

**APPENDIX B  
QUESTIONNAIRES**

# AUSTRALIA

## NFO Donovan Research - Project Label FS735

<b>Interviewer Name:</b>	..... ID ____ (5-7)	(OFFICE USE ONLY) QNA _____ (1-5) CARD 01 _____ (6-7)
<b>Time Started</b>	..... am / pm	
<b>Time Finished</b>	..... am / pm	
<b>Time Taken</b>	..... Mins (8-9)	SUPERVISOR - Checked : _____ - Validated : _____
<b>Date</b>	___/___/02	
<b>Location</b>	Sydney..... 01 Melbourne..... 02 Brisbane..... 03 Adelaide..... 04 Perth..... 05 Hobart..... 06 Canberra..... 07 Darwin..... 08	(10-11) CODER - Listed : _____ - Edited : _____ - Coded : _____  READY FOR PUNCHING _____

**APPROACH HOUSEHOLDS AS INSTRUCTED...**

**INTRODUCTION**

Good ... (morning / afternoon / evening). My name is ... from NFO New Zealand, the national market research company. We are undertaking some important research into food labelling and how consumers make decisions about the food they buy. The research is being undertaken on behalf of Food Standards Australia New Zealand. Your opinions, if you choose to participate, will help in the development of food labelling standards.

The information and opinions you provide will only be used for research purposes. The survey will take around 20 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? Is now a good time or would it be more convenient if I made an appointment to come back at some other time?

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

- |   |            |         |
|---|------------|---------|
|   | <b>Yes</b> |         |
| Advertising.....  | 1          |         |
| Marketing or Market Research.....                       | 2          | → CLOSE |
| Nutrition or Dietetics.....                             | 3          |         |
| A food retailer, food manufacturer or food company..... | 4          |         |
| None.....   | 5          |         |

TTB

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

QS2 Are you mainly or jointly responsible for the grocery shopping in your household? (16)

Yes..... 1  
No ..... 2

**SHOWCARD QS3**

QS3 Which age group are you in? (17) **CLOSE**

Under 18 ..... 1  
18-24..... 2  
25-34..... 3  
35-44..... 4  
45-54..... 5  
55-64..... 6  
65 or over..... 7  
Refused ..... 9

**TTB**

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

**SHOWCARD Q1**

Q1 Do you or any members of your family have any of the special needs listed on this card **and** are therefore more careful about choosing food products? **MULTIPLE RESPONSE POSSIBLE** (20-39)

Food allergy to nuts ..... 01  
Food allergy to seafood, fish, milk, gluten, eggs, soybeans ..... 02  
Asthma ..... 03  
Diabetes ..... 04  
Heart disease ..... 05  
Health concerns such as high blood pressure or cholesterol ..... 06  
Digestive concerns such as coeliac disease, IBS, (high fibre?) ..... 07  
Special diet for weight loss ..... 08  
Migraine ..... 09  
Pregnancy and breast feeding..... 10  
Vegetarian / vegan ..... 11  
Religious / ethical beliefs ..... 12  
Training for sports..... 13  
General health ..... 14  
Other (**CODE & WRITE IN**) ..... 15  
\_\_\_\_\_  
No, none ..... 16

**SHOWCARD Q2**

Q2 Here are five statements about buying food and I'd like you to tell me which one best describes how you feel when buying food for your household.

(40)

**Interviewer note** – if respondent says none or more than one fit, prompt: “I realise that none of these statements may apply exactly, or perhaps more than one could apply, but please tell me which is the closest match.” **SINGLE RESPONSE ONLY**

- I'm not at all concerned about the health or nutritional value of the foods that I choose..... 1
- I usually don't worry about the health or nutritional value of the foods that I choose ..... 2
- I sometimes like to choose healthy or nutritious foods, depending on cost and convenience ..... 3
- I regularly choose the 'healthy' alternative, such as low fat, no added sugar, low salt etc even if it costs more..... 4
- I always choose the 'healthy alternative, even if it costs more ..... 5

**SHOWCARD Q3**

Q3 Here are a number of things other people have said about selecting food products. Using the scale on this card, please tell me how strongly you agree or disagree with each statement.

**READ OUT. ROTATE ORDER ASKED**

	Strongly Agree	Tend to Agree	Neither agree nor	Tend to disagree	Strongly disagree	Don't know	
<input type="checkbox"/> a) I've always been able to find any information I need on a food or drink label.....	1	2	3	4	5	9	(41)
<input type="checkbox"/> b) When I read the labels on food products, I just focus on one or two key things, such as the levels of fat or if there are preservatives ...	1	2	3	4	5	9	(42)
<input type="checkbox"/> c) Generally speaking, it's easy to understand and use the information on food labels.....	1	2	3	4	5	9	(43)
<input type="checkbox"/> d) I find some information on food labels really useful or important .....	1	2	3	4	5	9	(44)
<input type="checkbox"/> e) It's hard to tell which parts of the label are advertising and which are standard information manufacturers have to put on .....	1	2	3	4	5	9	(45)
<input type="checkbox"/> f) I don't have enough time to read food labels when I'm shopping, even if I wanted to .....	1	2	3	4	5	9	(46)
<input type="checkbox"/> g) I'm very interested in food label information .....	1	2	3	4	5	9	(47)

This survey is mainly about the different types of information found on the packaging of food and drink products to find out how useful that information is and how it can be improved. It is not a test of your product knowledge but of how well the labelling works.

Q4a Firstly, thinking about all of the different types of food products available to buy, can you tell me what kinds of information can be found on packaged food and drink products? **DO NOT PROMPT, BUT PROBE 'ANYTHING ELSE' UP TO TWO TIMES. CODE ALL GIVEN IN COLUMN Q4A) OVER PAGE.**

**PROBE FULLY. RECORD 'OTHER' IN DETAIL USING RESPONDENT'S EXACT WORDS.**

**PICTURE CARDS A1-A16**

Q4b These pictures show 16 different types of information found on food labels. The food products shown are just examples. The different types of information can be found on many types of food products, so depending on what you buy you may not be familiar with them all. Some are also very new. Which of these do you recognise? Please read me the number and the name. **CODE ALL GIVEN IN COLUMN Q4B) OVER PAGE**

Q4c And which of these types of information do you use, even if just occasionally? Again, think about the different products that you buy, and different occasions such as buying a product for the first time, or when changing from your regular brand. **CODE ALL GIVEN IN COLUMN Q4C) OVER PAGE. PROBE 'ANYTHING ELSE' UP TO TWO TIMES.**

Q4d **IF MORE THAN THREE ELEMENTS CODED AT PART 4c) ASK 4d), OTHERWISE TRANSCRIBE CODES FROM 4c).** Thinking about all the different type of foods and drinks that you buy, which THREE types of information do you use most often? **CODE IN COLUMN Q4D)**

		<b>Q4a</b>	<b>Q4b</b>	<b>Q4c</b>	<b>Q4d</b>
		<b>Aware unprompted</b>	<b>Recognise</b>	<b>Use prompted</b>	<b>Use most</b>
<b><u>CORE ELEMENTS</u></b>		(48-67)	(68-87)	(8-27)	(28-33)
A1	Ingredient list.....	... 01 .....	... 01 .....	... 01 .....	... 01 .....
A2	Nutrition Information Panel (NIP)	... 02 .....	... 02 .....	... 02 .....	... 02 .....
A3	Allergen declaration .....	... 03 .....	... 03 .....	... 03 .....	... 03 .....
A4	Percentage (%) label.....	... 04 .....	... 04 .....	... 04 .....	... 04 .....
A5	Nutrient claim .....	... 05 .....	... 05 .....	... 05 .....	... 05 .....
A6	Date mark.....	... 06 .....	... 06 .....	... 06 .....	... 06 .....
<b><u>NON-CORE ELEMENTS</u></b>					
A7	Advisory statement.....	... 07 .....	... 07 .....	... 07 .....	... 07 .....
A8	Warning statement .....	... 08 .....	... 08 .....	... 08 .....	... 08 .....
A9	Country of origin.....	... 09 .....	... 09 .....	... 09 .....	... 09 .....
A10	GMO (Genetically modified organism)	... 10 .....	... 10 .....	... 10 .....	... 10 .....
A11	Irradiated food .....	... 11 .....	... 11 .....	... 11 .....	... 11 .....
A12	Preparation & storage instructions	... 12 .....	... 12 .....	... 12 .....	... 12 .....
A13	Health claim .....	... 13 .....	... 13 .....	... 13 .....	... 13 .....
A14	Novel food .....	... 14 .....	... 14 .....	... 14 .....	... 14 .....
<b><u>ENDORSEMENTS</u></b>					
A15	NHF Tick / Dolphin friendly / GI Symbol .....	... 15 .....	... 15 .....	... 15 .....	... 15 .....
A16	Friendly production processes ..	... 16 .....	... 16 .....	... 16 .....	... 16 .....
-	Price	... 17 .....	... X .....	... X .....	... X .....
-	Brand	... 18 .....	... X .....	... X .....	... X .....
-	Weight	... 19 .....	... X .....	... X .....	... X .....
	Other ( <b>WRITE IN</b> )	... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
	None	... 98 .....	... 98 .....	... 98 .....	... 98 .....

