

2025 Consumer Insights Tracker

Methods, sample and survey instrument

March 2026

Acknowledgement of country

Food Standards Australia New Zealand (FSANZ) acknowledges the Traditional Owners and Custodians of Country throughout Australia and their continuing connection to land, sea and community. We pay our respects to the people, the cultures and the elders past and present. FSANZ also acknowledges and respects ngā iwi Māori as the tangata whenua of Aotearoa, New Zealand.

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Introduction

This document provides the methodological details, sample description and survey instrument for the 2025 Consumer Insights Tracker (CIT) (wave 3).

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Key details:

- The CIT is a nationally representative sample of everyday consumers' attitudes, understanding and trust in food labelling and the food regulation system in Australia and New Zealand.
- It is an annual online survey of approximately 1,200 Australian and 800 New Zealand consumers aged 18+ years. The sample is nationally representative by the interlocked quotas of age, gender and location.
- The CIT contains core questions repeated annually to provide trend data, and then ad hoc modules and submodules to provide point in time data for relevant data needs.
- Results for the 2025 CIT are reported by the following modules (available on the CIT page of the FSANZ website):
 - Trust and confidence in the food system, dietary behaviours and values
 - Food labelling (including submodules on Health Star Rating and the Nutrition Information Panel)
 - Food safety knowledge, behaviours and concerns
 - New and emerging food and food technologies
 - Online food shopping and labelling

Methods

Development of the survey instrument

The survey instrument was designed by FSANZ social scientists, in consultation with specialist areas across the organisation. The majority of survey questions were adapted from existing Australian, New Zealand or international consumer surveys in the area of food regulation.

The survey was piloted with a sample of 212 participants (Australia n = 123 [58.0%] and New Zealand n = 89 [42.0%]) drawn from PureProfile's Australia and New Zealand market research consumer panels. Due to changes in the wording of questions in the 'Online food shopping and labelling' module following from results of the pilot survey, the pilot sample (n = 212) were not included in the final analysis of this module. Therefore, total number of respondents for these questions was 2,020 respondents (Australian n = 1,184; New Zealand n = 836).

The final survey instrument consisted of 51 quantitative questions across domains including:

- Trust and confidence in the food supply and FSANZ
- Health and dietary behaviours
- Use, understanding and trust in food labelling
- Food safety knowledge, behaviours and concerns
- New and emerging foods and food technologies
- Online food shopping and labelling
- Demographics

Of the 51 questions, a number of core questions were also collected in 2023 and 2024 and are repeated annually to provide trend data. The full suite of survey instruments (2023, 2024 and 2025) is available at Appendix A. Question wording and response options can change slightly between surveys. Median time for survey completion was 14.9 minutes.

Sampling

1,307 Australians and 925 New Zealanders aged 18 years and over completed the 2025 survey via PureProfile's online market research panel¹. PureProfile is an Australian company with a panel of 450,000 members in Australia and 180,000 members in New Zealand. The sample was nationally representative by the interlocked quotas of age, gender and location. Separate nationally representative quotas were also used for Aboriginal and/or Torres Strait Islanders in Australia and Māori in New Zealand. There was good spread of level of education and household income in the sample. Details of the sample achieved are outlined below.

¹ Due to changes in the wording of questions in the 'Food shopping and labelling' module following from results of the pilot survey, the pilot sample (n = 212) were not included in the final analysis therefore total n for these questions was 2,020 respondents (Australian n = 1,184; New Zealand n = 836).

Analysis

Analysis was carried out by FSANZ using IBM SPSS Statistics software (Version 28) and Rstudio v4.4.0. Significance was set at the .05 level. Significance throughout this report refers to statistical significance.

Descriptive statistics (percentages, means, standard deviations) are reported where appropriate.

Factors affecting dietary choice (see Question 14 in Appendix A) were divided into 2 subtypes for analysis: 'Medical-related factors' and 'Lifestyle-related factors'. 'Medical-related factors' incorporated participants who had selected any of the following: Food allergy or food intolerance; Digestive concerns such as coeliac disease, irritable bowel syndrome, etc.; Other diet-related health concerns such as diabetes, heart disease, high blood pressure, etc; and Pregnancy or breast feeding. 'Lifestyle-related factors' incorporated participants who had selected any of the following: Looking to lose weight and/or maintain a healthy weight; Vegetarian or vegan; Religious beliefs that affect food choices; and Training for sports that affects food choices.

Between country and year differences were tested using ANOVAs/t-tests with Tukey hsd post hoc on Likert-scale variables. Chi-square test of homogeneity were used to test whether there was a statistically significant difference in the proportions between 2 independent groups for multinomial dependent variables.

Where responses to multiple 7-point scales were averaged, this resulted in decimal numbers (as opposed to whole numbers). In these instances, the midpoint was defined as an average score between 3.5 and 4.4 (as these decimal numbers round to 4). Positive responses were therefore considered to be an average score of 4.5 or above, and negative responses were considered to be an average score of 3.4 or below.

Sample description

The sample was nationally representative by the interlocked quotas of age, gender and location. Aboriginal and/or Torres Strait Islander peoples were over sampled at 12.4% of the Australian sample, relative to the target of 3.2%. However, Māori were slightly under sampled at 16.5%, relative to the target of 17.8%. The sample was slightly higher educated in 2025 in comparison to 2024 but similar to that in 2023. Forty-four percent of the sample was tertiary educated in 2025, compared to 30% in 2024 and 44% in 2023. The number and proportion of key demographics of the sample are provided in Table 1, Table 2 and Table 3. In 2023, 1,237 Australians and 810 New Zealanders completed the survey (total n = 2,047). In 2024, 1,231 Australians and 884 New Zealanders completed the survey (total n = 2,115).

Table 1: Age, gender, level of education, birth country, cultural background, household composition, equivalised annual household income, shopper status, food service experience and meal preparation involvement

	Australia n = 1,307	New Zealand n = 925	Total n = 2,232
Mean age (±SD)	48.3 (17.9)	48.4 (17.4)	48.3 (17.7)
Age group	n (%)	n (%)	n (%)

	Australia n = 1,307	New Zealand n = 925	Total n = 2,232
18–24 years	95 (7.3)	88 (9.5)	183 (8.2)
25–34 years	267 (20.4)	147 (15.9)	414 (18.6)
35–44 years	254 (19.4)	174 (18.8)	428 (19.2)
45–54 years	195 (14.9)	158 (17.1)	353 (15.8)
55–64 years	185 (14.2)	147 (15.9)	332 (14.9)
65+ years	311 (23.8)	211 (22.8)	522 (23.4)
Gender	n (%)	n (%)	n (%)
Male	627 (48.0)	423 (45.7)	1,050 (47.0)
Female	679 (52.0)	501 (54.2)	1,180 (52.9)
Nonbinary and Other	0 (0.0)	0 (0.0)	0 (0.0)
Prefer not to say	1 (0.1)	1 (0.1)	2 (0.1)
Education	n (%)	n (%)	n (%)
High school or below	315 (24.1)	319 (34.5)	634 (28.4)
Vocational/trade qualification	342 (26.2)	286 (30.9)	628 (28.1)
Undergraduate degree	382 (29.2)	207 (22.4)	589 (26.4)
Postgraduate degree	268 (20.5)	113 (12.2)	381 (17.1)
Birth Country	n (%)	n (%)	n (%)
Australia or New Zealand	1,065 (81.5)	689 (74.5)	1,754 (78.6)
Other English-speaking country	131 (10.0)	133 (14.4)	264 (11.8)

	Australia n = 1,307	New Zealand n = 925	Total n = 2,232
Non-English-speaking country	102 (7.8)	100 (10.8)	202 (9.1)
Prefer not to say	9 (0.7)	3 (0.3)	12 (0.5)
Cultural Background*	n	n	n
	(%)	(%)	(%)
Australian	686 (52.5)	3 (0.3)	689 (30.9)
New Zealand European	7 (0.5)	664 (71.8)	671 (30.1)
Aboriginal and/or Torres Strait Islander	162 (12.4)	0 (0.0)	162 (7.3)
Māori	0 (0.0)	153 (16.5)	153 (6.9)
Pacific Islander	1 (0.1)	47 (5.1)	48 (2.2)
European	548 (41.9)	30 (3.2)	578 (25.9)
Asian	121 (9.3)	111 (12.0)	232 (10.4)
African and Middle Eastern	9 (0.7)	10 (1.1)	19 (0.9)
People of the Americas	7 (0.5)	4 (0.4)	11 (0.5)
Prefer not to say	13 (1.0)	10 (1.1)	23 (1.0)
European/Non-European Background	n	n	n
	(%)	(%)	(%)
AU/NZ and/or European background	1,078 (82.5)	696 (75.2)	1,774 (79.5)
No AU/NZ or European background	216 (16.5)	219 (23.7)	435 (19.5)
Prefer not to say	13 (1.0)	10 (1.1)	23 (1.0)
Household Composition	n	n	n
	(%)	(%)	(%)
Children < 15 years in household	440 (33.7)	302 (32.6)	742 (33.2)

	Australia n = 1,307	New Zealand n = 925	Total n = 2,232
No children < 15 years in household	867 (66.3)	623 (67.4)	1,490 (66.8)
Equivalised Annual Household Income Tiers[#]	n (%)	n (%)	n (%)
Low income (≤ \$41,599)	414 (31.7)	351 (37.9)	765 (34.3)
Middle income (\$41,600–\$77,999)	447 (34.2)	276 (29.8)	723 (32.4)
High income (≥ \$78,000)	376 (28.8)	203 (21.9)	579 (25.9)
Prefer not to say	70 (5.4)	95 (10.3)	165 (7.4)
Shopper status	n (%)	n (%)	n (%)
Does the majority of food shopping	930 (71.2)	589 (63.7)	1,519 (68.1)
Shares the food shopping	337 (25.8)	304 (32.9)	641 (28.7)
Someone else does the majority of food shopping	40 (3.1)	32 (3.5)	72 (3.2)
Food industry experience	n (%)	n (%)	n (%)
Has experience in the food industry	403 (30.8)	393 (42.5)	796 (35.7)
Has no experience in the food industry	904 (69.2)	532 (57.5)	1,436 (64.3)
Meal preparation involvement	n (%)	n (%)	n (%)
Does the majority of meal preparation/cooking	863 (66.0)	571 (61.7)	1,434 (64.2)
Shares the meal preparation/cooking	336 (25.7)	267 (28.9)	603 (27.0)
Someone else does the majority of meal preparation/cooking	108 (8.3)	87 (9.4)	195 (8.7)

* As respondents were able to select multiple responses, percentages may not add up to 100.

Equivalised annual household income was calculated according to the OECD-modified equivalence scale using the average income for each income bracket response option.

Table 2: State or territory location, metro or regional location of Australian respondents (n = 1,307)

	n (%)
Australian State or Territory	
New South Wales	406 (31.1)
Victoria	355 (27.2)
Queensland	259 (19.8)
South Australia	94 (7.2)
Western Australia	137 (10.5)
Tasmania	20 (1.5)
Northern Territory	26 (2.0)
Australian Capital Territory	10 (0.8)
Metro or Regional Location	
Metro Australia	977 (74.8)
Regional Australia	330 (25.2)

Table 3: Regional location of New Zealand respondents (n = 925)

	n (%)
New Zealand Regions	
Northland Region	31 (3.4)
Auckland Region	314 (33.9)

	n (%)
Bay of Plenty Region	58 (6.3)
Waikato	91 (9.8)
Gisborne District	6 (0.6)
Hawke's Bay Region	36 (3.9)
Taranaki	22 (2.4)
Manawatu-Wanganui	48 (5.2)
Wellington Region	100 (10.8)
Tasman District	4 (0.4)
Nelson	16 (1.7)
Marlborough Region	6 (0.6)
Canterbury	134 (14.5)
West Coast	3 (0.3)
Otago	47 (5.1)
Southland	9 (1.0)

Appendix A

2025 Survey Instrument

Overview

Food is a vital part of all of our lives. To ensure (Australia/New Zealand) has a safe and reliable food supply, it is important to understand how people think and behave in relation to food and drinks. This survey will ask about your eating habits, how you use food labels, your knowledge of food safety and new food technologies, and how much you trust the food system.

The survey will take around 20 mins to complete. You can close and restart the survey from where you left off at any time.

Your answers will contribute to the development of policies or regulations that aim to achieve positive health outcomes and support thriving food, beverage and hospitality sectors in (Australia/New Zealand). Thank you for your participation.

[Timestamp]

Section 1: Demographics

#	Module	Variable [Variable Name]	Question, Response Options [Code]
1	Demographics (Core)	Age	What is your age? [Numeric input]
2	Demographics (Core)	Gender	How do you describe your gender? <ul style="list-style-type: none">• A man or male [1]• A woman or female [2]• Non-binary [3]• A different term (Please specify) [4] [Free text field]• Prefer not to say [98] [Single response option]
3	Demographics (Core)	Postcode [Postcode and Postcode_NZ]	What is the postcode of your main place of residence? <ul style="list-style-type: none">• [Four-digit free text]
4	Demographics (Core)	Education	What is the highest level of formal education you have completed ? <ul style="list-style-type: none">• High school or below [1]• Vocational/trade qualification [2]• Undergraduate degree [3]• Postgraduate degree [4] [Single response option]

#	Module	Variable [Variable Name]	Question, Response Options [Code]
5a	Demographics (Core)	Cultural Background [BackgroundAU]	<p>[Show only to people residing in Australia]</p> <p>How would you describe your cultural background? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ Aboriginal and/or Torres Strait Islander [1] ▪ English [2] ▪ Irish [3] ▪ Scottish [4] ▪ Chinese [5] ▪ Italian [6] ▪ German [7] ▪ Indian [8] ▪ Greek [9] ▪ Dutch [10] ▪ Australian [11] ▪ Other (please specify): [FREE TEXT] [12] ▪ Prefer not to say [EXCLUSIVE] [98] <p>Examples of 'Other (please specify)' are: Spanish, Vietnamese, Hmong, Welsh, Kurdish, Lebanese. [Multiple responses possible]</p>
5b	Demographics (Core)	Cultural Background [BackgroundNZ]	<p>[Show only to people residing in New Zealand]</p> <p>How would you describe your cultural background? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ New Zealand European [1] ▪ Māori [2] ▪ Pacific Islander [3] ▪ Chinese [4] ▪ Indian [5] ▪ Other (please specify): [FREE TEXT] [6] ▪ Prefer not to say [EXCLUSIVE][98] <p>Examples of 'Other (please specify)' are: Filipino, Korean, Dutch, Australian, and Middle Eastern. [Multiple responses possible]</p>
6	Demographics (Core)	Number and Ages of People in Household [HHPeople]	<p>How many people live in your household, <u>including you</u>? If you have a shared care arrangement, please include the maximum</p>

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<p>number of people who live in your household, including yourself.</p> <ul style="list-style-type: none"> • Adults (18+) [Enter number] [HHPeople_1] • Children aged 0 to 4 years [Enter number] [HHPeople_2] • Children aged 5 to 14 years [Enter number] [HHPeople_3] • Adolescents aged 15 to 17 years [HHPeople_4] <p>[Default: 0]</p>
7	Demographics (Core)	Household Income [HHIncome]	<p>Which one of the following categories best describes your household's total annual income (before tax)?</p> <p>Please include the income of everyone in your household. If you don't know the exact amount, then please take your best guess.</p> <ul style="list-style-type: none"> • Under \$25,000 • \$25,000 - \$35,000 • \$35,001 - \$45,000 • \$45,001 - \$55,000 • \$55,001 - \$65,000 • \$65,001 - \$75,000 • \$75,001 - \$85,000 • \$85,001 - \$105,000 • \$105,001 - \$115,000 • \$115,001 - \$125,000 • \$125,001 - \$145,000 • \$145,001 - \$165,000 • \$165,001 - \$185,000 • \$185,001 - \$205,000 • \$205,001 - \$225,000 • \$225,001 - \$245,000 • \$245,001 - \$265,000 • \$265,001 - \$285,000 • Above \$285,000 • Prefer not to say [98] <p>[Single response option]</p>

[Timestamp]

Section 2: Trust and Confidence

The next section asks about **your level of trust and/or confidence** in a range of institutions or professions. When answering these questions, please think about **the institutions or professions in (Australia/New Zealand)**.

Even if you have had very little or no contact with these institutions or professions, please base your answer on your **general impression** of them.

