

Serial No: _____

Questionnaire

Consumers' awareness and use the information printed in the food labels.

Please (✓) the appropriate answer

Gender

1. Gender: Male 1 Female 02. Age: *Age*3. Educational level: Below O/ L: *1* Passed GCE O/ L: *2*

Education

Passed GCE A/L: *3* Diploma: *4* Degree: *5* Post graduate degree: *6*

4. Employment status:

Employment

Employed full time	<i>1</i>	<input type="checkbox"/>
Employed part-time	<i>2</i>	<input type="checkbox"/>
Unemployed	<i>3</i>	<input type="checkbox"/>
Student	<i>4</i>	<input type="checkbox"/>
Housewife	<i>5</i>	<input type="checkbox"/>
Retired	<i>6</i>	<input type="checkbox"/>

5. Household Income: Per month

Income

Less than Rs: 20000	<i>1</i>	<input type="checkbox"/>
Rs: 20000 - Rs: 34999	<i>2</i>	<input type="checkbox"/>
Rs: 35000 - Rs: 49999	<i>3</i>	<input type="checkbox"/>
Rs: 50000 - Rs: 64999	<i>4</i>	<input type="checkbox"/>
Over Rs: 64499	<i>5</i>	<input type="checkbox"/>

6. How many members of your household are in the following age groups?

Housesize
Children-
Number of
children

Infants	0-24 months	<i>1</i>	<input type="checkbox"/>
Children	2-5 years	<i>2</i>	<input type="checkbox"/>
	6-10 years	<i>3</i>	<input type="checkbox"/>
	11-16 years	<i>4</i>	<input type="checkbox"/>
	17-18 years	<i>5</i>	<input type="checkbox"/>
Adults	18-30 years	<i>6</i>	<input type="checkbox"/>
	30-55 years	<i>7</i>	<input type="checkbox"/>
	Over 55 years	<i>8</i>	<input type="checkbox"/>

7. Marital status: Married 1 Single 0

marital

8. Major food shopper of the household: Yes 1 No 0

fshopper

9. Major meal planner of the household: Yes 1 No 0

mplanner

combined columns.
1 - Yes, 0 - No

part-02 Health related factors

10. Do any of the following apply to you or any members of your household?

Risk factor	You		Any one in your household	
	Yes	No	Yes	No
Food allergies (FA)				
Diabetes (Diabetes)				
Obesity				
High blood pressure/Cholesterol				
Heart disease				
Migrain				
Osteoporoses } other				
Other (please specify).....				
I am having a specific diet(pregnancy, breast feeding, training for sports, vegetarian)				
specific				

11. Does anyone in your household doing a job related

job 1 (doctors, nurses, health care workers)

1 - Yes
0 - No

	Yes	No
Health care(doctors, nurses, health care workers)		
Legislators related to food items		
Manufactures/ advertisers related to food items		

job 2 (legislators, manufacturers, advertiser

related to food items)
1 - Yes
0 - No

12. Frequency of do exercise:

Exercise

Daily	1	
At least 2 days per week	2	
Rarely	3	
Never	4	

13. Self perception of overall health:

Health

Excellent	1	
Good	2	
Fair	3	
Poor	4	
Can't say	5	

14. From where do you buy package food?

Place

Retail shops	1	
Super markets	2	
Both equally	3	

Part 03 - Frequency of reading food labels.

15. How often do you read the following information on food labels?

		1- Never	2- Rarely	3-Sometimes	4 - Most of the time	5 - Always
1.	Product Name					
2.	Brand Name					
3.	Manufacture date					
4.	Date of packing					
5.	Expiry date					
6.	Price					
7.	Net quantity					
8.	Country of origin					
9.	Ingredient list					
10.	Food additives					
11.	Name/address of manufacturer					
12.	Direction for use/storage					
13.	Quality certificate/Quality seal/SLS					
14.	Warning statements					
15.	Health/Nutrition Claims					
16.	Information about allergens					
17.	Nutrition panel					
18.	Trade mark					

16. Indicate the importance you attach following aspects when buying package food.

		Very important	Important	Moderately important	Of little important	Unimportant
1.	How easy to prepare (Easy)	1	2	3	4	5
2.	Familiarity with the product (Familiarity)	1	2	3	4	5
3.	Recommended by family and friends	1	2	3	4	5

(Friends)

17. Indicate the importance you attach to each of the following aspects.

		Very important	Important	Moderately important	Of little important	Unimportant
1.	Product Name					
2.	Brand Name					
3.	Price					
4.	Manufacture date					
5.	Date of packing					
6.	Expiry date					
7.	Net quantity					
8.	Country of origin					
9.	Ingredient list					
10.	Food additives					
11.	Name/address of manufacturer					
12.	Direction for use/storage					
13.	Quality certificate/Quality seal/SLS					
14.	Warning statements					
15.	Health/Nutrition Claims					
16.	Information about allergens					
17.	Nutrition panel					
18.	Trade mark					

Part 04 –Attitude towards Food Labels

18. Read the following statements and indicate the response that most nearly reflects your opinion.

1 2 3 4 5 6

		Always	Mostly	Sometimes	Rarely	Never	Can't say
useful	1. The information on food label is useful to me.						
Easiness	2. It is easy to understand the information on food labels.						
Sufficiently	3. Information provided in food label is sufficient.						
Truthfulness	4. I believe the information provided on food label is true.						
clear	5. The information printed on food label is clear.						

Product Class Involvement Factors and advertising

19. How does following statements influence you to choose food?

1 2 3

	A lot	A little	Not at all
Attractive package <i>attractive pack</i>			
Health claims/ Nutrition claims <i>hc/nutriclaims</i>			
Graphical and pictorial information <i>graphical</i>			
Free/ Prizes/ Contests <i>freeprize</i>			

Part 05 - Awareness of information printed in food labels

20. Put a (✓) in front of the correct answer.

1. "Net quantity" means, *(net quantity)*

- a) Weight of the amount of food only. *0*
- b) Weight of the packaging and amount of food. *1*
- c) Do not know. *2*

<i>0</i>
<i>1</i>
<i>2</i>

2. What is your understanding of "low in fat"? *low in fat*

That means level of fat contained in the food is, *0*

- a) Not more than 3 g per 100g. *1*
- b) The food contains zero amount of fat. *2*
- c) Not more than 10 g per 100g. *3*
- d) Do not know. *4*

<i>1</i>
<i>2</i>
<i>3</i>
<i>4</i>

3. What is your understanding of "low in cholesterol"? *low in cho*

That means level of sugar contained in the food is, *6*

- a) Not more than 0.02 g per 100 g. *1*
- b) Not more than 10g per 100 g. *2*
- c) The food contains zero amount of cholesterol. *3*
- d) Do not know. *4*

<i>1</i>
<i>2</i>
<i>3</i>
<i>4</i>

4. Which nutrition claim indicates the lowest amount of sodium? *sodium*

- a) Low in sodium *0*
- b) Very low in sodium *1*
- c) Sodium free *2*
- d) Do not know *3*

<i>0</i>
<i>1</i>
<i>2</i>
<i>3</i>

5. Have you ever noticed E code label ingredients such as (E 621, E 102) in food labels? *re label(s)*

Yes *0* No *1*