Rpt 1-5  
Card 02 6-7

CHECK RESPONSE TO Q4D AND CODE ALL ELEMENTS GIVEN BELOW (THERE SHOULD BE NO MORE THAN THREE).

ALSO CODE BELOW ANY OTHER ELEMENTS CODED AT Q4C WHICH ARE 'CORE ELEMENTS' ABOVE THE FIRST DOTTED LINE (ELEMENTS A1-6) IF NONE AT Q4C OR Q4D SKIP TO INSTRUCTION ON PAGE 11 BEFORE Q6

**CORE ELEMENTS**

A1 Ingredient List ..... 01  
A2 Nutrition Information Panel (NIP)... 02  
A3 Allergen declaration ..... 03  
A4 Percentage (%) label ..... 04  
A5 Nutrient claim ..... 05  
A6 Date mark ..... 06

**NON-CORE ELEMENTS**

A7 Advisory statement ..... 07  
A8 Warning statement ..... 08  
A9 Country of origin ..... 09  
A10 GMO ..... 10  
A11 Irradiated foods..... 11  
A12 Preparation / storage ..... 12  
A13 Health claim..... 13  
A14 Novel food ..... 14  
A15 Endorsements ..... 15

THE CODED ELEMENTS ABOVE ARE THOSE FOR WHICH YOU MUST ASK Q5. ASK Q5A – 5F ELEMENT IN TURN.

**SHOWCARD Q5A**

Q5a **MULTIPLE RESPONSE**

Looking at all of the food categories on this card, for which types of food and drink products do you look at (ELEMENT)? You can start looking anywhere on the card, and you can look at the categories in any order you like, but please make sure you look at all of them as you respond.

**INTERVIEWER REFERENCE ONLY  
RECORD ANSWER IN COLUMN Q5A OVER PAGE  
NOTE WHICH PRODUCT MENTIONED FIRST**

Dairy products ..... 01  
Oils, butter, margarine, dairy spreads and other fats .02  
Canned foods ..... 03  
Breads ..... 04  
Frozen foods ..... 05  
Breakfast cereals ..... 06  
Pasta / rice / noodles..... 07  
Fresh produce (fruit, vegetables, meat, eggs,fish).....08  
Soft drinks, cordials, fruit juices..... 09  
Sweet biscuits / cakes / confectionery..... 10  
Savoury biscuits & snacks..... 11  
Infant formula / baby food ..... 12  
Other (**WRITE IN**)..... 99



**SHOWCARD Q5B**

Q5b When buying this (**SAY FIRST MENTIONED PRODUCT CODED AT Q5A**), how often do you look at (ELEMENT)?

**CODE ONE ONLY**

**INTERVIEWER REFERENCE ONLY  
RECORD ANSWER IN COLUMN Q5B OVER PAGE**

Everytime I buy that (these) products..... 1  
Most of the time when I buy that (these) products .....2  
Only occasionally .....3  
When I buy it for the first time.....4

**SHOWCARD Q5C**

Q5c Which of these best describes how clear and easy to understand you think (ELEMENT) is?

**SHOWCARD Q5D**

Q5d And how much do you feel you can trust the information given in (ELEMENT)?

**IF RESPONDENT GIVES A CODE 3 AT Q5C ASK Q5E.**

**AS WELL, IF RESPONDENT GIVES A CODE 3 AT Q5D, ASK Q5H.**

**OTHERWISE CONTINUE TO NEXT ELEMENT (IF LAST ELEMENT, SKIP TO INSTRUCTION BEFORE Q6).**

	SHOWCARD Q5A	SHOWCARD Q5B				SHOWCARD Q5C			SHOWCARD Q5D			
	(INSERT CODES BELOW)  M/R	Every time I buy (these) products	Most of the time when I buy (these) products	Only occasionally	When I buy for the first time	Very clear	Fairly clear	Not very clear	I trust what it says	I'm pretty sure I can trust what it says	I'm not sure whether to trust it or not	
01...Ingredient list		1	2	3	4	1	2	3	1	2	3	(34-54)
02...Nutrition Information Panel (NIP)		1	2	3	4	1	2	3	1	2	3	(55-75)
03...Allergen declaration		1	2	3	4	1	2	3	1	2	3	Rpt 1-5 Card 03 (6-7) (76-96)
04...Percentage (%) label		1	2	3	4	1	2	3	1	2	3	(8-28)
05...Nutrient claim		1	2	3	4	1	2	3	1	2	3	(29-49)
06...Date mark		1	2	3	4	1	2	3	1	2	3	(50-70)
07...Advisory statement		1	2	3	4	1	2	3	1	2	3	(71-91)
08...Warning statement		1	2	3	4	1	2	3	1	2	3	Rpt 1-5 Card 04 (6-7) (8-28)
09...Country of origin		1	2	3	4	1	2	3	1	2	3	(29-49)
10...GM		1	2	3	4	1	2	3	1	2	3	(50-70)
11...Irradiated foods		1	2	3	4	1	2	3	1	2	3	(71-91)
12...Preparation/storage		1	2	3	4	1	2	3	1	2	3	Rpt 1-5 Card 05 (6-7) (8-28)
13...Health claims		1	2	3	4	1	2	3	1	2	3	(29-49)
14...Novel foods		1	2	3	4	1	2	3	1	2	3	(50-70)
15...Endorsements		1	2	3	4	1	2	3	1	2	3	(71-91)

**ASK ONLY IF CODE 3 AT QUESTION 5C**

Q5E You seem to have some concerns about (ELEMENT). What is it about (ELEMENT) that means it is not as clear as it could be? **WRITE IN ELEMENT CODE AND REASONS ALONGSIDE. PROBE FULLY AND CLARIFY.**

**ELEMENT**  (29-30) **REASON(S)**

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(31-40)

**ELEMENT**  **REASON(S)**

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**ELEMENT**  (41-42) **REASON(S)**

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(43-52)

**ELEMENT**  (53-54) **REASON(S)**

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(55-64)

**ELEMENT**  (65-66) **REASON(S)**

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(67-76)

**ELEMENT**  (77-78) **REASON(S)**

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(79-88)

**ELEMENT**

(8-9)

**REASON(S)**

Rpt 1-5  
Card 07 (6-7)

(10-19)

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**ELEMENT**

(20-21)

**REASON(S)**

(22-31)

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**ASK ONLY IF CODE 3 AT QUESTION 5D**

Q5F You seem to have some concerns about (ELEMENT). What is it about (ELEMENT) that means you doubt how trustworthy it is? **WRITE IN ELEMENT CODE AND REASONS ALONGSIDE. PROBE FULLY AND CLARIFY.**

**ELEMENT**  (32-33) **REASON(S)**

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(34-43)

**ELEMENT**  (44-45) **REASON(S)**

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(46-55)

**ELEMENT**  (56-57) **REASON(S)**

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(58-67)

**ELEMENT**  (68-69) **REASON(S)**

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(70-79)

**ELEMENT**  (80-81) **REASON(S)**

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(82-91)

**ELEMENT**  (8-9) **REASON(S)**

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(10-19)

Rpt 1-5  
Card 08 (6-7)

**ELEMENT**  (20-21) **REASON(S)**

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(22-31)

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**ELEMENT**  (32-33) **REASON(S)**

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(34-41)

**REFER Q4B / Q4C. CODE CORE ELEMENTS THAT ARE RECOGNISED (Q4B) BUT NOT USED (Q4C) BELOW. YOU WILL ASK Q6 ABOUT EACH OF THE ELEMENTS BELOW IN TURN.**

**CORE ELEMENTS**

- A1 Ingredient List ..... 01
- A2 Nutrition Information Panel (NIP)... 02
- A3 Allergen declaration ..... 03
- A4 Percentage (%) label ..... 04
- A5 Nutrient claim ..... 05
- A6 Date mark ..... 06

**IF NONE CODED ABOVE, SKIP TO Q7A**

**Q6** You said earlier that you recognised, but don't use (ELEMENT). Why don't you use (ELEMENT)? **DO NOT READ. CODE ALL GIVEN BELOW. PROBE:** Any other reason? **CODE, WRITE IN OTHER REASONS.**

<b>CODE THOSE ASKED ABOUT</b> →	<b>Ingred. List</b> (8-17)	<b>NIP</b> (18-27)	<b>Allerg. decl.</b> (28-37)	<b>% Label</b> (38-47)	<b>Nutrient claim</b> (48-57)	<b>Date mark</b> (58-67)
Not interested/ can't be bothered	.....01 .....	.....01 .....	.... 01 .....	.... 01 .....	.....01 .....	.....01 .....
Not concerned/ not relevant to me/ my family .....	.....02 .....	.....02 .....	.... 02 .....	.... 02 .....	.....02 .....	.....02 .....
Not useful/ of no benefit .....	.....03 .....	.....03 .....	.... 03 .....	.... 03 .....	.....03 .....	.....03 .....
Can't read the label/ writing too small .....	.....04 .....	.....04 .....	.... 04 .....	.... 04 .....	.....04 .....	.....04 .....
Respondent has poor English ...	.....05 .....	.....05 .....	.... 05 .....	.... 05 .....	.....05 .....	.....05 .....
Don't understand it/ how to read it/ too difficult .....	.....06 .....	.....06 .....	.... 06 .....	.... 06 .....	.....06 .....	.....06 .....
No variation in foods on this item.....	.....07 .....	.....07 .....	.... 07 .....	.... 07 .....	.....07 .....	.....07 .....
Don't trust/ believe it.....	.....08 .....	.....08 .....	.... 08 .....	.... 08 .....	.....08 .....	.....08 .....
Not enough time while shopping / too many distractions/ too hard shopping with children.....	.....09 .....	.....09 .....	.... 09 .....	.... 09 .....	.....09 .....	.....09 .....
Bought same product(s) for years – don't look .....	.....10 .....	.....10 .....	.... 10 .....	.... 10 .....	.....10 .....	.....10 .....

