



Australian Government
Department of Industry,
Innovation and Science

Industry



Online survey results (non-representative sample)

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Online Survey Results

General comments

This document contains the results from the online survey hosted by the Department of Industry, Innovation, and Science. This is not considered a statistically defendable survey, presenting the perspective of a self-selected audience. However, in comparing the results with the survey conducted by ORIMA Research, there is an increased emphasis on the importance of the measurement mark across the survey questions.

ORIMA's survey had a total number of n=1,593 participants. The department's survey had n=593 participants.

Demographic

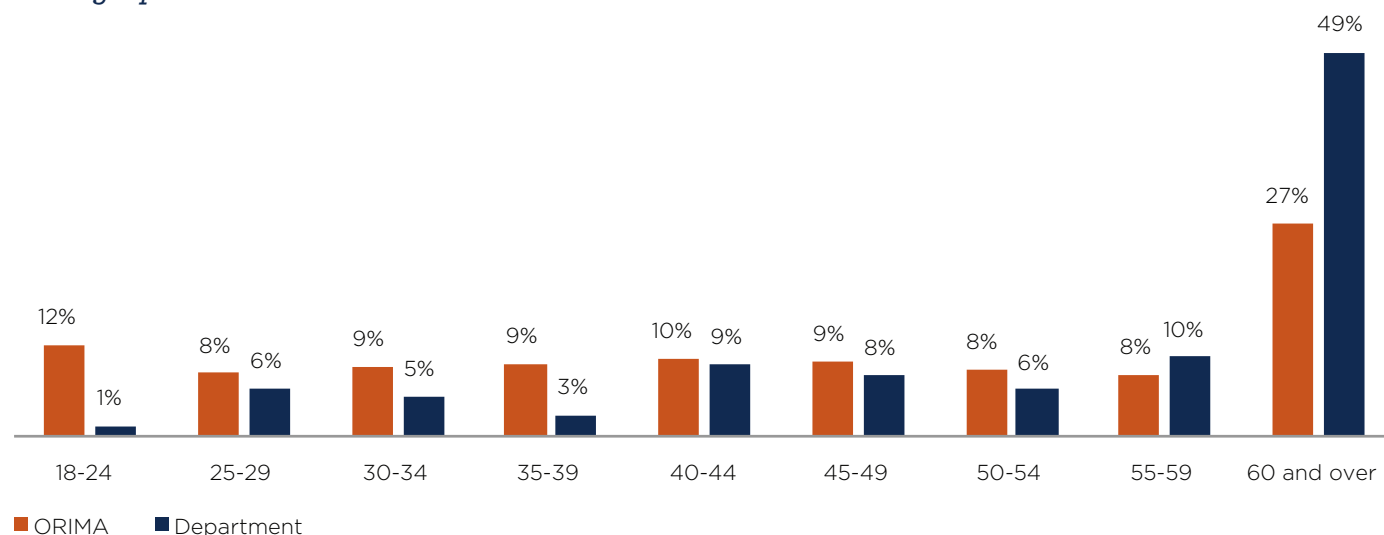


Figure 1: Age group (as a percentage of total participants) for the two surveys.

Section F1: Use of label and shelf Information

When you are shopping at the supermarket, for each product you consider buying, how often do you look at...

