Serial No: [   ]

Questionnaire
<u>Consumers' awareness and use the information printed in the food labels</u>.

Please (√) the appropriate answer

1. Gender: Male [   ]   Female [   ]

2. Age: …………………………

3. Educational level: Below O/ L: [   ]   Passed GCE O/ L: [   ]

Passed GCE A/L: [   ]   Diploma: [   ]

Degree: [   ]   Post graduate degree: [   ]

4. Employment status:

Employed full time	
Employed part-time	
Unemployed	
Student	
Housewife	
Retired	

5. Household Income: Per month

Less than Rs: 20000	
Rs: 20000 - Rs: 34999	
Rs: 35000 - Rs: 49999	
Rs: 50000 - Rs: 64999	
Over Rs: 64499	

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

Infants	0-24 months	
Children	2-5 years	
	6-10 years	
	11-16 years	
	17-18 years	
Adults	18-30 years	
	30-55 years	
	Over 55 years	

7. Marital status: Married [   ]   Single [   ]

8. Major food shopper of the household: Yes [   ]   No [   ]

9. Major meal planner of the household: Yes [   ]   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				
Diabetes				
Obesity				
High blood pressure/Cholesterol				
Heart disease				
Migrain				
Osteoporoses				
Other (please specify)………………………….				
I am having a specific diet(pregnancy, breast feeding, training for sports, vegetarian)				

11. Does anyone in your household doing a job related

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

12. Frequency of do exercise:

Daily	
At least 2 days per week	
Rarely	
Never	

13. Self perception of overall health:

Excellent	
Good	
Fair	
Poor	
Can't say	

14. From where do you buy package food?

Retail shops	
Super markets	
Both equally	

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					
2.	Familiarity with the product					
3.	Recommended by family and 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.

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

	A lot	A little	Not at all
Attractive package			
Health claims/ Nutrition claims			
Graphical and pictorial information			
Free/ Prizes/ Contests			

Part 05 - Awareness of information printed in food labels

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

1. "Net quantity" means,
   a) Weight of the amount of food only. ☐
   b) Weight of the packaging and amount of food. ☐
   c) Do not know. ☐

2. What is your understanding of "low in fat"?
   That means level of fat contained in the food is,
   a) Not more than 3 g per 100g. ☐
   b) The food contains zero amount of fat. ☐
   c) Not more than 10 g per 100g. ☐
   d) Do not know. ☐

3. What is your understanding of "low in cholesterol"?
   That means level of sugar contained I the food is,
   a) Not more than 0.02 g per 100 g. ☐
   b) Not more than 10g per 100 g. ☐
   c) The food contains zero amount of cholesterol. ☐
   d) Do not know. ☐

4. Which nutrition claim indicates the lowest amount of sodium?
   a) Low in sodium ☐
   b) Very low in sodium ☐
   c) Sodium free ☐
   d) Do not know ☐

5. Have you ever noticed E code label ingredients such as (E 621, E 102) in food labels?
   Yes ☐   No ☐