10), the Control vs UK comparison was moderately easy (6.6/10) and Control vs US was difficult (3.5/10). Proportions of easy/difficult responses are shown in table 7.1b below using the subtotals for the extreme ratings; 0-3 = very difficult and 8-10 = very easy.

Table 6.1b Easy/ Difficult extreme ratings of each label comparison
Q2c/3c4c Overall, on a scale of 0 to 10...how difficult or easy was it to compare product A with B?

	NIP COMPARISONS		
	Control Comparison (a)	Control vs UK (b)	Control vs US (c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=398)	(n=398)
	%	%	%
Subtotal: Very difficult (0-3 scores)	2 ^{bc}	13 ^{ac}	58 ^{ab}
Subtotal: Very easy (8-10 scores)	86 ^{bc}	43 ^{ac}	10 ^{ab}

abc Indicates column against which significance is reached at the 95% confidence level

Over half (58%) of respondents rated the Control vs US comparison as very difficult, which is significantly greater than the proportion for Control vs UK (13%) and the Control comparison (2%). Conversely, the majority of respondents (86%) rated the Control vs Aust / NZ as very easy, which was significantly more than Control vs UK (43%) and Control vs US (10%).

Further analysis of these results indicates that of the respondents who rated the Control vs UK comparison as very easy (8-10), only 42% answered correctly. This can be compared to the Control vs Australia exercise, of which 89% provided correct answers.

6.2 Reasons why comparisons were easy/ difficult (Q2d/3d/4d)

Respondents were asked to explain why they rated each NIP comparison as easy/ difficult. Interviewers recorded their responses in an open ended format, probing where necessary. Responses were subsequently coded and are presented in the following section. The specific responses to this question were un-prompted and can therefore be considered an indication of respondents’ ‘top of mind’ awareness of the variations between each of the NIPs.

Reasons for “easy” or “difficult” response

The most commonly reported reasons for rating each NIP comparison as “easy” or “difficult” are listed below.

Table 6.2a Most commonly reported reasons for “Easy” and ‘Difficult’ ratings of each label comparison

Q2d/3d/4d Why was it easy/difficult to compare product A with B?

MOST COMMON RESPONSES - EASY	
BASE: ALL RESPONDENTS (n= 398)	
Control comparison	<ul style="list-style-type: none"> • Clear/simple/straightforward (66%) • They are the same/ same format (53%) • Easy to read/ easy to scan (20%)
Control vs UK	<ul style="list-style-type: none"> • Clear/simple/straightforward (26%) • They are the same/ same format (13%)
Control vs US	<ul style="list-style-type: none"> • Clear/simple/straightforward (16%) • More information was provided (3%)
MOST COMMON RESPONSES - DIFFICULT	
Control comparison	<ul style="list-style-type: none"> • Column order is different/ reversed (2%)
Control vs UK	<ul style="list-style-type: none"> • Column order is different/ reversed (38%) • Column headings are different (typical value vs average quantity) (12%) • All jumbled up/too confusing (8%)
Control vs US	<ul style="list-style-type: none"> • All jumbled up/ too confusing (31%) • Too much information / writing (28%) • Print too small/ writing blurry (26%) • No energy amount/ energy is missing (21%)

“Easy” responses

The majority of reasons for rating a comparison as ‘easy’ were attributed to the Control comparison NIP exercise, reflecting the fact that 86% of respondents rated this exercise as ‘very easy’. Most reasons pertained to the similarity or lack of variation between the two NIPs, and that this fostered faster analysis of the NIP, or the ability to ‘scan’ it easily.

Although 39% rated the Control vs UK comparison as “easy” for reasons of similarity, the reader is reminded that less than half of those rating it as very easy (8-10 score) got the answer correct. It would appear that a significant proportion of respondents failed to notice that the columns in the NIP were in the reverse order to the Control.

It should also be noted that 30% of “easy” responses for the control vs US comparison implicitly referred to the Control label, not the US label, and thus these responses were excluded from the above table.

“Difficult” Responses

The majority of reasons for rating a comparison as ‘difficult’ were attributed to the Control vs US NIP exercise, reflecting the fact that 80% of respondents rated this exercise as ‘difficult’. Most reasons pertained to the large degree of variation between the two NIPs, particularly around elements of the NIP’s format and presentation, and the lack of the word “energy” or a comparable amount of energy listed in the US NIP.

The difference most frequently mentioned as attributing to the difficulty in the Control vs UK NIP comparison was that the columns in the UK NIP were in a different order to the Control, and that the column headings were labelled differently (average quantity vs typical value).

Sub-groups differences were not explored at this level of analysis.

6.3 Overall Ease/ Difficulty (Q5)

After completing all three NIP comparisons, respondents were asked to nominate which comparison was the easiest or most difficult to do. Results are presented below.

Table 6.3a Easiest/ Most difficult responses for each label comparison

Q5 Now thinking about each of the three label comparisons that you did, which did you find the easiest to do? Which did you find the most difficult to do?

	NIP COMPARISONS		
	Control vs Aust/ NZ (a)	Control vs UK (b)	Control vs US (c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=398)	(n=398)
	%	%	%
Easiest	83 ^{bc}	13 ^{ac}	5 ^{ab}
Most difficult	5 ^c	8 ^c	87 ^a

abc Indicates column against which significance is reached at the 95% confidence level

The ‘overall’ easy/difficult ratings reinforce the results of the previous questions on individual or absolute ease/difficulty for each NIP comparison. The majority of respondents (83%) nominated the Control comparison as the easiest to do whereas 87% of respondents rated the Control vs US the most difficult. Just over one in ten respondents (13%) reported the Control vs UK comparison as the easiest, and 5% the Control vs US the easiest.