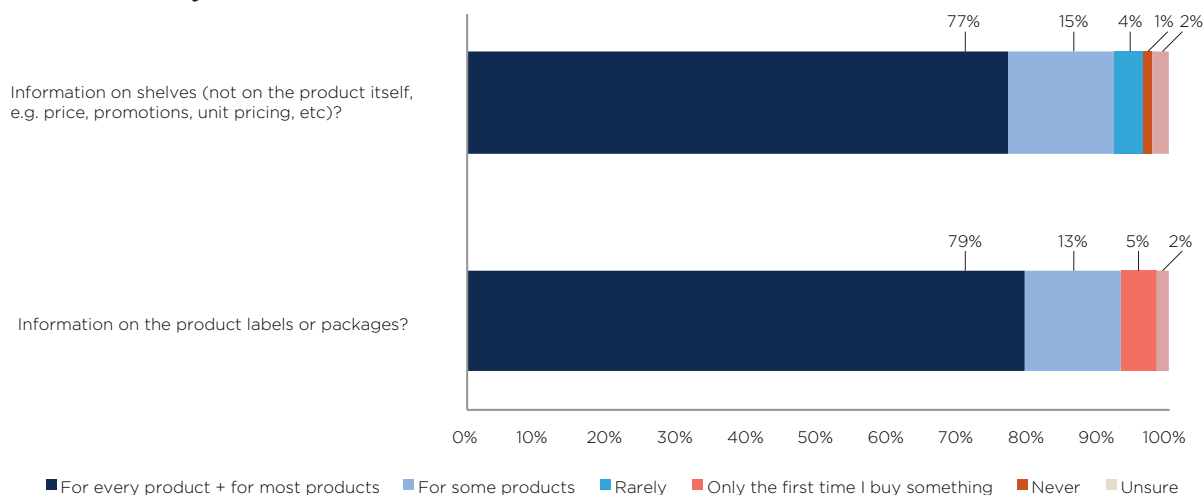


Figure 2: Level of use of information on shelves compared to information on products

Section F2: Attention paid to information on labels & shelves

How much attention do you pay to...

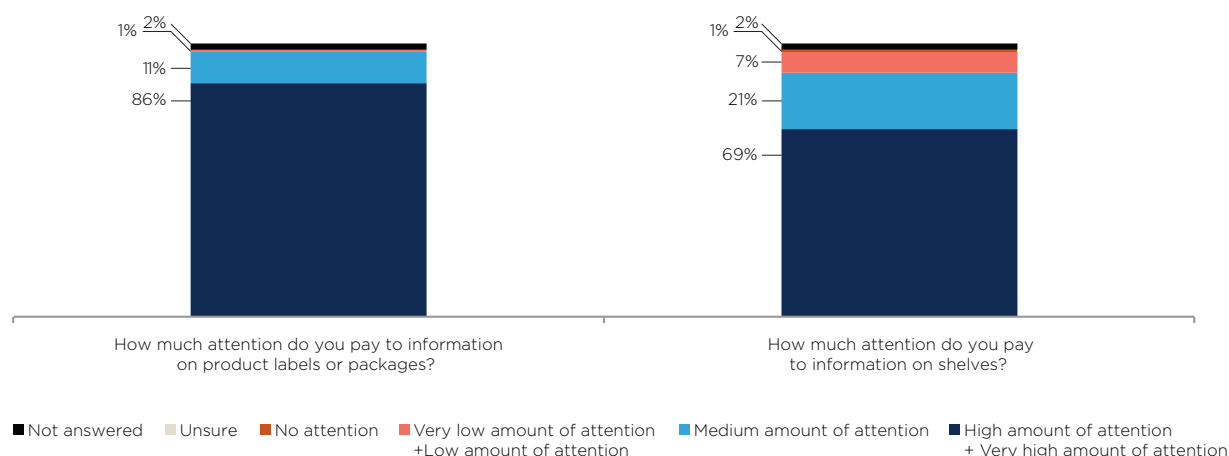


Figure 3: Level of attention paid to information on shelves compared to information on products

Section F3A: Information generally looked at on fast moving consumer goods products

When you are buying products such as those below [sauces, savoury snack foods, dairy foods, sunscreen, distilled spirits, insect spray], which information do you generally look for?