#	Module	Variable [Variable Name]	Question, Response Options [Code]
8	Trust and Confidence (Core)	Institutional Trust [TrustInstitution]	<p>How much do you personally trust the following institutions or professions in [Australia/New Zealand]?</p> <p>Even if you have had very little or no contact with these institutions or professions, please base your answer on your general impression of them.</p> <ul style="list-style-type: none">• The school system [TRUSTSCHOOL]• The legal system [TRUSTLEGAL]• The media [TRUSTMEDIA]• The Federal Government (Federal in AUS only) [TRUSTGOV]• The police [TRUSTPOLICE]• The health system [TRUSTHEALTH]• Scientists [TRUSTSCIENTIST] <p>[Matrix: 7 point scale for each organisation/institution where 1= "Not at all", 7= "Completely"]</p>
9	Trust and Confidence (Core)	Confidence in Food Supply [FoodConfidence]	<p>How confident are you that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat?</p> <p>[1 = "Not at all confident", 7 = "Completely confident"]</p>
10	Trust and Confidence (Core)	Trust in Food Supply Chains [TrustSupply]	<p>How much do you trust the following people or groups to do their part to ensure that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat?</p> <ul style="list-style-type: none">• Farmers and producers [TrustFarmers]• Manufacturers and processors (e.g. factories and production plants) [TrustManuf]• Retailers (e.g. supermarket chains, small grocers, etc) [TrustRetail]

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<ul style="list-style-type: none"> Government/public food authorities [TrustFoodGov] Food scientists [TrustFoodSci] [Matrix: 1 = "Do not trust at all", 7 = "Trust completely"]
11	Trust and Confidence (Core)	FSANZ Awareness [FSANZAware]	<p>How much, if anything, do you know about Food Standards Australia New Zealand, also known as FSANZ?</p> <ul style="list-style-type: none"> I have never heard of FSANZ before [0] I have heard of FSANZ before but know nothing about what it does [1] I know a little about FSANZ and what it does [2] I know a lot about FSANZ and what it does [3] <p>[Single response option]</p> <p>Only asked to people who have heard of FSANZ and know something about what it does [Codes 2 or 3 in FSANZAware]</p>
12	Trust and Confidence (Core)	Trust in FSANZ	<p>How much do you agree or disagree with the following statements:</p> <p>(In these statements, FSANZ means Food Standards Australia New Zealand)</p> <ul style="list-style-type: none"> I trust FSANZ to do what is right. [FSANZRight] FSANZ acts in the best interest of food safety and the food regulatory system. [FSANZBest] FSANZ bases its decisions on the best available scientific evidence. [FSANZScience] <p>[Matrix: 1 = "Strongly disagree" – 7 = "Strongly agree"]</p>

[Timestamp]

Section 3: Health and Dietary Behaviours

The next section asks about your food choices and the things that influence them. There are **no right or wrong answers**, we are interested in learning more about **how you make decisions around food**.

Please answer about the food choices **you** make for **you and your household**.

#	Module	Variable [Variable Name]	Question, Response Options [Code]
13	Health and Dietary Behaviours (Core)	Values influencing food purchases [FoodValues]	<p><u>Excluding taste and price</u>, what is most important to you out of the following when choosing which foods to buy? Please rank up to three answers (1 = Most important, 2 = Second-most important, 3 = Third-most important)</p> <ul style="list-style-type: none"> • Level of processing (extent to which raw foods have been transformed through mechanical or chemical processes) [FOODVALUES_1] • Convenience (ease with which food is cooked and/or consumed) [FOODVALUES_2] • Nutrition (amount and type of fat, protein, vitamins, etc.) [FOODVALUES_3] • Tradition (following cultural or familial culinary practices) [FOODVALUES_4] • Origin (where the food was grown or produced) [FOODVALUES_5] • Fairness (the extent to which all parties involved in the production of the food equally benefit) [FOODVALUES_6] • Animal welfare (the extent to which animals involved in the production of food are treated well) [FOODVALUES_7] • Environmental impact (effect of food production, distribution or consumption on the environment) [FOODVALUES_8] • Other (Please specify) [FREE TEXT] [FOODVALUES_9] • None of the above [EXCLUSIVE] [FV0] <p>[Rank up to 3; randomise order of responses, except 'Other', 'It depends on the food' and 'None of the above']</p>

#	Module	Variable [Variable Name]	Question, Response Options [Code]
14	Health and Dietary Behaviours (Core)	Dietary Influences [DietFactors]	<p>Do any of the following currently affect the food choices you make for you or your household? Please select all that apply.</p> <ul style="list-style-type: none"> • Food allergy [DIETFACTORS_1] • Coeliac disease [DIETFACTORS_1A] • Digestive concerns such as food intolerance, irritable bowel syndrome, etc. [DIETFACTORS_2] • Other diet-related health concerns such as diabetes, heart disease, high blood pressure, etc. [DIETFACTORS_3] • Pregnancy or breast feeding [DIETFACTORS_4] • Looking to lose weight and/or maintain a healthy weight [DIETFACTORS_5] • Vegetarian or vegan [DIETFACTORS_6] • Religious beliefs that affect food choices [DIETFACTORS_7] • Training or sport that affects food choices [DIETFACTORS_8] • Cost of living pressures [DIETFACTORS_9] • Other things about you or your household that affect food choices (Please specify) [FREE TEXT] [DIETFACTORS_10] • None of the above. [EXCLUSIVE] [DF0] <p>[Multiple responses possible, randomise response order except for 'Other' and 'None of the above'.]</p>
15	Health and Dietary Behaviours (Core)	Health Consciousness [HealthConsc]	<p>How much effort do you generally put into maintaining a healthy diet for you and/or your household?</p> <ul style="list-style-type: none"> • [Scale: 1 = "No effort", 7 = "A lot of effort"]
16	New food technologies (Supplementary)	Awareness of new foods and technologies [AwareNew]	<p>Have you heard of any of the following new or emerging foods?</p> <ul style="list-style-type: none"> • Foods produced using precision fermentation (that is, fermentation using yeast, bacteria, or fungi that have been genetically modified to produce proteins

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<p>like those found in eggs, milk, or cheese) [AwareNew_1]</p> <ul style="list-style-type: none"> • Cell-cultured/cell-cultivated meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat') [AwareNew_2] • Cell-cultured/cell-cultivated dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy') [AwareNew_3] • Gene edited fruit or vegetables (that is, fruit or vegetables from plants that have had specific changes made to their DNA in order to produce desirable traits) [AwareNew_4] • Gene edited meat or dairy (that is, meat or dairy from animals that have had specific changes made to their DNA in order to produce desirable traits) [AwareNew_5] <p>[Matrix: 0 = I have never heard of this before today, 1 = I have heard of it, but know very little or nothing about it, 2 = I have heard of it and know something about it but not enough to explain it to a friend, 3 = I have heard of it and know enough about it that I could explain it to a friend]</p>
17	New food technologies (Supplementary)	Trust in new food and food technologies [TrustNew]	<p>Thank you, now we would like to know: How confident you would be in the safety of the following foods if you saw them for sale in Australian/New Zealand shops and supermarkets?</p> <p>Even if you have never heard of these foods before today, please base your answer on how you would react if you saw it for sale in your local shops or supermarket in [Australia/New Zealand].</p> <ul style="list-style-type: none"> • Foods produced using precision fermentation (that is, fermentation using yeast, bacteria, or fungi that have been

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<p>genetically modified to produce proteins like those found in eggs, milk, or cheese) [TrustNew_1]</p> <ul style="list-style-type: none"> • Cell-cultured/cell-cultivated meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat') [TrustNew_2] • Cell-cultured/cell-cultivated dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy') [TrustNew_3] • Gene edited fruit or vegetables (that is, fruit or vegetables from plants that have had specific changes made to their DNA in order to produce desirable traits) [TrustNew_4] • Gene edited meat or dairy (that is, meat or dairy from animals that have had specific changes made to their DNA in order to produce desirable traits) [TrustNew_5] <p>[Matrix: 1 "Not confident at all", 7 = "Completely confident"]</p>
18	New food technologies (Supplementary)	Cell-cultured dairy consumption intentions part A [CellMeatA]	<p>Assuming you liked the taste and the product was a similar price to traditional meat and/or meat alternatives/plant-based alternatives, do you think you would include cell-cultured/cell-cultivated meat in your diet?</p> <p>Cell-cultured/cell-cultivated meat refers to meat produced from animal cells, sometimes referred to as 'lab-grown meat'.</p> <p>Traditional meat refers to farm-raised beef, chicken, or pork etc</p> <p>Meat alternatives refer to tofu, and/or lentils etc and plant-based meat alternatives which are products made from nuts, grains, and/or legumes (e.g. vegan 'mince' or 'sausage')</p> <ul style="list-style-type: none"> • Yes [1] • No [0] <p>Can't say/don't know [98]</p>

#	Module	Variable [Variable Name]	Question, Response Options [Code]
19	New food technologies (Supplementary)	Cell-cultured meat consumption intentions, part B [CELLMEAT_1-7]	<p>[Ask those who answered Yes [code 1] to CDConsume]</p> <p>How do you think you would include cell-culture/cell-cultivated meat in your diet? (Please select all that apply)</p> <p>Cell-cultured/cell-cultivated meat refers to meat produced from animal cells, sometimes referred to as 'lab-grown meat'.</p> <p>Traditional meat refers to farm-raised beef, chicken, or pork etc</p> <p>Meat alternatives refer to tofu, and/or lentils etc and plant-based meat alternatives which are products made from nuts, grains, and/or legumes (e.g. vegan 'mince' or 'sausage')</p> <ul style="list-style-type: none"> • Completely replace traditional meat [CELLMEAT_1] • Partly replace traditional meat [CELLMEAT_2] • Consume in addition to traditional meat [CELLMEAT_3] • Completely replace plant-based meat alternatives [CELLMEAT_4] • Partly replace plant-based meat alternatives [CELLMEAT_5] • Consume in addition to plant-based meat alternatives [CELLMEAT_6] • Other (Please specify) [CELLMEAT_7] • Can't say/don't know [CELLMEAT_98] [EXCLUSIVE] <p>[Multiple response options possible]</p>

[Timestamp]

Section 4: Food Labelling

The next section is about how or if you use food labelling to make choices about food.

#	Module	Variable [Variable Name]	Question, Response Options [Code]
20	Food Labelling	Importance of Labelling Elements	Think about when you are making the decision to buy a packaged food or drink for the first time . How important is the

#	Module	Variable [Variable Name]	Question, Response Options [Code]
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(Core) [LABELIMPORT_1-7]

following labelling information when **deciding what to buy?**


- [LabelImport_1] Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, protein, sodium, or fat)

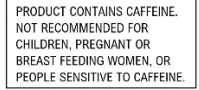
NUTRITION INFORMATION		
Serving per package: 1		
Serving size: 400g		
	Average	Average
	Quantity per	Quantity per
	Serving	100g
	(100g)	(100g)
ENERGY	1680kJ	420kJ(100kcal)
PROTEIN	14.0g	3.5g
TOTAL FAT	45.0g	11.2g
SATURATED FAT	24.0g	6.0g
CARBOHYDRATE	31.0g	7.7g
SUGAR	25.0g	6.2g
SODIUM	300mg	75mg


- [LabelImport_2] Ingredients list


INGREDIENTS: BLENDED WHEAT FLOUR, SUGAR, VEGETABLE OIL, DARK CHOCOLATE CHIPS, CHOCOLATE LIQUOR, SUGAR, BUTTER, MILK BUTTER, MILK INGREDIENTS, SOYFA, LACTOSE, NATURAL FLAVOUR, CHOCOLATE CHIPS COATING, CHOCOLATE LIQUOR, BUTTER, MILK BUTTER, MILK INGREDIENTS, SOYFA, LACTOSE, SALT, ARTIFICIAL FLAVOURS, MODIFIED PALM OIL, COCOA POWDER, CANNED DRIP CONDENSED MILK, BLENDED WHEAT FLOUR, COCOA-GLACIATED SALT, BAKING POWDER, SODIUM BICARBONATE, NATURAL AND ARTIFICIAL FLAVOUR.


- [LabelImport_3] Contains: egg, almond, milk, wheat, gluten, sesame. May be present: peanut. Allergen information

- [LabelImport_4]  Health Star Rating

- [LabelImport_5]  Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')

- [LabelImport_6]  Claims about health benefits (e.g., 'calcium is good for healthy bones')

- [LabelImport_7]  Claims about nutrient or ingredient content (e.g., 'no added sugar', 'reduced fat')

- [LabelImport_8]  Best before/use by date

#	Module	Variable [Variable Name]	Question, Response Options [Code]
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[Matrix from 1 = Not important at all, to 7 = Extremely important]

In this question, we are interested in how much you feel you can **trust** different labelling information, **even if you don't use it** to make decisions about food purchases. With that in mind, how much do you feel you can **trust** the following information on packaged foods and drink?

21 Food Labelling (Core)
Trust in labelling elements [LETrust1-8]

Average		Average	
Quantity per	Quantity per	Quantity per	Quantity per
Serving	100g	Serving	100g
ENERGY	168kJ	ENERGY	168kJ
PROTEIN	4.6g	PROTEIN	4.6g
FAT TOTAL	6.6g	FAT TOTAL	6.6g
SATURATED	2.0g	SATURATED	2.0g
CARBOHYDRATE	19.0g	CARBOHYDRATE	19.0g
SUGARS	2.1g	SUGARS	2.1g
SODIUM	300mg	SODIUM	300mg

- [LETrust_1] Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, protein, sodium, or fat)

- [LETRUST_2] Ingredients list
- [LETRUST_3] Contains: egg, almond, milk, wheat, gluten, sesame. May be present: peanut. Allergen information



- [LETRUST_4] Health Star Rating

- [LETRUST_5] Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')



- [LETRUST_6] Claims about health benefits (e.g., 'calcium is good for healthy bones')



- [LETRUST_7] Claims about nutrient or ingredient

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<p>content (e.g., 'no added sugar', 'reduced fat')</p> <p style="text-align: center;">USE BY 01-01-07</p> <ul style="list-style-type: none"> [LETRUST_8] Best before/use by date <p>[Matrix: 1-7 scale, where 1 = 'Cannot trust at all' and 7 = 'Can trust completely']</p>
22	Food Labelling (Core)	Ability to use food labelling [LabelAbility]	<p>How confident are you in your ability to make informed choices about foods from the information on food labels?</p> <ul style="list-style-type: none"> [1-7 scale, where 1 = "Not at all confident" and 7 = "Completely confident"]
23	Food Labelling (Core)	Difficulties with labelling [LabelDiff]	<p><i>[Ask those who answered 1-4 in LabelAbility]</i></p> <p>What makes it difficult to use food labelling to make informed choices about foods? (Please select all that apply)</p> <ul style="list-style-type: none"> I often don't understand what the information on food labels means [LABELDIFF_1] The information on food labels is too small/illegible to easily read [LABELDIFF_2] I'm not sure if I can trust the information on food labels [LABELDIFF_3] I can't find the information I need to make food choices that reflect my values [LABELDIFF_4] I don't find the information on food labels useful or relevant to me [LABELDIFF_5] I don't have enough time to read food labels when I'm shopping [LABELDIFF_6] Other (Please specify) [FREE TEXT] [LABELDIFF_7]

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<ul style="list-style-type: none"> Can't say/don't know [EXCLUSIVE] [LABELDIFF_98] <p>[Multiple response options, randomise order except 'Other' and 'Can't say/don't know'.]</p>
24	Food Labelling (Core)	Difficulties with labelling - understanding [LabelUnderstand]	<p>[Ask those who selected LABELDIFF_1 (I often don't understand what the information on food labels means)]</p> <p>What information on the label do you find difficult to understand, and why?</p> <p>[Open text verbatim response]</p>
25	Food Labelling - NIP Submodule (Supplementary)	Knowledge of the NIP [know_NIP]	<p>How much, if anything, do you feel you know about the Nutrition Information Panel? [Include image of NIP]</p> <p>[1-7 scale, where 1 = "I know very little" and 7 = "I know a lot", include option 'I don't know what it is/I have never seen it before today']</p>
26	Food Labelling - NIP Submodule (Supplementary)	Frequency of use of the NIP [freq_NIP]	<p>[Do not ask to those who selected 'I don't know what it is' to above]</p> <p>[Include image of NIP]</p> <p>How often do you look for the Nutrition Information Panel when shopping for food in the supermarket?</p> <ul style="list-style-type: none"> Always Most of the time Sometimes Rarely Never Unsure <p>[Single response]</p>
27	Food Labelling - NIP Submodule (Supplementary)	Motivation for using the NIP [why_NIP]	<p>[Ask only to those who report using the NIP at least rarely in freq_NIP]</p> <p>Why do you typically use the Nutrition Information Panel? (Please select all that apply)</p> <ul style="list-style-type: none"> To compare the nutritional value of similar products (e.g. two different brands of crackers)

#	Module	Variable [Variable Name]	Question, Response Options [Code]
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- To compare the nutritional value of different types of products (e.g. a muesli bar vs pot of yoghurt)
- To help manage a health condition (e.g. diabetes, heart disease)
- To help with weight management
- To help follow the [NZ/Australian] dietary guidelines
- To track nutrient intake (e.g. sugar, protein, fat, etc.)
- To ensure a product fits within a specific diet (e.g. keto, Paleo, DASH, Atkins)
- To check the basis of the Health Star Rating of a product
- To check the basis of any health/nutrient claims on the package
- To check how many people the food will serve
- Other [free text]

[Randomise order except for 'other']

[Ask to only those who report using the NIP at least rarely in freq_NIP (i.e. exclude never and unsure)]

When using the Nutrition Information Panel (NIP) which parts do you usually look for? (Please select all that apply)

28 Food Labelling (Core)

NIP Elements [NIPElem_2]

NUTRITION INFORMATION			
Servings per package: 6.3		Serving size: 160g	
	Average Quantity per Serving	% DI* per serving	Average Quantity per 100g
Energy	571kj	7%	357kj
Protein	7.0g	14%	4.4g
Fat, total	3.0g	4%	1.9g
- saturated	1.9g	8%	1.2g
Carbohydrate	20.0g	6%	12.5g
- sugars	19.4g	22%	12.2g
Sodium	90mg	4%	56mg

* Percentage Daily Intakes are based on an average adult diet of 8700kj. Your daily intakes may be higher or lower depending on your energy needs.