Age

There were a number of significant differences between 18-54 year olds and those aged 55+ as can be found on Table 6.3b below.

Table 6.3b Easiest/ Most difficult responses for each label comparison by age
Q5 Now thinking about each of the three label comparisons that you did, which did you find the easiest to do? Which did you find the most difficult to do?

		TOTAL SAMPLE	RESPONDENT AGE GROUP		
			18-34 (a)	35-54 (b)	55+ (c)
BASE: ALL RESPONDENTS (n)		(n=398)	(n=152)	(n=37)	(n=109)
Label comparison:		%	%	%	%
Control comparison	<i>Easiest</i>	83	88 ^c	84 ^c	73 ^{ab}
	<i>Most difficult</i>	5	3 ^c	4 ^c	10 ^{ab}
Control vs UK	<i>Easiest</i>	13	9	13	17
	<i>Most difficult</i>	8	10 ^b	4 ^a	9
Control vs US	<i>Easiest</i>	5	3	2	10
	<i>Most difficult</i>	87	88	92 ^c	81 ^b

abc Indicates column against which significance is reached at the 95% confidence level

Younger respondents, aged 18-34 years, were more likely to rate the Control vs Aust/ NZ comparison to be the easiest (88%). This was significantly greater than those aged 35-54 (84%) and those aged 55+ (73%). Interestingly, 10% of older respondents (aged 55+), (twice as many as the total sample), rated the Control vs US comparison as the easiest, and is a significantly greater proportion than those aged 18-34 years (3%) and aged 35-54 years (2%). It is possible that a greater proportion of older respondents are aware that the term ‘calories’ refers to the amount of energy in the product.

Other Demographic sub- groups and Frequency of NIP use

There were no trends between label comparisons in significant differences for respondent gender, education, country and frequency of NIP use.

6.4 Overall comment on difficult/easy

The Control vs Aust /NZ comparison incurred the greatest proportion of ‘easy’ ratings from respondents, both in its own right and relative to the other two NIP comparisons. In contrast, the Control vs US comparison was rated by the majority as the most difficult. The main cause of difficulty for respondents responding to the Control vs US comparison was the complex layout and the use of the word “calories” instead of “energy”.

The Control vs. UK comparison was also rated by a high proportion of respondents to be difficult. The primary reason accounting for difficulty was the reversed order of the ‘per serving’ and ‘per 100g’ columns.

7. Label layout/ presentation issues

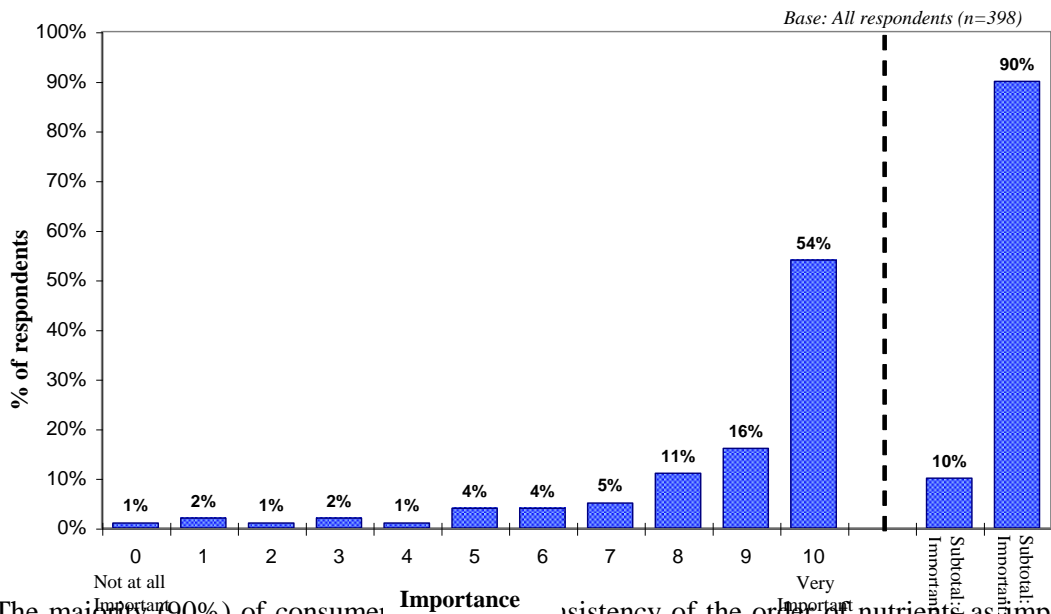
In the final set of questions (Q6a-d), respondents were asked to rate the importance of consistency between NIPs on four areas of potential difference (based on the UK and US formats). Ratings were done using an 11-point likert scale, ranging from 0 = not at all important through to 10= very important. Subtotals were calculated in data analysis, where a score of 0-5 = not important and 6-10 = important.

7.1 Consistency in nutrient order

Respondents were firstly asked to rate the importance of the order of nutrients being the same on all foods. Results are presented below:

Figure 7.1 Importance of consistent order of nutrients

Q6a Firstly, how important do you think it is that the order of nutrients is the same on all foods?



The majority (90%) of consumers rate the consistency of the order of nutrients as important. Over half of these (54%) rated it as “10- very important”, and 81% giving it an eight out of ten or higher importance score.

Age

Ratings on the scales varied according to respondent age, as is present on Table 7.1 Below.

Table 7.1a Importance- order of nutrients by age

Q6a Firstly, how important do you think it is that the order of nutrients are the same on all foods?