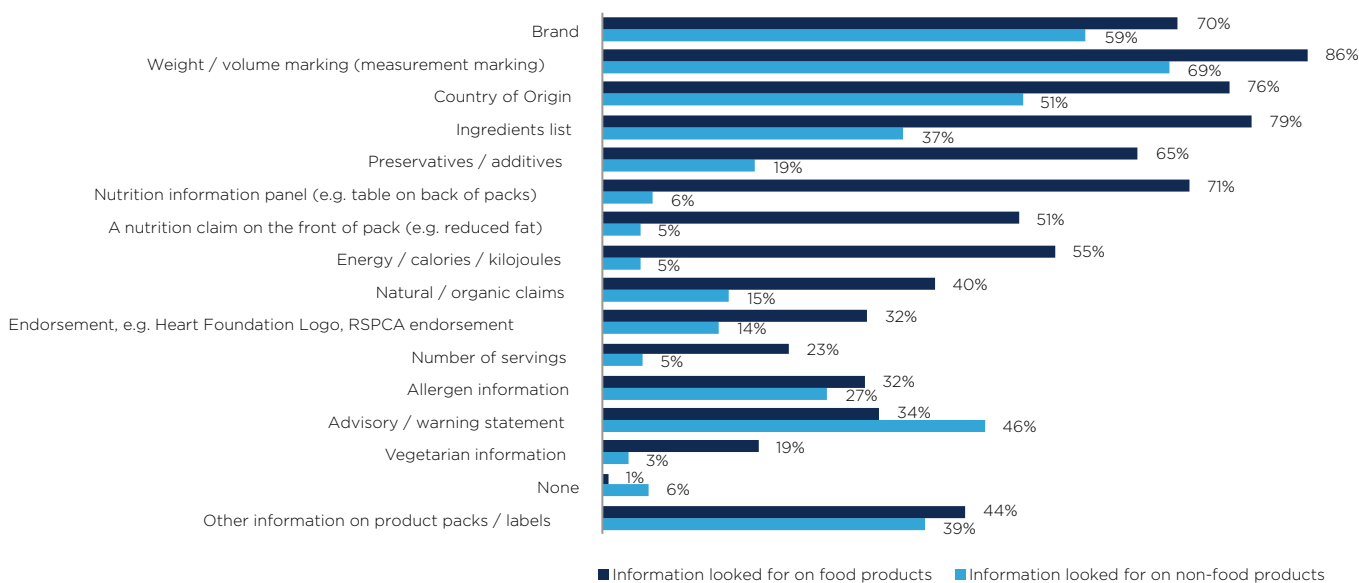


Figure 4: Information generally looked for on labels for food and non-food products

Section F3B: Information generally looked at on shelves

When you are buying products such as those below [sauces, savoury snack foods, dairy foods, sunscreen, distilled spirits, insect spray], which information do you generally look for?

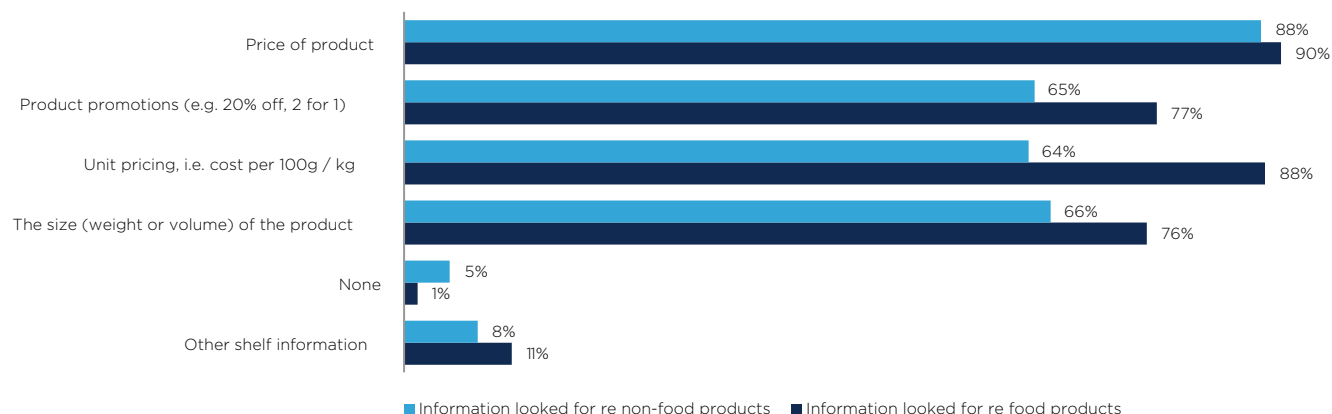


Figure 5: Information generally looked for on shelves for food and non-food products

Section F4&5: Usefulness of measurement mark & unit pricing in determining value for money

How useful do you generally find unit pricing is to determine value for money when choosing between product options?