#	Module	Variable [Variable Name]	Question, Response Options [Code]			
			Nutrient	Average quantity per serving	Percentage Daily intake (%DI) per serving	Average quantity per 100g
			Energy content			
			Protein content			
			Total fat content			
			Saturated fat content			
			Carbohydrate content			
			Sugar content			
			Sodium content			
			Serving size (g)			
			Servings per package			
			Don't know/can't say			

29 Food Labelling – NIP Submodule (Supplementary)

nip_understand [nip_understand_1]

NUTRITION INFORMATION		
Servings per package: 6		
Serving size: 96g		
	Average Quantity per Serving	Average Quantity per 100g
Energy	712kJ	742kJ
Protein	8.4g	8.7g
Fat, total	4.8g	5.0g
- saturated	3.4g	3.5g
Carbohydrate	17.0g	17.7g
- sugars	13.3g	13.9g
Sodium	183.0mg	191.0mg

#	Module	Variable [Variable Name]	Question, Response Options [Code]
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Product A

NUTRITION INFORMATION		
Servings per package: 11 Serving size: 55g		
	Average Quantity per Serving	Average Quantity per 100g
Energy	495kJ	897kJ
Protein	<1.0g	1.8g
Fat, total	6.4g	11.7g
- saturated	4.3g	7.8g
- trans	<1.0g	<1.0g
Carbohydrate	14.0g	25.5g
- sugars	11.4g	20.8g
Sodium	37mg	67mg

Product B

Looking at these two food labels. Assuming you were to eat the **same amount** of each food, which product has the **most energy**?

- Product A has more energy
- Product B has more energy
- Both products have the same amount of energy
- Don't know

[Do not show to those who select don't know to above (question 29)]

What information did you use to compare the energy of these two products?

29 a Food Labelling – NIP Submodule (Supplementary)
nip_understand [nip_understand_element_1]

Nutrient	Average quantity per serving	Average quantity per 100g
Energy content		
Protein content		
Total fat content		
Saturated fat content		
Carbohydrate content		

#	Module	Variable [Variable Name]	Question, Response Options [Code]
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Sugar content		
Sodium content		
Other (free text)		
Don't know/I made an educated guess		

30 Food Labelling – NIP Submodule (Supplementary)

[nip_understand_2]

NUTRITION INFORMATION		
Servings per package: 11		
Serving size: 65g		
	Average Quantity per Serving	Average Quantity per 100g
Energy	583kj	897kj
Protein	1.2g	1.8g
Fat, total	7.6g	11.7g
- saturated	5.1g	7.8g
- trans	<1.0g	<1.0g
Carbohydrate	16.6g	25.5g
- sugars	13.5g	20.8g
Sodium	43.5g	67mg

Product A

NUTRITION INFORMATION		
Servings per package: 6		
Serving size: 65g		
	Average Quantity per Serving	Average Quantity per 100g
Energy	482kj	742kj
Protein	5.7g	8.7g
Fat, total	3.6g	5.0g
- saturated	2.3g	3.5g
Carbohydrate	11.5g	17.7g
- sugars	9.0g	13.9g
Sodium	124.2mg	191.0mg

Product B

Looking at these two food labels. Assuming you were to eat the **same amount** of each food, which product has the **most energy**?

- Product A has more energy
- Product B has more energy
- Both labels have the same amount of energy
- Don't know

30a Food Labelling – NIP Submodule [nip_understand_element_2]

[Do not show to those who select don't know to above (question 30)]

#	Module	Variable [Variable Name]	Question, Response Options [Code]																														
	(Supplementa ry)		<p>What information did you use to compare the energy of these two products?</p> <table border="1"> <thead> <tr> <th>Nutrient</th> <th>Average quantity per serving</th> <th>Average quantity per 100g</th> </tr> </thead> <tbody> <tr> <td>Energy content</td> <td></td> <td></td> </tr> <tr> <td>Protein content</td> <td></td> <td></td> </tr> <tr> <td>Total fat content</td> <td></td> <td></td> </tr> <tr> <td>Saturated fat content</td> <td></td> <td></td> </tr> <tr> <td>Carbohydrate content</td> <td></td> <td></td> </tr> <tr> <td>Sugar content</td> <td></td> <td></td> </tr> <tr> <td>Sodium content</td> <td></td> <td></td> </tr> <tr> <td colspan="3">Other (free text)</td> </tr> <tr> <td colspan="3">Don't know/I made an educated guess</td> </tr> </tbody> </table>	Nutrient	Average quantity per serving	Average quantity per 100g	Energy content			Protein content			Total fat content			Saturated fat content			Carbohydrate content			Sugar content			Sodium content			Other (free text)			Don't know/I made an educated guess		
Nutrient	Average quantity per serving	Average quantity per 100g																															
Energy content																																	
Protein content																																	
Total fat content																																	
Saturated fat content																																	
Carbohydrate content																																	
Sugar content																																	
Sodium content																																	
Other (free text)																																	
Don't know/I made an educated guess																																	

31	Food Labelling – NIP Submodule (Supplementa ry)	[nip_understand_3]	<table border="1"> <thead> <tr> <th colspan="3">NUTRITION INFORMATION</th> </tr> </thead> <tbody> <tr> <td colspan="3">Servings per package: 9</td> </tr> <tr> <td colspan="3">Serving size: 25g</td> </tr> <tr> <th></th> <th>Average Quantity per Serving</th> <th>Average Quantity per 100g</th> </tr> <tr> <td>Energy</td> <td>493kJ</td> <td>1970kJ</td> </tr> <tr> <td>Protein</td> <td>2.0g</td> <td>7.9g</td> </tr> <tr> <td>Fat, total</td> <td>5.0g</td> <td>20.0g</td> </tr> <tr> <td>- saturated</td> <td>1.1g</td> <td>4.5g</td> </tr> <tr> <td>Carbohydrate</td> <td>15.7g</td> <td>62.6g</td> </tr> <tr> <td>- sugars</td> <td>0.3g</td> <td>1.3g</td> </tr> <tr> <td>Sodium</td> <td>210.8mg</td> <td>843mg</td> </tr> </tbody> </table>	NUTRITION INFORMATION			Servings per package: 9			Serving size: 25g				Average Quantity per Serving	Average Quantity per 100g	Energy	493kJ	1970kJ	Protein	2.0g	7.9g	Fat, total	5.0g	20.0g	- saturated	1.1g	4.5g	Carbohydrate	15.7g	62.6g	- sugars	0.3g	1.3g	Sodium	210.8mg	843mg
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- sugars	0.3g	1.3g																																		
Sodium	210.8mg	843mg																																		

#	Module	Variable [Variable Name]	Question, Response Options [Code]
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Product A

NUTRITION INFORMATION		
Servings per package: 8 Serving size: 25g		
	Average Quantity per Serving	Average Quantity per 100g
Energy	520kJ	2080kJ
Protein	2.2g	8.9g
Fat, total	6.3g	25.2g
- saturated	2.0g	7.9g
Carbohydrate	14.8g	59.3g
- sugars	2.1g	8.5g
Sodium	145.5mg	582mg

Product B

Looking at these two food labels. Assuming you were to eat the **same amount** of each food, which product has the **least salt**?

- Product A has less salt
- Product B has less salt
- Both labels have the same amount of salt
- Don't know

[Do not show to those who select don't know to above (question 31)]

What information did you use to compare the salt of these two products?

31 a Food Labelling – NIP Submodule (Supplementary) [nip_understand_element_2]

Nutrient	Average quantity per serving	Average quantity per 100g
Energy content		
Protein content		
Total fat content		
Saturated fat content		
Carbohydrate content		
Sugar content		

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<ul style="list-style-type: none"> Type or sources of fats (e.g. animal fats vs plant fats) [INGRELEM_12] Other (Please specify) [FREE TEXT] [INGRELEM_13] Don't know/can't say [EXCLUSIVE] [INGRELEM_98] N/A I don't use the ingredients list [INGRELEM_99] <p>[Randomise order except 'Other' and 'Don't know/can't say']</p>

[Timestamp]

Subsection: Health Star Rating

The next section asks you some specific questions about the Health Star Rating.

#	Module	Variable [Variable Name]	Question, Response Options [Code]
33	Food Labelling –HSR Submodule (Supplementary)	Perceived understanding of HSR [HSRSelfKnowledge]	<p>[Include image of Health Star Rating]</p> <p>How much, if anything, do you feel you know about the Health Star Rating?</p> <p>[1-7 scale, where 1 = "I know very little" and 7 = "I know a lot", include option 'I don't know what it is/I have not seen it before today']</p>
34	Food Labelling –HSR Submodule (Supplementary)	Frequency of use of HSR [HSRFreq]	<p>[Do not ask to those who selected 'I don't know what it is' to above]</p> <p>[Include image of Health Star Rating]</p> <p>How often do you look for the Health Star Rating when shopping for food in the supermarket?</p> <ul style="list-style-type: none"> Always Most of the time Sometimes Rarely Never Unsure

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			[Single response]
			[Ask only to those who report using the HSR at least rarely in freq_HSR]
35	Food Labelling –HSR Submodule (Supplementary)	[hsr_use_why]	<p>Why do you typically use the Health Star Rating? (Please select all that apply)</p> <ul style="list-style-type: none"> • To compare the nutritional value of similar products (e.g. two different brands of crackers) • To compare the nutritional value of different types of products (e.g. a muesli bar vs pot of yoghurt) • To help manage a health condition (e.g. diabetes, heart disease) • I use it as a summary of nutrition information on the back of the pack • To help with weight management • To help follow the [NZ/Australian] dietary guidelines • To track nutrient intake (e.g. sugar, protein, fat, etc.) • To ensure a product fits within a specific diet (e.g. keto, Paleo, DASH, Atkins) • To check the basis of any health/nutrient claims on the package • Other [free text] <p>[randomise the order except for other]</p>
36	Food Labelling –HSR Submodule (Supplementary)	Use if mandated [mandate]	<p>The HSR is a voluntary system and is currently not on all packaged foods and drinks. The Government is considering whether it should be made mandatory on most packaged food and drink</p> <p>I would use the Health Star Rating more if it was on most food and drink products [mandate_use]</p>

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<p>I would trust the Health Star Rating more if it was on most food and drink products [mandate_trust]</p> <p>[scale: 1 = 'strongly disagree'. 7 = 'strongly agree']</p>

[Timestamp]

Subsection: Online shopping

#	Module	Variable [Variable Name]	Question, Response Options [Code]
37	Supplementary	Online food shopping [online_shop]	<p>Have you ordered any of the following online (including using a mobile app) for pick up or delivery in the past 30 days? (Select all that apply)</p> <ul style="list-style-type: none"> Meals/drinks from a restaurant or take-away [online_shop_1] (e.g. ubereats, menulog, doordash etc) [Aus only], (e.g. uberats, delivereasy, doordash etc) [NZ only] Groceries from a supermarket (e.g. Coles, Woolworths) [Aus only] (e.g. New World, Woolworths) [NZ only] [online_shop_2] Groceries from a speciality retailer/store (e.g. fruit shop, butcher, natural foods stores) [online_shop_3] Groceries from a delivery service (e.g. Amazon, DoorDash, Milkrun) [Aus only] (e.g. Milkrun and Paddock to Pantry) [NZ only] [online_shop_4] Alcohol (e.g. wine, beer) [online_shop_5] Meal delivery kits (e.g. HelloFresh, Marley spoon, Dinnerly, youfoodsz etc) [Aus only] (e.g. My Food Bag, Hello Fresh and Woop) [NZ only] [online_shop_6] Other [Free text] [online_shop_7] None of the above [online_shop_8] Don't know [online_shop_9]

#	Module	Variable [Variable Name]	Question, Response Options [Code]
38	Supplementary	Online food shopping [online_freq]	<p>[If yes to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5]</p> <p>How often did you order [answer from online_shop above] online or using a mobile app in the past 30 days?</p> <ul style="list-style-type: none"> - Only once - Two or three times - Once a week - A few times a week - Every day - Don't know
39	Supplementary	Online food shopping [online_motive]	<p>[If yes to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5]</p> <p>What are the main reasons you ordered [pipe response from 43 - groceries from a supermarket/speciality retailer/delivery service/alcohol] online or using a mobile app, rather than going to a physical store? (Select all that apply)</p> <ul style="list-style-type: none"> • More convenient (e.g. can shop anytime, avoid crowds/parking) • More time efficient/save time (e.g. don't need to travel to the shops) • Better price/availability of discounts • Easier to compare prices across products or stores • Better product availability/variety • More accessible (e.g. due to language, health or disability reasons) • Better able to budget/make considered decisions • Easier to compare nutrition information across products or stores • Habit or preference • Other [Free text] <p>[Randomise order, except for 'Other']</p>
40	Supplementary	Online food shopping [online_info1]	<p>[If yes to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5]</p>

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<p>What kind of information do you typically look for when shopping online? (Select all that apply)</p> <ul style="list-style-type: none"> • Price • Product weight • Ingredients list • Nutrition information panel • Allergen information • Best before/use by date • Storage instructions • Cooking instructions • Recipes • Health Star Rating • Country of origin • Other [Free text] • I don't look for any of this information [Exclusive] <p>[Randomise order, except for 'Other' and 'I don't look for nutrition information']</p>
			<p>[Don't show to those who say 'I don't look for any of this information' in online_info1]</p>
41	Supplementary	Online food shopping [online_info2]	<p>How easy or hard is it to find nutrition information (e.g. Nutrition Information Panel, Allergen information, Ingredients list, Health Star Rating etc) when shopping for groceries online?</p> <ul style="list-style-type: none"> • Very easy • Somewhat easy • Neutral • Somewhat difficult • Very difficult • N/A – I don't look for this kind of information when shopping online
			<p>[Ask only to those who answered 'Somewhat' or 'Very' difficult to [online_info2]]</p>
42	Supplementary	Online food shopping [online_info3]	<p>Why do you find it difficult to find nutrition information (e.g. Nutrition Information Panel, Allergen information, Ingredients list, Health Star Rating etc) when shopping for groceries online? (Please select all that apply)</p>

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<ul style="list-style-type: none"> Information is not consistently available Information is not legible (e.g. only on a blurry image) Information shown does not match the product (i.e. there is an inconsistency between the text and what is shown on the product image) Information is not trustworthy Other [free text]

Section 5: Food Safety

Thank you for your time so far! This last section asks you questions about your perceptions of food safety when preparing food in the home.