	TOTAL SAMPLE	AGE OF RESPONDENT		
		18-34 (a)	35-54 (b)	55+ (c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=152)	(n=137)	(n=109)
	%	%	%	%
Subtotal: Not Important (0-5)	13	13 ^b	5 ^{ac}	12
Subtotal: Important (6-10)	67	88 ^b	95 ^{ac}	88 ^b

abc Indicates column against which significance is reached at the 95% confidence level

As demonstrated in Table 7.1a, consistency in nutrient order was most important amongst 35-54 year olds (95%) compared to those aged older and younger (88% for both).

Frequency of NIP use

Despite the trend for the majority of consumers to rate nutrient order consistency as important, there were significant differences in perceived importance depending on NIP familiarity.

Table 7.1b Importance- order of nutrients by frequency of NIP use

Q6a Firstly, how important do you think it is that the order of nutrients are the same on all foods?

	TOTAL SAMPLE	FREQUENCY OF NIP USE				
		Every-time (a)	Most of the time (b)	Occasionally (c)	First time [#] (d)	Never [#] (e)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=83)	(n=140)	(n=100)	(n=43)	(n=32)
	%	%	%	%	%	%
Subtotal: Not Important (0-5)	28	4 ^{cde}	8 ^e	12 ^{ab}	14 ^{ab}	22 ^{ab}
Subtotal: Important (6-10)	88	96 ^{cde}	92 ^e	88 ^{ab}	86 ^{ab}	78 ^{ab}

abcde Indicates column against which significance is reached at the 95% confidence level

[#] Indicates small base

Almost all the consumers (96%) who use NIPs every time they buy a certain product rated nutrient consistency as important. This was significantly greater than every other sub group for NIP frequency of use. Furthermore, a significantly greater proportion of respondents who used

NIPs ‘most of the time’ rated nutrient consistency as important (92%), compared to respondents who never use NIPs (78%).

Other Demographic sub- groups

There were no significant trends between label comparisons for respondent gender, education or country.

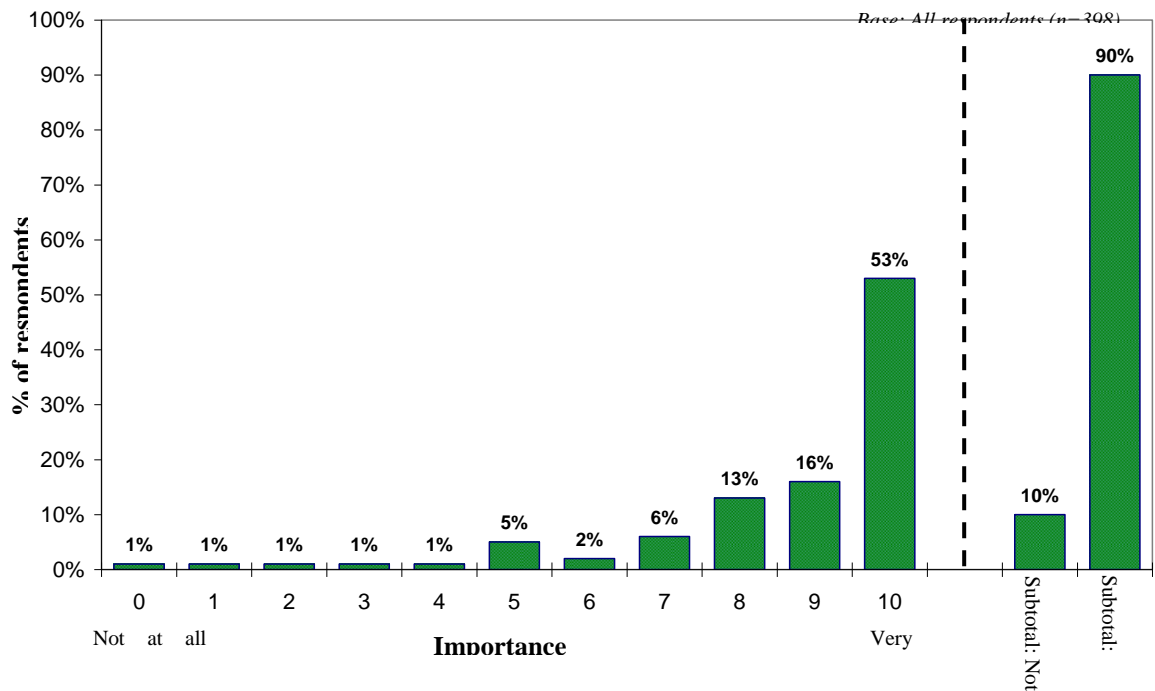
7.2 Consistency in column order (‘per serve’ or ‘per 100g’)

Respondents were required to rate the importance of the order of ‘per serve’ or ‘per 100g’ columns being the same on all foods. Results are presented below.

Figure 7.2 Importance- Column order consistency

A similar majority of consumers (90%) rated consistency in column order as important. Over half of these (53%) rated it as “10- very important”, with 82% giving it an eight out of ten or higher importance score.

Q6b How important do you think it is that the order of the ‘per serve’ or ‘per 100g’ columns are the same



Frequency of NIP use

Despite the trend for the majority of consumers to rate column order consistency as important, there were significant differences between subgroups according to NIP familiarity.

Table 7.2a Importance- Column order consistency by frequency of NIP use

Q6b

How important do you think it is that the order of the 'per serve' or 'per 100g' columns are the same on all foods?

