

D: Chip Survey Results



Methodology

- Survey data was collected using Nielsen's Online Omnibus
 - This is a nationally representative survey conducted fortnightly of New Zealanders aged 15 years old and over
 - The survey was conducted during period 19-26 May 2010
 - The sample size was n=745 (margin of error 3.6%)

Executive Summary – Oven-baked and Deep-fried Chips



Oven-baked Chips

- 69% of New Zealanders had consumed oven-baked in the past three months.
- Those that had brought frozen potatoes/wedges, 42% had read the product information on the pack, and 81% of these people read the nutritional information on the pack.
- 35% of New Zealanders considered oven-baked chips to be healthy; 31% considered them unhealthy.

Deep Fried Chips

- 68% of New Zealanders had consumed deep fried chips in the past three months.
- 72% of New Zealanders considered deep-fried chips to be unhealthy; 7% considered them healthy.
- Compared to untrained staff, 70% of New Zealanders saw professionally trained staff as cooking more hygienic, healthier, or better tasting chips.
- 19% of New Zealanders who had eaten deep-fried chips in the past 3 months can say that the staff where they purchase deep fried chips most often had been professionally trained.
- There was good understanding that a thicker cut results in healthier deep-fried chips and - to a lesser extent - oven baked chips

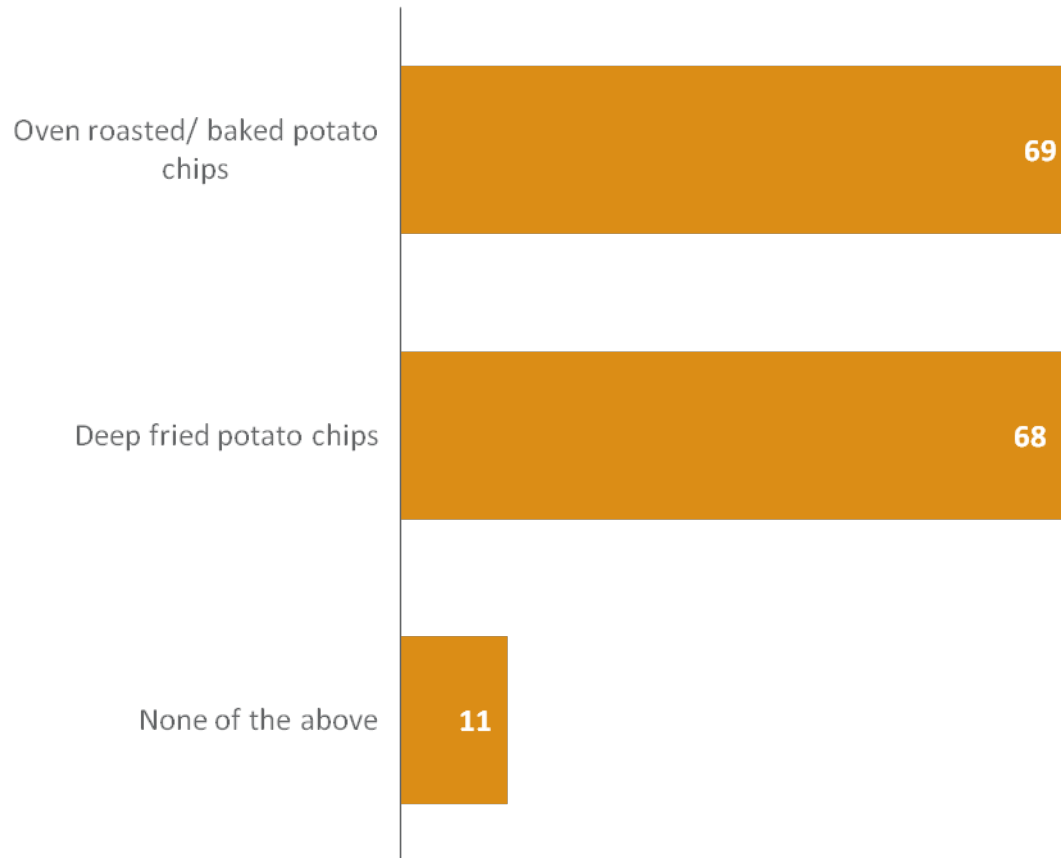
D: Chip Survey Results

i: Purchasing Behaviour & Health Associations

The majority of New Zealanders have consumed oven baked and deep fried potato chips in the past 3 months (69% and 68%, respectively).



Q1: Which of the following types of hot potato chips have you eaten in the past 3 months, either at home or elsewhere?



%

Base: All respondents, n=745

Those more likely to eat oven roasted potato chips:

- Women
- Those under 40
- Families with children, and young couples
- Those with 3-5 people in their household

Those more likely to eat deep fried potato chips:

- Those under 40
- Families with children, and young couples
- Those with 3-5 people in their household

Those less likely to buy oven roasted or deep fried chips:

- Those over 55 years old

Results by key demographics



Q1: Which of the following types of hot potato chips have you eaten in the past 3 months, either at home or elsewhere?

