

2026 Consumer Insights Tracker

Methods, sample and survey instrument

October 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 2026 Consumer Insights Tracker (CIT) (wave 4).

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Key details:

- The CIT is a nationally representative survey 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 and over. 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 2026 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
 - Food safety knowledge, behaviours and concerns
 - Online food shopping and labelling
 - QR codes or website addresses/links on food or drink labels

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 235 participants (Australia n = 139 [59.1%] and New Zealand n = 96 [40.9%]) drawn from PureProfile's Australia and New Zealand market research consumer panels.

The final survey instrument consisted of 56 quantitative questions across the following domains:

- 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
- online food shopping and labelling
- QR codes or website addresses/links on food or drink labels
- demographics.

Of the 56 questions, a number of core questions were also collected in 2023, 2024 and 2025 and are repeated annually to provide trend data. The full survey instrument is available at Appendix A. Question wording and response options can change slightly between surveys. Median time for survey completion was 10.7 minutes.

Sampling

1,471 Australians and 873 New Zealanders aged 18 years and over completed the 2026 survey via PureProfile's online market research panel. 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 a good spread of education levels and household incomes in the sample. Details of the sample achieved are outlined below.

Analysis

Analysis was carried out by FSANZ using The Jamovi project (Version 2.7.30) 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.

MANOVAs were used to test whether there were differences between years for sets of related Likert-scale dependent variables (e.g. several measures assessing trust in the food supply, or institutions etc). Follow up ANOVAs with Tukey's HSD were used if the original MANOVA was significant.

For single Likert-scale dependent variables, between country and year differences were tested using ANOVAs/t-tests with Tukey's HSD post hoc. A Welch's ANOVA with Games-Howell post hoc were used if assumptions of the ANOVA were violated.

Chi-square tests of homogeneity were used to test whether there was a difference in the proportions between 2 independent groups (e.g. years or country) for multinomial/categorical 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.

Open-ended responses were explored using AI-assisted qualitative analysis (Microsoft Co-pilot) to identify preliminary themes and recurring patterns.

Sample description

The sample was nationally representative by the interlocked quotas of age, gender and location. Aboriginal and/or Torres Strait Islander peoples were oversampled at 5.8% of the Australian sample relative to the target of 3.2%. Māori were also oversampled at 28.8% of the New Zealand sample, relative to the target of 17.8%. The number and proportion of key demographics of the sample are provided in Table 1, Table 2 and Table 3. In comparison, in 2025, 1,307 Australians and 925 New Zealanders completed the survey (total n = 2,232).

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 = 1,471	New Zealand n = 873	Total n = 2,344
Mean age (±SD)	48.0 (17.7)	46.1 (17.0)	47.3 (17.5)
Age group	n (%)	n (%)	n (%)
18–24 years	96 (6.5)	84 (9.6)	180 (7.7)
25–34 years	312 (21.2)	173 (19.8)	485 (20.7)
35–44 years	279 (19.0)	194 (22.2)	473 (20.2)

	Australia n = 1,471	New Zealand n = 873	Total n = 2,344
45–54 years	256 (17.4)	144 (16.5)	400 (17.1)
55–64 years	179 (12.2)	121 (13.9)	300 (12.8)
65+ years	349 (23.7)	157 (18.0)	506 (21.6)
Gender	n (%)	n (%)	n (%)
Male	731 (49.7)	460 (52.7)	1,191 (50.8)
Female	737 (50.1)	412 (47.2)	1,149 (49.0)
Nonbinary and Other	2 (0.1)	0 (0.0)	2 (0.1)
Prefer not to say	1 (0.1)	1 (0.1)	2 (0.1)
Education	n (%)	n (%)	n (%)
High school or below	455 (30.9)	255 (29.2)	710 (30.3)
Vocational/trade qualification	395 (26.9)	212 (24.3)	607 (25.9)
Undergraduate degree	426 (29.0)	259 (29.7)	685 (29.2)
Postgraduate degree	195 (13.3)	147 (16.8)	342 (14.6)
Birth country	n (%)	n (%)	n (%)
Australia or New Zealand	1,121 (76.2)	627 (71.8)	1,748 (74.6)
Other English-speaking country	177 (12.0)	119 (13.6)	296 (12.6)
Non-English-speaking country	165 (11.2)	123 (14.1)	288 (12.3)
Prefer not to say	8 (0.5)	4 (0.5)	12 (0.5)
Cultural background*	n (%)	n (%)	n (%)

