

# Appendix E

## Final Questionnaire

## Introduction

### Hello from TNS Australia.

Thank you for agreeing to participate in this survey.

Please remember:

- Your views are important to us and your answers will be kept in the strictest confidence.
- None of the responses you give are directly linked to you as an individual. They are used purely for statistical purposes only. To see our privacy statement click here. [Privacy Policy](#)
- The reward you will receive and expected length are outlined in the invitation e-mail.
- You must complete this survey to receive your reward.
- To understand the benefits of participating in legitimate research visit



**To answer a question:** Most questions have a round button to click or a tick box to check. Click on the box or button that best describes your answer to each question. Sometimes you may need to type in your answer in the spaces provided.

If you forget to answer a question, or miss part of a question, then a message reminding you that the question needs to be answered will appear. If this happens, you need to complete your answer to carry on with the survey. **[Sometimes you'll need to scroll down or across the page to see all of the possible answers].**

**To change an answer:** For questions with a single choice, click on a different button. For questions with multiple choices (tick boxes), click again on your original answer to clear the box and make a new choice.

**To go to the next question:** When you've finished answering a question, click the Next button at the bottom of the screen.

**To pause the survey and return to it later:** Simply close the window and click on the link in the invitation e-mail to resume.

**Dial-up users:** If you are on a dial up modem or other slow connection, some of the questions may take a few moments to load. Please be patient.

To begin the survey, click on the button below. As you move through the survey please do not use your browser buttons - use the buttons at the bottom of each screen.

Screenener

Firstly, a few questions to make sure we have a wide range of participants...

**S1 Age**

*(Please enter below)*

**[IF 13 OR LESS TERMINATE]**

**S2 Gender**

Male	1
Female	2

**S3a [AUSTRALIA ONLY]**

What is your postcode?

**S3b [NEW ZEALAND ONLY]**

Which of the following regions do you live in?

Northland Region	1
Auckland Region	2
Waikato Region	3
Bay of Plenty Region	4
Gisborne Region	5
Hawke's Bay Region	6
Taranaki Region	7
Manawatu-Wanganui Region	8
Wellington Region	9
West Coast Region	10
Canterbury Region	11
Otago Region	12
Southland Region	13
Tasman Region	14
Nelson Region	15
Marlborough Region	16
Area Outside Region	17

S4. Thinking about food/grocery shopping, which of these best describes the level of responsibility you have for the shopping in your household? **(please select one)**

Responsible for all or most of the food/ grocery shopping	1
Responsible for about half of the food/ grocery shopping	2
Responsible for less than half of the food/grocery shopping	3
Not responsible for any of the food/grocery shopping	4

[SOFT QUOTA CHECK – Quota fail here if screener quotas are full]

[SOFT SCREENER CHECK – Terminate respondents here]

## Welcome Page

Congratulations.

You have qualified for the survey. This survey will take you approximately **20 minutes** to complete. You will be rewarded <XXX> emailcash points for completing this survey.

Please click the next button to continue.

## Section B – Confidence, risk and trust

B1. Looking at the screen which of the following are the major concerns facing you today?  
(Please select your top three concerns)

[RANDOMIZE ORDER, ALLOW THREE CHOICES ONLY]

Traffic congestion	1
Standards in education	2
Drugs	3
Food safety	4
Pollution/environmental issues	5
Crime levels	6
Healthy eating	7
The health system	8
Terrorism	9
The economy	10
House prices	11
Household finances	12
Drought / water shortages	13
Immigration	14
Other [WRITE IN]	96
Don't know	99

B2. On a scale of 1 to 7, where 1 is “not at all confident”, and 7 is “extremely confident”, how confident are you that the food supply as a whole, from the farm to your plate, is producing safe food for consumption? (please choose the one number that best applies)

1	2	3	4	5	6	7	9
Not at all confident						Extremely confident	Don't know


B3. Taking everything into account, do you feel that food safety generally has got better or worse over the last year? (please select one)

A lot better	1
A little better	2
About the same	3
A little worse	4
A lot worse	5
Don't know	9

**[If code either 1, 2, 3, 4 or 5 at B3, ask]**

B4. Why do you say that?