#	Module	Variable [Variable Name]	Question, Response Options [Code]
43	Food safety knowledge and concerns (Core)	Responsibility for Cooking [CookMeals]	<p>Which of these statements best describes who is responsible for preparing and cooking meals in your household?</p> <ul style="list-style-type: none"> I do the majority of preparing and cooking meals [1] I share the preparing and cooking of meals with someone else [2] <p>Someone else does the majority of preparing and cooking meals for my household [0]</p>
44	Food safety knowledge and concerns (Core)	Food safety behaviours [foodsafety_new]	<p>[Ask those who answered 1 or 2 to [CookMeals]]</p> <p>How often do you do the following when preparing food at home?</p> <ul style="list-style-type: none"> Avoid providing higher risk foods to vulnerable persons (pregnant women, immunocompromised, elderly) when preparing food for them? [response option - 'I don't know what high-risk foods are'] [foodsafety_new_1] Use a food thermometer to check chicken is cooked to at least 75°C in the thickest part of the meat? [Include option: Not applicable - I

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<p>don't prepare raw animal products.] [foodsafety_new_2]</p> <ul style="list-style-type: none"> Keep raw meat and fish separate/in separate containers from ready-to-eat food when storing it in the fridge? [Include option: Not applicable – I don't prepare raw animal products.] [foodsafety_new_3] Refrigerate/freeze leftovers within 2 hours of cooking? [foodsafety_new_4] Eat fridge leftovers within 2 to 3 days? [foodsafety_new_5] After preparing/handling raw meat (e.g. red meat, chicken or seafood), do you: [Include option: Not applicable – I don't prepare raw animal products.] [foodsafety_new_6] <ul style="list-style-type: none"> Wash your hands thoroughly [foodsafety_new_6a] wash chopping board/surface with hot soapy water before using it again [foodsafety_new_6b] wash knife with hot soapy water before using it again [foodsafety_new_6c] <p>[Matrix: 1 = Never, 4 = About half the time, 7 = Always; or 'Not applicable – I don't use raw animal products']</p>
45	Food safety knowledge and concerns (Core)	Recalls [Recall]	<p>Do you remember hearing about any food being recalled in the past 12 months? (A food recall is when an unsafe food product is removed from distribution, sale, and consumption)</p> <ul style="list-style-type: none"> Yes [1] No [0] <p>Can't say/don't know [98]</p>
46	Food safety knowledge and concerns (Core)	Food Safety Issues [SafetyIssues]	<p>In your opinion, what are the top three most important FOOD SAFETY issues today? Please rank up to three food safety issues. 1 = Most important food safety issue, 2= Second-most important, 3 = Third most important</p>

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			<ul style="list-style-type: none"> • Food poisoning (i.e. from microbes like <i>Salmonella</i>) • Undeclared allergens in food • Chemicals from the environment in food, like toxic metals from pollution or pesticides/pesticide residues • Hormones, steroids and/or antibiotics in farm animal products • Artificial sweeteners, like aspartame, saccharine, and sucralose • Food additives, like colour or preservatives • Genetically modified foods • Imported food/food from overseas • Contamination of food with foreign objects (e.g., glass, needles) • Other (Please specify) [Free text] • None of the above [EXCLUSIVE] <p>[Rank up to three, randomise order of responses except for Other and None of the above]</p>
47	Food safety knowledge and concerns (Core)	Food risk perceptions [FR]	<p>In your opinion, how risky are the following foods to eat if not stored, prepared, and/or cooked correctly at home?</p> <ul style="list-style-type: none"> • Eggs and egg products; [FR1] • Raw beef and lamb; [FR2] • Raw chicken or other poultry; [FR3] • Raw pork; [FR3A] • Processed meat, such as ham, salami, or sausages; [FR4] • Milk, cheese, or yoghurt [FR5] • Vegetables, sprouts and leafy greens; [FR6] • Raw seafood and shellfish; [FR7] • Fruits, including berries and melons; [FR89] • [Response options: High risk, medium risk, low risk, don't know] Please randomise order of questions

Section 6: Demographics Part B

Finally, could you please let us know a couple more things about you:

#	Module	Variable [Variable Name]	Question, Response Options [Code]
48	Demographics (Core)	Country of Birth [BirthCountry]	<p>Which of the following best describes where you were born?</p> <p>(If you were born in a country with multiple official languages, please select the option that best describes your everyday experience.)</p> <ul style="list-style-type: none"> • In Australia/New Zealand [1] • Outside of Australia/New Zealand in a primarily English-speaking country [2] • Outside of Australia/New Zealand in a primarily non-English-speaking country [3] • Prefer not to say [98] <p>[Single response option]</p>
49	Demographics (Core)	Language [language]	<p>Do you speak a language other than English at home?</p> <ul style="list-style-type: none"> • No – English only [0] • Yes – Other [1] <p>[Single response option]</p>
50	Demographics (Core)	Main household shopper [Shopper]	<p>How much of the food shopping do you have responsibility for in your household?</p> <ul style="list-style-type: none"> • I do all or the majority of the food shopping for my household [2] • I share the food shopping with someone else [1] • Someone else does all or the majority of food shopping for my household [0] <p>[Single response option]</p>
51	Demographics (Core)	Food Industry Experience [FoodIndustry]	<p>Do you, or have you ever, worked in any of the following food related sectors? (Please select all that apply).</p> <ul style="list-style-type: none"> • Food primary production (e.g. farming) [F1] • Food manufacturing or processing (e.g. factories and production plants) [F2] • Food logistics (e.g. transporting food to supermarkets or other retail outlets) [F3]

#	Module	Variable [Variable Name]	Question, Response Options [Code]
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- Food retailing (e.g. supermarkets, small grocers, deli, butcher, fruit shop etc) [F14]
- Food service (e.g. restaurant, café, takeaway) [F15]
- Food delivery (e.g. Uber Eats) [F16]
- Government/public food authorities [F17]
- Food-related consumer advocacy groups [F18]
- Other (Please specify) [F19]
- I have not worked in food-related employment [F10] [EXCLUSIVE]

[Multiple response options possible]

[Timestamp]

Closing:

Food Standards Australia New Zealand would like to thank you for your participation in this survey. Should you be interested in the results, please keep an eye on our [website](#), or sign up to receive [Food Standards News](#) to be notified when the results are released.

Comparison of Survey Instruments: 2023, 2024, 2025

Module	2023	2024	2025
Demographics	What is your age? [Numeric input]	What is your age? [Numeric input]	What is your age? [Numeric input]
	How do you identify? <ul style="list-style-type: none"> • Male • Female • Nonbinary • Another term (Please specify) [Free text field] • Prefer not to say [Single response option]	How do you describe your gender? <ul style="list-style-type: none"> • A man or male • A woman or female • Non-binary • A different term (Please specify) [Free text field] • Prefer not to say [Single response option]	How do you describe your gender? <ul style="list-style-type: none"> • A man or male • A woman or female • Non-binary • A different term (Please specify) [Free text field] • Prefer not to say [Single response option]
	What is the postcode of your main place of residence? [Four-digit free text]	What is the postcode of your main place of residence? [Four-digit free text]	What is the postcode of your main place of residence? [Four-digit free text]
	What is the highest level of formal education you have completed ? <ul style="list-style-type: none"> • High school or below • Vocational/trade qualification • Undergraduate degree • Postgraduate degree 	What is the highest level of formal education you have completed ? <ul style="list-style-type: none"> • High school or below • Vocational/trade qualification • Undergraduate degree • Postgraduate degree 	What is the highest level of formal education you have completed ? <ul style="list-style-type: none"> • High school or below • Vocational/trade qualification • Undergraduate degree • Postgraduate degree [Single response option]

	[Single response option]	[Single response option]	
	<p>[Show only to people residing in Australia]</p> <p>How would you describe your cultural background? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ Aboriginal and/or Torres Strait Islander ▪ English ▪ Irish ▪ Scottish ▪ Chinese ▪ Italian ▪ German ▪ Indian ▪ Greek ▪ Dutch ▪ Australian ▪ Other (please specify): [FREE TEXT] ▪ Prefer not to say [EXCLUSIVE] <p>Examples of 'Other (please specify)' are: Spanish, Vietnamese, Hmong, Welsh, Kurdish, Lebanese.</p> <p>[Multiple responses possible]</p>	<p>[Show only to people residing in Australia]</p> <p>How would you describe your cultural background? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ Aboriginal and/or Torres Strait Islander ▪ English ▪ Irish ▪ Scottish ▪ Chinese ▪ Italian ▪ German ▪ Indian ▪ Greek ▪ Dutch ▪ Australian ▪ Other (please specify): [FREE TEXT] ▪ Prefer not to say [EXCLUSIVE] <p>Examples of 'Other (please specify)' are: Spanish, Vietnamese, Hmong, Welsh, Kurdish, Lebanese.</p> <p>[Multiple responses possible]</p>	<p>[Show only to people residing in Australia]</p> <p>How would you describe your cultural background? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ Aboriginal and/or Torres Strait Islander ▪ English ▪ Irish ▪ Scottish ▪ Chinese ▪ Italian ▪ German ▪ Indian ▪ Greek ▪ Dutch ▪ Australian ▪ Other (please specify): [FREE TEXT] ▪ Prefer not to say [EXCLUSIVE] <p>Examples of 'Other (please specify)' are: Spanish, Vietnamese, Hmong, Welsh, Kurdish, Lebanese.</p> <p>[Multiple responses possible]</p>

	<p>[Show only to people residing in New Zealand]</p> <p>How would you describe your cultural background? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ New Zealand European ▪ Māori ▪ Pacific Islander ▪ Chinese ▪ Indian ▪ Other (please specify): [FREE TEXT] ▪ Prefer not to say [EXCLUSIVE] <p>Examples of 'Other (please specify)' are: Filipino, Korean, Dutch, Australian, and Middle Eastern. [Multiple responses possible]</p>	<p>[Show only to people residing in New Zealand]</p> <p>How would you describe your cultural background? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ New Zealand European ▪ Māori ▪ Pacific Islander ▪ Chinese ▪ Indian ▪ Other (please specify): [FREE TEXT] ▪ Prefer not to say [EXCLUSIVE] <p>Examples of 'Other (please specify)' are: Filipino, Korean, Dutch, Australian, and Middle Eastern. [Multiple responses possible]</p>	<p>[Show only to people residing in New Zealand]</p> <p>How would you describe your cultural background? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ New Zealand European ▪ Māori ▪ Pacific Islander ▪ Chinese ▪ Indian ▪ Other (please specify): [FREE TEXT] ▪ Prefer not to say [EXCLUSIVE] <p>Examples of 'Other (please specify)' are: Filipino, Korean, Dutch, Australian, and Middle Eastern. [Multiple responses possible]</p>
	<p>How many people live in your household, <u>including you</u>? If you have a shared care arrangement, please include the maximum number of people who live in your household, including yourself.</p> <ul style="list-style-type: none"> • Adults (18+) [Enter number] • Children aged 0 to 4 years [Enter number] 	<p>How many people live in your household, <u>including you</u>? If you have a shared care arrangement, please include the maximum number of people who live in your household, including yourself.</p> <ul style="list-style-type: none"> • Adults (18+) [Enter number] • Children aged 0 to 4 years [Enter number] 	<p>How many people live in your household, <u>including you</u>? If you have a shared care arrangement, please include the maximum number of people who live in your household, including yourself.</p> <ul style="list-style-type: none"> • Adults (18+) [Enter number] • Children aged 0 to 4 years [Enter number] • Children aged 5 to 14 years [Enter number]

	<ul style="list-style-type: none"> • Children aged 5 to 14 years [Enter number] • Adolescents aged 15 to 17 years [Enter number] 	<ul style="list-style-type: none"> • Children aged 5 to 14 years [Enter number] • Adolescents aged 15 to 17 years [Enter number] 	<ul style="list-style-type: none"> • Adolescents aged 15 to 17 years [Enter number]
	<p>Which one of the following categories best describes your household's total annual income (before tax)?</p> <p>Please include the income of everyone in your household. If you don't know the exact amount, then please take your best guess.</p> <ul style="list-style-type: none"> • Under \$25,000 • \$25,000 - \$35,000 • \$35,001 - \$45,000 • \$45,001 - \$55,000 • \$55,001 - \$65,000 • \$65,001 - \$75,000 • \$75,001 - \$85,000 • \$85,001 - \$105,000 • \$105,001 - \$115,000 • \$115,001 - \$125,000 • \$125,001 - \$145,000 • \$145,001 - \$165,000 • \$165,001 - \$185,000 • \$185,001 - \$205,000 • \$205,001 - \$225,000 	<p>Which one of the following categories best describes your household's total annual income (before tax)?</p> <p>Please include the income of everyone in your household. If you don't know the exact amount, then please take your best guess.</p> <ul style="list-style-type: none"> • Under \$25,000 • \$25,000 - \$35,000 • \$35,001 - \$45,000 • \$45,001 - \$55,000 • \$55,001 - \$65,000 • \$65,001 - \$75,000 • \$75,001 - \$85,000 • \$85,001 - \$105,000 • \$105,001 - \$115,000 • \$115,001 - \$125,000 • \$125,001 - \$145,000 • \$145,001 - \$165,000 • \$165,001 - \$185,000 • \$185,001 - \$205,000 • \$205,001 - \$225,000 	<p>Which one of the following categories best describes your household's total annual income (before tax)?</p> <p>Please include the income of everyone in your household. If you don't know the exact amount, then please take your best guess.</p> <ul style="list-style-type: none"> • Under \$25,000 • \$25,000 - \$35,000 • \$35,001 - \$45,000 • \$45,001 - \$55,000 • \$55,001 - \$65,000 • \$65,001 - \$75,000 • \$75,001 - \$85,000 • \$85,001 - \$105,000 • \$105,001 - \$115,000 • \$115,001 - \$125,000 • \$125,001 - \$145,000 • \$145,001 - \$165,000 • \$165,001 - \$185,000 • \$185,001 - \$205,000 • \$205,001 - \$225,000 • \$225,001 - \$245,000

	<ul style="list-style-type: none"> • \$225,001 - \$245,000 • \$245,001 - \$265,000 • \$265,001 - \$285,000 • Above \$285,000 • Prefer not to say <p>[Single response option]</p>	<ul style="list-style-type: none"> • \$225,001 - \$245,000 • \$245,001 - \$265,000 • \$265,001 - \$285,000 • Above \$285,000 • Prefer not to say <p>[Single response option]</p>	<ul style="list-style-type: none"> • \$245,001 - \$265,000 • \$265,001 - \$285,000 • Above \$285,000 • Prefer not to say <p>[Single response option]</p>
Trust and confidence	<p>How much do you personally trust the following institutions or professions in [Australia/New Zealand]?</p> <p>Even if you have had very little or no contact with these institutions or professions, please base your answer on your general impression of them.</p> <ul style="list-style-type: none"> • The school system • The legal system • The media • The Federal Government (Federal in AUS only) • The police • The health system • Scientists <p>[Matrix: 7 point scale for each organisation/institution where 1= "Not at all", 7= "Completely"]</p>	<p>How much do you personally trust the following institutions or professions in [Australia/New Zealand]?</p> <p>Even if you have had very little or no contact with these institutions or professions, please base your answer on your general impression of them.</p> <ul style="list-style-type: none"> • The school system • The legal system • The media • The Federal Government (Federal in AUS only) • The police • The health system • Scientists <p>[Matrix: 7 point scale for each organisation/institution where 1= "Not at all", 7= "Completely"]</p>	<p>How much do you personally trust the following institutions or professions in [Australia/New Zealand]?</p> <p>Even if you have had very little or no contact with these institutions or professions, please base your answer on your general impression of them.</p> <ul style="list-style-type: none"> • The school system • The legal system • The media • The Federal Government (Federal in AUS only) • The police • The health system • Scientists <p>[Matrix: 7 point scale for each organisation/institution where 1= "Not at all", 7= "Completely"]</p>

