

AWARENESS, USE AND KNOWLEDGE/INTERPRETATION OF FOOD LABELLING ELEMENTS

MODULE

A

SCREENING

Questions

B

AWARENESS

Unprompted awareness/use of label elements

- Pre code plus 'other'

Prompted recognition

- Photo card with core and non core elements see below

"What information do you look for on the label or package?"

Here are a range of things found on food labels.

"Which of these do you recognise?"

C

USE

NB..from qual, direct questions 'do you use' report low use – need to be scenario based or create range of situations in which might look at labels – see prop for more on this

<p><u>Core elements</u> Ask for all:</p> <ul style="list-style-type: none"> • Ingredient list • % label • Allergen declaration • NIP • Nutrient claim • Advisory statement • Warning statement • Date mark 	<p><u>Non-core elements</u> Pick 2 - rotate</p> <ul style="list-style-type: none"> • Country of origin • GMO • Health claims • Novel foods • Irradiated foods • Prep/storage • Endorsements
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YES ←
→ NO

"Which of these do you look for/use"

Rank which most, next, next (1-3). Why?

How does info on food labels fit into broader pattern of info gathering about food / choices – what other things influence your food decision... -rank relative to label element used most

No – reasons for non-use – link to qual and segmentation variables

For each yes – why? - link to qual and segmentation variables

- how do you/would you use? (coded responses have to be tailored to each element)
- how easy/difficult to use?
- How useful?
- Issues of concern / problems

See other survey examples

NB. Must be in this order

D

KNOWLEDGE & UNDERSTANDING

- Ability to extract information
- Ability to interpret (label comparison)

NIP only –

see other study examples

- Which is healthiest?
- Which nutrient did you most look at to decide?
- Which column did you most use?

Which is lowest of x,y,z nutrients?

E

BEHAVIOUR/OUTCOMES

How have label changes changed their decision making practices

DEMOGRAPHICS & SEGMENTATION Qs