

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2013-14, 20 November 2013

Question: E13-226

OUTCOME: 1 – Population Health

Topic: Front-of-Package Labelling

Type of Question: Hansard Page 41, 20 November 2013

Senator: McKenzie

Question:

- a) Could you provide a bit of a breakdown of the participants of the focus groups?
- b) Could you also provide the number of people we actually spoke to in the research? I know we went to the qualitative side, but I would appreciate the quantitative side as well.

Answer:

Hall & Partners | Open Mind was contracted to conduct qualitative and quantitative consumer market research testing in late 2012 and early 2013. Copies of the consumer research reports are available at:

<http://www.health.gov.au/internet/main/publishing.nsf/Content/foodsecretariat-front-of-pack-labelling-1>

- a) The qualitative phase consisted of group discussions, accompanied shopping trips and an online discussion board. The sample frame used for this research activity is detailed within the tables below.

15 x 90 minute group discussions

| # | Location | Gender | Segment | MGB | Age / Lifestyle | Diet Cons | Literacy / numeracy | Purchase Loyalty |
|---|-------------------|--------|---------|-----|-----------------------|-----------|---------------------|------------------|
| 1 | Melbourne | F | Gen Pop | Yes | Young single / couple | Yes | Med / high | Mix |
| 2 | Melbourne | F | Gen Pop | Yes | Older | No | Med / high | Mix |
| 3 | Gladstone | F | Gen Pop | Yes | Young family | No | Med / high | Mix |
| 4 | Gladstone | M | Gen Pop | Yes | Young single / couple | No | Low | Mix |
| 5 | Gladstone | F | Gen Pop | Yes | Older | No | Med / high | Mix |
| 6 | Parramatta (Syd) | M | Gen Pop | No | Older | Yes | Low | N/A |
| 7 | Parramatta (Syd) | F | Gen Pop | Yes | Young single / couple | No | Med / high | Mix |
| 8 | St Leonards (Syd) | F | Gen Pop | No | Young family | No | Med / high | N/A |
| 9 | St Leonards (Syd) | F | Gen Pop | Yes | Young family | Yes | Med / high | Mix |

| | | | | | | | | |
|----|------------|---|------------|-----|-----------------------|-----|------------|-----|
| 10 | Launceston | F | Gen Pop | Yes | Young single / couple | No | Low | Mix |
| 11 | Launceston | M | Gen Pop | Yes | Young family | Yes | Low | Mix |
| 12 | Launceston | F | Gen Pop | No | Older | No | Med / high | N/A |
| 13 | Werribee | M | Indigenous | No | Young family | No | Low | N/A |
| 14 | Geelong | F | Indigenous | Yes | Young family | No | Low | Mix |
| 15 | Geelong | F | Indigenous | Yes | Older | No | Med / high | Mix |

5 x 1 hour accompanied shops at the consumer's local supermarket

| # | Location | Gender | Segment | MGB | Age / Lifestage | Diet Cons | Literacy / numeracy | Purchase Loyalty |
|---|-----------|--------|------------|-----|-------------------------|-----------|---------------------|------------------|
| 1 | Sydney | F | Gen Pop | Yes | Older / couple / single | No | Med / high | Mix |
| 2 | Sydney | M | Gen Pop | Yes | Young family | No | Low | |
| 3 | Melbourne | F | CALD | No | Young family | Yes | Med / high | N/A |
| 4 | Geelong | F | Indigenous | Yes | Young family | Yes | Low | Mix |
| 5 | Geelong | M | Indigenous | No | Young single / couple | No | Med / high | N/A |