**Other Reasons: WRITE IN ALONGSIDE ITEM**

Ingredient List: \_\_\_\_\_ (68-71)

NIP: \_\_\_\_\_ (72-75)

Allergen declaration: \_\_\_\_\_ (76-79)

% Label \_\_\_\_\_ (80-83)

Nutrient claim: \_\_\_\_\_ (84-87)

Date mark: \_\_\_\_\_ (88-91)

**ASK ALL**

Q7a Thinking once again about all the different types of label information, are there any types of label information that you use more often now than you did two years ago?

- Yes ..... 1 **GO TO** → Q7b (8)
- No ..... 2 **SKIP TO** → Q8
- Not sure ..... 3 **SKIP TO** → Q8

**SHOWCARD Q7B**

Q7b **ASK ONLY IF CODE 1 TO Q7A ABOVE**

What types of label information do you use more often?

**PROBE FOR MULTIPLE RESPONSE – ‘ANYTHING ELSE?’**

	<b>SHOWCARD Q7B</b>
<b><u>CORE ELEMENTS</u></b>	
Ingredient list .....	..... 01.....
Nutrition Information Panel (NIP) .....	..... 02.....
Allergen declaration .....	..... 03.....
Percentage (%) label .....	..... 04.....
Nutrient claim.....	..... 05.....
Date mark .....	..... 06.....
<b><u>NON-CORE ELEMENTS</u></b>	
Advisory statement .....	..... 07.....
Warning statement.....	..... 08.....
Country of origin .....	..... 09.....
GM (Genetically modified) .....	..... 10.....
Irradiated foods.....	..... 11.....
Preparation & storage instructions.....	..... 12.....
Health claims .....	..... 13.....
Novel foods.....	..... 14.....
Endorsements.....	..... 15.....
Price .....	..... 16.....
Brand .....	..... 17.....
Weight .....	..... 18.....
Other ( <b>CODE &amp; WRITE IN</b> ) .....	..... X .....
	..... X .....
	..... X .....
	..... X .....
	..... X .....

(9-28)



Q8 Is there any other information you would like to see on food or drink labels? **WRITE IN ALL RESPONSES. PROBE 'ANYTHING ELSE' UP TO TWO TIMES.**

- Already too much information..... 1
- Already enough information .....2
- Want less information .....3
- No.....98

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(29-38)

**ASK ALL** For the next few questions I'm going to focus on nutrition label information.

**PIC CARD Q9**

Here is an example of the nutritional information that may appear on a tub of yoghurt, in this case strawberry yoghurt. Please look at the information provided.

Q9 I would like you to imagine if you were considering buying this yoghurt for yourself or your family. Which pieces of information (**ON PIC CARD Q9**) would you use when considering your purchase? **WRITE IN IDENTIFYING FIRST, SECOND, THIRD MENTIONED SEPARATELY. PROBE FULLY AND CLARIFY ELEMENTS. WRITE ALL IN**

First mention: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(39-40)

Second mention: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(41-42)

Third mention: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(43-44)

Don't buy yoghurt:.....98

Don't know / can't say .....99

**NIP LABEL CARD 1**

**ASK ALL**

Here are two Nutrition Information Panels for a snack food. I would like you to imagine if you were considering buying one of these snack foods for yourself or your family. . You don't need to buy this product to answer this question. This is not a test of what you know about this product, but how well the labelling works.

**SHOWCARD Q10-12A**

Q10a Which of these foods do you think would be a wiser choice for a healthy diet? **CODE ONE ONLY**

- Product A.....1 (45)
- Product B.....2
- Both the same .....3
- Hard to choose because A is better in one way, B is better in another way .....4
- Don't know.....9 → Q11 or 12

Q10b Which column of information did you mostly use to make your decision? Was it the per serving column or the per 100g column? **CODE ONE ONLY**

- Per serving .....1 (46)
- Per 100g.....2
- Both.....3
- Don't know.....9 → Q11 or 12

Q10c Which nutrients did you mostly use to make your decision? **CODE ALL GIVEN**

- |                      |                           |         |
|----------------------|---------------------------|---------|
| Energy (kJ) ..... 1  | Total carbohydrates.....5 | (47-54) |
| Protein ..... 2      | Sugars .....6             |         |
| Total fat..... 3     | Sodium .....7             |         |
| Saturated fat..... 4 | None .....8               |         |

**ASK EITHER Q11 OR 12 (DO NOT ASK BOTH) – ROTATE ORDER BETWEEN INTERVIEWS.**

**CIRCLE WHICH QUESTION ASKED     11     12**

**Q11 NIP LABEL CARD 2**

Here are two Nutrition Information Panels for cracker biscuits. Again, I would like you to imagine if you were considering buying one of these for yourself or your family. You don't need to buy this product to answer this question.

**SHOWCARD Q10-12A**

Q11a Which of these foods do you think would be a wiser choice for a healthy diet? **CODE ONE ONLY**

- Product A..... 1 (55)
- Product B..... 2
- Both the same ..... 3
- Hard to choose because A is better in one way, B is better in another way ..... 4
- Don't know..... 9 → Q13

Q11b Which column of information did you mostly use to make your decision? Was it the per serving column or the per 100g column? **CODE ONE ONLY**

- Per serving ..... 1 (56)
- Per 100g..... 2
- Both..... 3
- Don't know..... 9 → Q13

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Q11c Which nutrients did you mostly use to make your decision? **CODE ALL GIVEN**

- |                       |                            |         |
|-----------------------|----------------------------|---------|
| Energy (kJ) ..... 1   | Total carbohydrates..... 5 | (57-64) |
| Protein ..... 2       | Sugars ..... 6             |         |
| Total fat..... 3      | Sodium ..... 7             |         |
| Saturated fat ..... 4 | None ..... 8               |         |

**SKIP TO Q13**

**Q12 NIP LABEL CARD 3**

Here are two Nutrition Information Panels for chicken soup. Again, I would like you to imagine if you were considering buying one of these for yourself or your family. You don't need to buy this product to answer this question.

**SHOWCARD Q10-12A**

Q12a Which of these foods do you think would be a wiser choice for a healthy diet? **CODE ONE ONLY**

- Product A..... 1 (65)
- Product B..... 2
- Both the same ..... 3
- One better in one way ..... 4
- Hard to choose because A is better in one way, B is better in another way ..... 5
- Don't know..... 9 → Q13

Q12b Which column of information did you mostly use to make your decision? **CODE ONE ONLY**

- Per serving ..... 1 (66)
- Per 100g ..... 2
- Both ..... 3
- Don't know ..... 9 → Q13

Q12c Which nutrients did you mostly use to make your decision? Was it the per serving column or the per 100g column? **CODE ALL GIVEN**

- |                       |                             |         |
|-----------------------|-----------------------------|---------|
| Energy (kJ) ..... 1   | Total carbohydrates ..... 5 | (67-74) |
| Protein ..... 2       | Sugars ..... 6              |         |
| Total fat ..... 3     | Sodium ..... 7              |         |
| Saturated fat ..... 4 | None ..... 8                |         |

**SHOW NIP LABEL CARD 4**

Q13 This is a nutrition label from a single serve frozen dinner. Again, I would like you to imagine if you were considering buying one of these for yourself or your family. You don't need to buy this product to answer this question. Once again, this is not a test of what you know about this product, but how well the labelling works.

How much saturated fat do you think there is in the whole packet?

**DO NOT READ. CODE ONE ONLY**

- 11.3g ..... 1
  - 23.6g ..... 2
  - 3.7g ..... 3
  - 7.3g ..... 4
  - Don't know ..... 98
  - Other (**WRITE IN**)
- 

(75-76)

**SHOW NIP LABEL CARD 5**

Q14 Comparing these two frozen dinners, if you ate a 100g of each, which would give you the most energy? Would you say product A, product B, or are you not sure?

And which would you give the most sodium?

**REPEAT FOR EACH ELEMENT IN TURN eg. total fat and saturated fat**

- |                       | <u>Product 'A'</u> | <u>Product 'B'</u> | <u>Not sure</u> |      |
|-----------------------|--------------------|--------------------|-----------------|------|
| Energy (kJ) ..... 1   | ..... 2            | ..... 9            |                 | (77) |
| Sodium ..... 1        | ..... 2            | ..... 9            |                 | (78) |
| Total fat ..... 1     | ..... 2            | ..... 9            |                 | (79) |
| Saturated fat ..... 1 | ..... 2            | ..... 9            |                 | (80) |

FOR Q15-Q20 ASK EITHER Q15-Q18 OR Q19-Q20. ROTATE WHICH SET OF QUESTIONS YOU USE.