	TOTAL SAMPLE	FREQUENCY OF NIP USE				
		Every- time (a)	Most of the time (b)	Occa- sionally (c)	First time (d)	Never [#] (e)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=83)	(n=140)	(n=100)	(n=43) [#]	(n=32) [#]
	%	%	%	%	%	%
Subtotal: Not Important (0-5)	11	12	8 ^e	10	5 ^e	22 ^{bd}
Subtotal: Important (6- 10)	89	88	92 ^e	90	95 ^e	78 ^{bd}

abcde Indicates column against which significance is reached at the 95% confidence level

[#] Small base

Almost all (89%) the consumers who used NIPs 'most of the time' when they buy a certain product rated column order consistency as important. This was significantly greater than those who never use an NIP (78%). Furthermore, the proportion of respondents who used NIPs only when they buy a product for the first time, rated column order consistency as important (95%) which was also significantly greater than respondents who never use NIPs (78%).

Other Demographic sub- groups

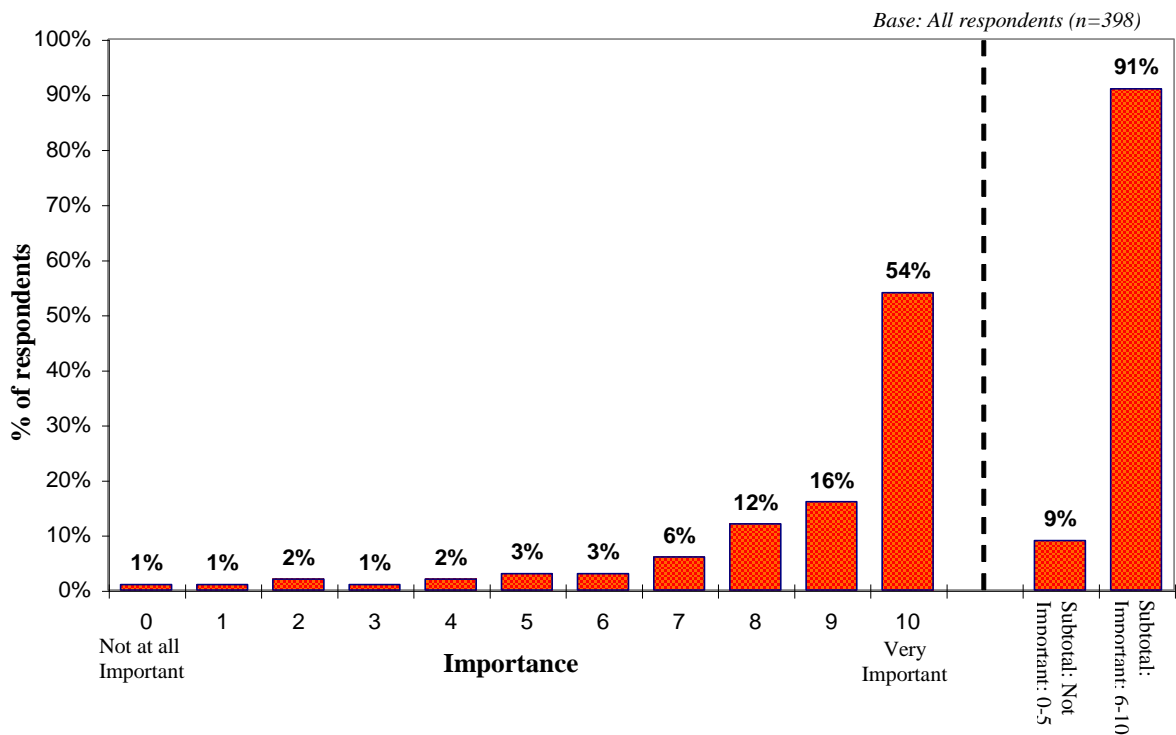
There were no trends between label comparisons in significant differences for respondent gender, education, country and frequency of NIP use.

7.3 Consistency in specific wording

Respondents were required to rate the importance of the specific wording being the same on all foods. A number of examples were given, namely ‘fat total’ vs ‘fat’ vs ‘total fat’ and ‘fat-saturated’ Results are presented below.

Figure 7.3 Importance- Consistency in Specific Wording

Q6d How important do you think it is that specific wording.... is the same on all foods?



The majority (91%) of consumers rated column order as important. Over half of these (54%) rated it as “10- very important”, with 82% giving it an eight out of ten or higher importance score.

Other Demographic sub- groups or frequency of NIP use

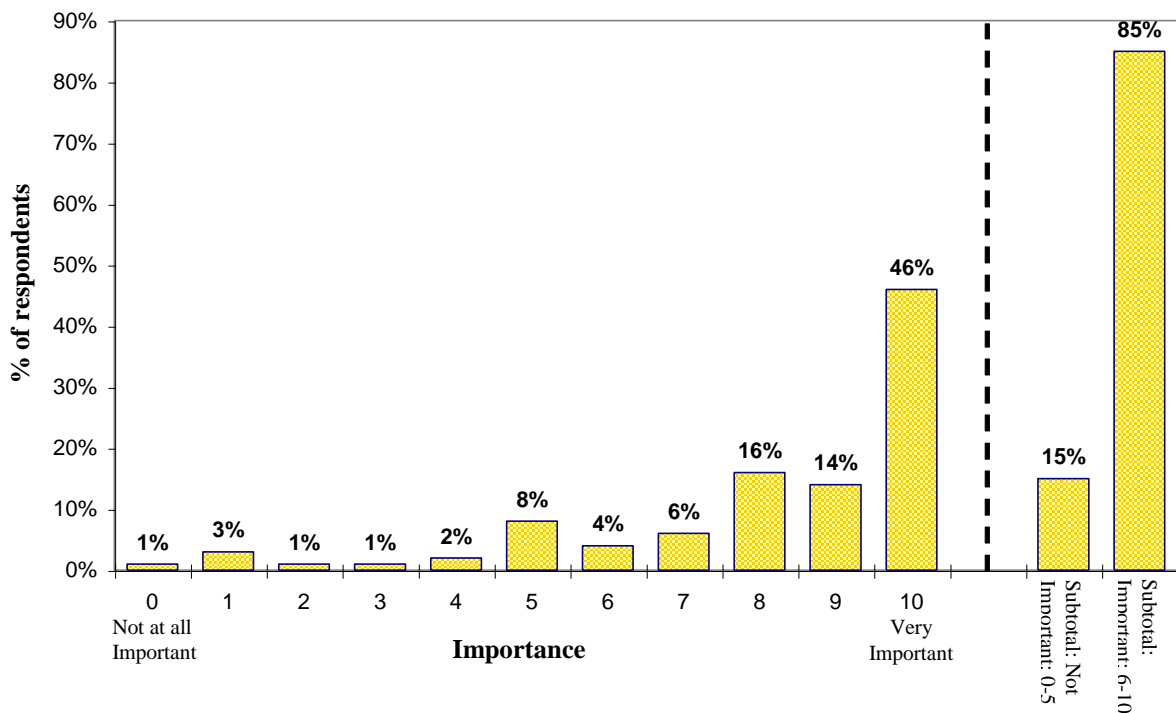
There were no trends between label comparisons in significant differences for respondent gender, education, country and frequency of NIP use.