	<p>How confident are you that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat?</p> <p>[1 = "Not at all confident", 7 = "Completely confident"]</p>	<p>How confident are you that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat?</p> <p>[1 = "Not at all confident", 7 = "Completely confident"]</p>	<p>How confident are you that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat?</p> <p>[1 = "Not at all confident", 7 = "Completely confident"]</p>
	<p>How much do you trust the following people or groups to do their part to ensure that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat?</p> <ul style="list-style-type: none"> • Farmers and producers • Manufacturers and processors (e.g. factories and production plants) • Retailers (e.g. supermarket chains, small grocers, etc) • Government/public food authorities • Food scientists <p>[Matrix: 1 = "Do not trust at all", 7 = "Trust completely"]</p>	<p>How much do you trust the following people or groups to do their part to ensure that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat?</p> <ul style="list-style-type: none"> • Farmers and producers • Manufacturers and processors (e.g. factories and production plants) • Retailers (e.g. supermarket chains, small grocers, etc) • Government/public food authorities • Food scientists <p>[Matrix: 1 = "Do not trust at all", 7 = "Trust completely"]</p>	<p>How much do you trust the following people or groups to do their part to ensure that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat?</p> <ul style="list-style-type: none"> • Farmers and producers • Manufacturers and processors (e.g. factories and production plants) • Retailers (e.g. supermarket chains, small grocers, etc) • Government/public food authorities • Food scientists <p>[Matrix: 1 = "Do not trust at all", 7 = "Trust completely"]</p>
	<p>How much, if anything, do you know about Food Standards Australia New Zealand, also known as FSANZ?</p>	<p>How much, if anything, do you know about Food Standards Australia New Zealand, also known as FSANZ?</p>	<p>How much, if anything, do you know about Food Standards Australia New Zealand, also known as FSANZ?</p> <ul style="list-style-type: none"> • I have never heard of FSANZ before

	<ul style="list-style-type: none"> • I have never heard of FSANZ before • I have heard of FSANZ before but know nothing about what it does • I know a little about FSANZ and what it does • I know a lot about FSANZ and what it does <p>[Single response option]</p>	<ul style="list-style-type: none"> • I have never heard of FSANZ before • I have heard of FSANZ before but know nothing about what it does • I know a little about FSANZ and what it does • I know a lot about FSANZ and what it does <p>[Single response option]</p>	<ul style="list-style-type: none"> • I have heard of FSANZ before but know nothing about what it does • I know a little about FSANZ and what it does • I know a lot about FSANZ and what it does <p>[Single response option]</p>
	<p>Only asked to people who have heard of FSANZ and know something about what it does [Codes 2 or 3 in FSANZAware]</p> <p>How much do you agree or disagree with the following statements: (In these statements, FSANZ means Food Standards Australia New Zealand)</p> <ul style="list-style-type: none"> • I trust FSANZ to do what is right. • FSANZ acts in the best interest of food safety and the food regulatory system. 	<p>Only asked to people who have heard of FSANZ and know something about what it does [Codes 2 or 3 in FSANZAware]</p> <p>How much do you agree or disagree with the following statements: (In these statements, FSANZ means Food Standards Australia New Zealand)</p> <ul style="list-style-type: none"> • I trust FSANZ to do what is right. • FSANZ acts in the best interest of food safety and the food regulatory system. 	<p>Only asked to people who have heard of FSANZ and know something about what it does [Codes 2 or 3 in FSANZAware]</p> <p>How much do you agree or disagree with the following statements: (In these statements, FSANZ means Food Standards Australia New Zealand)</p> <ul style="list-style-type: none"> • I trust FSANZ to do what is right. • FSANZ acts in the best interest of food safety and the food regulatory system. • FSANZ bases its decisions on the best available scientific evidence. <p>[Matrix: 1 = ‘Strongly disagree’ – 7 = ‘Strongly agree’]</p>

	<ul style="list-style-type: none"> FSANZ bases its decisions on the best available scientific evidence. <p>[Matrix: 1 = ‘Strongly disagree’ – 7 = ‘Strongly agree’]</p>	<ul style="list-style-type: none"> FSANZ bases its decisions on the best available scientific evidence. <p>[Matrix: 1 = ‘Strongly disagree’ – 7 = ‘Strongly agree’]</p>	
Health and Dietary Behaviours	<p><u>Excluding taste and price</u>, what is most important to you out of the following when choosing which foods to buy? Please rank up to three answers (1 = Most important, 2 = Second-most important, 3 = Third-most important)</p> <ul style="list-style-type: none"> Naturalness (extent to which food is unprocessed or produced without modern technologies) Convenience (ease with which food is cooked and/or consumed) Nutrition (amount and type of fat, protein, vitamins, etc.) Tradition (following cultural or familial culinary practices) 	<p><u>Excluding taste and price</u>, what is most important to you out of the following when choosing which foods to buy? Please rank up to three answers (1 = Most important, 2 = Second-most important, 3 = Third-most important)</p> <ul style="list-style-type: none"> Level of processing (extent to which raw foods have been transformed through mechanical or chemical processes) Convenience (ease with which food is cooked and/or consumed) Nutrition (amount and type of fat, protein, vitamins, etc.) Tradition (following cultural or familial culinary practices) 	<p><u>Excluding taste and price</u>, what is most important to you out of the following when choosing which foods to buy? Please rank up to three answers (1 = Most important, 2 = Second-most important, 3 = Third-most important)</p> <ul style="list-style-type: none"> Level of processing (extent to which raw foods have been transformed through mechanical or chemical processes) Convenience (ease with which food is cooked and/or consumed) Nutrition (amount and type of fat, protein, vitamins, etc.) Tradition (following cultural or familial culinary practices) Origin (where the food was grown or produced) Fairness (the extent to which all parties involved

	<ul style="list-style-type: none"> • Origin (where the food was grown or produced) • Fairness (the extent to which all parties involved in the production of the food equally benefit) • Animal welfare (the extent to which animals involved in the production of food are treated well) • Environmental impact (effect of food production, distribution or consumption on the environment) • Other (Please specify) [FREE TEXT] • None of the above [EXCLUSIVE] <p>[Rank up to 3; randomise order of responses, except 'Other', 'It depends on the food' and 'None of the above']</p>	<ul style="list-style-type: none"> • Origin (where the food was grown or produced) • Fairness (the extent to which all parties involved in the production of the food equally benefit) • Animal welfare (the extent to which animals involved in the production of food are treated well) • Environmental impact (effect of food production, distribution or consumption on the environment) • Other (Please specify) [FREE TEXT] • None of the above [EXCLUSIVE] <p>[Rank up to 3; randomise order of responses, except 'Other', 'It depends on the food' and 'None of the above']</p>	<p>in the production of the food equally benefit)</p> <ul style="list-style-type: none"> • Animal welfare (the extent to which animals involved in the production of food are treated well) • Environmental impact (effect of food production, distribution or consumption on the environment) • Other (Please specify) [FREE TEXT] • None of the above [EXCLUSIVE] <p>[Rank up to 3; randomise order of responses, except 'Other', 'It depends on the food' and 'None of the above']</p>
	<p>Do any of the following currently affect the food choices you make</p>	<p>Do any of the following currently affect the food choices you make</p>	<p>Do any of the following currently affect the food choices you make for you or your household? Please select all that apply.</p>

	<p>for you or your household? Please select all that apply.</p> <ul style="list-style-type: none"> ▪ Food allergy or food intolerance ▪ Digestive concerns such as coeliac disease, irritable bowel syndrome, etc. ▪ Other diet-related health concerns such as diabetes, heart disease, high blood pressure, etc. ▪ Pregnancy or breast feeding ▪ Looking to lose weight and/or maintain a healthy weight ▪ Vegetarian or vegan ▪ Religious beliefs that affect food choices ▪ Training for sports that affects food choices ▪ Cost of living pressures ▪ Other things about you or your household that affect food choices (Please specify) [FREE TEXT] ▪ None of the above. [Multiple responses possible, randomise response order except for 	<p>for you or your household? Please select all that apply.</p> <ul style="list-style-type: none"> ▪ Food allergy ▪ Coeliac disease ▪ Digestive concerns such as food intolerance, irritable bowel syndrome, etc. ▪ Other diet-related health concerns such as diabetes, heart disease, high blood pressure, etc. ▪ Pregnancy or breast feeding ▪ Looking to lose weight and/or maintain a healthy weight ▪ Vegetarian or vegan ▪ Religious beliefs that affect food choices ▪ Training or sports that affects food choices ▪ Cost of living pressures ▪ Other things about you or your household that affect food choices (Please specify) [FREE TEXT] ▪ None of the above. [Multiple responses possible, randomise response order except for 	<ul style="list-style-type: none"> ▪ Food allergy ▪ Coeliac disease ▪ Digestive concerns such as food intolerance, irritable bowel syndrome, etc. ▪ Other diet-related health concerns such as diabetes, heart disease, high blood pressure, etc. ▪ Pregnancy or breast feeding ▪ Looking to lose weight and/or maintain a healthy weight ▪ Vegetarian or vegan ▪ Religious beliefs that affect food choices ▪ Training or sports that affects food choices ▪ Cost of living pressures ▪ Other things about you or your household that affect food choices (Please specify) [FREE TEXT] <p>None of the above. [Multiple responses possible, randomise response order except for 'Other' and 'None of the above'.]</p>
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	'Other' and 'None of the above'.]	'Other' and 'None of the above'.]	
	How much effort do you generally put into maintaining a healthy diet for you and/or your household? [Scale: 1 = "No effort", 7 = "A lot of effort"]	How much effort do you generally put into maintaining a healthy diet for you and/or your household? [Scale: 1 = "No effort", 7 = "A lot of effort"]	How much effort do you generally put into maintaining a healthy diet for you and/or your household? [Scale: 1 = "No effort", 7 = "A lot of effort"]
New Foods	Have you heard of any of the following new or emerging foods? <ul style="list-style-type: none"> • Insect protein (that is, protein made from insects) • Cell-based meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat') • Cell-based dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy') • Gene edited fruit or vegetables (that is, fruit or vegetables from plants that have had very precise changes made to their 	Have you heard of any of the following new or emerging foods? <ul style="list-style-type: none"> • Foods produced using precision fermentation (that is, fermentation using yeast, bacteria, or fungi that have been genetically modified to produce proteins like those found in eggs, milk, or cheese) • Cell-based meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat') • Cell-based dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy') 	Have you heard of any of the following new or emerging foods? <ul style="list-style-type: none"> • Foods produced using precision fermentation (that is, fermentation using yeast, bacteria, or fungi that have been genetically modified to produce proteins like those found in eggs, milk, or cheese) • Cell-cultured/cell-cultivated meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat') • Cell-cultured/cell-cultivated dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy') • Gene edited fruit or vegetables (that is, fruit or vegetables from plants that have had specific changes made to their DNA in order to produce desirable traits)

	<p>DNA in order to produce desirable traits)</p> <ul style="list-style-type: none"> Gene edited meat or dairy (that is, meat or dairy from animals that have had very precise changes made to their DNA in order to produce desirable traits) 3D printed foods (that is, food created by using a printer to layer edible materials to form a 3D object or shape) <p>[Matrix: 0 = I have never heard of this before today, 1 = I have heard of it, but know very little or nothing about it, 2 = I have heard of it and know something about it but not enough to explain it to a friend, 3 = I have heard of it and know enough about it that I could explain it to a friend]</p>	<ul style="list-style-type: none"> Genetically-modified banana (modified to make it resistant to Panama disease, a fungal disease that affects banana plants) <p>[Matrix: 0 = I have never heard of this before today, 1 = I have heard of it, but know very little or nothing about it, 2 = I have heard of it and know something about it but not enough to explain it to a friend, 3 = I have heard of it and know enough about it that I could explain it to a friend]</p>	<ul style="list-style-type: none"> Gene edited meat or dairy (that is, meat or dairy from animals that have had specific changes made to their DNA in order to produce desirable traits) <p>[Matrix: 0 = I have never heard of this before today, 1 = I have heard of it, but know very little or nothing about it, 2 = I have heard of it and know something about it but not enough to explain it to a friend, 3 = I have heard of it and know enough about it that I could explain it to a friend]</p>
	<p>Thank you, now we would like to know how confident you would be in the safety of the following foods if you saw them for sale in [Australian/New Zealand] shops and supermarkets?</p> <p>Even if you have never heard of these foods before today, please</p>	<p>Thank you, now we would like to know how confident you would be in the safety of the following foods if you saw them for sale in [Australian/New Zealand] shops and supermarkets?</p> <p>Even if you have never heard of these foods before today, please</p>	<p>Thank you, now we would like to know: How confident you would be in the safety of the following foods if you saw them for sale in [Australian/New Zealand] shops and supermarkets?</p> <p>Even if you have never heard of these foods before today, please base your answer on how you would react if you saw it for sale in your</p>

	<p>base your answer on how you would react if you saw it for sale in your local shops or supermarket in [Australia/New Zealand].</p> <ul style="list-style-type: none"> • Insect protein (that is, protein made from insects) • Cell-based meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat') • Cell-based dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy') • Gene edited fruit or vegetables (that is, fruit or vegetables from plants that have had specific changes made to their DNA in order to produce desirable traits) • Gene edited meat or dairy (that is, meat or dairy from animals that have had specific changes made to 	<p>base your answer on how you would react if you saw it for sale in your local shops or supermarket in [Australia/New Zealand].</p> <ul style="list-style-type: none"> • Foods produced using precision fermentation (that is, fermentation using yeast, bacteria, or fungi that have been genetically modified to produce proteins like those found in eggs, milk, or cheese) • Cell-based meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat') • Cell-based dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy') • Genetically-modified banana (modified to make it resistant to Panama disease, a fungal disease that affects banana plants) 	<p>local shops or supermarket in [Australia/New Zealand].</p> <ul style="list-style-type: none"> • Foods produced using precision fermentation (that is, fermentation using yeast, bacteria, or fungi that have been genetically modified to produce proteins like those found in eggs, milk, or cheese) • Cell-cultured/cell-cultivated meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat') • Cell-cultured/cell-cultivated dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy') • Gene edited fruit or vegetables (that is, fruit or vegetables from plants that have had specific changes made to their DNA in order to produce desirable traits) • Gene edited meat or dairy (that is, meat or dairy from animals that have had specific changes made to their DNA in order to produce desirable traits) <p>[Matrix: 1 "Not confident at all", 7 = "Completely confident"]</p>
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	<p>their DNA in order to produce desirable traits)</p> <ul style="list-style-type: none"> • 3D printed foods (that is, food created by using a printer to layer edible materials to form a 3D object or shape) <p>[Matrix: 1 “Not confident at all”, 7 = “Completely confident”]</p>	<p>[Matrix: 1 “Not confident at all”, 7 = “Completely confident”]</p>	
	<p>Assuming you liked the taste and the product was a similar price to meat and/or meat alternatives, do you think you would include cell-based meat in your diet?</p> <p>Cell-based meat is meat produced from animal cells, sometimes referred to as ‘lab-grown meat’</p> <ul style="list-style-type: none"> • Yes • No • Can’t say/don’t know 	<p>Assuming you liked the taste and the product was a similar price to traditional dairy and/or plant-based dairy alternatives, do you think you would include cell-based dairy in your diet?</p> <p>Cell-based dairy refers to dairy produced from animal cells, sometimes referred to as ‘lab-grown dairy’</p> <p>Traditional dairy refers to dairy products made from the milk of farm-raised cows (e.g. butter, milk, cheese)</p> <p>Plant-based dairy refers to dairy products made from nuts, grains, and/or legumes (e.g. soy, almond, oat, rice, macadamia milk or yoghurt; and products like vegan ‘cheese’, etc.)</p> <ul style="list-style-type: none"> • Yes 	<p>Assuming you liked the taste and the product was a similar price to traditional meat and/or meat alternatives/plant-based alternatives, do you think you would include cell-cultured/cell-cultivated meat in your diet?</p> <p>Cell-cultured/cell-cultivated meat refers to meat produced from animal cells, sometimes referred to as ‘lab-grown meat’.</p> <p>Traditional meat refers to farm-raised beef, chicken, or pork etc</p> <p>Meat alternatives refer to tofu, and/or lentils etc and plant-based meat alternatives which are products made from nuts, grains, and/or legumes (e.g. vegan ‘mince’ or ‘sausage’)</p> <ul style="list-style-type: none"> • Yes • No • Can’t say/don’t know