Online discussion board: running for 4 days with new questions posted each day

| # | Location | Gender | Segment | MGB | Age / Lifestage | Diet Cons | Literacy / numeracy | Purchase Loyalty |
|----|---|--------|---------|-----|-----------------------|-----------|---------------------|------------------|
| 1 | States not included in face-to-face fieldwork (WA, SA, NT, QLD) | F | Gen Pop | Yes | Young single / couple | Yes | Med / high | Mix |
| 2 | | F | Gen Pop | Yes | Young family | No | Med / high | |
| 3 | | F | Gen Pop | Yes | Older couple / single | No | Low | |
| 4 | | F | Gen Pop | Yes | Young single / couple | No | Low | |
| 5 | | F | Gen Pop | Yes | Young family | Yes | Med / high | |
| 6 | | F | Gen Pop | Yes | Older couple / single | No | Med / high | |
| 7 | | F | Gen Pop | Yes | Young single / couple | No | Med / high | |
| 8 | | M | Gen Pop | Yes | Young family | No | Low | |
| 9 | | M | Gen Pop | Yes | Older couple / single | Yes | Med / high | |
| 10 | | M | Gen Pop | Yes | Young single / couple | Yes | Low | |
| 11 | | F | Gen Pop | No | Young family | No | Med / high | N/A |
| 12 | | F | Gen Pop | No | Older couple / single | No | Med / high | |
| 13 | | M | Gen Pop | No | Young single / couple | No | Med / high | |
| 14 | | M | Gen Pop | No | Young family | Yes | Low | |
| 15 | | F | Gen Pop | Yes | Young family | No | Low | Mix |
| 16 | | F | Gen Pop | Yes | Older couple / single | No | Med / high | |
| 17 | | M | CALD | No | Young family | Yes | Med / high | N/A |
| 18 | | F | CALD | Yes | Young family | Yes | Low | Mix |
| 19 | | F | CALD | No | Young single / couple | No | Low | N/A |
| 20 | | M | CALD | No | Young family | No | Med / high | |

- b) Quantitative fieldwork comprised a 25 minute online survey was conducted amongst a sample of n=1,086 respondents, randomly invited from an online access panel. A demographic breakdown of the sample is provided below.

| Characteristic | % |
|--------------------------------------|----|
| Gender | |
| Male | 43 |
| Female | 57 |
| Age | |
| 18-24 years | 13 |
| 25-29 years | 8 |
| 30-34 years | 9 |
| 35-44 years | 17 |
| 45-54 years | 18 |
| 55-64 years | 17 |
| 65-75 years | 11 |
| 75+ years | 8 |
| State/Territory of residence | |
| NSW | 30 |
| Victoria | 27 |
| Queensland | 18 |
| Western Australia | 10 |
| South Australia | 11 |
| Tasmania | 3 |
| ACT | 1 |
| Northern Territory | 1 |
| Area of residence | |
| Capital city | 57 |
| Regional centre | 25 |
| Country town | 12 |
| Rural or remote locality | 6 |
| Highest level educational attainment | |
| Year 9 or below | 4 |
| Year 10 or 11 | 14 |
| Year 12 or high school equivalent | 18 |
| TAFE certificate or diploma | 35 |
| Bachelors degree | 16 |
| Postgraduate qualification | 9 |
| Don't know/prefer not to say | 1 |
| Current situation | |
| Working full-time | 29 |
| Working part-time | 21 |
| Home duties | 11 |
| Retired | 23 |
| Student | 6 |
| Not in the workforce | 8 |
| Other | 2 |
| Working Industry | |
| Agriculture, forestry and fishing | 3 |
| Manufacturing | 4 |
| Electricity, gas and water supply | 1 |

| Characteristic | % |
|---|----|
| Construction | 6 |
| Accommodation, cafes and restaurants | 2 |
| Transport and storage | 5 |
| Government | 8 |
| Education | 10 |
| Health and community services | 14 |
| Mining | 2 |
| Other | 41 |
| Don't know/prefer not to say | 5 |
| Household Description | 14 |
| Young single or couple (no children) | 9 |
| Young family (oldest child under 6 years) | 11 |
| Middle family (oldest child 6-15 years) | 21 |
| Mature family (oldest child over 15 years) | 37 |
| Mature single or couple | 7 |
| Other (Please Specify) | 2 |
| Don't know/prefer not to say | |
| Origin Aboriginal or Torres Strait Islander | |
| Yes | 2 |
| No | 97 |
| Don't know/prefer not to say | 1 |
| Annual Personal Income | 25 |
| Up to \$20,000 | 19 |
| \$20,001 to \$35,000 | 14 |
| \$35,001 to \$50,000 | 13 |
| \$50,001 to \$75,000 | 9 |
| \$75,001 to \$100,000 | 3 |
| \$100,001 to \$150,000 | 1 |
| \$150,001 to \$200,000 | 0 |
| More than \$200,000 | 17 |
| Annual Household Income | |
| Up to \$20,000 | 7 |
| \$20,001 to \$35,000 | 14 |
| \$35,001 to \$50,000 | 13 |
| \$50,001 to \$75,000 | 17 |
| \$75,001 to \$100,000 | 15 |
| \$100,001 to \$150,000 | 11 |
| \$150,001 to \$200,000 | 4 |
| More than \$200,000 | 2 |
| Don't know/ prefer not to say | 17 |