

Soup questionnaire

Gender: _____ Age: _____

Male	Female
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How often do you use soup products?

Once a month or less	Once a week	Two or three times a week	daily
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What brand of soup do you usually buy?

Knorr	SPAR	Rite	Pick 'n Pay	Woolworths	Other, Please specify:
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What factors do you consider when making a choice (check all appropriate boxes):

<input type="checkbox"/>	Price
<input type="checkbox"/>	Availability
<input type="checkbox"/>	Nutritional Value
<input type="checkbox"/>	Specific Trusted Brand
<input type="checkbox"/>	Other, Specify:

What ingredients do you try to avoid when buying soup products:

How well do you understand what the different ingredients are (check one please)?

<input type="checkbox"/>	I understand the information completely and find it useful.
<input type="checkbox"/>	I mostly understand and use the information often.
<input type="checkbox"/>	I partially understand and use the information occasionally
<input type="checkbox"/>	I hardly understand and rarely use the information.
<input type="checkbox"/>	I don't understand at all and never look at the information.

Do you consider the energy value of the product?

Yes	No
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Comment:

Do you think that the nutritional values are represented on products in a way that you find understandable and useful?

Yes	No
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How can the nutritional information be represented better? (Tick all appropriate boxes)

<input type="checkbox"/>	Larger, more legible fonts
<input type="checkbox"/>	Less scientific jargon
<input type="checkbox"/>	Warnings for dangerous or unhealthy ingredients
<input type="checkbox"/>	More visible placing for nutritional information
<input type="checkbox"/>	Others, Specify:

Do you recognise the following common ingredients and know what they are (tick all appropriate boxes):

<input type="checkbox"/>	MSG
<input type="checkbox"/>	TBHQ
<input type="checkbox"/>	Silicon Dioxide
<input type="checkbox"/>	Maltodextrin
<input type="checkbox"/>	Xanthum Gum

Based on your current knowledge and without searching, rate the following ingredients according to how healthy you think they are (1–5, 1=very unhealthy, 5=very healthy):

Ingredient	Rating (1–5)
MSG	
TBHQ	
Silicon Dioxide	
Maltodextrin	
Gluten	
Palm fruit vegetable oil	
Beta-Carotene	

Thank you for your participation in this survey.