	Australia n = 1,471	New Zealand n = 873	Total n = 2,344
Australian	728 (49.5)	7 (0.8)	735 (31.4)
New Zealand European	8 (0.5)	537 (61.5)	545 (23.3)
Aboriginal and/or Torres Strait Islander	85 (5.8)	0 (0.0)	85 (3.6)
Māori	1 (0.1)	251 (28.8)	252 (10.8)
Pacific Islander	0 (0.0)	61 (7.0)	61 (2.6)
European	746 (50.7)	22 (2.5)	768 (32.8)
Asian	170 (11.6)	135 (15.5)	305 (13.0)
African and Middle Eastern	2 (0.1)	2 (0.2)	4 (0.2)
People of the Americas	5 (0.3)	5 (0.6)	10 (0.4)
Prefer not to say	14 (1.0)	7 (0.8)	21 (0.9)
European/non- European background	n (%)	n (%)	n (%)
AU/NZ and/or European background	1,255 (85.3)	564 (64.6)	1,819 (77.6)
No AU/NZ or European background	202 (13.7)	302 (34.6)	504 (21.5)
Prefer not to say	14 (1.0)	7 (0.8)	21 (0.9)
Household composition	n (%)	n (%)	n (%)
Children < 15 years in household	386 (26.2)	281 (32.2)	667 (28.5)
No children < 15 years in household	1,085 (73.8)	592 (67.8)	1677 (71.5)

	Australia n = 1,471	New Zealand n = 873	Total n = 2,344
Equivalised annual household income tiers[#]	n (%)	n (%)	n (%)
Low income ($\leq$ \$41,599)	517 (35.1)	306 (35.1)	823 (35.1)
Middle income (\$41,600–\$77,999)	445 (30.3)	284 (32.5)	729 (31.1)
High income ($\geq$ \$78,000)	410 (27.9)	206 (23.6)	616 (26.3)
Prefer not to say	99 (6.7)	77 (8.8)	176 (7.5)
Shopper status	n (%)	n (%)	n (%)
Does the majority of food shopping	1,034 (70.3)	551 (63.1)	1,585 (67.6)
Shares the food shopping	396 (26.9)	288 (33.0)	684 (29.2)
Someone else does the majority of food shopping	41 (2.8)	34 (3.9)	75 (3.2)
Food industry experience	n (%)	n (%)	n (%)
Has experience in the food industry	470 (32.0)	339 (38.8)	809 (34.5)
Has no experience in the food industry	1,001 (68.0)	534 (61.2)	1,535 (65.5)
Meal preparation involvement	n (%)	n (%)	n (%)
Does the majority of meal preparation/cooking	961 (65.3)	528 (60.5)	1,489 (63.5)
Shares the meal preparation/cooking	396 (26.9)	271 (31.0)	667 (28.5)
Someone else does the majority of meal preparation/cooking	114 (7.8)	74 (8.5)	188 (8.0)

* 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 = 1,471)

	n (%)
Australian state or territory	
New South Wales	451 (30.7)
Victoria	339 (23.0)
Queensland	313 (21.3)
South Australia	155 (10.5)
Western Australia	135 (9.2)
Tasmania	27 (1.8)
Northern Territory	11 (0.7)
Australian Capital Territory	40 (2.7)
Metro or regional location	
Metro Australia	968 (65.8)
Regional Australia	503 (34.2)

Table 3: Regional location of New Zealand respondents (n = 873)

	n (%)
New Zealand regions	
Northland Region	23 (2.6)

	n (%)
Auckland Region	336 (38.5)
Bay of Plenty Region	40 (4.6)
Waikato	74 (8.5)
Gisborne District	9 (1.0)
Hawke's Bay Region	30 (3.4)
Taranaki	20 (2.3)
Manawatu-Wanganui	48 (5.5)
Wellington Region	117 (13.4)
Tasman District	0 (0.0)
Nelson	10 (1.2)
Marlborough Region	5 (0.6)
Canterbury	113 (12.9)
West Coast	4 (0.5)
Otago	36 (4.1)
Southland	8 (0.9)

Appendix A

2026 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 15 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.