Q15a Looking back at the ingredient list, (**PIC CARD Q15/Q16a, IF NEEDED - POINT TO INGREDIENT LIST**), do you think the ingredients are presented in any particular order?  
**SINGLE RESPONSE**

(81)

- Yes..... 1 → **Q15b**
- No ..... 2 → **Q16**
- Don't know ..... 9 → **Q16**

Q15b **ASK ONLY IF CODE 1 TO Q15a ABOVE**

What order if any would you say the ingredients are presented in? **DO NOT READ –ASK AS OPEN-ENDED. CODE ONE ONLY.**

- Ascending order (ie from smallest quantity to largest quantity) ..... 1
- Descending order (ie from largest quantity to smallest quantity)..... 2
- Other..... 3
- Don't know ..... 9

(82)

**PIC CARD Q15/Q16A**

Here is the nutrition label from a tub of strawberry yoghurt.

Q16a Looking at the ingredients list, what does the 9% mean after the ingredient strawberry?  
**DO NOT READ. ASK AS OPEN-ENDED. CODE ONE ONLY.**

- 9% of this product contains strawberries..... 1
- The ingredient 'strawberries' is (only) 9% strawberries ..... 2
- Other..... 3
- Don't know ..... 9

(83)

Q16b **PIC CARD Q16B**

Looking at this ingredient list, what percentage of this product would you say comes from fruit? **DO NOT READ. ASK AS OPEN-ENDED. SINGLE RESPONSE.**

- 35% of the product is fruit..... 1
- 5% of the product is fruit..... 2
- 30% of the product is fruit..... 3
- Other ..... 4
- Don't know ..... 9

(84)

**PIC CARD Q17**

Here is an ingredient label from a chocolate bar. Imagine if you suffered from an allergy when eating nuts, how useful would you find a statement on a snack bar that said 'may contain traces of nuts'?

**SHOWCARD Q17**

Q17 Would you say?

- Not very useful because it doesn't say whether nuts are definitely in the product or not ..... 1
- Quite useful because it reminds me I may be eating a product containing nuts ..... 2
- Very useful because I am told when there is even a chance that nuts are present ..... 3
- Not sure / don't know ..... 9

(85)

**PIC CARD Q18**

Here is an example of one kind of date mark. Which of these two statements do you think applies to a 'use-by' date?

**SHOWCARD Q18 CODE ONE ONLY**

Q18 The use-by date is only a guide – it is quite safe to eat some food products after the use-by date has expired ..... 1

(86)

It is illegal to sell a food product past its use-by date as the food can be potentially harmful..... 2

**SHOWCARD Q19**

Here are three types of labels that describe country of origin.

Q19 Which product has the most Australian ingredients?

**CODE ONE ONLY**

- The 'made in' label..... 1
- The 'product of' label ..... 2
- The 'made from Australian and imported ingredients' label ..... 3
- Don't know / not sure ..... 9

(87)

**PIC CARD Q20A**

Finally, I am going to show you four different nutrient claims that can be found on food and drink products.

**SHOWCARD Q20A**

Q20a Looking firstly at Claim A, 'Lite', which of the following does 'Lite' refer to...?

**MULTIPLE RESPONSE – CODE ALL GIVEN**

- |                             |   |         |
|-----------------------------|---|---------|
| Fat.....                    | 1 | (88-92) |
| Sugar .....                 | 2 |         |
| Energy .....                | 3 |         |
| Colour .....                | 4 |         |
| Fruit content.....          | 5 |         |
| Any of the above.....       | 6 |         |
| Don't know / not sure ..... | 9 |         |

-----  
**SHOWCARD Q20B**

Q20b Would you say this term is **SR**

- |                            |   |      |
|----------------------------|---|------|
| Very confusing .....       | 1 | (93) |
| A bit confusing .....      | 2 |      |
| Not at all confusing ..... | 3 |      |
| Don't know .....           | 9 |      |

-----  
**SHOWCARD Q20C**

Q20c And how misleading; if at all, would you say the term 'Lite' is? **SR**

- |                             |   |      |
|-----------------------------|---|------|
| Very misleading .....       | 1 | (94) |
| A bit misleading .....      | 2 |      |
| Not at all misleading ..... | 3 |      |
| Don't know .....            | 9 |      |

**PIC CARD Q20B**

Q20d Looking at Claim B, 'No Added Sugar', would you say this term means this food: **SR**  
**SHOWCARD Q20D**

- Contains no sugar..... 1 (8)
- Contains small amounts of sugar ..... 2
- Could be either a low, medium or  
high sugar food ..... 3
- Don't know / not sure ..... 9

**IF CODE 9 (DON'T KNOW) ASK**

Are you not sure because the term is: **SR**

**READ OUT**

- Confusing..... 1 (9)
- Misleading..... 2

**DO NOT READ OUT** Neither..... 3

**PIC CARD Q20C**

Q20e Looking at Claim C, 'Reduced in Salt', would you say this term means this food: **SR**  
**SHOWCARD Q20E**

- Contains less salt compared to a similar  
food labelled 'low salt' ..... 1 (10)
- Contains the same amount of salt  
compared to a similar food labelled 'low  
salt'..... 2
- Contains more salt compared to a similar  
food labelled 'low salt' ..... 3
- Don't know / not sure ..... 9

**IF CODE 9 (DON'T KNOW) ASK**

Are you not sure because the term is: **SR**

**READ OUT**

- Confusing..... 1 (11)
- Misleading..... 2

**DO NOT READ OUT** Neither..... 3

**PIC CARD Q20D**

Q20f Looking at Claim D, '94% Fat Free', would you say this term means this food is: **SR**  
**SHOWCARD Q20F**

- A low fat food ..... 1 (12)
- A medium fat food..... 2
- A high fat food..... 3
- Don't know / not sure ..... 9

**IF CODE 9 (DON'T KNOW) ASK**

Are you not sure because the term is: **SR**

**READ OUT**

- Confusing..... 1 (13)
- Misleading..... 2

**DO NOT READ OUT** Neither..... 3



These final few questions are about you and the members of your household, 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**

(14)

- Male ..... 1
- Female ..... 2

**SHOWCARD QD2**

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

(15)

- 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

**SHOW CARD QD3**

**QD3** Which of these statements best describes your annual total household income (before tax)?

(16)

- Less than \$25,000 ..... 1
- \$25,000 to \$39,999 ..... 2
- \$40,000 to \$74,999 ..... 3
- \$75,000 to \$100,000 ..... 4
- More than \$100,000 ..... 5
- Refused ..... 9

**SHOWCARD QD4**

**QD4** Which of the following descriptions best describes your household. **READ OUT. IF NONE FIT, TICK OTHER AND WRITE IN. CODE ONLY ONLY.**

(17)

- Single person, living alone ..... 1 → **QD6**
  - Single person, living with one or more children ..... 2 → **QD5**
  - Couple living without children ..... 3 → **QD6**
  - Couple living with one or more children ..... 4 → **QD5**
  - Group home of unrelated adults ..... 5 → **QD6**
  - Other (**WRITE IN**) ..... 6 → **QD6**
  - Refused ..... 9
- \_\_\_\_\_

**QD5** Do you have children living at home with you?

- Yes..... 1
- No ..... 2

(18)

**IF YES:** What are their ages? **CODE ALL GIVEN**

- Less than 3 ..... 1
- 3-7..... 2
- 8-11..... 3
- 12-15..... 4
- 16-17..... 5
- 18 and over..... 6

(19-24)

**QD6** Are you of Aboriginal or Torres Strait Islander descent?

**FOR PERSONS OF BOTH ABORIGINAL AND TORRES STRAIT ISLANDER DESCENT, MARK BOTH 'YES' BOXES**

- No ..... 1
- Yes, Aboriginal..... 2
- Yes, Torres Strait Islander ..... 3
- Refused..... 9

(25)

**QD7** Which language do you mainly speak at home? **CODE AND WRITE IN**

- English ..... 1
- Other (**WRITE IN**) ..... 2

(26-27)

\_\_\_\_\_

That's the end of the interview.