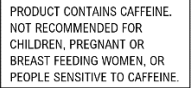
		<ul style="list-style-type: none"> • No • Can't say/don't know 	
	<p>[Ask those who answered Yes to CellMeatA]</p> <p>How do you think you would include cell-based meat in your diet? (Please select all that apply)</p> <p>Note: Traditional meat refers to farm-raised beef, chicken, or pork, and plant-based proteins refers to plant-based meat alternatives (e.g. vegan 'mince' or 'sausage'), tofu, and/or lentils etc.</p> <ul style="list-style-type: none"> • Completely replace traditional meat • Partly replace traditional meat • Consume in addition to traditional meat • Completely replace plant-based proteins • Partly replace plant-based proteins • Consume in addition to plant-based proteins • Other (Please specify) • Can't say/don't know 	<p>[Ask those who answered Yes to CellDairyA]</p> <p>How do you think you would include cell-based dairy in your diet? (Please select all that apply)</p> <p>Cell-based dairy refers to dairy produced from animal cells, sometimes referred to as 'lab-grown dairy'.</p> <p>Traditional dairy refers to dairy products made from the milk of farm-raised cows (e.g. butter, milk, cheese).</p> <p>Plant-based dairy refers to dairy products made from nuts, grains, and/or legumes (e.g. soy, almond, oat, rice, macadamia milk or yoghurt; and products like vegan 'cheese', etc.)</p> <ul style="list-style-type: none"> • Completely replace traditional dairy • Partly replace traditional dairy • Consume in addition to traditional dairy • Completely replace plant-based dairy 	<p>[Ask those who answered Yes to CDConsume]</p> <p>Note: this question was asked in 2023</p> <p>How do you think you would include cell-culture/cell-cultivated meat in your diet? (Please select all that apply)</p> <p>Cell-cultured/cell-cultivated meat refers to meat produced from animal cells, sometimes referred to as 'lab-grown meat'.</p> <p>Traditional meat refers to farm-raised beef, chicken, or pork etc</p> <p>Meat alternatives refer to tofu, and/or lentils etc and plant-based meat alternatives which are products made from nuts, grains, and/or legumes (e.g. vegan 'mince' or 'sausage')</p> <ul style="list-style-type: none"> • Completely replace traditional meat • Partly replace traditional meat • Consume in addition to traditional meat • Completely replace plant-based meat alternatives • Partly replace plant-based meat alternatives • Consume in addition to plant-based meat alternatives • Other (Please specify) • Can't say/don't know <p>[Multiple response options possible]</p>

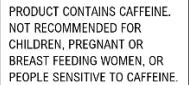


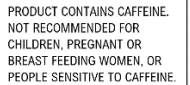






	[Multiple response options possible]	<ul style="list-style-type: none"> • Partly replace plant-based dairy • Consume in addition to plant-based dairy • Other (Please specify) • Can't say/don't know <p>[Multiple response options possible]</p>	
		<p>If they became available for sale in [Australia/New Zealand], would you be likely to purchase and eat bananas that had been genetically modified to make them resistant to Panama disease?</p> <p>(Panama disease is a fungal disease that causes wilting and death in banana plants, and is a severe threat to the banana industry worldwide.)</p> <ul style="list-style-type: none"> • Yes • No <p>Can't say / don't know</p>	
Sports foods	<p>How often, if at all, do you personally consume the following food products?</p> <ul style="list-style-type: none"> • Plant-based meat alternatives (e.g. plant-based burger patties) 	<p>How often, if at all, do you personally consume the following food products in a typical week?</p> <ul style="list-style-type: none"> • Protein powders • Pre-workout foods or drinks • Energy bars 	

	<ul style="list-style-type: none"> • Plant-based milk alternatives (e.g. soy milk, oat milk, almond milk) • Plant-based sugar substitutes (e.g. Stevia, Monk fruit) • Artificial sugar substitutes (e.g. aspartame, sucralose) • Sports foods (e.g. protein powders, pre-workout drinks, energy gels or gummies, gainers, sports bars, creatine powder). Sports foods do NOT include electrolyte drinks, energy drinks, tablets/capsules, or general foods like meat, fruit or veg. • Hemp seed-based foods (e.g. hemp seeds, hemp protein, hemp seed oil) <p>[Matrix: Every day, Every few days, Every week, Every month, Every 3 months, Every 6+ months, Don't currently consume, Don't Know]</p>	<ul style="list-style-type: none"> • Energy gels, goos or gummies • Gainers (high carb/protein powders) • Fat burners (e.g. shred powders) • Protein bars • Ready-to-drink protein shakes • Amino acid powders or gummies (e.g. β-alanine or creatine) • Electrolyte drinks or powders <p>[Order of products to be randomised]</p> <p>[Matrix: Single response]</p> <ul style="list-style-type: none"> • More than once every day • Once a day • More than once every week • Once a week • Less than once a week • Don't currently consume 	
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	<p>[To anyone who answered that they consume sports foods every day, every few days, every week, or every month]</p> <p>When do you typically consume sports foods?</p> <p>Sports foods are things like protein powders, pre-workout drinks, energy gels or gummies, gainers, sports bars, and creatine powder. They do not include electrolyte drinks, energy drinks, tablets/capsules, or general foods like meat, fruit, or veg.</p> <p>(Please select all that apply)</p> <ul style="list-style-type: none"> ▪ Immediately before, during, or after sport, exercise or other physical activity [SPORTSFOODS_1] ▪ At other times outside of physical activity [SPORTSFOODS_2] <p>Can't say/don't know [SPORTSFOODS_98] [EXCLUSIVE]</p>	<p>Why do you consume the following food products? (Please select all that apply)</p> <p>[Only show the sports foods that the respondent selected as being consumed more than once every day, every day, once or twice a week, or every week]</p> <ul style="list-style-type: none"> • Protein powders [FoodFreq_1] • Pre-workout drinks or foods [FoodFreq_2] • Energy bars [FoodFreq_3] • Energy gels, goos or gummies [FoodFreq_4] • Gainers (high carb/protein powders) [FoodFreq_5] • Fat burners (e.g. shred powders) • Protein bars [FoodFreq_6] • Ready-to-drink protein shakes [FoodFreq_7] • Amino acid powders or gummies (e.g. β-alanine or creatine) [FoodFreq_8] • Electrolyte drinks or powders [FoodFreq_9] 	
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		<p>[Matrix: Multiple selections possible]</p> <ul style="list-style-type: none">▪ To prepare for intense sport or exercise▪ To maintain energy or hydration during intense sport or exercise▪ To recover from intense sport or exercise▪ To achieve a long-term sport- or exercise-related effect (e.g. building muscle or bulk)▪ To help maintain/improve health or diet▪ To help lose or maintain weight▪ To help improve or maintain focus▪ Because it is a convenient form of food, calories, energy, or hydration in my daily life▪ Because I enjoy the taste of the product▪ Because I find the price affordable and/or good value	
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		<ul style="list-style-type: none"> Because it was recommended by my trainer, coach, or friends Other [free text field] <p>Can't say/don't know [EXCLUSIVE]</p>	
<p>Food labelling</p>	<p>Think about when you are making the decision to buy a packaged food or drink for the first time. How important is the following labelling information when deciding what to buy?</p> <ul style="list-style-type: none">  Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, sodium, or fat)  Ingredients list <p>Contains: egg, almond, milk, wheat, gluten, sesame May be present: peanut.</p> <p>Allergen information</p>  Health Star Rating 	<p>Think about when you are making the decision to buy a packaged food or drink for the first time. How important is the following labelling information when deciding what to buy?</p> <ul style="list-style-type: none">  Nutrition information panel (e.g. amount of energy, protein, carbohydrates, sugar, sodium, or fat)  Ingredients list <p>Contains: egg, almond, milk, wheat, gluten, sesame May be present: peanut.</p> <p>Allergen information</p>  Health Star Rating 	<p>Think about when you are making the decision to buy a packaged food or drink for the first time. How important is the following labelling information when deciding what to buy?</p> <ul style="list-style-type: none">  Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, protein, sodium, or fat)  Ingredients list <p>Contains: egg, almond, milk, wheat, gluten, sesame. May be present: peanut.</p> <p>Allergen information</p>  Health Star Rating  Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')

	<ul style="list-style-type: none">  Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')  Claims about health benefits (e.g., 'calcium is good for healthy bones')  Claims about nutrient or ingredient content (e.g., 'low in sugar', 'reduced fat') <p>[Matrix from 1 = Not important at all, to 7 = Extremely important]</p>	<ul style="list-style-type: none">  Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')  Claims about health benefits (e.g., 'calcium is good for healthy bones')  Claims about nutrient or ingredient content (e.g., 'no added sugar', 'reduced fat')  Best before/use by date <p>[Matrix from 1 = Not important at all, to 7 = Extremely important]</p>	<ul style="list-style-type: none">  Claims about health benefits (e.g., 'calcium is good for healthy bones')  Claims about nutrient or ingredient content (e.g., 'no added sugar', 'reduced fat')  Best before/use by date <p>[Matrix from 1 = Not important at all, to 7 = Extremely important]</p>
	<p>In this question, we are interested in how much you feel you can trust different labelling information, even if you don't use</p>	<p>In this question, we are interested in how much you feel you can trust different labelling information, even if you don't use</p>	<p>In this question, we are interested in how much you feel you can trust different labelling information, even if you don't use it to make decisions about food purchases.</p>

it to make decisions about food purchases.
With that in mind, how much do you feel you can **trust** the following information on packaged foods and drink?

NUTRITION INFORMATION		
Serving per package: 1		
Serving size: 400g		
	Average Quantity per Serving	Average Quantity per 100g
ENERGY	4680kJ	1170kJ (279kcal)
PROTEIN	44.0g	11.0g
FAT TOTAL	45.7g	11.4g
SATURATED	26.7g	6.7g
CARBOHYDRATE	91.7g	22.9g
SUGAR	27.6g	6.9g
SODIUM	3070mg	768mg

- Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, sodium, or fat)

INGREDIENTS: BRANCHED CHAIN AMINO ACIDS, SUGAR, COCOA FLAVONOIDS, DARK CHOCOLATE, SWEETENERS, SODIUM CITRATE, SODIUM BICARBONATE, COCOA BUTTER, MILK INGREDIENTS, SOYbean LECITHIN, NATURAL FLAVOURS, UNREFINED SWEET POTATOE, CHOCOLATE LIQUOR, BEETROOT, COCOA BUTTER, MILK INGREDIENTS, SOYbean LECITHIN, SALT, ARTIFICIAL FLAVOURS, MODIFIED PALM OIL, COCOA POWDER, CARAMEL AND/OR SOYA OIL, DRIED WHITE BEANS, SODIUM HEXAFLUOROPHOSPHATE, SALT, BAKING POWDER, SOYbean LECITHIN, NATURAL AND ARTIFICIAL FLAVOURS.

- Ingredients list
- **Contains: egg, almond, milk, wheat, gluten, sesame**
- **May be present: peanut.**

Allergen information



- Health Star Rating

PRODUCT CONTAINS CAFFEINE. NOT RECOMMENDED FOR CHILDREN, PREGNANT OR BREAST FEEDING WOMEN, OR PEOPLE SENSITIVE TO CAFFEINE.

- Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')

it to make decisions about food purchases.
With that in mind, how much do you feel you can **trust** the following information on packaged foods and drink?

NUTRITION INFORMATION		
Serving per package: 1		
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SUGAR	27.6g	6.9g
SODIUM	3070mg	768mg

- Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, protein, sodium, or fat)

INGREDIENTS: BRANCHED CHAIN AMINO ACIDS, SUGAR, COCOA FLAVONOIDS, DARK CHOCOLATE, SWEETENERS, SODIUM CITRATE, SODIUM BICARBONATE, COCOA BUTTER, MILK INGREDIENTS, SOYbean LECITHIN, NATURAL FLAVOURS, UNREFINED SWEET POTATOE, CHOCOLATE LIQUOR, BEETROOT, COCOA BUTTER, MILK INGREDIENTS, SOYbean LECITHIN, SALT, ARTIFICIAL FLAVOURS, MODIFIED PALM OIL, COCOA POWDER, CARAMEL AND/OR SOYA OIL, DRIED WHITE BEANS, SODIUM HEXAFLUOROPHOSPHATE, SALT, BAKING POWDER, SOYbean LECITHIN, NATURAL AND ARTIFICIAL FLAVOURS.

- Ingredients list
- **Contains: egg, almond, milk, wheat, gluten, sesame**
- **May be present: peanut.**

Allergen information



- Health Star Rating

PRODUCT CONTAINS CAFFEINE. NOT RECOMMENDED FOR CHILDREN, PREGNANT OR BREAST FEEDING WOMEN, OR PEOPLE SENSITIVE TO CAFFEINE.

- Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')

With that in mind, how much do you feel you can **trust** the following information on packaged foods and drink?

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SUGAR	27.6g	6.9g
SODIUM	3070mg	768mg

- Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, protein, sodium, or fat)

INGREDIENTS: BRANCHED CHAIN AMINO ACIDS, SUGAR, COCOA FLAVONOIDS, DARK CHOCOLATE, SWEETENERS, SODIUM CITRATE, SODIUM BICARBONATE, COCOA BUTTER, MILK INGREDIENTS, SOYbean LECITHIN, NATURAL FLAVOURS, UNREFINED SWEET POTATOE, CHOCOLATE LIQUOR, BEETROOT, COCOA BUTTER, MILK INGREDIENTS, SOYbean LECITHIN, SALT, ARTIFICIAL FLAVOURS, MODIFIED PALM OIL, COCOA POWDER, CARAMEL AND/OR SOYA OIL, DRIED WHITE BEANS, SODIUM HEXAFLUOROPHOSPHATE, SALT, BAKING POWDER, SOYbean LECITHIN, NATURAL AND ARTIFICIAL FLAVOURS.

- Ingredients list
- **Contains: egg, almond, milk, wheat, gluten, sesame.**
- **May be present: peanut.**

Allergen information








- Health Star Rating

PRODUCT CONTAINS CAFFEINE. NOT RECOMMENDED FOR CHILDREN, PREGNANT OR BREAST FEEDING WOMEN, OR PEOPLE SENSITIVE TO CAFFEINE.



- Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')



- Claims about health benefits (e.g., 'calcium is good for healthy bones')

	<ul style="list-style-type: none">  Claims about health benefits (e.g., 'calcium is good for healthy bones') NO ADDED SUGAR Claims about nutrient or ingredient content (e.g., 'low in sugar', 'reduced fat')  Best before/use by date <p>[Matrix: 1-7 scale, where 1 = 'Cannot trust at all' and 7 = 'Can trust completely']</p>	<ul style="list-style-type: none">  Claims about health benefits (e.g., 'calcium is good for healthy bones') NO ADDED SUGAR Claims about nutrient or ingredient content (e.g., 'no added sugar', 'reduced fat')  Best before/use by date <p>[Matrix: 1-7 scale, where 1 = 'Cannot trust at all' and 7 = 'Can trust completely']</p>	<ul style="list-style-type: none"> NO ADDED SUGAR Claims about nutrient or ingredient content (e.g., 'no added sugar', 'reduced fat')  Best before/use by date <p>[Matrix: 1-7 scale, where 1 = 'Cannot trust at all' and 7 = 'Can trust completely']</p>
	<p>[Only ask those who answered 3-7 in LE1 (i.e. that the NIP has an importance of 3-7)]</p> <p>When buying products for the first time, what parts of the Nutrition Information Panel (NIP) do you usually look for? (Please select all that apply)</p>	<p>[Only ask those who answered 4-7 in LE1 (i.e. that the NIP has an importance of 4-7)]</p> <p>When buying products for the first time, what parts of the Nutrition Information Panel (NIP) do you usually look for? (Please select all that apply)</p>	