7.4 Consistency in label format

Finally, respondents were asked to rate the importance of formatting such as bolding and font types being the same on all foods.

Figure 7.4 Importance- Consistency in Label Format

Q6d How important do you think it is that formatting such as bolding and the types of font are the same on all foods?



A high proportion of respondents (85%) rated label formatting as important. Nearly half of these (46%) rated it as “10- very important”, with 76% giving it an eight out of ten or higher importance score. Of all four NIP presentation issues, formatting was regarded as the least important in terms of consistency, yet nonetheless was rated as highly important.

Age

Ratings on the scales for label format inconsistency varied according to respondent age, as is present on Table 7.4 below.

Table 7.4a Importance- label format consistency by age

Q6d How important do you think it is that formatting such as bolding and the types of font are the same on all foods

	TOTAL SAMPLE	AGE OF RESPONDENT		
		18-34	35-54	55+
		(a)	(b)	(c)
BASE: ALL RESPONDENTS (n)	(n=398)	(n=152)	(n=137)	(n=109)
	%	%	%	%
Subtotal: Not Important (0-5)	14	19 ^c	17 ^c	7 ^{ab}
Subtotal: Important (6-10)	86	81 ^c	83 ^c	93 ^{ab}

abc Indicates column against which significance is reached at the 95% confidence level

As demonstrated in Table 7.4, label format consistency was important for the majority of consumers across all ages. However, a significantly greater proportion of those aged 55+ (93%) rated it as important than consumers in the younger age groups (81% 18-34yr olds, 83% 35-54 yr olds).

Education

A significantly greater proportion of respondents with year 10 / form 5 or less (93%) rated format consistency as important, than those with a Degree or higher qualification (81%).

Country comparison

Significant differences were found according to the country of residence of the respondents.

Table 7.4b Importance- label format consistency by country

Q6d How important do you think it is that formatting such as bolding and the types of font are the same on all foods

	COUNTRY	
	Australia (a)	New Zealand (b)
BASE: ALL RESPONDENTS (n)	(n=203)	(n=195)
	%	%
Subtotal: Not Important (0-5)	10 ^b	20 ^a
Subtotal: Important (6-10)	90 ^b	80 ^a

abc Indicates column against which significance is reached at the 95% confidence level

As seen by Table 7.4b, significantly more Australian consumers rated consistency in label format as “important” compared to their New Zealand counterparts (90% vs 80%).

Other Demographic sub- groups and frequency of NIP use

There were no trends between label comparisons in significant differences for respondent gender, education, country and frequency of NIP use.

Elements of label layout/ presentation issues covered in the questionnaire were consistency in:

- Nutrient order
- Column order
- Specific wording; and
- Label format.

For each of these issues of label format, the majority of respondents (over 85%) rated them as important, with close to half of respondents of these rating it as Very important.

Sub group comparisons

Age

Consistency in nutrient order was rated as important for a significantly greater proportion of 35-54 year olds than other age groups. Age was also a factor in the consistency of the label format, where older consumers (aged 55+) were more likely to rate it as important than the younger age groups.

Frequency of NIP use

Respondents who used the NIP every time they buy a certain product or products were significantly more likely to rate nutrient order as important than those who use them occasionally or less frequently. Similarly, respondents who use the NIP every time or when buying a product for the first time were significantly more likely to rate consistency in column order than those who never use NIPs.

7.5 Overall comment

8. Conclusions and Recommendations

To reiterate, the objectives of the research were to ascertain:

1. The importance of consistency in the NIP format, as perceived by consumers based on their judgements about the difficulty of the task and their self-perceptions about their capacity and performance with regards to the tasks;
2. The proportion of respondents who gave correct answers for the right reasons;
3. Whether inconsistency in the format of NIPs has an impact on the length of time taken by consumers to reach a judgement when making food comparisons; and
4. Whether consumers were aware of inconsistencies in the format of the NIP when two inconsistent NIPs (with two levels of variation) are consecutively presented alongside the prescribed NIP.

The results are therefore discussed, and conclusions made, in the context of these objectives.

8.1 Proportion of respondents who gave correct answers for the right reasons.

In each of the three NIP comparison exercises, respondents were asked to nominate which of the two NIPs in each exercise contained the lowest amount of saturated fat and energy, and how much of each nutrient the product contained. Their response was used to determine whether they selected the correct NIP for the right reason.

The likelihood of a consumer correctly answering the NIP saturated fat and energy comparisons depended significantly on which NIP version they were looking at. A greater amount of variation in the NIP (from the Control) resulted in significantly fewer correct answers.