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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? • 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]
3	Demographics (Core)	Postcode	What is the postcode of your main place of residence? • [Four-digit free text]
4	Demographics (Core)	Education	What is the highest level of formal education you have completed ? • High school or below • Vocational/trade qualification • Undergraduate degree • Postgraduate degree [Single response option]
5a	Demographics (Core)	Cultural Background	[Show only to people residing in Australia] How would you describe your cultural background ? (Please select all that apply) • Aboriginal and/or Torres Strait Islander • English • Irish

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			▪ Scottish ▪ Chinese ▪ Italian ▪ German ▪ Indian ▪ Greek ▪ Dutch ▪ Australian ▪ Other (please specify): [FREE TEXT] ▪ Prefer not to say [EXCLUSIVE] Examples of 'Other (please specify)' are: Spanish, Vietnamese, Hmong, Welsh, Kurdish, Lebanese. [Multiple responses possible]
5b	Demographics (Core)	Cultural Background	[Show only to people residing in New Zealand] How would you describe your cultural background? (Please select all that apply) ▪ New Zealand European ▪ Māori ▪ Pacific Islander ▪ Chinese ▪ Indian ▪ Other (please specify): [FREE TEXT] ▪ Prefer not to say [EXCLUSIVE] Examples of 'Other (please specify)' are: Filipino, Korean, Dutch, Australian, and Middle Eastern. [Multiple responses possible]
6	Demographics (Core)	Number and Ages of People in Household	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. • Adults (18+) [Enter number] • Children aged 0 to 4 years [Enter number] • Children aged 5 to 14 years [Enter number] • Adolescents aged 15 to 17 years [Default: 0]
7	Demographics (Core)	Household Income	Which one of the following categories best describes your household's total annual income (before tax)? Please include the income of everyone in your household. If you don't know the exact amount, then please take your best guess. • Under \$25,000 • \$25,000 - \$35,000

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			• \$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
			[Single response option]

[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	How much do you personally trust the following 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. • The school system • The legal system • The media • The Federal Government (Federal in AUS only) • The police • The health system

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			Scientists [Matrix: 7 point scale for each organisation/institution where 1= "Not at all", 7= "Completely"]
9	Trust and Confidence (Core)	Confidence in Food Supply	How confident are you that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat? [1 = "Not at all confident", 7 = "Completely confident"]
10	Trust and Confidence (Core)	Trust in Food Supply Chains	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? - 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 [Matrix: 1 = "Do not trust at all", 7 = "Trust completely"]
11	Trust and Confidence (Core)	FSANZ Awareness	How much, if anything, do you know about Food Standards Australia New Zealand, also known as FSANZ? - 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 [Single response option]
12	Trust and Confidence (Core)	Trust in FSANZ	Only asked to people who have heard of FSANZ and know something about what it does How much do you agree or disagree with the following statements: (In these statements, FSANZ means Food Standards Australia New Zealand) - 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. [Matrix: 1 = 'Strongly disagree' – 7 = 'Strongly agree']

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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	<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) • 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 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] [Rank up to 3; randomise order of responses, except 'Other', 'It depends on the food' and 'None of the above']
14	Health and Dietary Behaviours (Core)	Dietary Influences	Do any of the following currently affect the food choices you make for you or your household? Please select all that apply. ▪ 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

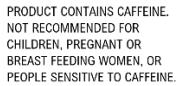
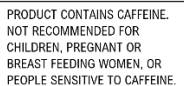
#	Module	Variable [Variable Name]	Question, Response Options [Code]
			- Looking to lose weight and/or maintain a healthy weight - Vegetarian or vegan - Religious beliefs that affect food choices - Training or sport that affects food choices - Cost of living pressures - Other things about you or your household that affect food choices (Please specify) [FREE TEXT] - None of the above. [EXCLUSIVE] [Multiple responses possible, randomise response order except for 'Other' and 'None of the above'.]
15	Health and Dietary Behaviours (Core)	Health Consciousness	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"]