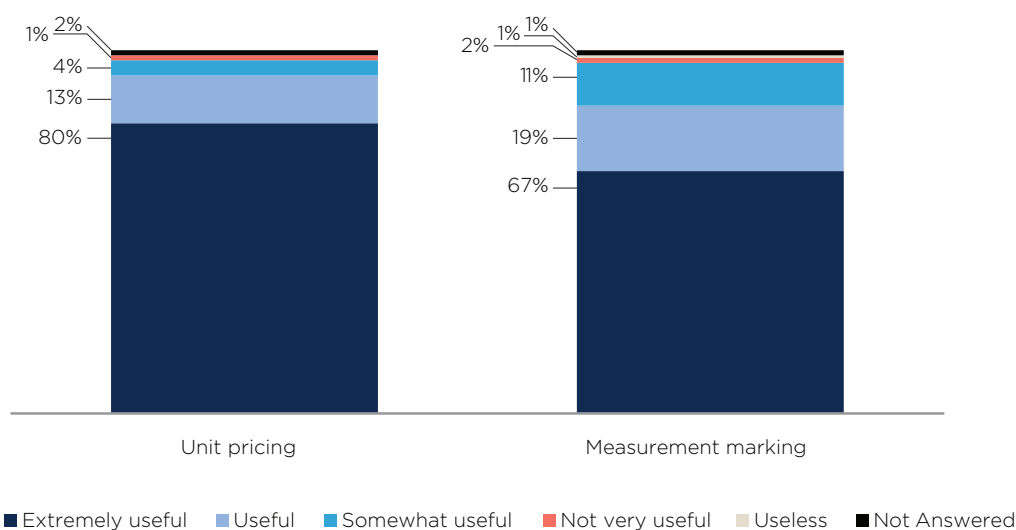


Figure 6: Usefulness of unit pricing and measurement mark for determining value for money

Section F6: Agreement that government regulation of the measurement mark is needed

Do you agree or disagree that Government regulation is needed for the format and position of the measurement mark?

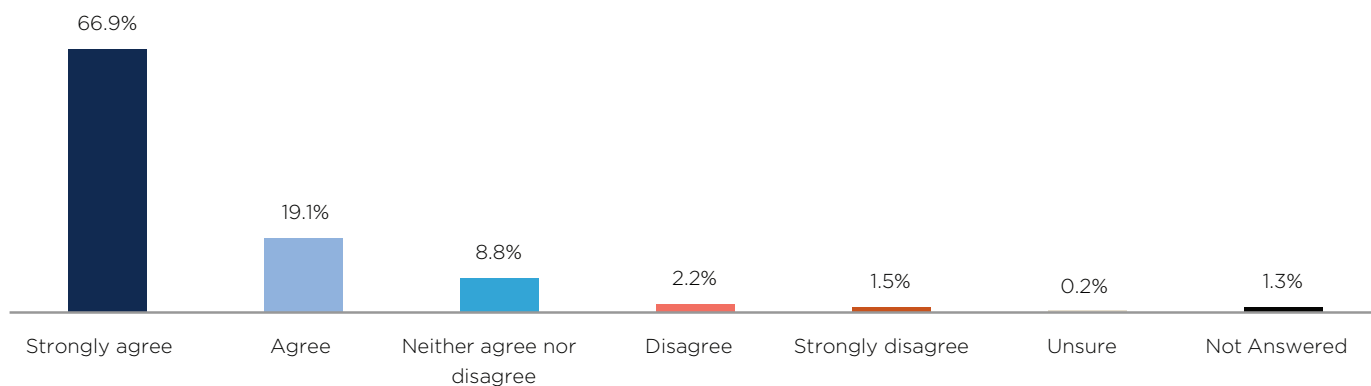


Figure 7: Agreement that government regulation of the measurement mark is needed

Section F7: Importance that measurement mark remains the same

How important is it to you that...