Three quarters of respondents correctly answered the Control comparison (76% for the saturated fat exercise, 77% for the energy exercise). In contrast, significantly fewer respondents were able to correctly assess the saturated fat and/or energy content when comparing the Control to the UK or the US NIP version.

Similar proportions of respondents correctly answered the Control vs UK exercises (59% saturated fat, 57% energy) – one quarter fewer than the proportion of correct responses for the Aust/NZ ‘benchmark’. A similarly lower proportion correctly answered the US NIP comparison exercise for saturated fat (56%); however only 9% answered correctly when making the energy comparison. Rather than answer incorrectly, the majority responded ‘not possible to say’ (77%). Anecdotal feedback from interviewers as well as participants in the questionnaire

pre-test indicated that most respondents found the mental calculation required to compare the amount of energy in kJ (Aust/NZ) with energy in calories (US version) an unreasonable request and one which many would not pursue, thus rendering the NIP as useless for this nutrient. One-sixth of respondents (16%) also felt it was 'not possible to say' which of the Control or US NIP had the least amount of saturated fat.

Introducing greater variation between the NIPs is most likely to affect those with the lowest level of achieved education. For the Control vs US comparison, approximately half as many consumers with secondary school up to year 10 / form 5 or less education answered correctly compared with the Control comparison (37% US vs 43% UK, vs 70% Aust/NZ)

8.2 Length of time taken to reach a judgement

Increasing the amount of variation between two NIPs led to a significant increase in the amount of time it took for most respondents to judge about the amount of saturated fat or energy.

Compared to the benchmark NIP comparison (the Control comparison) for saturated fat, the Control vs US comparison took nearly two and a half times as long to answer correctly, and the Control vs UK exercise took nearly twice as long (av. 9.3 seconds the Control comparison vs av. 16.4 seconds Control vs UK, vs av. 21.9 seconds Control vs US).

Time differentials for the UK and US NIP comparisons (versus the Aust/NZ comparison) for each individual in the sample confirm this finding, with 67% of the sample taking longer to judge the Control vs UK comparison, and 81% taking longer to judge the Control vs US comparison.

The energy exercise resulted in slightly less time differences, but results followed the same trend as the saturated fat exercises. Where as the average time taken to judge the benchmark NIP comparison was 7.6 seconds, the Control vs UK comparison was 10.8 seconds, and the Control vs US comparison 2.5 times higher at 19.6 seconds.

Time differentials for individual respondents followed accordingly: approximately half the sample (55%) took longer to judge the Control vs UK comparison, and 88% took longer to judge the Control vs US comparison. It should also be kept in mind that of the 88% that took longer in the US exercise, the majority (77%) were not able to provide an amount and instead selected the 'not possible to say' response.

8.3 Awareness of inconsistencies in the format of the NIP

Respondents' awareness of inconsistencies between the NIP formats was captured through their unprompted mentions in response to why they found each NIP comparison difficult (for those that found it difficult). In the questionnaire pre-test and pilot this question consistently and adequately revealed observations about these differences (i.e. highly similar to responses that were given via a direct question about awareness).

The most frequently mentioned inconsistencies for the Control vs UK comparison demonstrate that consumers were aware that the column order was different or reversed (42% of those who found the comparison difficult) and that the column headings were different (12% of those who found the comparison difficult). A very small proportion commented that the nutrient order was different (1.6%).

There were more inconsistencies identified by respondents between the Control and the US NIP, and these related to format and aesthetics as well as content differences. One third of those who found this comparison difficult mentioned that the US NIP was 'all jumbled up / confusing' (31%), over a quarter said there was too much information (28%), and one quarter (26%) felt that the printing was too small. One fifth (21%) noted that a value for energy was missing, and a further 12% noted that the US NIP referred to calories not kilojoules.

8.4 Perceived importance of consistency in the NIP format

Consistency in nutrient order, column order, specific wording and label format were rated as highly important by the majority of respondents.

More than three quarters of those interviewed gave each type of consistency an importance score of eight out of ten, or higher. The importance of consistency in nutrient order (81%), column order (82%) and specific wording (82%) were rated as equally as important. For each of these factors, at least half of those interviewed rated each with a score of ten out of ten (54%, 53%, and 54% respectively).

Consistency in label format, such as bolding and font type was viewed as slightly less important, with 75% giving it an importance score of eight or above. Older people (55+ yrs) viewed this as more important than younger people, and Australians more than New Zealanders.

8.5 Perceived ease or difficulty of the task

The majority regarded the US NIP comparison as the most difficult, and the Aust/NZ as the easiest comparison to do.

The overwhelming majority of respondents (86%) found the benchmark comparison (The Control comparison) very 'easy', giving it a score of eight out of ten or above. Half as many (43%) rated the Control vs UK comparison as very easy, and only 10% rated the Control vs US comparison as very easy. The majority rated the US comparison as very difficult – with 58% giving it a score of three out of ten or less.

When asked to rate the three country comparisons relative to one another, 87% rated the Control vs US comparison as the most difficult, whereas 83% rated the Control comparison as the easiest; only 13% rated the Control vs UK comparison as the easiest and 5% the Control vs US comparison.

8.6 Recommendations

The findings of this study point to a conclusion that the majority of respondents were significantly impacted by increased variation between NIP formats, when asked to judge two NIPs and assess which has less saturated fat and energy content.

With increasing degrees of variation in the two NIPs, going from the Aust/NZ to UK to US comparisons, significantly fewer respondents were able to correctly answer the nutrient comparison questions, and the majority took longer to make their judgement. It is clear that elements of the UK and US format had significant effects on consumers' ability to answer correctly e.g. column order, name for energy.