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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]
16	Food Labelling (Core)	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 following labelling information when deciding what to buy?  Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, protein, sodium, or fat)  Ingredients list Contains: egg, almond, milk, wheat, gluten, sesame. May be present: peanut. Allergen information  Health Star Rating

#	Module	Variable [Variable Name]	Question, Response Options [Code]
17	Food Labelling (Core)	Trust in labelling elements	 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 [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?
			 Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, protein, sodium, or fat)  Ingredients list - Contains: egg, almond, milk, wheat, gluten, sesame. May be present: peanut. Allergen information  Health Star Rating  Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children')

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			 - 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 [Matrix: 1-7 scale, where 1 = 'Cannot trust at all' and 7 = 'Can trust completely']
18	Food Labelling (Core)	Ability to use food labelling	How confident are you in your ability to make informed choices about foods from the information on food labels? [1-7 scale, where 1 = "Not at all confident" and 7 = "Completely confident"]
19	Food Labelling (Core)	Difficulties with labelling	[Ask those who answered 1-4 in LabelAbility] What makes it difficult to use food labelling to make informed choices about foods? (Please select all that apply) - I often don't understand what the information on food labels means - 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] [Multiple response options, randomise order except 'Other' and 'Can't say/don't know'.]
20	Food Labelling (Core)	Difficulties with labelling – understanding	[Ask those who selected LABELDIFF_1 (I often don't understand what the information on food labels means)] What information on the label do you find difficult to understand, and why? [Open text verbatim response]
21	Food Labelling (Core)	Ingredients Elements	[Ask people who answered 4 or above to LabelImport_2 (i.e. importance of the Ingredients List in decision-making)]

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			When using the ingredients list which parts do you look for? when buying products for the first time? (Please select all that apply)  • 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 • Types or sources of sugar (e.g. refined sugars vs fruit or honey) • Performance enhancing ingredients (e.g. caffeine, amino acids, l-carnitine) • Type or sources of fats (e.g. animal fats vs plant fats) • Other (Please specify) [FREE TEXT] • Don't know/can't say [EXCLUSIVE] • N/A I don't use the ingredients list [Randomise order except 'Other' and 'Don't know/can't say']

[Timestamp]

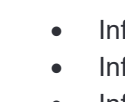
Section 5: Online shopping

#	Module	Variable [Variable Name]	Question, Response Options [Code]
22	Supplementary	Online food shopping	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) • Meals/drinks from a restaurant or take-away (e.g. ubereats, doordash etc) [Aus only], (e.g. uberats, delivereasy, doordash etc) [NZ only]

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			• 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
23	Supplementary	Online food shopping	[If yes to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5] How often did you order [answer from online_shop above] online or using a mobile app in the past 30 days? - Only once - Two or three times - Once a week - A few times a week - Every day - Don't know
24	Supplementary	Online food shopping	[If yes to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5] 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) • 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]

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			[Randomise order, except for 'Other']
			[If no to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5]]
25	Supplementary	Online food shopping	What are the main reasons you have not ordered groceries or alcohol online in the past 30 days? (Please select all that apply) • Worse prices of products/availability of discounts compared to physical stores • I have no or limited internet access • Worse product availability/variety compared to physical stores • Additional fees (e.g., for delivery) • Limited product information available online (e.g., nutrition information, allergens, best before dates). • I don't trust the product information available online (e.g., nutrition information, allergens, best before dates). • I don't trust the store to select high-quality products • I don't want to learn a new method/system for shopping • Habit or preference • Other [Free text]
			(Randomise order of responses except for 'other')
			[If yes to [online_shop_2] And/or [online_shop_3]] and/or [online_shop_4] and/or [online_shop_5]]
26	Supplementary	Online food shopping	What kind of information do you typically look for when shopping for groceries online? (Select all that apply) • 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] [Randomise order, except for 'Other' and 'I don't look for nutrition information']