**Would you be willing to participate in further research in the future:**

**YES**            **1**  
**NO**             **2**

**IF YES:**

**May I please have your e-mail address:**

\_\_\_\_\_

**(If no e-mail address make sure you have the correct phone number)**

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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

MOBILE: \_\_\_\_\_ WORK PHONE: \_\_\_\_\_

Thank you for your help. Just in case you missed it my name is...from NFO New Zealand. 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: \_\_\_\_\_

## NEW ZEALAND

### NFO Donovan Research - Project Label FS735

<b>Interviewer Name:</b>	..... ID ____ (8-9)	<div style="border: 1px solid black; padding: 5px;"> <p>(OFFICE USE ONLY)</p> <p>QNA _____ (1-5)</p> <p>CARD 01 _____ (6-7)</p> <hr/> <p>SUPERVISOR</p> <p>- Checked : _____</p> <p>- Validated : _____</p> <hr/> <p>CODER</p> <p>- Listed : _____</p> <p>- Edited : _____</p> <p>- Coded : _____</p> <hr/> <p>READY FOR PUNCHING</p> <p>_____</p> </div>
<b>Time Started</b>	..... am / pm	
<b>Time Finished</b>	..... am / pm	
<b>Time Taken</b>	..... Mins (10-11)	
<b>Date</b>	___/___/02	
<b>Location</b>	(12-13)	
	Auckland..... 09	Dunedin.....18
	Whangarei..... 10	Wanganui.....19
	Tauranga..... 11	New Plymouth.....20
	Hamilton..... 12	Wellington.....21
	Rotorua..... 13	Nelson.....22
	Gisborne..... 14	Christchurch.....23
	Napier..... 15	Timaru.....24
	Hastings..... 16	Invercargill.....25
	PalmerstonNth..... 17	

**APPROACH HOUSEHOLDS AS INSTRUCTED...**

**INTRODUCTION**

Good ... (morning / afternoon / evening). My name is ... from NFO New Zealand, the national market research company. We are undertaking some important research into food labelling and how consumers make decisions about the food they buy. The research is being undertaken on behalf of Food Standards Australia New Zealand. Your opinions, if you choose to participate, will help in the development of food labelling standards.

The information and opinions you provide will only be used for research purposes. The survey will take around 20 minutes, depending on your answers, and we will give you a \$2 scratch lottery ticket for your time.

May we include your views in the survey? Is now a good time or would it be more convenient if I made an appointment to come back at some other time?

<p>QS1 First of all, can you tell me if you or any members of your household work in or for</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"></td> <td style="text-align: right; width: 10%;"><b>Yes</b></td> <td style="width: 10%;"></td> </tr> <tr> <td>Advertising.....</td> <td style="text-align: right;">1</td> <td rowspan="5" style="vertical-align: middle; text-align: center;">→ <b>CLOSE</b></td> </tr> <tr> <td>Marketing or Market Research.....</td> <td style="text-align: right;">2</td> </tr> <tr> <td>Nutrition or Dietetics.....</td> <td style="text-align: right;">3</td> </tr> <tr> <td>A food retailer, food manufacturer or food company.....</td> <td style="text-align: right;">4</td> </tr> <tr> <td>None.....</td> <td style="text-align: right;">5</td> </tr> </table> <p>TTB</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> </table>		<b>Yes</b>		Advertising.....	1	→ <b>CLOSE</b>	Marketing or Market Research.....	2	Nutrition or Dietetics.....	3	A food retailer, food manufacturer or food company.....	4	None.....	5	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	<p>(14-15)</p>
	<b>Yes</b>																																		
Advertising.....	1	→ <b>CLOSE</b>																																	
Marketing or Market Research.....	2																																		
Nutrition or Dietetics.....	3																																		
A food retailer, food manufacturer or food company.....	4																																		
None.....	5																																		
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? (16)

Yes..... 1  
No ..... 2

**SHOWCARD QS3**

QS3 Which age group are you in? (17) **CLOSE**

Under 18 ..... 1  
18-24..... 2  
25-34..... 3  
35-44..... 4  
45-54..... 5  
55-64..... 6  
65 or over..... 7  
Refused ..... 9

**TTB**

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

(18-19)

**SHOWCARD Q1**

Q1 Do you or any members of your family have any of the special needs listed on this card **and** are therefore more careful about choosing food products? **MULTIPLE RESPONSE POSSIBLE** (20-39)

Food allergy to nuts ..... 01  
Food allergy to seafood, fish, milk, gluten, eggs, soybeans ..... 02  
Asthma ..... 03  
Diabetes ..... 04  
Heart disease ..... 05  
Health concerns such as high blood pressure or cholesterol ..... 06  
Digestive concerns such as coeliac disease, IBS, (high fibre?) ..... 07  
Special diet for weight loss ..... 08  
Migraine..... 09  
Pregnancy and breast feeding..... 10  
Vegetarian / vegan ..... 11  
Religious / ethical beliefs ..... 12  
Training for sports..... 13  
General health..... 14  
Other (**CODE & WRITE IN**) ..... 15  
\_\_\_\_\_  
No, none ..... 16

**SHOWCARD Q2**

Q2 Here are five statements about buying food and I'd like you to tell me which one best describes how you feel when buying food for your household.

(40)

**Interviewer note** – if respondent says none or more than one fit, prompt: “I realise that none of these statements may apply exactly, or perhaps more than one could apply, but please tell me which is the closest match.” **SINGLE RESPONSE ONLY**

- I'm not at all concerned about the health or nutritional value of the foods that I choose..... 1
- I usually don't worry about the health or nutritional value of the foods that I choose ..... 2
- I sometimes like to choose healthy or nutritious foods, depending on cost and convenience ..... 3
- I regularly choose the 'healthy' alternative, such as low fat, no added sugar, low salt etc even if it costs more..... 4
- I always choose the 'healthy alternative, even if it costs more ..... 5

**SHOWCARD Q3**

Q3 Here are a number of things other people have said about selecting food products. Using the scale on this card, please tell me how strongly you agree or disagree with each statement.

**READ OUT. ROTATE ORDER ASKED**

	Strongly Agree	Tend to Agree	Neither agree nor	Tend to disagree	Strongly disagree	Don't know	
<input type="checkbox"/> a) I've always been able to find any information I need on a food or drink label.....	1	2	3	4	5	9	(41)
<input type="checkbox"/> b) When I read the labels on food products, I just focus on one or two key things, such as the levels of fat or if there are preservatives ...	1	2	3	4	5	9	(42)
<input type="checkbox"/> c) Generally speaking, it's easy to understand and use the information on food labels.....	1	2	3	4	5	9	(43)
<input type="checkbox"/> d) I find some information on food labels really useful or important .....	1	2	3	4	5	9	(44)
<input type="checkbox"/> e) It's hard to tell which parts of the label are advertising and which are standard information manufacturers have to put on .....	1	2	3	4	5	9	(45)
<input type="checkbox"/> f) I don't have enough time to read food labels when I'm shopping, even if I wanted to .....	1	2	3	4	5	9	(46)
<input type="checkbox"/> g) I'm very interested in food label information .....	1	2	3	4	5	9	(47)

This survey is mainly about the different types of information found on the packaging of food and drink products to find out how useful that information is and how it can be improved. It is not a test of your product knowledge but of how well the labelling works.

Q4a Firstly, thinking about all of the different types of food products available to buy, can you tell me what kinds of information can be found on packaged food and drink products? **DO NOT PROMPT, BUT PROBE 'ANYTHING ELSE' UP TO TWO TIMES. CODE ALL GIVEN IN COLUMN Q4A) OVER PAGE.**

**PROBE FULLY. RECORD 'OTHER' IN DETAIL USING RESPONDENT'S EXACT WORDS.**

**PICTURE CARDS A1-A16**

Q4b These pictures show 16 different types of information found on food labels. The food products shown are just examples. The different types of information can be found on many types of food products, so depending on what you buy you may not be familiar with them all. Some are also very new. Which of these do you recognise? Please read me the number and the name. **CODE ALL GIVEN IN COLUMN Q4B) OVER PAGE**

Q4c And which of these types of information do you use, even if just occasionally? Again, think about the different products that you buy, and different occasions such as buying a product for the first time, or when changing from your regular brand. **CODE ALL GIVEN IN COLUMN Q4C) OVER PAGE. PROBE 'ANYTHING ELSE' UP TO TWO TIMES.**

Q4d **IF MORE THAN THREE ELEMENTS CODED AT PART 4c) ASK 4d), OTHERWISE TRANSCRIBE CODES FROM 4c).** Thinking about all the different type of foods and drinks that you buy, which THREE types of information do you use most often? **CODE IN COLUMN Q4D)**



		<b>Q4a</b>	<b>Q4b</b>	<b>Q4c</b>	<b>Q4d</b>
		<b>Aware unprompted</b>	<b>Recognise</b>	<b>Use prompted</b>	<b>Use most</b>
<b><u>CORE ELEMENTS</u></b>		(48-67)	(68-87)	(8-27)	(28-33)
A1	Ingredient list.....	... 01 .....	... 01 .....	... 01 .....	... 01 .....
A2	Nutrition Information Panel (NIP)	... 02 .....	... 02 .....	... 02 .....	... 02 .....
A3	Allergen declaration .....	... 03 .....	... 03 .....	... 03 .....	... 03 .....
A4	Percentage (%) label.....	... 04 .....	... 04 .....	... 04 .....	... 04 .....
A5	Nutrient claim .....	... 05 .....	... 05 .....	... 05 .....	... 05 .....
A6	Date mark.....	... 06 .....	... 06 .....	... 06 .....	... 06 .....
<b><u>NON-CORE ELEMENTS</u></b>					
A7	Advisory statement.....	... 07 .....	... 07 .....	... 07 .....	... 07 .....
A8	Warning statement .....	... 08 .....	... 08 .....	... 08 .....	... 08 .....
A9	Country of origin.....	... 09 .....	... 09 .....	... 09 .....	... 09 .....
A10	GMO (Genetically modified organism)	... 10 .....	... 10 .....	... 10 .....	... 10 .....
A11	Irradiated food .....	... 11 .....	... 11 .....	... 11 .....	... 11 .....
A12	Preparation & storage instructions	... 12 .....	... 12 .....	... 12 .....	... 12 .....
A13	Health claim .....	... 13 .....	... 13 .....	... 13 .....	... 13 .....
A14	Novel food .....	... 14 .....	... 14 .....	... 14 .....	... 14 .....
<b><u>ENDORSEMENTS</u></b>					
A15	NHF Tick / Dolphin friendly / GI Symbol .....	... 15 .....	... 15 .....	... 15 .....	... 15 .....
A16	Friendly production processes ..	... 16 .....	... 16 .....	... 16 .....	... 16 .....
-	Price	... 17 .....	... X .....	... X .....	... X .....
-	Brand	... 18 .....	... X .....	... X .....	... X .....
-	Weight	... 19 .....	... X .....	... X .....	... X .....
	Other ( <b>WRITE IN</b> )	... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
		... X .....	... X .....	... X .....	... X .....
	None	... 98 .....	... 98 .....	... 98 .....	... 98 .....