**(OPEN ENDED RESPONSE)**



## Section C – Specific issues impacting on confidence in food supply

[Ask all]

C1a. Do you have any concerns about the safety of any particular types of food?

Yes	1
No	2
Don't know	9

[If code 1 at C1a, ask:]

C1b. And which particular types of foods do you have concerns about?

(OPEN ENDED RESPONSE)

[PRE-CODED LIST – NOT SHOWN TO RESPONDENTS:]

Raw Pork	1
Raw Lamb	2
Raw Beef	3
Raw Chicken	4
Other raw meat/poultry	5
Cooked Meat/poultry	6
Processed meat/poultry (e.g. sausages, burgers)	7
Meat (unspecified)	8
Eggs	9
Milk	10
Other dairy product	11
Dairy Products (unspecified)	12
Fish	13
Shellfish	14
Fresh fruit/vegetables	15
Tinned foods	16
Frozen foods	17
Dried foods	18
Ready made meals	19
Other packaged foods	20
Foods with Genetically Modified ingredients	21
Irradiated foods / food ingredients	22
Baby foods	23
Oils and sauces	24
Organic fruit/vegetables	25
Organic meat	26
Organic foods (unspecified)	27
Soft drinks	28

Bottled waters	29
Other	96
None	97
Don't know	99

**[Ask all]**

C2a. And are you concerned about any of the following food issues?

*(select all that apply)***[RANDOMIZE ORDER]****(Ask****Yes/No for each)**


	<b>YES</b>	<b>NO</b>
Food poisoning such as a Salmonella and E. Coli	1	2
Genetically Modified foods	1	2
BSE (Bovine Spongiform Encephalopathy, Mad Cow Disease)	1	2
The feed given to livestock	1	2
The use of antibiotics/hormones/steroids in meat	1	2
Conditions in which food animals are raised and slaughtered	1	2
The use of pesticides to grow food	1	2
The use of additives (such as preservatives and colouring) in food products	1	2
The addition of nutrients and other substances not usually found in that food, e.g. calcium in orange juice	1	2
Food allergies and intolerance	1	2
The amount of salt in food	1	2
The amount of sugar in food	1	2
The amount of fat in food	1	2
The amount of saturated fat in food	1	2
Bird/Avian flu	1	2
Whether foods are organic	1	2
The amount of trans fats in food	1	2
Foods aimed at children	1	2
The sustainability of agriculture	1	2





C5. Who, if anyone, did you report this food poisoning to?  
**(select all that apply)**

My doctor	1
Staff at the food outlet	2
Person/household responsible for food preparation	3
Did not report it to anyone	4
Other <b>(please specify)</b>	5





D4. On a scale of 1 to 7, where 1 is “not at all concerned” and 7 is “extremely concerned”, how concerned are you about getting food poisoning from something you or anyone else has prepared and eaten at home? *(please choose the one number that best applies)*

1	2	3	4	5	6	7	9
Not at all concerned						Extremely concerned	Don't know

D5. Using a scale of 1 to 7, where 1 represents “no control at all” and 7 represents “complete control”: how much control do you think that you have over food hygiene / food safety in your household in the preparation of food when eating at home?

*(please choose the one number that best applies)*

1	2	3	4	5	6	7	9
No control at all						Complete control	Don't know

D6. On a scale of 1 to 7, where 1 is “not at all confident”, and 7 is “extremely confident”, how confident are you that food hygiene/food safety precautions in your household are sufficient in the preparation of food when eating at home?

*(please choose the one number that best applies)*

1	2	3	4	5	6	7	9
Not at all confident						Extremely confident	Don't know

**FOOD SAFETY OUTSIDE THE HOME**

D7. Have you been concerned about food hygiene / food safety in any of the following places in the last 12 months?

