

Survey: Tomato sauce / Tomato ketchup

Gender: M F

Age: _____

1. Do you eat tomato sauce or ketchup? Yes No Sometimes

2. If no, why not?

I'm allergic I don't like tomato sauce or ketchup

I don't like tomatoes I feel it's unhealthy

3. If yes, what type of brand tomato sauce/ketchup do you consume?

All Gold Heinz All Joy Wellington's Tomato Sauce

Wimpy's Tomato Sauce Woolworth's Organic Tomato Sauce

4. Please state the reason(s) why you use that specific brand:

It's cheap It's healthy It has more nutritional value

You're loyal to your brand It's delicious

5. How often do you consume tomato sauce/ketchup?

Everyday 4-6 days a week 2-3 days a week

Once a week Never

6. Do the different types of tomato sauce/ketchup influence your choice of brand?

Yes No

7. Do you choose your tomato sauce/ketchup according to:

Taste Brand Price

Nutritional value Ingredients

8. Do you read the nutritional information and ingredients on the label of the tomato sauce/ketchup?

Yes No Sometimes

9. If yes, why do you read the nutritional info or the labels?

To eat according to your diet You're bored You find it interesting

You have allergens and you need to know the information

10. If no, why don't you read the information?

You're not interested You don't know what it means or understand it

11. Do you care what is written on the label?

Yes No Sometimes

12. Do you understand all the information on the tomato sauce/ketchup label?

Yes No

13. Do you allow your child(ren) to eat tomato sauce/ketchup?

Yes No Sometimes

14. Do you assess the nutritional value of something being greater than the monetary cost?

Yes No

15. Do you ever abide by the recommended daily allowance indicated on the food packaging?

Yes No Sometimes

16. Do you usually consider buying an organic form of food?

Yes No Sometimes

17. If you were made aware that your favourite tomato sauce/ketchup has harmful preservatives, would you still consume it?

Yes No

18. If yes, please give a reason:

Thank you for your participation in this survey.