

## QUANTITATIVE RESEARCH - OUTLINE METHODOLOGY

- Quantitative research will involve hall-based interviews around 25 minutes in length. Four signpost concepts will be tested together with stimulus material without a signpost. A total of 2,600 interviews will be conducted (including an additional 100 interviews as part of an ethnic minority boost).
- A representative sample of adults aged 16-70 who have either sole or joint responsibility for household grocery shopping will be targeted, at locations across the UK.
- Visual stimuli will consist of life-sized photographed images of real products available in retail outlets. Boards will be double sided, and will show the front of pack on one side, and the back/side of pack (containing the nutrition panel) on the other. Three products from each of the following categories will be included: breakfast cereals/cereal bars, traditional ready meals, ethnic ready meals, meal components (e.g. pizza/burger), and treats (crisps/cake).
- The research will explore use and understanding of each of the front of pack signposting concepts.
- Interviewees will be shown products in isolation and asked to determine whether the product is high, medium or low in two of either fat, saturated fat, salt or sugar. The answers, “don’t know”, “can’t tell” etc will also be recorded. The interviewee’s response will be timed.
- Interviewees will be shown pairs of products from the same category and asked whether there is a difference in the levels of two of either fat, saturated fat, salt or sugar; and if so which is higher. The answers, “don’t know”, “can’t tell” etc. will also be recorded. The interviewee’s response will be timed.
- The Interviewer will record whether Nutrition Panel on back of pack is referred to at various points throughout the interview.
- The order in which interviewees are shown the signposting concepts, and the product category on which each concept appears will be fully rotated to eliminate any potential bias.
- All interviewees will be asked which of the formats they like most and least with reasons for their choice. Interviewees will be asked to consider a number of statements about each format, relating to ease of use, visibility on pack, helpfulness in making healthy choices, how useful they would find signposting front of pack nutrient information; and which product categories of those they have been shown they regularly purchase.
- All interviewees will be asked to rate how important the levels of key nutrients are to them when making decisions about whether a product is a healthier or less healthy choice. Demographic information will be collected for all interviewees including details of food preferences (i.e. vegetarian, special diets for medical reasons, concerns over particular nutrients in the diet) and whether they currently use the nutrition labelling found on back of pack.