*(select all that apply)*

**[RANDOMIZE ORDER]**

Restaurants	1
Cafes / pubs / bars	2
Supermarkets / grocery stores	3
Local meat / seafood retailers (butchers, poultry shops etc)	4
Delis / specialty / other food retailers	5
Temporary food stalls and food vans (excluding community events)	6
Takeaway / fast food outlets	7
Sausage sizzles, fetes or other community events	8
Local bakery	9
Other <b>[PLEASE SPECIFY]</b>	96
None	97

**[IF CODE 1-96 ASK D8, CODE 97 SKIP TO D9]**

D8. And the last time you were concerned about food hygiene / food safety did you report your concerns to anyone?

***(please select all that apply)***

Yes, to the local council / environmental health officer / trading standards officer	1
Yes, to the staff at the outlet	2
Yes, to someone else <b>[WRITE IN]</b>	3
No	4

D9. On a scale of 1 to 7, where 1 is “not at all confident”, and 7 is “extremely confident”, how confident are you that food hygiene / food safety precautions are sufficient in the preparation of food when eating out or purchasing food at each of the following places? ***(please choose the one number that best applies)***

**[RANDOMIZE ORDER]**

Restaurants /	1
Cafes / pubs / bars	2
Supermarkets / grocery stores	3
Local meat / seafood retailers (butchers, poultry shops	4





	Serving size <b>per serve figure</b>	14
Ingredient List	The ingredient list <b>generally</b>	15
	<b>Additives</b> (e.g. colours and preservatives)	16
	<b>Quantity</b> of the main ingredients (% Labelling)	17
Other Elements	Information about <b>allergens</b> , such as in ingredient list or statement on package	18
	The best before/Use by <b>date</b>	19
	Whether the product is of <b>Genetically Modified/non-Genetically Modified</b> origin	20
	Whether the products are <b>organic</b>	21
	<b>Free range</b> /Animal welfare	22
	The <b>name</b> of the food	23
	<b>Country</b> of origin	24
	Cooking/Storage <b>instructions</b>	25
	Claims about the <b>health benefit</b> of a food, such as 'calcium is good for healthy bones'	26
	Claims about the <b>nutrient content</b> of a food, such as 'low fat' or 'high in fibre'	27
	<b>Glycemic Index</b> values / symbol	28
	Name of <b>manufacturer</b>	29
	Other [ <b>write in</b> ]	96
	None	97

**[If code None at E2a skip to E3]**

E2b. Why do you specifically look for this type of information when buying products for the first time? Because of...

**(select all that apply)**



Food allergies	1
Specific health concerns, such as migraine, asthma, diabetes, heart disease, high blood pressure, cholesterol	2
Digestive concerns such as coeliac disease, irritable bowel syndrome	3
On a specific diet	4
Watching my health/others' health generally	5
Watching my weight/others' weight generally	6
Pregnancy or breast feeding	7
Vegetarian / vegan	8
Religious / ethical beliefs that influence dietary choices	9
Training for sports	10
None of the above	97
Prefer not to answer	98

E3a What are the main sources you use to gain information on the nutritional content of foods? **(select all that apply)**

Labels on food packaging	1
Doctor/other health professional	2
Fact sheets/brochures	3
Television	4
Magazines/cook books	5
Internet	6
Supermarket/retail store	7
Education institution e.g. school, TAFE, University	8
Food Standards Australia New Zealand	9
Other Government Department/Non-Government Organisation	10
Family member or friend	11
Other	96
None – I don't look for information	97

E3b (IF CODE 10 IN E3a) Please name the other Government Department or Non-Government Organisation you use as a source of information.  
(OPEN-ENDED)

E3c (IF CODE 96 in E3a) Please name this other source of information.  
(OPEN ENDED)

E4 Here are a number of things other people have said about selecting food products. On a scale of 1 to 5, where 1 is “strongly disagree”, and 5 is “strongly agree”, please tell me how strongly you agree or disagree with each statement.