As well, people with low levels of education were most disadvantaged by increased variation between NIPs, and were much less likely to give a correct answer for the Control vs US or UK comparison than they were when comparing the Control to the Aust/NZ version.

Based on these conclusions, it is recommended that FSANZ carefully considers including permitted variations in NIP formats in the Code due to undesirable impact on consumers ability to retrieve relevant information from NIPs.

**APPENDIX A:
QUESTIONNAIRE**

TNS SOCIAL RESEARCH

Project NIP AUSTRALIA

Interviewer Name: ID _____	(OFFICE USE ONLY) QNA _____ CARD 01
Time Started am / pm	
Time Finished am / pm	
Time Taken Mins	SUPERVISOR - Checked : _____ - Validated : _____
Date	___/___/03	
Location	Sydney..... 01 Auckland..... 02	CODER - Listed : _____ - Edited : _____ - Coded : _____
Rotation set	Blue 01 Pink..... 02 Green..... 03	READY FOR PUNCHING _____

INTRODUCTION

Good ... (morning / afternoon / evening). My name is ... from Surveytalk, the national market research company. We are undertaking some important research into food labelling and how consumers make decisions about the food they buy. We are doing this survey on behalf of Food Standards Australia New Zealand. Your opinions are very important and will help in the development of food labelling standards.

IF NECESSARY:

The information and opinions you provide will only be used for research purposes. The survey will take around 15 minutes, depending on your answers, and we will give you a \$2 scratch lottery ticket for your time and you will also be entered into our \$1,000 draw which is drawn at the end of the year.

May we include your views in the survey?

QS1 First of all, can you tell me if you or any members of your household work in or for:

	Yes	
Advertising.....	...1	→ CLOSE
Marketing or Market Research.....	...2	
Nutrition or Dietetics3	
A food retailer, food manufacturer or food company4	
None.....	...5	

TTB

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----

QS2 Are you mainly or jointly responsible for the grocery shopping in your household?

Yes 1

No 2 → CLOSE

TTB

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----

SHOWCARD QS3

QS3 Which age group are you in?

Under 18..... 1 → CLOSE

18-24 2

25-34 3

35-44 4

45-54 5

55-64 6

65 or over 7

Refused 9

CHECK QUOTAS

TTB

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----

Q1 NIP CARD Q1

INTRO: We're interested in peoples' use of the Nutrition Information Panel on different food items, such as this. Some people use the panel a lot, where as other people never use it. When buying various food and drink items, how often do you look at the Nutrition Information Panel?

SHOWCARD Q1

CODE ONE ONLY

Every time I buy a certain product or products 1

Most of the time when I buy a certain product or products 2

Only occasionally 3

When I buy a product for the first time 4

Never 5

NIP LABEL CARD Q2 YOGHURT

INTRO:

Here are two Nutrition Information Panels for yoghurt. I would like you to imagine that you are considering buying one of these yoghurts for yourself or your family. You don't need to have bought this product before to answer this question. This is not a test of what you know about this product, but how well the labelling works.

SHOWCARD Q2a/b

Q2a Comparing these two yoghurts, which one has the **lowest** amount of saturated fat per serving? Is it product A, product B, or is it not possible to say? **CLOCK ON, WAIT FOR RESPONSE, CLOCK OFF (circle code below, record time taken)**

If code 1 (product A) or 2 (product B) ASK: And what is that amount? **(write in amount below)**

Q2b And which one has the **lowest** amount of energy per serving? **(CLOCK ON, WAIT FOR RESPONSE, CLOCK OFF (circle code below, record time taken)**

If code 1 (product A) or 2 (product B) ASK: And what is that amount? **(write in amount below)**

	<u>Product 'A'</u>	<u>Product 'B'</u>	<u>Not possible to say</u>	<u>Amount</u>
Q2a Saturated fat.....	1	2	9.....	_____
RECORD TIME TAKEN (Q2a) _____ (USE MINUTES AND SECONDS)				
Q2b Energy.....	1	2	9.....	_____
RECORD TIME TAKEN (Q2b) _____ (USE MINUTES AND SECONDS)				

SHOWCARD Q2c

Q2c Overall, on a scale of 0 to 10, where 0 is very difficult, and 10 is very easy, how difficult or easy was it to compare product A with B? **(circle number below)**

Very difficult Very easy

0 1 2 3 4 5 6 7 8 9 10

Q2d Why was it [easy/difficult] to compare product A with B? Anything other reason? Anything else? **PROBE** to draw out differences noticed between the two labels and how this increased or decreased the difficulty of the comparison.

NIP LABEL CARD Q3 FROZEN DINNERS

REPEAT INTRO IF NECESSARY

Here are two Nutrition Information Panels for Frozen Dinners. I would like you to imagine that you are considering buying one of these frozen dinners for yourself or your family. You don't need to have bought this product before to answer this question. This is not a test of what you know about this product, but how well the labelling works.

SHOWCARD Q3a/b

Q3a And next comparing these two Frozen Dinners, which one has the **lowest** amount of saturated fat per serving? Is it product A, product B, or is it not possible to say? **CLOCK ON, WAIT FOR RESPONSE, CLOCK OFF (circle code below, record time taken)**

If code 1 (product A) or 2 (product B) ASK: And what is that amount? **(write in amount below)**

Q3b And one has the **lowest** amount of energy per serving? **(CLOCK ON, WAIT FOR RESPONSE, CLOCK OFF (circle code below, record time taken)**

If code 1 (product A) or 2 (product B) ASK: And what is that amount? **(write in amount below)**

	<u>Product 'A'</u>	<u>Product 'B'</u>	<u>Not possible to say</u>	<u>Amount</u>
Q3a Saturated fat.....	1	2	9.....	_____
RECORD TIME TAKEN (Q4a)	_____ (USE MINUTES AND SECONDS)			
Q3b Energy.....	1	2	9.....	_____
RECORD TIME TAKEN (Q4b)	_____ (USE MINUTES AND SECONDS)			

SHOWCARD Q3c

Q3c Overall, on a scale of 0 to 10, where 0 is very difficult, and 10 is very easy, how difficult or easy was it to compare product A with B? **(circle number below)**

Very difficult Very easy

0 1 2 3 4 5 6 7 8 9 10

Q3d Why was it [easy/difficult] to compare product A with B? Anything other reason? Anything else?