Rpt 1-5  
Card 02 6-7

CHECK RESPONSE TO Q4D AND CODE ALL ELEMENTS GIVEN BELOW (THERE SHOULD BE NO MORE THAN THREE).

ALSO CODE BELOW ANY OTHER ELEMENTS CODED AT Q4C WHICH ARE 'CORE ELEMENTS' ABOVE THE FIRST DOTTED LINE (ELEMENTS A1-6) IF NONE AT Q4C OR Q4D SKIP TO INSTRUCTION ON PAGE 11 BEFORE Q6

**CORE ELEMENTS**

A1	Ingredient List .....	01
A2	Nutrition Information Panel (NIP)...	02
A3	Allergen declaration .....	03
A4	Percentage (%) label .....	04
A5	Nutrient claim .....	05
A6	Date mark .....	06

**NON-CORE ELEMENTS**

A7	Advisory statement .....	07
A8	Warning statement .....	08
A9	Country of origin .....	09
A10	GMO .....	10
A11	Irradiated foods.....	11
A12	Preparation / storage .....	12
A13	Health claim.....	13
A14	Novel food .....	14
A15	Endorsements .....	15

THE CODED ELEMENTS ABOVE ARE THOSE FOR WHICH YOU MUST ASK Q5. ASK Q5A – 5F ELEMENT IN TURN.

**SHOWCARD Q5A**

Q5a **MULTIPLE RESPONSE**

Looking at all of the food categories on this card, for which types of food and drink products do you look at (ELEMENT)? You can start looking anywhere on the card, and you can look at the categories in any order you like, but please make sure you look at all of them as you respond.

**INTERVIEWER REFERENCE ONLY  
RECORD ANSWER IN COLUMN Q5A OVER PAGE  
NOTE WHICH PRODUCT MENTIONED FIRST**

Dairy products .....	01
Oils, butter, margarine, dairy spreads and other fats ..	02
Canned foods .....	03
Breads .....	04
Frozen foods .....	05
Breakfast cereals .....	06
Pasta / rice / noodles.....	07
Fresh produce (fruit, vegetables, meat, eggs,fish).....	08
Soft drinks, cordials, fruit juices.....	09
Sweet biscuits / cakes / confectionery.....	10
Savoury biscuits & snacks.....	11
Infant formula / baby food .....	12
Other ( <b>WRITE IN</b> ).....	99

**SHOWCARD Q5B**

Q5b When buying this (**SAY FIRST MENTIONED PRODUCT CODED AT Q5A**), how often do you look at (ELEMENT)?

**CODE ONE ONLY**

**INTERVIEWER REFERENCE ONLY  
RECORD ANSWER IN COLUMN Q5B OVER PAGE**

Everytime I buy that (these) products..... 1  
Most of the time when I buy that (these) products .....2  
Only occasionally .....3  
When I buy it for the first time.....4

**SHOWCARD Q5C**

Q5c Which of these best describes how clear and easy to understand you think (ELEMENT) is?

**SHOWCARD Q5D**

Q5d And how much do you feel you can trust the information given in (ELEMENT)?

**IF RESPONDENT GIVES A CODE 3 AT Q5C ASK Q5E.**

**AS WELL, IF RESPONDENT GIVES A CODE 3 AT Q5D, ASK Q5H.**

**OTHERWISE CONTINUE TO NEXT ELEMENT (IF LAST ELEMENT, SKIP TO INSTRUCTION BEFORE Q6).**

	SHOWCARD Q5A	SHOWCARD Q5B				SHOWCARD Q5C			SHOWCARD Q5D			
	(INSERT CODES BELOW)  M/R	Every time I buy (these) products	Most of the time when I buy (these) products	Only occasionally	When I buy for the first time	Very clear	Fairly clear	Not very clear	I trust what it says	I'm pretty sure I can trust what it says	I'm not sure whether to trust it or not	
01...Ingredient list		1	2	3	4	1	2	3	1	2	3	(34-54)
02...Nutrition Information Panel (NIP)		1	2	3	4	1	2	3	1	2	3	(55-75)
03...Allergen declaration		1	2	3	4	1	2	3	1	2	3	Rpt 1-5 Card 03 (6-7) (76-96)
04...Percentage (%) label		1	2	3	4	1	2	3	1	2	3	(8-28)
05...Nutrient claim		1	2	3	4	1	2	3	1	2	3	(29-49)
06...Date mark		1	2	3	4	1	2	3	1	2	3	(50-70)
07...Advisory statement		1	2	3	4	1	2	3	1	2	3	(71-91)
08...Warning statement		1	2	3	4	1	2	3	1	2	3	Rpt 1-5 Card 04 (6-7) (8-28)
09...Country of origin		1	2	3	4	1	2	3	1	2	3	(29-49)
10...GM		1	2	3	4	1	2	3	1	2	3	(50-70)
11...Irradiated foods		1	2	3	4	1	2	3	1	2	3	(71-91)
12...Preparation/storage		1	2	3	4	1	2	3	1	2	3	Rpt 1-5 Card 05 (6-7) (8-28)
13...Health claims		1	2	3	4	1	2	3	1	2	3	(29-49)
14...Novel foods		1	2	3	4	1	2	3	1	2	3	(50-70)
15...Endorsements		1	2	3	4	1	2	3	1	2	3	(71-91)

**ASK ONLY IF CODE 3 AT QUESTION 5C**

Q5E You seem to have some concerns about (ELEMENT). What is it about (ELEMENT) that means it is not as clear as it could be? **WRITE IN ELEMENT CODE AND REASONS ALONGSIDE. PROBE FULLY AND CLARIFY.**

**ELEMENT**  (29-30) **REASON(S)**

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(31-40)

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**ELEMENT** **REASON(S)**

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**ELEMENT**  (41-42) **REASON(S)**

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(43-52)

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**ELEMENT**  (53-54) **REASON(S)**

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(55-64)

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**ELEMENT**  (65-66) **REASON(S)**

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(67-76)

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**ELEMENT**  (77-78) **REASON(S)**

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(79-88)

**ELEMENT**

(8-9)

**REASON(S)**

Rpt 1-5  
Card 07 (6-7)

(10-19)

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**ELEMENT**

(20-21)

**REASON(S)**

(22-31)

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**ASK ONLY IF CODE 3 AT QUESTION 5D**

Q5F You seem to have some concerns about (ELEMENT). What is it about (ELEMENT) that means you doubt how trustworthy it is? **WRITE IN ELEMENT CODE AND REASONS ALONGSIDE. PROBE FULLY AND CLARIFY.**

**ELEMENT**  (32-33) **REASON(S)**

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(34-43)

**ELEMENT**  (44-45) **REASON(S)**

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(46-55)

**ELEMENT**  (56-57) **REASON(S)**

---

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(58-67)

**ELEMENT**  (68-69) **REASON(S)**

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(70-79)

**ELEMENT**  (80-81) **REASON(S)**

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(82-91)

**ELEMENT**  (8-9) **REASON(S)**

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(10-19)

Rpt 1-5  
Card 08 (6-7)

**ELEMENT**  (20-21) **REASON(S)**

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(22-31)

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**ELEMENT**  (32-33) **REASON(S)**

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(34-41)



**REFER Q4B / Q4C. CODE CORE ELEMENTS THAT ARE RECOGNISED (Q4B) BUT NOT USED (Q4C) BELOW. YOU WILL ASK Q6 ABOUT EACH OF THE ELEMENTS BELOW IN TURN.**

**CORE ELEMENTS**

- A1 Ingredient List ..... 01
- A2 Nutrition Information Panel (NIP)... 02
- A3 Allergen declaration ..... 03
- A4 Percentage (%) label ..... 04
- A5 Nutrient claim ..... 05
- A6 Date mark ..... 06

**IF NONE CODED ABOVE, SKIP TO Q7A**

**Q6** You said earlier that you recognised, but don't use (ELEMENT). Why don't you use (ELEMENT)? **DO NOT READ. CODE ALL GIVEN BELOW. PROBE:** Any other reason? **CODE, WRITE IN OTHER REASONS.**