#	Module	Variable [Variable Name]	Question, Response Options [Code]																				
27	Supplementary	Online food shopping	[Only show to those who said they typically look for the [Nutrition Information Panel] in [online_info]] How easy or hard is it to access the <u>Nutrition Information Panel</u>, when shopping for groceries online? <table><tr><th colspan="2">NUTRITION INFORMATION</th></tr><tr><td colspan="2">Serving size: 402g</td></tr><tr><td></td><td>Average Quantity per Serving</td></tr><tr><td>ENERGY</td><td>4800kJ (1150kcal)</td></tr><tr><td>PROTEIN</td><td>44.0g</td></tr><tr><td>FAT, TOTAL</td><td>63.0g</td></tr><tr><td>- SATURATED</td><td>26.0g</td></tr><tr><td>CARBOHYDRATE</td><td>91.5g</td></tr><tr><td>- SUGARS</td><td>21.0g</td></tr><tr><td>SODIUM</td><td>3070mg</td></tr></table> • Very easy • Somewhat easy • Neutral • Somewhat difficult • Very difficult	NUTRITION INFORMATION		Serving size: 402g			Average Quantity per Serving	ENERGY	4800kJ (1150kcal)	PROTEIN	44.0g	FAT, TOTAL	63.0g	- SATURATED	26.0g	CARBOHYDRATE	91.5g	- SUGARS	21.0g	SODIUM	3070mg
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28	Supplementary	Online food shopping	[Only show to those who said they typically look for [allergen information] in [online_info]] How easy or hard is it to access <u>allergen information</u> when shopping for groceries online? Contains: egg, almond, milk, wheat, gluten, sesame. May be present: peanut. • Very easy • Somewhat easy • Neutral • Somewhat difficult • Very difficult																				
29	Supplementary	Online food shopping	[Only show to those who said they typically look for [ingredients lists] in [online_info]] How easy or hard is it to access the <u>ingredients lists</u> when shopping for groceries online? <table><tr><td>INGREDIENTS: ENRICHED WHEAT FLOUR, SUGAR, GLUCOSE FRUCTOSE, DARK CHOCOLATE SWIRL, CHOCOLATE FLAVOUR, SUGAR, BUTTERFLY, COCOA BUTTER, MILK, INGREDIENTS: SOYBEAN LECITHIN, NATURAL FLAVOUR, UNREFINED COCOA, COCOA, CHOCOLATE FLAVOUR, BUTTERFLY, COCOA BUTTER, MILK, INGREDIENTS: SOYBEAN LECITHIN, SALT, ARTIFICIAL FLAVOURS, MODIFIED PALM OIL, COCOA POWDER, CARAMEL, VANILLA, VANILLA OIL, SUGAR, WHEAT, BEANS, SUGAR, VANILLA FLAVOUR, SALT, BUTTER, POWDER, SOYBEAN LECITHIN, NATURAL AND ARTIFICIAL FLAVOURS.</td></tr></table> • Very easy • Somewhat easy • Neutral • Somewhat difficult • Very difficult	INGREDIENTS: ENRICHED WHEAT FLOUR, SUGAR, GLUCOSE FRUCTOSE, DARK CHOCOLATE SWIRL, CHOCOLATE FLAVOUR, SUGAR, BUTTERFLY, COCOA BUTTER, MILK, INGREDIENTS: SOYBEAN LECITHIN, NATURAL FLAVOUR, UNREFINED COCOA, COCOA, CHOCOLATE FLAVOUR, BUTTERFLY, COCOA BUTTER, MILK, INGREDIENTS: SOYBEAN LECITHIN, SALT, ARTIFICIAL FLAVOURS, MODIFIED PALM OIL, COCOA POWDER, CARAMEL, VANILLA, VANILLA OIL, SUGAR, WHEAT, BEANS, SUGAR, VANILLA FLAVOUR, SALT, BUTTER, POWDER, SOYBEAN LECITHIN, NATURAL AND ARTIFICIAL FLAVOURS.																			
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30	Supplementary	Online food shopping	[Only show to those who said they typically look for the [Health Star Rating] in online_info]] How easy or hard is it to access the <u>Health Star Rating</u> when shopping for groceries online? <table><tr><td>HEALTH STAR RATING</td></tr><tr><td>4</td></tr></table>	HEALTH STAR RATING	4																		
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4																							

