Appendix D
Initial Questionnaire Framework

Below are the details for all questionnaire modules within the questionnaire. Each module contains a series of data items and from these items questions will be formed to measure each aspect. Prior to designing the questionnaire it is important to agree on the data items that are essential and relevant for the survey. The total duration for the survey will be 20 minutes and it is not likely that all of the data items listed will be included, thus we will need to prioritise.

Module	Data items	Scale options	Sources
Module A Preamble Introduce the survey as a survey commissioned by the Australian government to understand views on the food we cook, purchase and eat. Do not include any details about who is sponsoring the survey. That can be revealed at the close of the survey. - survey length of 20 minutes - confidentiality and privacy - instructions on how to complete the questions	- main grocery buyer/or not - age	- yes/no - age categories	

Consumer Confidence Framework

This document contains the proposed framework for the survey process. The document contains two sections. The first section details the proposed sample strategy for the survey including the population for the survey, the stratification variables and the sample sizes. The second section contains details about the proposed modules for the questionnaire, the data items and possible measurement issues that may be encountered.

This framework is based on the findings from the qualitative research, previous literature and the start up workshop.

Sampling strategy:

The sampling strategy for the project is yet to be finalised, however based on the initial qualitative research and the research proposal the following is proposed:

Population: The population for the survey is the general population who is 18 years and over within Australia and New Zealand.

Stratification: The sample can be stratified by a number of variables. These include:

- **State/territory: This information will come directly from the TNSSR Online Panel.**

- **Region: A maximum of three geographical location classifications will be used e.g. Metropolitan, regional, other (containing rural and remote). This classification will be based on postcode.**

- **Age: Age categories agreed with FSANZ would be represented adequately.**

- **Income: Household income which should be divided into two categories high and low.**

- **Ethnicity: English as first language spoken at home**

Questionnaire structure

Preamble

Confidence, risk and trust

Specific issues impacting on confidence in food supply - food safety of specific types of food - priority issues around the quality of food purchased - long term issues or major threats - instances of food poisoning

Food safety issues - in the home - at the restaurant

Food labelling

Sources of information - awareness of food safety associations, institutions etc

Shopping behaviour

Demographics

Module	Data items	Scale options	Sources
• Module B Confidence, risk and trust • **Prior to measuring any other issues overall confidence in the food consumed will be measured. Also includes measures of trust that government and other agencies are controlling and monitoring food safety.** • **This question can be used as a dependent or segmentation variable during analysis.**	**Confidence** - confidence in safety of food at restaurants and other out of home places (take away stores, food vans, sandwich shops, bakeries etc) - confidence in safety of food prepared at home - confidence in safety of food purchased from supermarkets and other convenience stores - Improvement in food safety over recent years - confidence in food regulations 'eating out' **Risk** - the risk of eating food which will damage your health compare to other global safety issues such as car accidents, terrorism etc **Trust** - the organisations, individuals they would trust to provide information - that government, associations etc are looking after the food supply	- scaled questions should be used 0-10 preferably - agree/disagree - confident/not confident - yes/no - worried/not worried	- questions about the safety of food outside the home can be found in DHS Food Safety Unit (2005)

Module	Data items	Scale options	Sources

Module C Specific issues impacting on confidence in food supply
 Need to measure the extent to which specific issues raised in the qualitative research, literature review, FSANZ workshops are important.
	- food safety of specific types of food
	   - confidence in chicken vs. beef vs. eggs etc
	 - priority issues around the quality of food purchased
	   - pesticides, chemicals, additives
	   - GM foods
	   - hormones/antibiotics
	   - imported food/the source of food/organic
	   - supermarkets have too much control
	   - commodity over quality
	   - world wide concerns (e.g. Mad cow)
	   - healthiness, low fat etc
	   - bacteria
	   - availability of food/can the environment cope
	   - food management (cold storage etc)
	   - instances of food poisoning
		Generally scaled questions should be used 0-10 preferably
		 - agree/disagree
		 - yes/no
		 - Worried/not worried
		 - safe/not safe
		 - open ended question
			- Questions were sourced from the qualitative process
			 - Food safety questions also sourced from Trustinfood (2003)
			 - DHS Food Safety Unit (2005) contains questions about food borne illness
			 - Biotechnology Australia – Public Awareness Research (2005) contains questions on GM products

Module	Data items	Scale options	Sources

Module D Food safety issues
Issues around the handling of food in restaurants and the home.
 	
In the home are people taking the necessary precautions? What issues impact on peoples restaurant choices?
	Eating out
	- how often people eat out
	- issue that effect restaurant decisions
	  - cleanliness of kitchens
	  - instances of food poisoning
	  - types of cuisine
	  - businesses follow food regulations
	  - businesses know enough about food safety
	Eating in the home
	- safety precautions taken in the home
	- storing food
	- preparing food
	- personal hygiene
		Generally scaled questions should be used 0-10 preferably
		- agree/disagree
		- worried/not worried
		- yes/no
		- always/never
		- open ended question
			- DHS Food Safety Report (2005) contained questions relating to the preparation and eating of food in the home and purchasing and eating food outside the home

Module E Food labelling
To what extent food labels are used and peoples concerns around labels. What are the expectations around food labelling.
	- awareness of food labelling and accuracy
	- information requirements what is important
	  - use by date
	  - pesticides/herbicides
	  - country of origin
	  - fortification
	  - GM
	  - recommended daily intake
	  - GI
	  - health claims (fat, low carb)
		- important/not important	- questions developed through qualitative process
			- questions regarding labelling were sourced from FSAUK (2005)

Module	Data items	Scale options	Sources

Module F Sources of information
Where do people find information from and which sources do people trust most.
	- main source of information
	   - television (ACA, news programs)
	   - magazines (professional vs. women's day)
	   - brochures (government, food orgs)
	   - newspapers
	   - cook books
	   - supermarkets
	   - professional bodies
	   - government
	- level of trust in these sources
		- yes/no	- data items sourced from qualitative process
			- Eurobarometer contains questions relating to media publication of information and the public's trust in the truthfulness of these reports.
			- questions also found in DHS Food Safety Unit (2005)

Module G Shopping behaviour What drives people decisions when shopping.	- cost of the product - brand - lifestyle - taste - availability - convenience - visual presentation - sustainability for family requirements - specific food features e.g. low GI - organic	- yes/no	

Module	Data items	Scale options	Sources
Module H Demographics	- age - gender - income - health consciousness - location (capital city, regional, remote) - ethnicity - education - employment		
Module I Demographics	- thank and close - reveal survey is sponsored by FSANZ		