<b>CODE THOSE ASKED ABOUT</b> →	<b>Ingred. List</b> (8-17)	<b>NIP</b> (18-27)	<b>Allerg. decl.</b> (28-37)	<b>% Label</b> (38-47)	<b>Nutrient claim</b> (48-57)	<b>Date mark</b> (58-67)
Not interested/ can't be bothered	.....01 .....	.....01 .....	.... 01 .....	.... 01 .....	.....01 .....	.....01 .....
Not concerned/ not relevant to me/ my family .....	.....02 .....	.....02 .....	.... 02 .....	.... 02 .....	.....02 .....	.....02 .....
Not useful/ of no benefit .....	.....03 .....	.....03 .....	.... 03 .....	.... 03 .....	.....03 .....	.....03 .....
Can't read the label/ writing too small .....	.....04 .....	.....04 .....	.... 04 .....	.... 04 .....	.....04 .....	.....04 .....
Respondent has poor English ...	.....05 .....	.....05 .....	.... 05 .....	.... 05 .....	.....05 .....	.....05 .....
Don't understand it/ how to read it/ too difficult .....	.....06 .....	.....06 .....	.... 06 .....	.... 06 .....	.....06 .....	.....06 .....
No variation in foods on this item.....	.....07 .....	.....07 .....	.... 07 .....	.... 07 .....	.....07 .....	.....07 .....
Don't trust/ believe it.....	.....08 .....	.....08 .....	.... 08 .....	.... 08 .....	.....08 .....	.....08 .....
Not enough time while shopping / too many distractions/ too hard shopping with children.....	.....09 .....	.....09 .....	.... 09 .....	.... 09 .....	.....09 .....	.....09 .....
Bought same product(s) for years – don't look .....	.....10 .....	.....10 .....	.... 10 .....	.... 10 .....	.....10 .....	.....10 .....

**Other Reasons: WRITE IN ALONGSIDE ITEM**

Ingredient List: \_\_\_\_\_ (68-71)

NIP: \_\_\_\_\_ (72-75)

Allergen declaration: \_\_\_\_\_ (76-79)

% Label \_\_\_\_\_ (80-83)

Nutrient claim: \_\_\_\_\_ (84-87)

Date mark: \_\_\_\_\_ (88-91)

**ASK ALL**

Q7a Thinking once again about all the different types of label information, are there any types of label information that you use more often now than you did two years ago?

- Yes ..... 1 **GO TO** → **Q7b (8)**  
 No ..... 2 **SKIP TO** → **Q8**  
 Not sure ..... 3 **SKIP TO** → **Q8**

**SHOWCARD Q7B**

Q7b **ASK ONLY IF CODE 1 TO Q7A ABOVE**

What types of label information do you use more often?

**PROBE FOR MULTIPLE RESPONSE – ‘ANYTHING ELSE?’**

	<b>SHOWCARD Q7B</b>
<b><u>CORE ELEMENTS</u></b>	
Ingredient list .....	..... 01.....
Nutrition Information Panel (NIP) .....	..... 02.....
Allergen declaration .....	..... 03.....
Percentage (%) label .....	..... 04.....
Nutrient claim.....	..... 05.....
Date mark .....	..... 06.....
<b><u>NON-CORE ELEMENTS</u></b>	
Advisory statement .....	..... 07.....
Warning statement.....	..... 08.....
Country of origin .....	..... 09.....
GM (Genetically modified) .....	..... 10.....
Irradiated foods.....	..... 11.....
Preparation & storage instructions.....	..... 12.....
Health claims .....	..... 13.....
Novel foods.....	..... 14.....
Endorsements.....	..... 15.....
Price .....	..... 16.....
Brand .....	..... 17.....
Weight .....	..... 18.....
Other ( <b>CODE &amp; WRITE IN</b> ) .....	..... X .....
	..... X .....
	..... X .....
	..... X .....
	..... X .....

(9-28)

Q8 Is there any other information you would like to see on food or drink labels? **WRITE IN ALL RESPONSES. PROBE 'ANYTHING ELSE' UP TO TWO TIMES.**

- Already too much information..... 1
- Already enough information .....2
- Want less information .....3
- No.....98

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(29-38)

**ASK ALL** For the next few questions I'm going to focus on nutrition label information.

**PIC CARD Q9**

Here is an example of the nutritional information that may appear on a tub of yoghurt, in this case strawberry yoghurt. Please look at the information provided.

Q9 I would like you to imagine if you were considering buying this yoghurt for yourself or your family. Which pieces of information (**ON PIC CARD Q9**) would you use when considering your purchase? **WRITE IN IDENTIFYING FIRST, SECOND, THIRD MENTIONED SEPARATELY. PROBE FULLY AND CLARIFY ELEMENTS. WRITE ALL IN**

First mention: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(39-40)

Second mention: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(41-42)

Third mention: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(43-44)

Don't buy yoghurt:.....98

Don't know / can't say .....99

**NIP LABEL CARD 1**

**ASK ALL**

Here are two Nutrition Information Panels for a snack food. I would like you to imagine if you were considering buying one of these snack foods for yourself or your family. . You don't need to buy this product to answer this question. This is not a test of what you know about this product, but how well the labelling works.

**SHOWCARD Q10-12A**

Q10a Which of these foods do you think would be a wiser choice for a healthy diet? **CODE ONE ONLY**

- Product A.....1 (45)
- Product B.....2
- Both the same .....3
- Hard to choose because A is better in one way, B is better in another way .....4
- Don't know.....9 → Q11 or 12

Q10b Which column of information did you mostly use to make your decision? Was it the per serving column or the per 100g column? **CODE ONE ONLY**

- Per serving .....1 (46)
- Per 100g.....2
- Both.....3
- Don't know.....9 → Q11 or 12

Q10c Which nutrients did you mostly use to make your decision? **CODE ALL GIVEN**

- |                      |                           |         |
|----------------------|---------------------------|---------|
| Energy (kJ) ..... 1  | Total carbohydrates.....5 | (47-54) |
| Protein ..... 2      | Sugars .....6             |         |
| Total fat..... 3     | Sodium .....7             |         |
| Saturated fat..... 4 | None .....8               |         |

**ASK EITHER Q11 OR 12 (DO NOT ASK BOTH) – ROTATE ORDER BETWEEN INTERVIEWS.**

**CIRCLE WHICH QUESTION ASKED     11     12**

**Q11 NIP LABEL CARD 2**

Here are two Nutrition Information Panels for cracker biscuits. Again, I would like you to imagine if you were considering buying one of these for yourself or your family. You don't need to buy this product to answer this question.

**SHOWCARD Q10-12A**

Q11a Which of these foods do you think would be a wiser choice for a healthy diet? **CODE ONE ONLY**

- Product A..... 1 (55)
- Product B..... 2
- Both the same ..... 3
- Hard to choose because A is better in one way, B is better in another way ..... 4
- Don't know..... 9 → Q13

Q11b Which column of information did you mostly use to make your decision? Was it the per serving column or the per 100g column? **CODE ONE ONLY**

- Per serving ..... 1 (56)
- Per 100g..... 2
- Both..... 3
- Don't know..... 9 → Q13

-----  
Q11c Which nutrients did you mostly use to make your decision? **CODE ALL GIVEN**

- |                       |                            |         |
|-----------------------|----------------------------|---------|
| Energy (kJ) ..... 1   | Total carbohydrates..... 5 | (57-64) |
| Protein ..... 2       | Sugars ..... 6             |         |
| Total fat..... 3      | Sodium ..... 7             |         |
| Saturated fat ..... 4 | None ..... 8               |         |

**SKIP TO Q13**

**Q12 NIP LABEL CARD 3**

Here are two Nutrition Information Panels for chicken soup. Again, I would like you to imagine if you were considering buying one of these for yourself or your family. You don't need to buy this product to answer this question.

**SHOWCARD Q10-12A**

Q12a Which of these foods do you think would be a wiser choice for a healthy diet? **CODE ONE ONLY**

- Product A..... 1 (65)
- Product B..... 2
- Both the same ..... 3
- One better in one way ..... 4
- Hard to choose because A is better in one way, B is better in another way ..... 5
- Don't know..... 9 → Q13

Q12b Which column of information did you mostly use to make your decision? **CODE ONE ONLY**

- Per serving ..... 1 (66)
- Per 100g ..... 2
- Both ..... 3
- Don't know ..... 9 → Q13

Q12c Which nutrients did you mostly use to make your decision? Was it the per serving column or the per 100g column? **CODE ALL GIVEN**

- |                       |                             |         |
|-----------------------|-----------------------------|---------|
| Energy (kJ) ..... 1   | Total carbohydrates ..... 5 | (67-74) |
| Protein ..... 2       | Sugars ..... 6              |         |
| Total fat ..... 3     | Sodium ..... 7              |         |
| Saturated fat ..... 4 | None ..... 8                |         |

**SHOW NIP LABEL CARD 4**

Q13 This is a nutrition label from a single serve frozen dinner. Again, I would like you to imagine if you were considering buying one of these for yourself or your family. You don't need to buy this product to answer this question. Once again, this is not a test of what you know about this product, but how well the labelling works.

How much saturated fat do you think there is in the whole packet?

**DO NOT READ. CODE ONE ONLY**

- 11.3g ..... 1
  - 23.6g ..... 2
  - 3.7g ..... 3
  - 7.3g ..... 4
  - Don't know ..... 98
  - Other (**WRITE IN**)
- 

**SHOW NIP LABEL CARD 5**

Q14 Comparing these two frozen dinners, if you ate a 100g of each, which would give you the most energy? Would you say product A, product B, or are you not sure?