**ROTATE ORDER ASKED**

- a) I've always been able to find any information I need on a food or drink label
- b) When I read the labels on food products, I focus on one or two key things, such as the levels of fat or if there are preservatives
- c) Generally speaking, it's easy to understand and use the information on food labels
- d) I find some information on food labels really useful or important
- e) It's hard to tell which parts of the label are advertising and which parts of the label are standard information that manufacturers have to put on
- f) I don't have enough time to read food labels when I'm shopping, even if I wanted to
- g) I'm very interested in food label information
- h) I find that information on food labels is easy to read
- i) I'm satisfied with the amount of information provided on food labels

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1	2	3	4	5	9
Strongly disagree				Strongly agree	Don't know

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**[ASK ALL]**



Local Council/Local Government organisations or Public Health Units	11
Others (specify)	96
None / Don't know / no idea	97

D11b. **[NEW ZEALAND ONLY]** Please name any organisations you can think of who have a role in food regulation and monitoring? **Please list all the organisations you can think of.**  
**OPEN ENDED**

**PRE-CODED LIST [NOT SHOWN TO RESPONDENTS]**

Food Standards Australia New Zealand (FSANZ, ANZFA)	1
Ministry of Health	2
Ministry of Research, Science and Technology	3
Ministry of Agriculture and Forestry	4
MAF Quarantine Service	5
Regional councils or Public Health Units	6
New Zealand Food Safety Authority (NZFSA)	7
Agricultural Compounds and Veterinary Medicines Unit	9
Environmental Risk Management Authority (ERMA)	10
Territorial authorities (city councils)	11
Others (specify)	96
None / Don't know / no idea	97

D12a. **[AUSTRALIA ONLY]** Which, if any, of the following organisations are you aware have a role in food regulation and monitoring? **Choose all that apply**

Food Standards Australia New Zealand (FSANZ, ANZFA)	1
The Australian Government Department of Health and Ageing	2
Biotechnology Australia	3
Department of Agriculture, Forestries and Fisheries (DAFF)	4
Australian Quarantine Inspection Service (AQIS)	5
Local council organizations	6
State or Territory Health Department	7
State or Territory Department of Agriculture or Primary	8

Industry	
Australian Pesticide and Veterinary Medicines Authority (APVMA)	9
Office of the Gene Technology Regulator (OGTR)	10
Local Council/Local Government organisations or Public Health Units	11
Others (specify)	96
None of the above	97

D12b. **[NEW ZEALAND ONLY]** Which, if any, of the following organisations have a role in food regulation and monitoring? **Choose all that apply**

Food Standards Australia New Zealand (FSANZ, ANZFA)	1
Ministry of Health	2
Ministry of Research, Science and Technology	3
Ministry of Agriculture and Forestry	4
MAF Quarantine Service	5
Regional councils or Public Health Units	6
New Zealand Food Safety Authority (NZFSA)	7
Agricultural Compounds and Veterinary Medicines Unit	9
Environmental Risk Management Authority (ERMA)	10
Territorial authorities (city councils)	11
Others (specify)	96
None of the above	97

**[ASK ALL]**

D13. Overall, on a scale of 1 to 7, where 1 is “not at all confident”, and 7 is “extremely confident”, how confident are you about the current measures taken by the organisations regulating and monitoring food? **(please choose the one number that best applies)**

1	2	3	4	5	6	7	9
Not at all confident						Extremely confident	Don't know

D14. Overall, on a scale of 1 to 7, where 1 is “not at all confident”, and 7 is “extremely confident”, how confident are you in the work of Food Standards Australia New Zealand? **(please choose the one number that best applies)**