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			• Very easy • Somewhat easy • Neutral • Somewhat difficult • Very difficult
			[Ask only to those who answered 'Somewhat' or 'Very' difficult to [online_info_nip]] Why do you find it difficult to access the <u>Nutrition Information Panel</u> when shopping for groceries online? (Please select all that apply) 31 Supplementary Online food shopping  • 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) • Other [free text] (Randomise order of responses except for 'other')
			[Ask only to those who answered 'Somewhat' or 'Very' difficult to [online_info_allergen]] Why do you find it difficult to access <u>allergen information</u> when shopping for groceries online? (Please select all that apply) Contains: egg, almond, milk, wheat, gluten, sesame. May be present: peanut. 32 Supplementary Online food shopping  • 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) • Other [free text] (Randomise order of responses except for 'other')
			[Ask only to those who answered 'Somewhat' or 'Very' difficult to [online_info_ingredients]] Why do you find it difficult to access the <u>ingredients lists</u> when shopping for groceries online? (Please select all that apply) 33 Supplementary Online food shopping  • Information is not consistently available • Information is not legible (e.g. only on a blurry image)

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			- Information shown does not match the product (i.e. there is an inconsistency between the text and what is shown on the product image) - Other [free text] (Randomise order of responses except for 'other')
			[Ask only to those who answered 'Somewhat' or 'Very' difficult to [online_info_hsr]] Why do you find it difficult to access the <u>Health Star Rating</u> when shopping for groceries online? (Please select all that apply)
34	Supplementary	Online food shopping	 - 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) - Other [free text] (Randomise order of responses except for 'other')
			[Ask only to those who answered 'Somewhat' or 'Very' difficult to [online_info_nip], [online_info_ingredients], [online_info_allergen], or [online_info_hsr]] How has difficulty in accessing nutrition information (e.g., Nutrition Information Panels, ingredients list, allergen information, the Health Star Rating), impacted you when shopping online, if at all? (Please select all that apply)
35	Supplementary	Online food shopping	- I have purchased a product I later realised I could not eat - I have avoided buying products because I was not confident they were suitable - I have spent extra time searching for nutrition information elsewhere - I have spent more money choosing a safer or more familiar product - I have felt frustrated or stressed that I couldn't use nutrition information when shopping online - Other [free text] - It has not impacted me (mutually exclusive) (Randomise order of responses except for 'other' and 'it has not impacted me')

Section 6: QR code questions

The next section asks about your use of QR codes or website address/link on a food or drink label. Not those found on restaurant and fast-food menus or pre-prepared takeaway food.

#	Module	Variable	Question, Response Options
36	Supplementary	qr	Have you ever seen a QR code or website address/link on a food or drink label?  • Yes • No Don't know/not sure
37	Supplementary	qr_freq	[follow-up question for those who selected 'Yes' to qr] When you have seen a QR code or website address/link on a food or drink label, how often have you used this to access more information about the food or drink? • Never • Rarely • Sometimes • Often • Always
38	Supplementary	qr_info	[follow-up question for those who selected 'Rarely', 'Sometimes', 'Often' or 'Always' to qr_freq] What information, if any, were you looking for when you used a QR code or website address/link on a food or drink label? (Please select all that apply) • Precautionary allergen information (e.g., "may contain traces of...") • Nutrition information I can use with a food tracking/nutrition app • More information explaining nutrition or health claims • Country of origin or where the food was made • How to prepare, use, or store the food (e.g. recipes, instructions) • Environmental information (e.g. sustainability practices, carbon footprint) • Ethical information (e.g. fair-trade, free-range) • Other information about the company/brand • Product safety or recall information

#	Module	Variable	Question, Response Options
			- I wasn't looking for any specific type of information (exclusive) - Other (free text) - Don't know / can't remember (exclusive) (Randomise order of responses except for 'other' and 'Don't know/can't remember')
39	Supplementary	qr_reasons_not	[follow-up question for those who selected 'Never', 'Rarely', 'Sometimes' or 'Often' to qr_freq] What are the reasons you have chosen not to use a QR code or website address/link that was on a food or drink label? (Please select all that apply) - I did not have time to look at more information online - I did not feel the need to look at more information online - I did not know what these are/how to use them - I did not have internet access - Other (free text) (Randomise order of responses except for 'other')