PROBE to draw out differences noticed between the two labels and how this increased or decreased the difficulty of the comparison.

NIP LABEL CARD Q4 SNACK FOOD

REPEAT INTRO IF NECESSARY

SHOWCARD Q4a/b

Q4a And finally comparing these two Snack Foods, which one has the **lowest** amount of saturated fat per serving? Is it product A, product B, or is it not possible to say? **CLOCK ON, WAIT FOR RESPONSE, CLOCK OFF (circle code below, record time taken)**

If code 1 (product A) or 2 (product B) ASK: And what is that amount? **(write in amount below)**

Q4b And which one has the **lowest** amount of energy per serving? **CLOCK ON, WAIT FOR RESPONSE, CLOCK OFF (circle code below, record time taken)**

If code 1 (product A) or 2 (product B) ASK: And what is that amount? **(write in amount below)**

	<u>Product 'A'</u>	<u>Product 'B'</u>	<u>Not possible</u> <u>to say</u>	<u>Value</u>
Q4a Saturated fat.....	1	2	9.....	_____
RECORD TIME TAKEN (Q4a)	_____ (USE MINUTES AND SECONDS)			
Q4b Energy.....	1	2	9.....	_____
RECORD TIME TAKEN (Q4b)	_____ (USE MINUTES AND SECONDS)			

SHOWCARD Q4c

Q4c Overall, on a scale of 0 to 10, where 0 is very difficult, and 10 is very easy, how difficult or easy was it to compare product A with B? **(circle number below)**

Very difficult Very easy
0 1 2 3 4 5 6 7 8 9 10

Q4d Why was it [easy/difficult] to compare product A with B? Anything other reason? Anything else?

PROBE to draw out differences noticed between the two labels and how this increased or decreased the difficulty of the comparison.

NIP LABEL CARD Q5 (2 pages, all 3 NIP comparisons)

Q5 Now thinking about each of the three label comparisons that you did, which did you find the easiest to do? Would you say the yoghurt (first one), the frozen dinner (second one) or the snack food (last one)? And which did you find the most difficult?

	<u>Q2 (yoghurt)</u>	<u>Q3 (frozen dinner)</u>	<u>Q4 (snack food)</u>
Easiest	1	2	3
Most difficult	1	2	3

NIP CARD Q6 (three NIPs on one card)

SHOWCARD Q6a-d

INTRO:The three Nutrition Information Panels that I've shown you are different from each other in some ways. I'd like to know how important you think some of these differences are. Please choose a number from 0 to 10, where 0 is not important at all and 10 is very important. Firstly, how important do you think it is that ...**FOR EACH QUESTION INTERVIEWER POINT TO DIFFERENCES ON NIP CARD Q6.**

	Not at all	Very
	important	important
Q6a The order of nutrients are the same on all foods?	0.....12345678.....9.....10	

	Not at all	Very
	important	important
Q6b The order of the 'per serve' or 'per 100g' columns are the same on all foods?	0.....12345678.....9.....10	

	Not at all	Very
	important	important
Q6c Specific wording, such as 'fat, total' vs 'fat' vs 'total fat'; <u>and</u> 'fat - saturated' vs "fat, of which, saturates" vs 'saturated fat'; <u>and</u> avg. quantity' vs 'typical values' vs 'amount' is the same on all foods.	0.....12345678.....9.....10	

	Not at all	Very
	important	important
Q6d Formatting such as bolding, and the types of font are the same on all foods.	0.....12345678.....9.....10	

These final few questions are about you, to make sure that I have spoken to a cross-section of people. Please be assured that the information that you provide will only be used for research purposes. While we'd prefer that you answered all the questions, if there is anything that you would prefer not to answer that's fine, just let me know.

QD1 INTERVIEWER: CODE GENDER

- Male 1
- Female..... 2

SHOWCARD QD2

QD2 What is the highest education level that you have achieved? **CODE ONE ONLY**

- Never attended school 1
- Primary school only 2
- Secondary school up to Year 10 3
- Secondary school up to Year 11 or 12 4
- Trade qualifications 5
- Certificate (non-trade) / diploma 6
- Bachelor degree..... 7
- Higher qualifications 8
- Refused..... 9

That's the end of the interview.

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As part of quality control procedures, someone from our project team may wish to re-contact you to ask a couple of questions, verifying some of the information we just collected. Could I please have your name and telephone number?

RESPONDENT'S NAME: _____ HOME PHONE: _____

ADDRESS: _____

_____ POST CODE: _____

MOBILE: _____ WORK PHONE: _____

Thank you for your help. Just in case you missed it my name is...from Surveytalk. As this is market research, it is carried out in compliance with the Privacy Act. Once this project is completed your contact details will be removed from your questionnaire and destroyed within three months. Under the Privacy Act you have the right to request access to the information you have provided. If you have any queries, you can call my Team Leader on the calling card.

I certify that this is a true, accurate and complete interview, conducted in accordance with IQCA standards and the ICC/ESOMAR International Code of conduct. I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

INTERVIEWER NAME: _____

INTERVIEWER'S SIGNATURE: _____ DATE: _____