1	2	3	4	5	6	7	9
Not at all						Extremely	Don't
confident						confident	know

D15. Thinking about purchasing foods in general, on a scale of one to seven where one is “no regulation” and seven is “high level of regulation” to what level do you believe the government should regulate the food supply to **manage for public health issues like obesity?** *(please choose the one number that best applies)*

1	2	3	4	5	6	7	9
No						High level	Don't
regulation						of	know
						regulation	

D16. Thinking about purchasing foods in general, on a scale of one to seven where one is “no regulation” and seven is “high level of regulation” to what level do you believe the government should regulate the food supply to **manage for food safety?** *(please choose the one number that best applies)*

1	2	3	4	5	6	7	9
No						High level	Don't
regulation						of	know
						regulation	



## About you

And finally, some questions about you.

F1. Do any of the following apply to you or any members of your household? **Please indicate as many as apply.**

Food allergy to nuts	1
Food allergy to seafood, or fish, or milk, or gluten, or eggs, or soybeans	2
Asthma	3
Diabetes	4
Heart disease	5
Digestive concerns such as coeliac disease, irritable bowel syndrome	6
Other health concerns such as high blood pressure or cholesterol	7
On a specific diet	8
Watching my weight/others' weight generally	9
Watching my health/others' health generally	
Migraine	10
Pregnancy or breast feeding	11
Vegetarian / vegan	12
Religious / ethical beliefs that influence dietary choices	13
Training for sports	14
Other [ <b>Specify</b> ]	96
No, none	97
Prefer not to answer	98

F2. How much attention do you pay to keeping a healthy diet?

Very low amount of attention	1
Low amount of attention	2
Medium amount of attention	3
High amount of attention	4
Very high amount of attention	5

F3. How many serves of vegetables do you **usually** eat **each day**? (one serve = 1/2 cup cooked vegetables or 1 cup of salad vegetables)

1 serve or less	1
2 serves	2
3 serves	3
4 serves	4
5 serves	5
6 serves or more	6
Don't eat vegetables	7

F4. How many serves of fruit do you **usually** eat **each day**? (one serve = 1 medium piece or 2 small pieces of fruit or 1 cup of diced pieces)

1 serve or less	1
2 serves	2
3 serves	3
4 serves	4
5 serves	5
6 serves or more	6
Don't eat fruit	7

F5. **In the last week**, how many times have you walked for recreation or fitness?

XX times

F5a. **[IF F5 IS GREATER THAN 0]** What do you estimate was the total time that you spent walking in this way **in the last week**?

XX Hours XX Minutes

F6. **In the last week**, how many times have you participated in moderate exercise (apart from walking) such as household work, gardening, sport, recreation or fitness activities? This is exercise that causes a moderate increase in your heart rate or breathing.

XX times

F6a. **[IF F6 IS GREATER THAN 0]** What do you estimate was the total time that you spent exercising in this way **in the last week**?

XX Hours XX Minutes



F7. In the last week, how many times have you participated in vigorous exercise such as heavy work around the yard, vigorous housework, or sport, recreation or fitness activities? This is exercise that causes a large increase in your heart rate or breathing.

XX times

F7a. [IF F7 IS GREATER THAN 0] What do you estimate was the total time that you spent exercising in this way **in the last week**?

XX Hours XX Minutes

**Education:**

F8a. [AUSTRALIA ONLY]:

What is the highest level of primary or secondary school you have completed?

*(Please select one)*

Year 8 or below	1
Year 9 or equivalent	2
Year 10 or equivalent	3
Year 11 or equivalent	4
Year 12 or equivalent	5
Still at school	6
Did not go to school	7
Prefer not to answer	8

F8b. [AUSTRALIA ONLY]:

What is the highest qualification you have completed?

*(Please select one)*

Postgraduate Degree	1
Graduate Diploma and Graduate Certificate	2
Bachelor Degree	3
Advanced Diploma and Diploma	4
Certificate	5
None of the above	7
Prefer not to answer	8

F8c. **[NEW ZEALAND ONLY]:**

What is the highest qualification you have completed?