Section 7: 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]
40	Food safety knowledge and concerns (Core)	Responsibility for Cooking	Which of these statements best describes who is responsible for preparing and cooking meals in your household? - 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
41	Food safety knowledge and concerns	Recalls	Do you remember hearing about any food being recalled in the past 12 months? (A food recall is

#	Module	Variable [Variable Name]	Question, Response Options [Code]
	(Core)		when an unsafe food product is removed from distribution, sale, and consumption) • Yes • No • Can't say/don't know
42	Food safety knowledge and concerns (Core)	Food Safety Issues	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 • 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] [Rank up to three, randomise order of responses except for Other and None of the above]
43	Food safety knowledge and concerns (Core)	Food risk perceptions	In your opinion, how risky are the following foods to eat if not stored, prepared, and/or cooked correctly at home? ▪ 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;

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			Fruits, including berries and melons; [Response options: High risk, medium risk, low risk, don't know] Please randomise order of questions
44		food_poison_home	How common do you think it is for people to get food poisoning because the way food is prepared at <u>home</u> ? ☐ Very common ☐ Somewhat common ☐ Not very common
45		food_poison_restaurants	How common do you think it is for people to get food poisoning because the way food is prepared at <u>restaurants</u> ? ☐ Very common ☐ Somewhat common ☐ Not very common
46		cook_raw_chicken	How often do you <u>cook</u> raw chicken at home? ☐ Never ☐ Less than once a month ☐ 1 – 3 times a month ☐ Once a week ☐ 2 - 3 times a week ☐ 4 – 6 times a week ☐ Everyday
47		wash_raw_chicken	(Do not ask if selected to 'never' to {cook_raw_chicken}) When preparing raw chicken, do you usually wash it before cooking? ☐ Always ☐ Most of the time ☐ Sometimes ☐ Rarely ☐ Never
48		chicken_cooked	(Do not ask if selected to 'never' to {cook_raw_chicken})

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			How do you usually check that chicken is properly cooked? (select all that apply) ☐ Cut to check if meat is still pink or juices are clear ☐ Use a food thermometer ☐ Cook for a set time ☐ See if the chicken is visibly cooked from the outside ☐ I don't have a specific method to check ☐ Can't say/don't know
49		undercooked_chicken	Do you believe undercooked chicken can cause food poisoning even if it looks cooked on the outside? ☐ Yes ☐ No ☐ Can't say/don't know
50		foodsafety_new	[Ask those who answered "I do the majority..." or "I share the preparing..." to [CookMeals]] - After preparing/handling raw meat (e.g. red meat, chicken or seafood), do you: ☐ Wash your hands thoroughly with soap and water ☐ Wash chopping board/surface with hot soapy water before using it again ☐ Wash knife/utensils with hot soapy water before using it again ☐ Use separate knife/utensils ☐ Use separate chopping board/surface ☐ N/A – I don't prepare raw meat (if selected for any then do not ask for any of the other questions) ☐ Always ☐ Most of the time ☐ Sometimes ☐ Rarely ☐ Never
51		gastro	In the past 30 days, have you experienced vomiting or diarrhoea that you thought might be food poisoning? ☐ Yes ☐ No

#	Module	Variable [Variable Name]	Question, Response Options [Code]
			☐ Can't say/don't know
52		gastro_medical	[Ask to those who answered 'Yes' to question {gastro}] Did you see a medical professional for advice or testing? ☐ Yes ☐ No

Section 8: Demographics Part B

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

#	Module	Variable [Variable Name]	Question, Response Options [Code]
53	Demographics (Core)	Country of Birth	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.) • 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 [Single response option]
54	Demographics (Core)	Language	Do you speak a language other than English at home? • No – English only • Yes – Other [Single response option]
55	Demographics (Core)	Main household shopper	How much of the food shopping do you have responsibility for in your household? • I do all or the majority of the food shopping for my household • I share the food shopping with someone else • Someone else does all or the majority of food shopping for my household [Single response option]
56	Demographics (Core)	Food Industry Experience	Do you, or have you ever, worked in any of the following food related sectors? (Please select all that apply). • Food primary production (e.g. farming)

#	Module	Variable [Variable Name]	Question, Response Options [Code]
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- 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 [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.