And which would you give the most sodium?

**REPEAT FOR EACH ELEMENT IN TURN eg. total fat and saturated fat**

- |                       | <u>Product 'A'</u> | <u>Product 'B'</u> | <u>Not sure</u> |      |
|-----------------------|--------------------|--------------------|-----------------|------|
| Energy (kJ) ..... 1   | ..... 2            | ..... 9            |                 | (77) |
| Sodium ..... 1        | ..... 2            | ..... 9            |                 | (78) |
| Total fat ..... 1     | ..... 2            | ..... 9            |                 | (79) |
| Saturated fat ..... 1 | ..... 2            | ..... 9            |                 | (80) |

**FOR Q15-Q20 ASK EITHER Q15-Q18 OR Q19-Q20. ROTATE WHICH SET OF QUESTIONS YOU USE.**

Q15a Looking back at the ingredient list, (**PIC CARD Q15/Q16a, IF NEEDED - POINT TO INGREDIENT LIST**), do you think the ingredients are presented in any particular order?  
**SINGLE RESPONSE**

(81)

- Yes..... 1 → **Q15b**
- No ..... 2 → **Q16**
- Don't know ..... 9 → **Q16**

Q15b **ASK ONLY IF CODE 1 TO Q15a ABOVE**

What order if any would you say the ingredients are presented in? **DO NOT READ –ASK AS OPEN-ENDED. CODE ONE ONLY.**

- Ascending order (ie from smallest quantity to largest quantity) ..... 1
- Descending order (ie from largest quantity to smallest quantity)..... 2
- Other..... 3
- Don't know ..... 9

(82)

**PIC CARD Q15/Q16A**

Here is the nutrition label from a tub of strawberry yoghurt.

Q16a Looking at the ingredients list, what does the 9% mean after the ingredient strawberry?  
**DO NOT READ. ASK AS OPEN-ENDED. CODE ONE ONLY.**

- 9% of this product contains strawberries..... 1
- The ingredient 'strawberries' is (only) 9% strawberries ..... 2
- Other..... 3
- Don't know ..... 9

(83)

Q16b **PIC CARD Q16B**

Looking at this ingredient list, what percentage of this product would you say comes from fruit? **DO NOT READ. ASK AS OPEN-ENDED. SINGLE RESPONSE.**

- 35% of the product is fruit..... 1
- 5% of the product is fruit..... 2
- 30% of the product is fruit..... 3
- Other ..... 4
- Don't know ..... 9

(84)

**PIC CARD Q17**

Here is an ingredient label from a chocolate bar. Imagine if you suffered from an allergy when eating nuts, how useful would you find a statement on a snack bar that said 'may contain traces of nuts'?

**SHOWCARD Q17**

Q17 Would you say?

- Not very useful because it doesn't say whether nuts are definitely in the product or not ..... 1
- Quite useful because it reminds me I may be eating a product containing nuts ..... 2
- Very useful because I am told when there is even a chance that nuts are present ..... 3
- Not sure / don't know ..... 9

(85)

**PIC CARD Q18**

Here is an example of one kind of date mark. Which of these two statements do you think applies to a 'use-by' date?

**SHOWCARD Q18 CODE ONE ONLY**

Q18 The use-by date is only a guide – it is quite safe to eat some food products after the use-by date has expired ..... 1

(86)

It is illegal to sell a food product past its use-by date as the food can be potentially harmful..... 2

**SHOWCARD Q19**

Here are three types of labels that describe country of origin.

Q19 Which product has the most New Zealand ingredients?

**CODE ONE ONLY**

- The 'made in' label..... 1
- The 'product of' label ..... 2
- The 'made from New Zealand and imported ingredients' label..... 3
- Don't know / not sure ..... 9

(87)



**PIC CARD Q20A**

Finally, I am going to show you four different nutrient claims that can be found on food and drink products.

**SHOWCARD Q20A**

Q20a Looking firstly at Claim A, 'Lite', which of the following does 'Lite' refer to...?

**MULTIPLE RESPONSE – CODE ALL GIVEN**

- |                             |   |         |
|-----------------------------|---|---------|
| Fat.....                    | 1 | (88-92) |
| Sugar .....                 | 2 |         |
| Energy .....                | 3 |         |
| Colour .....                | 4 |         |
| Fruit content.....          | 5 |         |
| Any of the above.....       | 6 |         |
| Don't know / not sure ..... | 9 |         |

**SHOWCARD Q20B**

Q20b Would you say this term is **SR**

- |                            |   |      |
|----------------------------|---|------|
| Very confusing .....       | 1 | (93) |
| A bit confusing .....      | 2 |      |
| Not at all confusing ..... | 3 |      |
| Don't know .....           | 9 |      |

**SHOWCARD Q20C**

Q20c And how misleading; if at all, would you say the term 'Lite' is? **SR**

- |                             |   |      |
|-----------------------------|---|------|
| Very misleading .....       | 1 | (94) |
| A bit misleading .....      | 2 |      |
| Not at all misleading ..... | 3 |      |
| Don't know .....            | 9 |      |

**PIC CARD Q20B**

Q20d Looking at Claim B, 'No Added Sugar', would you say this term means this food: **SR**  
**SHOWCARD Q20D**

- Contains no sugar..... 1 (8)
- Contains small amounts of sugar ..... 2
- Could be either a low, medium or high sugar food ..... 3
- Don't know / not sure ..... 9

**IF CODE 9 (DON'T KNOW) ASK**

Are you not sure because the term is: **SR**

**READ OUT**

- Confusing..... 1 (9)
- Misleading..... 2

**DO NOT READ OUT** Neither..... 3

**PIC CARD Q20C**

Q20e Looking at Claim C, 'Reduced in Salt', would you say this term means this food: **SR**  
**SHOWCARD Q20E**

- Contains less salt compared to a similar food labelled 'low salt' ..... 1 (10)
- Contains the same amount of salt compared to a similar food labelled 'low salt'..... 2
- Contains more salt compared to a similar food labelled 'low salt' ..... 3
- Don't know / not sure ..... 9

**IF CODE 9 (DON'T KNOW) ASK**

Are you not sure because the term is: **SR**

**READ OUT**

- Confusing..... 1 (11)
- Misleading..... 2

**DO NOT READ OUT** Neither..... 3

**PIC CARD Q20D**

Q20f Looking at Claim D, '94% Fat Free', would you say this term means this food is: **SR**  
**SHOWCARD Q20F**

- A low fat food ..... 1 (12)
- A medium fat food..... 2
- A high fat food..... 3
- Don't know / not sure ..... 9

**IF CODE 9 (DON'T KNOW) ASK**

Are you not sure because the term is: **SR**

**READ OUT**

- Confusing..... 1 (13)
- Misleading..... 2

**DO NOT READ OUT** Neither..... 3

These final few questions are about you and the members of your household, 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**

(14)

- Male ..... 1
- Female ..... 2

**SHOWCARD QD2**

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

(15)

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

**SHOW CARD QD3**

**QD3** Which of these statements best describes your annual total household income (before tax)?

(16)

- Less than \$25,000 ..... 1
- \$25,000 to \$39,999 ..... 2
- \$40,000 to \$74,999 ..... 3
- \$75,000 to \$100,000 ..... 4
- More than \$100,000 ..... 5
- Refused ..... 9

**SHOWCARD QD4**

**QD4** Which of the following descriptions best describes your household. **READ OUT. IF NONE FIT, TICK OTHER AND WRITE IN. CODE ONLY ONLY.**

(17)

- Single person, living alone ..... 1 → **QD6**
- Single person, living with one or more children ..... 2 → **QD5**
- Couple living without children ..... 3 → **QD6**
- Couple living with one or more children ..... 4 → **QD5**
- Group home of unrelated adults ..... 5 → **QD6**
- Other (**WRITE IN**) ..... 6 → **QD6**
- Refused ..... 9

**QD5** Do you have children living at home with you?

Yes..... 1

No ..... 2

(18)

**IF YES: What are their ages? CODE ALL GIVEN**

Less than 3 ..... 1

3-7..... 2

8-11..... 3

12-15..... 4

16-17..... 5

18 and over..... 6

(19-24)

**QD6** Are you of New Zealand Maori or Pacific Island descent?

**FOR PERSONS OF BOTH NZ MAORI AND PACIFIC ISLANDER DESCENT, MARK BOTH 'YES' BOXES**

(25)

No ..... 1

Yes, NZ Maori..... 2

Yes, Pacific Island..... 3

Refused..... 9

**QD7** Which language do you mainly speak at home? **CODE AND WRITE IN**

(26-27)

English ..... 1

Other (**WRITE IN**) ..... 2

That's the end of the interview.

**Would you be willing to participate in further research in the future:**

**YES**            **1**  
**NO**             **2**

**IF YES:**

**May I please have your e-mail address:**

\_\_\_\_\_

**(If no e-mail address make sure you have the correct phone number)**

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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

MOBILE: \_\_\_\_\_ WORK PHONE: \_\_\_\_\_

Thank you for your help. Just in case you missed it my name is...from NFO New Zealand. 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: \_\_\_\_\_