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	<p>on importance of the Ingredients List in decision-making])</p> <p>What information do you usually look for in the ingredients list when buying products for the first time? (Please select all that apply)</p>  <ul style="list-style-type: none"> • Food additives, like colours, flavourings, or preservatives • Allergen information • Key ingredients in a food (i.e. first one or two ingredients listed) • Percentage of ingredients in a food • Length of ingredients list • Genetically modified (GM) ingredients • Artificial sweeteners (e.g. aspartame, sucralose, saccharin) • Plant-based sugar substitutes (e.g. Stevia, Monk fruit) • Chemical-sounding ingredients 	<p>on importance of the Ingredients List in decision-making])</p> <p>What information do you usually look for in the ingredients list when buying products for the first time? (Please select all that apply)</p>  <ul style="list-style-type: none"> • Food additives, like colours, flavourings, or preservatives • Allergen information • Key ingredients in a food (i.e. first one or two ingredients listed) • Percentage of ingredients in a food • Length of ingredients list • Genetically modified (GM) ingredients • Artificial sweeteners (e.g. aspartame, sucralose, saccharin) • Plant-based sugar substitutes (e.g. Stevia, Monk fruit) • Chemical-sounding ingredients 	<p>Note: This question was moved to below Nutrition Information Panel submodule Questions for 2025 survey</p> <p>When using the ingredients list which parts do you look for? when buying products for the first time? (Please select all that apply)</p> <ul style="list-style-type: none"> • Food additives, like colours, flavourings, or preservatives [INGRELEM_1] • Allergen information [INGRELEM_2] • Key ingredients in a food (i.e. first one or two ingredients listed) [INGRELEM_3] • Percentage of ingredients in a food [INGRELEM_4] • Length of ingredients list [INGRELEM_5] • Genetically modified (GM) ingredients [INGRELEM_6] • Artificial sweeteners (e.g. aspartame, sucralose, saccharin) [INGRELEM_7] • Plant-based sugar substitutes (e.g. Stevia, Monk fruit) [INGRELEM_8] • Chemical-sounding ingredients [INGRELEM_9] • Types or sources of sugar (e.g. refined sugars vs fruit or honey) [INGRELEM_11]
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	<ul style="list-style-type: none"> • Vitamin and mineral content • Other (Please specify) [FREE TEXT] • Don't know/can't say [EXCLUSIVE] <p>[Randomise order, except for 'Don't know/can't say']</p>	<ul style="list-style-type: none"> • Types or sources of sugars (e.g. refined sugars vs fruit or honey) • Types or sources of fats (e.g. animal fats like butter vs plant fats like vegetable oil) • Other (Please specify) [FREE TEXT] • Don't know/can't say [EXCLUSIVE] <p>[Randomise order, except for 'Don't know/can't say']</p>	<ul style="list-style-type: none"> • Performance enhancing ingredients (e.g. caffeine, amino acids, l-carnitine) [INGRELEM_14] • Type or sources of fats (e.g. animal fats vs plant fats) [INGRELEM_12] • Other (Please specify) [FREE TEXT] [INGRELEM_13] • Don't know/can't say [EXCLUSIVE] [INGRELEM_98] • N/A I don't use the ingredients list [INGRELEM_99] <p>[Randomise order except 'Other' and 'Don't know/can't say']</p>
	<p>How confident are you in your ability to make informed choices about foods from the information on food labels?</p> <p>[1-7 scale, where 1 = "Not at all confident" and 7 = "Completely confident"]</p>	<p>How confident are you in your ability to make informed choices about foods from the information on food labels?</p> <p>[1-7 scale, where 1 = "Not at all confident" and 7 = "Completely confident"]</p>	<p>How confident are you in your ability to make informed choices about foods from the information on food labels?</p> <p>[1-7 scale, where 1 = "Not at all confident" and 7 = "Completely confident"]</p>
	<p>[Ask those who answered 1-4 in LabelAbility]</p> <p>What makes it difficult to use food labelling to make informed choices about foods? (Please select all that apply)</p> <ul style="list-style-type: none"> • I often don't understand what the information on food labels means 	<p>[Ask those who answered 1-4 in LabelAbility]</p> <p>What makes it difficult to use food labelling to make informed choices about foods? (Please select all that apply)</p> <ul style="list-style-type: none"> • I often don't understand what the information on food labels means 	<p>[Ask those who answered 1-4 in LabelAbility]</p> <p>What makes it difficult to use food labelling to make informed choices about foods? (Please select all that apply)</p> <ul style="list-style-type: none"> • I often don't understand what the information on food labels means • The information on food labels is too small/illegible to easily read

	<ul style="list-style-type: none"> • The information on food labels is too small/illegible to easily read • I'm not sure if I can trust the information on food labels • I can't find the information I need to make food choices that reflect my values • I don't find the information on food labels useful or relevant to me • I don't have enough time to read food labels when I'm shopping • Other (Please specify) [FREE TEXT] • Can't say/don't know[EXCLUSIVE] <p>[Multiple response options, randomise order except 'Other' and 'Can't say/don't know'.]</p>	<ul style="list-style-type: none"> • The information on food labels is too small/illegible to easily read • I'm not sure if I can trust the information on food labels • I can't find the information I need to make food choices that reflect my values • I don't find the information on food labels useful or relevant to me • I don't have enough time to read food labels when I'm shopping • Other (Please specify) [FREE TEXT] • Can't say/don't know[EXCLUSIVE] <p>[Multiple response options, randomise order except 'Other' and 'Can't say/don't know'.]</p>	<ul style="list-style-type: none"> • I'm not sure if I can trust the information on food labels • I can't find the information I need to make food choices that reflect my values • I don't find the information on food labels useful or relevant to me • I don't have enough time to read food labels when I'm shopping • Other (Please specify) [FREE TEXT] • Can't say/don't know [EXCLUSIVE] <p>[Multiple response options, randomise order except 'Other' and 'Can't say/don't know'.]</p>
		<p>[Ask those who selected (I often don't understand what the information on food labels means)]</p>	<p>[Ask those who selected (I often don't understand what the information on food labels means)]</p> <p>What information on the label do you find difficult to understand, and why?</p> <p>[Open text verbatim response]</p>

		<p>What information on the label do you find difficult to understand, and why?</p> <p>[Open text verbatim response]</p>	
<p>Food Labelling – Best Before Submodule (Supplementary)</p>	<p>How often, if at all, do you look at best before or use-by/expiry dates when you are about to cook, prepare or consume packaged food?</p> <ul style="list-style-type: none"> • Always • Most of the time • About half the time • Occasionally • Never • It varies too much to say / Don't know <p>[Single response option]</p>		
	<p>To the best of your knowledge, what does the term 'best before' mean on food or drink labels? (Please select all that apply)</p> <ul style="list-style-type: none"> • Food should not be eaten after this date as it may be unsafe • Food is still safe to eat after this date as long as it is not damaged, deteriorated or perished 		

	<ul style="list-style-type: none"> • Food is still safe to eat after this date, but the quality may not be as good • Other (Please specify) [FREE TEXT] • Can't say/don't know [EXCLUSIVE] <p>[Multiple response options]</p>		
	<p>To the best of your knowledge, what does the term 'use-by' mean on food or drink labels? (Please select all that apply)</p> <ul style="list-style-type: none"> • Food should not be eaten after this date as it may be unsafe • Food is still safe to eat after this date as long as it is not damaged, deteriorated or perished • Food is still safe to eat after this date, but the quality may not be as good • Other (Please specify) [FREE TEXT] • Can't say/don't know [EXCLUSIVE] <p>[Multiple response options]</p>		

	<p>[Ask those who did not answer 0 or 98 in [DateMarks]]</p> <p>Thinking about best before dates on packaged food products, how do you use them? (Please select all that apply)</p> <p>When buying food...</p> <ul style="list-style-type: none"> • I buy products that are close to their best before date e.g. if it is at a discount or I will use it quickly. • I don't buy products that are close to their best before date. • I don't check best before dates when buying food. [EXCLUSIVE] <p>When preparing or cooking food...</p> <ul style="list-style-type: none"> • I don't use products if they are past their best before date • I test products (e.g. by sniffing or trying a small amount) if they are past their best before date 		
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	<ul style="list-style-type: none"> I don't check best before dates when preparing/cooking food. [EXCLUSIVE] <p>[Multiple responses possible, except for those marked exclusive]</p>		
	<p>[Ask those who did not answer 0 or 98 in [DateMarks]]</p> <p>Now thinking about use-by/expiry dates on packaged food products, how do you use them? (Please select all that apply)</p> <p>When buying food...</p> <ul style="list-style-type: none"> I buy products that are close to their use-by date e.g. if it is at a discount or I will use it quickly.. I don't buy products that are close to their use-by date. I don't check use-by dates when buying food. [EXCLUSIVE] <p>When preparing or cooking food...</p> <ul style="list-style-type: none"> I don't use products if they are past their use-by date. 		

	<ul style="list-style-type: none"> • I test products (e.g. by sniffing or trying a small amount) if they are past their use-by date • I don't check use-by dates when preparing/cooking food. [EXCLUSIVE] <p>[Multiple responses possible, except for those marked exclusive]</p>		
Food Labelling – NIP Submodule (Supplementary)			<p>How much, if anything, do you feel you know about the Nutrition Information Panel?</p> <p>[1-7 scale, where 1 = "I know very little" and 7 = "I know a lot", include option 'I don't know what it is/I have never seen it before today']</p>
			<p>[Do not ask to those who selected 'I don't know what it is' to above]</p> <p>How often do you look for the Nutrition Information Panel when shopping for food in the supermarket?</p> <ul style="list-style-type: none"> • Always • Most of the time • Sometimes • Rarely • Never • Unsure <p>[Single response]</p>

			<p>[Ask only to those who report using the NIP at least rarely in freq_NIP]</p> <p>Why do you typically use the Nutrition Information Panel? (Please select all that apply)</p> <ul style="list-style-type: none"> • To compare the nutritional value of similar products (e.g. two different brands of crackers) • To compare the nutritional value of different types of products (e.g. a muesli bar vs pot of yoghurt) • To help manage a health condition (e.g. diabetes, heart disease) • To help with weight management • To help follow the [NZ/Australian] dietary guidelines • To track nutrient intake (e.g. sugar, protein, fat, etc.) • To ensure a product fits within a specific diet (e.g. keto, Paleo, DASH, Atkins) • To check the basis of the Health Star Rating of a product • To check the basis of any health/nutrient claims on the package • To check how many people the food will serve • Other [free text] <p>[Randomise order except for 'other']</p>
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[Ask to only those who report using the NIP at least rarely in freq_NIP (i.e. exclude never and unsure)]

When using the Nutrition Information Panel (NIP) which parts do you usually look for? (Please select all that apply)

NUTRITION INFORMATION			
Servings per package: 6.3		Serving size: 160g	
	Average Quantity per Serving	% DI* per serving	Average Quantity per 100g
Energy	571kj	7%	357kj
Protein	7.0g	14%	4.4g
Fat, total	3.0g	4%	1.9g
- saturated	1.9g	8%	1.2g
Carbohydrate	20.0g	6%	12.5g
- sugars	19.4g	22%	12.2g
Sodium	90mg	4%	56mg

* Percentage Daily Intakes are based on an average adult diet of 8700kj. Your daily intakes may be higher or lower depending on your energy needs.

Nutrient	Average quantity per serving	Percentage Daily intake (%DI) per serving	Average quantity per 100g
Energy content			
Protein content			

			<table border="1"> <tr> <td>Total fat content</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Saturated fat content</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Carbohydrate content</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Sugar content</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Sodium content</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Serving size (g)</td> <td colspan="3"></td> </tr> <tr> <td>Servings per package</td> <td colspan="3"></td> </tr> <tr> <td>Don't know/can't say</td> <td colspan="3"></td> </tr> </table>	Total fat content				Saturated fat content				Carbohydrate content				Sugar content				Sodium content				Serving size (g)				Servings per package				Don't know/can't say				
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			<p>[Do not show to those who select don't know to above]</p> <p>What information did you use to compare the energy of these two products?</p> <table border="1" data-bbox="1352 1233 1910 1351"> <thead> <tr> <th>Nutrient</th> <th>Average quantity per serving</th> <th>Average quantity per 100g</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Nutrient	Average quantity per serving	Average quantity per 100g																																	
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Food Labelling – HSR Submodule (Supplementary)		<p>How often do you look for the Health Star Rating when shopping for food in the supermarket?</p> <ul style="list-style-type: none"> • Always • Most of the time • Sometimes • Rarely • Never • Unsure <p>[Single response]</p>	<p>How much, if anything, do you feel you know about the Health Star Rating?</p> <p>Note: This question's order was changed to appear below the HSR use question for the 2025 survey</p> <p>[1-7 scale, where 1 = "I know very little" and 7 = "I know a lot", include option 'I don't know what it is/I have not seen it before today']</p>																								
		<p>How much, if anything, do you feel you know about the Health Star Rating?</p>	<p>[Do not ask to those who selected 'I don't know what it is' to above]</p>																								

		<ul style="list-style-type: none"> • I know a lot about it • I know a fair amount about it. • I know a little bit about it. • I have seen or heard of it, but don't know anything about it. <p>[Single response option]</p>	<p>How often do you look for the Health Star Rating when shopping for food in the supermarket?</p> <ul style="list-style-type: none"> • Always • Most of the time • Sometimes • Rarely • Never • Unsure <p>[Single response]</p>
		<p>Below are a series of statements about the Health Star Rating system.</p> <p>Please indicate how strongly you agree or disagree that the Health Star Rating system...</p> <ul style="list-style-type: none"> • Allows me to compare the healthiness of similar foods (e.g. different types of cereal) in the supermarket • Allows me to compare the healthiness of different kinds of foods (e.g. muesli bar vs cereal) in the supermarket • Helps me make decisions about which foods to buy • Makes me want to buy healthier products 	

		<ul style="list-style-type: none"> Makes it more confusing to decide which foods to buy. <p>[1-7 scale, where 1 = "Strongly disagree", 4 = "Neutral", and 7 = "Strongly agree"]</p>	
			<p>[Ask only to those who report using the HSR at least rarely in freq_HSR]</p> <p>Why do you typically use the Health Star Rating? (Please select all that apply)</p> <ul style="list-style-type: none"> To compare the nutritional value of similar products (e.g. two different brands of crackers) To compare the nutritional value of different types of products (e.g. a muesli bar vs pot of yoghurt) To help manage a health condition (e.g. diabetes, heart disease) I use it as a summary of nutrition information on the back of the pack To help with weight management To help follow the [NZ/Australian] dietary guidelines To track nutrient intake (e.g. sugar, protein, fat, etc.) To ensure a product fits within a specific diet (e.g. keto, Paleo, DASH, Atkins)

			<ul style="list-style-type: none"> To check the basis of any health/nutrient claims on the package Other [free text] <p>[randomise the order except for other]</p>
			<p>The HSR is a voluntary system and is currently not on all packaged foods and drinks. The Government is considering whether it should be made mandatory on most packaged food and drink</p> <p>I would use the Health Star Rating more if it was on most food and drink products [mandate_use]</p> <p>I would trust the Health Star Rating more if it was on most food and drink products [mandate_trust]</p> <p>[scale: 1 = 'strongly disagree'. 7 = 'strongly agree']</p>
Online food shopping - submodule (supplementary)			<p>Have you ordered any of the following online (including using a mobile app) for pick up or delivery <u>in the past 30 days</u>? (Select all that apply)</p> <ul style="list-style-type: none"> Meals/drinks from a restaurant or take-away [online_shop_1] (e.g. ubereats, menulog, doordash etc) [Aus only], (e.g. uberats, delivereasy, doordash etc) [NZ only]

			<ul style="list-style-type: none"> • Groceries from a supermarket (e.g. Coles, Woolworths) [Aus only] (e.g. New World, Woolworths) [NZ only] • Groceries from a speciality retailer/store (e.g. fruit shop, butcher, natural foods stores) • Groceries from a delivery service (e.g. Amazon, DoorDash, Milkrun) [Aus only] (e.g. Milkrun and Paddock to Pantry) [NZ only] • Alcohol (e.g. wine, beer) • Meal delivery kits (e.g. HelloFresh, Marley spoon, Dinnerly, youfoodsz etc) [Aus only] (e.g. My Food Bag, Hello Fresh and Woop) [NZ only] • Other [Free text] • None of the above • Don't know
			<p>[If yes to [online_shop_2] And/or [online_shop_3] and/or [online_shop_4] and/or [online_shop_5]</p> <p>How often did you order [answer from online_shop above] online or using a mobile app in the past 30 days?</p> <ul style="list-style-type: none"> - Only once - Two or three times - Once a week - A few times a week

			<p>- Every day - Don't know</p>
			<p>[If yes to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5]</p> <p>What are the main reasons you ordered [pipe response from 43 - groceries from a supermarket/speciality retailer/delivery service/alcohol] online or using a mobile app, rather than going to a physical store? (Select all that apply)</p> <ul style="list-style-type: none"> • More convenient (e.g. can shop anytime, avoid crowds/parking) • More time efficient/save time (e.g. don't need to travel to the shops) • Better price/availability of discounts • Easier to compare prices across products or stores • Better product availability/variety • More accessible (e.g. due to language, health or disability reasons) • Better able to budget/make considered decisions • Easier to compare nutrition information across products or stores • Habit or preference • Other [Free text] <p>[Randomise order, except for 'Other']</p>

		<p>[If yes to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5]</p> <p>What kind of information do you typically look for when shopping online? (Select all that apply)</p> <ul style="list-style-type: none"> • Price • Product weight • Ingredients list • Nutrition information panel • Allergen information • Best before/use by date • Storage instructions • Cooking instructions • Recipes • Health Star Rating • Country of origin • Other [Free text] • I don't look for any of this information <p>[Exclusive]</p> <p>[Randomise order, except for 'Other' and 'I don't look for nutrition information']</p>
		<p>[Don't show to those who say 'I don't look for any of this information' in online_info1]</p> <p>How easy or hard is it to find nutrition information (e.g. Nutrition Information Panel, Allergen information, Ingredients list, Health Star Rating etc) when shopping for groceries online?</p>