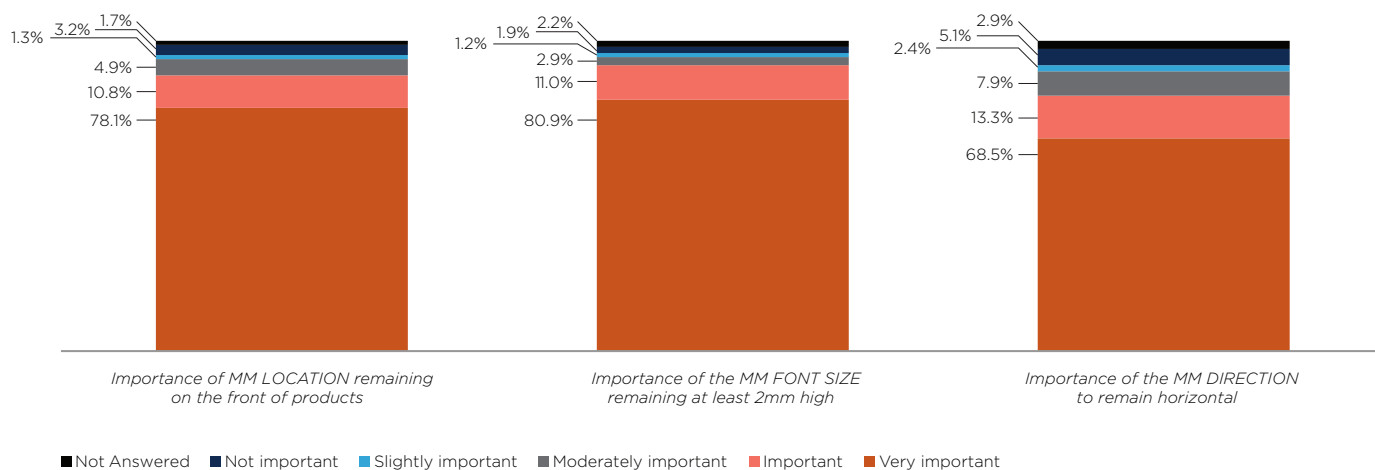


Figure 8: Importance of the location, size and orientation of the measurement mark remaining the same

Section F8: “If the measurement mark was not on the front of the pack, what, if any, concerns would you have?”

The online survey included one question that allowed the option to place a comment about concerns with a change in the measurement mark. This was also included in the ORIMA survey.

In the ORIMA survey, only **53%** of people chose to respond to this question (the other 47% selected the *no concerns* response option) whereas online survey **85%** of people chose to respond.

The top concerns raised in the responses to ORIMA's survey all related to the difficulty in **locating** the measurement mark if it wasn't on the front of the pack. These concerns also rated top in the department's survey. Specifically:

- *Having to pick up or turn over if not on front / having to handle product to find it (sanitary issues / breakages / messy shelves)*
- *Can't easily find the information / not as visible / unclear / not seen quickly or at a glance*
- *Takes / wastes additional time / effort if always have to look for it*

The second band of concerns raised in the responses to ORIMA's survey related to the **potential for dishonest behaviour by the manufacturers**. Again, this was the second most common type of concern in the department's survey. Specifically:

- *Try to hide reduction in pack weight / reduce pack size without customers noticing / packaging can mislead / might not be able to tell how much is in a pack*
- *Have something to hide / suspicious / transparency*
- *Manufacturers would try to hide it / rip off customers (reduce size but maintain price)*

The third band of concerns raised in the responses to ORIMA's survey related to the difficulty in using the measurement mark. Again, this was the third most common type of concern in the department's survey. Specifically:

- *Would make it harder to compare products / brands*
- *Not able to work out value for money / concerned about value / not easy to compare value*
- *Would not know if the correct weight has been given*
- *Not able to work out if there is the right amount that I need (such as for cooking / recipes)*

The relative importance of these three high-level concerns (difficulty in locating the measurement mark; potential for dishonest behaviour by the manufacturer; and difficulty in using the measurement mark) is expanded on below.

- *Difficulty in finding the measurement mark* rated the highest as it is the most obvious first thought. The department received comments along the lines of
 - “Where would it be? If not on front, and size was not mandated, could be difficult to find.”
- *Potential for dishonest behaviour by the manufacturers* rated the second highest as it requires the respondent to think about the thoughts/actions of another (and not just their own). Not as many respondents appear to make this type of connection.
 - “Like most other people I would take much longer to complete my grocery shopping as I would have to look all over packs to find the measurement mark. I also suspect that this is a ruse by manufacturers to constantly lower the weight or volume of products but continue to charge the same or a greater price for less product.”
- *Difficulty in using the measurement mark* rated the third highest. This is possibly because the respondents largely acknowledge that it would be somewhere on the packet and the ‘difficulty’ aspect was captured in the “difficulty in finding the measurement mark” response.
 - “I couldn't easily compare products on the supermarket shelf at a glance. Consistent placement and size of measurement mark is needed.”