*(Please select one)*

No Qualification / Fourth Form or lower	1
Fifth Form Qualification / school certificate / NCEA Level 1	2
Sixth Form Qualification / university entrance / NCEA Level 2	3
Higher School Qualification / Bursary / NCEA Level 3	4
Other NZ Secondary School Qualification	5
Overseas Secondary School Qualification	6
Basic Vocational Qualification	7
Skilled Vocational Qualification	8
Intermediate Vocational Qualification	9
Advanced Vocational Qualification	10
Bachelor Degree	11
Higher Degree	12
None of the above	97
Prefer not to answer	98

**Household Income:**F10a. **[AUSTRALIA ONLY]:**

What is your household's **total** annual income (before tax)? Numbers in brackets are the weekly equivalents.

*(Please select one)*

Negative / Nil income	1
\$1 - \$10,399 (\$1-\$199)	2
\$10,400 - \$15,599 (\$200-\$299)	3
\$15,600 - \$20,799 (\$300-\$399)	4
\$20,800 - \$25,999 (\$400-\$499)	5
\$26,000 - \$31,199 (\$500-\$599)	6
\$31,200 - \$36,399 (\$600-\$699)	7
\$36,400 - \$41,599 (\$700-\$799)	8
\$41,600 - \$51,999 (\$800-\$999)	9
\$52,000 - \$62,399 (\$1,000-\$1,199)	10
\$62,400 - \$77,999 (\$1,200-\$1,499)	11
\$78,000 - \$103,999 (\$1,500-\$1,999)	12
\$104,000 or more (\$2,000 or more)	13
Prefer not to answer	98

F10b. **[NEW ZEALAND ONLY]:**

What is your household's **total** annual income (before tax)? Numbers in brackets are the weekly equivalents.

**(Please select one)**

Negative / Nil income	1
\$1 - \$15,899 (\$1-\$306)	2
\$15,900 - \$22,999 (\$307-\$442)	3
\$23,000 - \$28,799 (\$443-\$554)	4
\$28,800 - \$37,899 (\$555-\$729)	5
\$37,900 - \$47,299 (\$730-\$910)	6
\$47,300 - \$58,899 (\$911-\$1,133)	7
\$58,900 - \$71,299 (\$1,134-\$1,371)	8
\$71,300 - \$87,599 (\$1,372-\$1,685)	9
\$87,600 - \$119,999 (\$1,686-\$2,308)	10
\$120,000 and over (\$2,309 or more)	11
Prefer not to answer	98

**Household Structure:**

F11. How many people live in your household in each of the following age groups? **(Please enter below)**

Persons aged 18 years and over	
Persons aged 15-17 years	
Persons aged under 15 years	

**Employment Status:**

F12. What is your employment status?

**(Please select one)**

Full-time	1
Part-time	2
Unemployed and looking for work	3
Retired /Not in the labour force	4
Student (and not in full time employment)	5
Other (please specify)	6
Prefer not to answer	7

## Honesty & Feedback

Please confirm that you have answered the questions in this survey honestly and to the best of your ability

Yes	1
No	2

Please confirm that you are the person that the email was originally sent to

Yes	1
No	2

And finally, do you have any feedback, or comments, about the survey which you have just completed?

## Close

We would like to thank you for taking the time to complete our survey. Your opinions and responses are gratefully received and extremely important to us.

The insight which you have given us will be used to develop future products and others like it.

Your responses will be used at an aggregate level only, and as such we would like to assure you once again that your details will be used in the strictest of confidence and will not be passed on to any other party for any purpose other than that which it was intended.

If at any stage you wish to change your responses, discuss this survey, or have any questions please contact us at **TNS**. If you wish to talk to someone regarding any issues with Market research please contact SurveyLine on 1300 364 832.

**Once again thank you for your interest. To ensure that you receive further relevant surveys, please make sure that your details are always up to date.**