			<ul style="list-style-type: none"> • Very easy • Somewhat easy • Neutral • Somewhat difficult • Very difficult <p>N/A – I don't look for this kind of information when shopping online</p>
			<p>[Ask only to those who answered 'Somewhat' or 'Very' difficult to [online_info2]]</p> <p>Why do you find it difficult to find nutrition information (e.g. Nutrition Information Panel, Allergen information, Ingredients list, Health Star Rating etc) when shopping for groceries online? (Please select all that apply)</p> <ul style="list-style-type: none"> • Information is not consistently available • Information is not legible (e.g. only on a blurry image) • Information shown does not match the product (i.e. there is an inconsistency between the text and what is shown on the product image) • Information is not trustworthy • Other [free text]
Food safety knowledge and concerns	Which of these statements best describes who is responsible for preparing and cooking meals in your household?	Which of these statements best describes who is responsible for preparing and cooking meals in your household?	<p>Which of these statements best describes who is responsible for preparing and cooking meals in your household?</p> <ul style="list-style-type: none"> • I do the majority of preparing and cooking meals

	<ul style="list-style-type: none"> • I do the majority of preparing and cooking meals • I share the preparing and cooking of meals with someone else • Someone else does the majority of preparing and cooking meals for my household 	<ul style="list-style-type: none"> • I do the majority of preparing and cooking meals • I share the preparing and cooking of meals with someone else • Someone else does the majority of preparing and cooking meals for my household 	<ul style="list-style-type: none"> • I share the preparing and cooking of meals with someone else • Someone else does the majority of preparing and cooking meals for my household
	<p>[Ask those who answered “I do the majority...” or “I share the preparing....” to [CookMeals]]</p> <p>How often do you do the following when preparing food at home?</p> <ul style="list-style-type: none"> • Clean hands and work surfaces before, during, and after cooking • Keep raw animal products (e.g. meat, eggs, and seafood) separate from ready-to-eat foods (e.g. fruit, vegetables, and cooked foods) in the fridge and when preparing foods. [include option Not applicable – I don’t use raw animal products] 	<p>[Ask those who answered “I do the majority...” or “I share the preparing....” to [CookMeals]]</p> <p>How often do you do the following when preparing food at home?</p> <ul style="list-style-type: none"> • Wash your hands thoroughly with warm, soapy water and dry them before, during, and after handling food. • Use one cutting board and knife to prepare raw meats, and another set for foods that will not be cooked before being eaten (e.g. salad ingredients). [Include option: Not 	<p>[Ask those who answered “I do the majority...” or “I share the preparing....” to [CookMeals]]</p> <p>How often do you do the following when preparing food at home?</p> <ul style="list-style-type: none"> • Avoid providing higher risk foods to vulnerable persons (pregnant women, immunocompromised, elderly) when preparing food for them? [include response option – ‘I don’t know what high-risk foods are’] • Use a food thermometer to check chicken is cooked to at least 75°C in the thickest part of the meat? [Include option: Not applicable – I don’t prepare raw animal products.] • Keep raw meat and fish separate/in separate containers from ready-to-eat food when storing it in the fridge?

	<ul style="list-style-type: none"> • Cook raw animal products (e.g. meat, eggs, and seafood) thoroughly. Please consider instances where thorough cooking is not required for the dish (e.g. do not select always if you prepare raw egg smoothies, rare steak, runny eggs, or use raw fish in sushi. [include option Not applicable – I don't use raw animal products] • Refrigerate leftovers shortly after you are finished with them (within 2 hours) <p>[Matrix: 1 = Never, 4 = About half the time, 7 = Always; or 'Not applicable – I don't use raw animal products']</p>	<p>applicable – I don't prepare raw animal products.]</p> <ul style="list-style-type: none"> • Prepare raw chicken without washing it. [Include option: Not applicable – I don't prepare raw chicken.] • Check food packaging for cooking instructions and then follow them <u>exactly</u>. • Use a clean food thermometer to check that foods are cooked to a safe internal temperature. • Thaw frozen food in the fridge or microwave rather than at room temperature (e.g. by leaving it on the bench). <p>[Matrix: 1 = Never, 4 = About half the time, 7 = Always; or 'Not applicable – I don't use raw animal products']</p>	<p>[Include option: Not applicable – I don't prepare raw animal products.]</p> <ul style="list-style-type: none"> • Refrigerate/freeze leftovers within 2 hours of cooking? • Eat fridge leftovers within 2 to 3 days? • After preparing/handling raw meat (e.g. red meat, chicken or seafood), do you: [Include option: Not applicable – I don't prepare raw animal products.] <ul style="list-style-type: none"> ○ Wash your hands thoroughly ○ wash chopping board/surface with hot soapy water before using it again ○ wash knife with hot soapy water before using it again <p>[Matrix: 1 = Never, 4 = About half the time, 7 = Always; or 'Not applicable – I don't use raw animal products']</p>
	<p>Do you remember hearing about any food being recalled in the past 12 months? (A food recall is when an unsafe food product is removed</p>	<p>Do you remember hearing about any food being recalled in the past 12 months? (A food recall is when an unsafe food product is removed</p>	<p>Do you remember hearing about any food being recalled in the past 12 months? (A food recall is when an unsafe food product is removed from distribution, sale, and consumption)</p> <ul style="list-style-type: none"> • Yes

	<p>from distribution, sale, and consumption)</p> <ul style="list-style-type: none"> • Yes • No • Can't say/don't know 	<p>from distribution, sale, and consumption)</p> <ul style="list-style-type: none"> • Yes • No • Can't say/don't know 	<ul style="list-style-type: none"> • No • Can't say/don't know
	<p>In your opinion, what are the top three most important FOOD SAFETY issues today? Please rank up to three food safety issues. 1 = Most important food safety issue, 2= Second-most important, 3 = Third most important</p> <ul style="list-style-type: none"> • Food poisoning (i.e. from microbes like <i>Salmonella</i>) • Undeclared allergens in food • Chemicals from the environment in food, like toxic metals from pollution or pesticides/pesticide residues • Hormones, steroids and/or antibiotics in farm animal products • Artificial sweeteners, like aspartame, saccharine, and sucralose 	<p>In your opinion, what are the top three most important FOOD SAFETY issues today? Please rank up to three food safety issues. 1 = Most important food safety issue, 2= Second-most important, 3 = Third most important</p> <ul style="list-style-type: none"> • Food poisoning (i.e. from microbes like <i>Salmonella</i>) • Undeclared allergens in food • Chemicals from the environment in food, like toxic metals from pollution or pesticides/pesticide residues • Hormones, steroids and/or antibiotics in farm animal products • Artificial sweeteners, like aspartame, saccharine, and sucralose 	<p>In your opinion, what are the top three most important FOOD SAFETY issues today? Please rank up to three food safety issues. 1 = Most important food safety issue, 2= Second-most important, 3 = Third most important</p> <ul style="list-style-type: none"> • Food poisoning (i.e. from microbes like <i>Salmonella</i>) • Undeclared allergens in food • Chemicals from the environment in food, like toxic metals from pollution or pesticides/pesticide residues • Hormones, steroids and/or antibiotics in farm animal products • Artificial sweeteners, like aspartame, saccharine, and sucralose • Food additives, like colour or preservatives • Genetically modified foods • Imported food/food from overseas • Contamination of food with foreign objects (e.g., glass, needles) • Other (Please specify) [Free text]

	<ul style="list-style-type: none"> • Food additives, like colour or preservatives • Genetically modified foods • Imported food/food from overseas • Contamination of food with foreign objects (e.g., glass, needles) • Other (Please specify) [Free text] • None of the above [EXCLUSIVE] <p>[Rank up to three, randomise order of responses except for Other and None of the above]</p>	<ul style="list-style-type: none"> • Food additives, like colour or preservatives • Genetically modified foods • Imported food/food from overseas • Contamination of food with foreign objects (e.g., glass, needles) • Other (Please specify) [Free text] • None of the above [EXCLUSIVE] <p>[Rank up to three, randomise order of responses except for Other and None of the above]</p>	<ul style="list-style-type: none"> • None of the above [EXCLUSIVE] <p>[Rank up to three, randomise order of responses except for Other and None of the above]</p>
	<p>In your opinion, what are the categories of foods that are the most likely to cause illness? Please rank up to three in order of how likely they are to cause illness. 1 = Most likely to cause illness, 2 = Second-most likely, 3 = Third-most likely</p> <ul style="list-style-type: none"> ▪ Eggs and egg products; ▪ Raw beef; ▪ Raw chicken or other poultry; 	<p>In your opinion, how risky are the following foods to eat if not stored, prepared, and/or cooked correctly at home? [Randomise order]</p> <ul style="list-style-type: none"> ▪ Eggs and egg products; ▪ Raw beef and lamb; ▪ Raw chicken or other poultry; ▪ Raw pork; ▪ Processed meat, such as ham, salami, or sausages; ▪ Milk, cheese, or yoghurt; 	<p>In your opinion, how risky are the following foods to eat if not stored, prepared, and/or cooked correctly at home? [Randomise order]</p> <ul style="list-style-type: none"> ▪ Eggs and egg products; ▪ Raw beef and lamb; ▪ Raw chicken or other poultry; ▪ Raw pork; ▪ Processed meat, such as ham, salami, or sausages; ▪ Milk, cheese, or yoghurt; ▪ Vegetables, sprouts and leafy greens; ▪ Raw seafood and shellfish;

	<ul style="list-style-type: none"> ▪ Processed meat, such as ham, salami, or sausages; ▪ Milk, cheese, or yoghurt ▪ Vegetables, sprouts and leafy greens; ▪ Seafood and raw shellfish; ▪ Fruits, including berries and melons; ▪ Other (Please specify) [FREE TEXT] <p>[Rank up to 3, randomise order of responses except for Other]</p>	<ul style="list-style-type: none"> ▪ Vegetables, sprouts and leafy greens; ▪ Raw seafood and shellfish; ▪ Fruits, including berries and melons; <p>[Response options: High risk, medium risk, low risk, don't know]</p>	<ul style="list-style-type: none"> ▪ Fruits, including berries and melons; <p>[Response options: High risk, medium risk, low risk, don't know]</p>
	<p>Would you like to know more about how to store and prepare food safely?</p> <ul style="list-style-type: none"> • Yes • No <p>Can't say/don't know</p>	<p>Would you like to know more about how to store and prepare food safely?</p> <ul style="list-style-type: none"> • Yes • No <p>Can't say/don't know</p>	
	<p>[Ask those who answered yes or don't know to [FSInfowant]]</p> <p>What are your preferred sources of information about how to store and prepare food safely? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ Family and friends ▪ Social media, such as Twitter, Facebook, or TikTok 	<p>[Ask those who answered yes [1] or don't know [98] to [FSInfowant]]</p> <p>What are your preferred sources of information about how to store and prepare food safely? (Please select all that apply)</p> <ul style="list-style-type: none"> ▪ Family and friends ▪ Social media, such as Twitter, Facebook, or TikTok 	

	<ul style="list-style-type: none"> ▪ Podcasts, YouTube, or blogs ▪ Health professionals, such as doctors or dietitians ▪ Magazines or newspapers, either online or in print ▪ Television, including programmes or advertisements ▪ Radio, including programmes or advertisements ▪ Government websites ▪ Retailers and supermarkets ▪ Product labels ▪ Non-government organisations, such as the Food Safety Information Council ▪ Other [FREE TEXT] ▪ Can't say/don't know [EXCLUSIVE] <p>[Multiple responses possible; randomise response options except: 'other', 'can't say/don't know']</p>	<ul style="list-style-type: none"> ▪ Podcasts, YouTube, or blogs ▪ Health professionals, such as doctors or dietitians ▪ Magazines or newspapers, either online or in print ▪ Television, including programmes or advertisements ▪ Radio, including programmes or advertisements ▪ Government websites ▪ Retailers and supermarkets ▪ Product labels ▪ Non-government organisations, such as the Food Safety Information Council ▪ Other [FREE TEXT] ▪ Can't say/don't know [EXCLUSIVE] <p>[Multiple responses possible; randomise response options except: 'other', 'can't say/don't know']</p>	
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Demographics	<p>Which of the following best describes where you were born? (If you were born in a country with multiple official languages, please select the option that best describes your everyday experience.)</p> <ul style="list-style-type: none"> • In Australia/New Zealand • Outside of Australia/New Zealand in a primarily English-speaking country • Outside of Australia/New Zealand in a primarily non-English-speaking country • Prefer not to <p>[Single response option]</p>	<p>Which of the following best describes where you were born? (If you were born in a country with multiple official languages, please select the option that best describes your everyday experience.)</p> <ul style="list-style-type: none"> • In Australia/New Zealand • Outside of Australia/New Zealand in a primarily English-speaking country • Outside of Australia/New Zealand in a primarily non-English-speaking country • Prefer not to say <p>[Single response option]</p>	<p>Which of the following best describes where you were born? (If you were born in a country with multiple official languages, please select the option that best describes your everyday experience.)</p> <ul style="list-style-type: none"> • In Australia/New Zealand • Outside of Australia/New Zealand in a primarily English-speaking country • Outside of Australia/New Zealand in a primarily non-English-speaking country • Prefer not to say <p>[Single response option]</p>
			<p>Do you speak a language other than English at home?</p> <ul style="list-style-type: none"> • No – English only • Yes – Other <p>[Single response option]</p>
	<p>How much of the food shopping do you have responsibility for in your household?</p> <ul style="list-style-type: none"> • I do all or the majority of the food shopping for my household 	<p>How much of the food shopping do you have responsibility for in your household?</p> <ul style="list-style-type: none"> • I do all or the majority of the food shopping for my household 	<p>How much of the food shopping do you have responsibility for in your household?</p> <ul style="list-style-type: none"> • I do all or the majority of the food shopping for my household • I share the food shopping with someone else

	<ul style="list-style-type: none"> • I share the food shopping with someone else • Someone else does all or the majority of food shopping for my household <p>[Single response option]</p>	<ul style="list-style-type: none"> • I share the food shopping with someone else • Someone else does all or the majority of food shopping for my household <p>[Single response option]</p>	<ul style="list-style-type: none"> • Someone else does all or the majority of food shopping for my household <p>[Single response option]</p>
	<p>Do you, or have you ever, worked in any of the following food related sectors? (Please select all that apply).</p> <ul style="list-style-type: none"> ▪ Food primary production (e.g. farming) ▪ Food manufacturing or processing (e.g. factories and production plants) ▪ Food logistics (e.g. transporting food to supermarkets or other retail outlets) ▪ Food retailing (e.g. supermarket chains, small grocers, deli etc) ▪ Food service (e.g. restaurant, café) ▪ Food delivery (e.g. Uber Eats) 	<p>Do you, or have you ever, worked in any of the following food related sectors? (Please select all that apply).</p> <ul style="list-style-type: none"> ▪ Food primary production (e.g. farming) ▪ Food manufacturing or processing (e.g. factories and production plants) ▪ Food logistics (e.g. transporting food to supermarkets or other retail outlets) ▪ Food retailing (e.g. supermarket, small grocers, deli, butcher, fruit shop etc) ▪ Food service (e.g. restaurant, café, takeaway) ▪ Food delivery (e.g. Uber Eats) 	<p>Do you, or have you ever, worked in any of the following food related sectors? (Please select all that apply).</p> <ul style="list-style-type: none"> ▪ Food primary production (e.g. farming) ▪ Food manufacturing or processing (e.g. factories and production plants) ▪ Food logistics (e.g. transporting food to supermarkets or other retail outlets) ▪ Food retailing (e.g. supermarkets, small grocers, deli, butcher, fruit shop etc) ▪ Food service (e.g. restaurant, café, takeaway) ▪ Food delivery (e.g. Uber Eats) ▪ Government/public food authorities ▪ Food-related consumer advocacy groups ▪ Other (Please specify) ▪ I have not worked in food-related employment [FI0] [EXCLUSIVE] <p>[Multiple response options possible]</p>

	<ul style="list-style-type: none"> ▪ Government/public food authorities ▪ Food-related consumer advocacy groups ▪ Other (Please specify) ▪ I have not worked in food-related employment [EXCLUSIVE] <p>[Multiple response options possible]</p>	<ul style="list-style-type: none"> ▪ Government/public food authorities ▪ Food-related consumer advocacy groups ▪ Other (Please specify) ▪ I have not worked in food-related employment [EXCLUSIVE] <p>[Multiple response options possible]</p>	
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