	Gender			Age					Region			
	Total (n=745)	Male (n=332)	Female (n=413)	15-17 (n=4)**	18-24 (n=132)	25-39 (n=209)	40-54 (n=213)	55+ (n=187)	Auckland (n=224)	North (n=178)	Central (n=158)	South (n=185)
Oven roasted/baked potato chips	69	65	74		75	77	67	59	70	74	62	71
Deep fried potato chips	68	69	67		78	77	67	51	68	70	64	69
None of the above	11	13	9		8	7	11	17	10	9	16	9

%

Base: All respondents

**Sample size too small for analysis

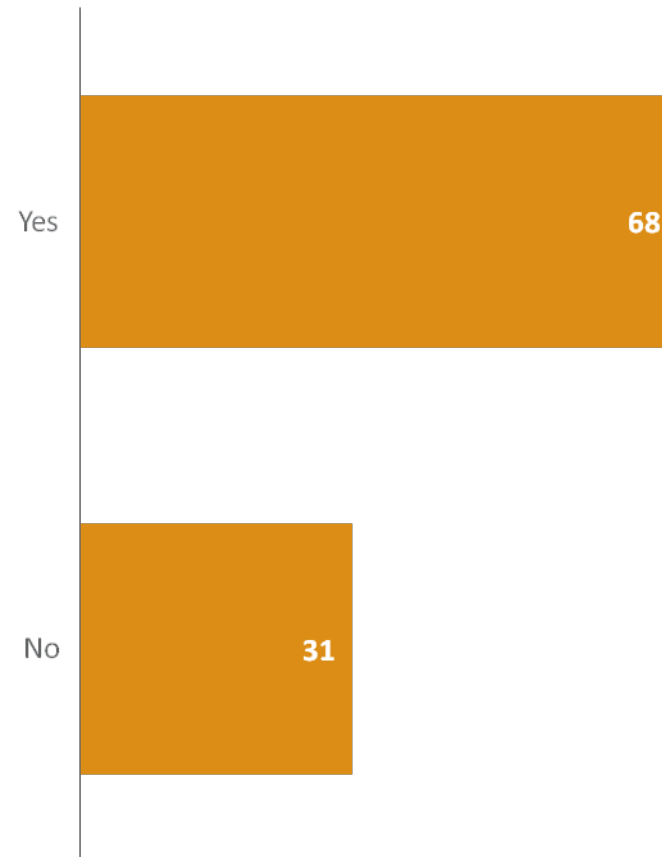


D: Chip Survey Results

ii: Labeling on oven baked potato chips

Of those who have eaten oven baked potato chips in the past 3 months, over two thirds have purchased a bag of frozen potato chips from the supermarket.

Q2: Have you bought a bag of frozen potato chips/ wedges from the supermarket in the past three months?



Those more likely to buy frozen potato chips:

- Those who believe that oven roasted/ baked potato chips are healthy for you

%

Base: Those who have eaten oven baked potato chips in the last 3 months, n=663

Results by key demographics



Q2: Have you bought a bag of frozen potato chips/ wedges from the supermarket in the past three months?

	Gender			Age					Region			
	Total (n=663)	Male (n=287)	Female (n=376)	15-17 (n=4)**	18-24 (n=120)	25-39 (n=194)	40-54 (n=189)	55+ (n=156)	Auckland (n=202)	North (n=161)	Central (n=132)	South (n=168)
Yes	68	64	71		69	70	72	62	64	72	66	71
No	31	35	29		30	30	28	37	35	28	34	29

%

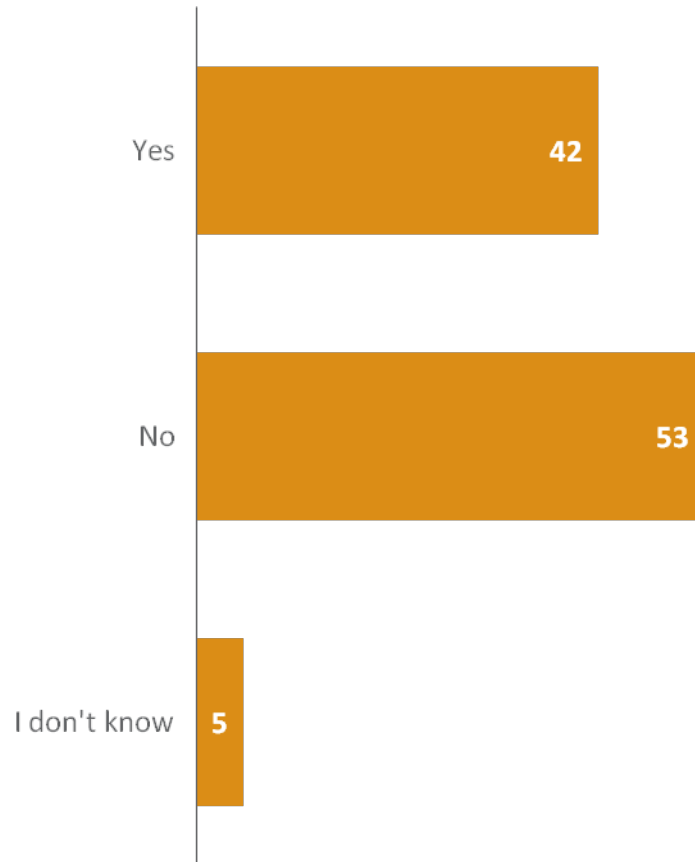
Base: Those who have eaten oven baked potato chips in the last 3 months

**Sample size too small for analysis

2 in 5 of those who have purchased a bag of frozen potato chips have read the pack for product information.



Q3: Thinking about the last time you bought frozen chips from the supermarket, did you read the pack for product information?



Those more likely read packs for product information:

- Those who are 55+ years old
- Those on higher incomes
- Those in professional occupations

%

Base: Those who have bought a bag of frozen potato chips/wedges in the last 3 months, n=453

Results by key demographics



Q3: Thinking about the last time you bought frozen chips from the supermarket, did you read the pack for product information?

	Gender			Age					Region			
	Total (n=453)	Male (n=185)	Female (n=268)	15-17** (n=0)	18-24 (n=84)	25-39 (n=135)	40-54 (n=137)	55+ (n=97)	Auckland (n=130)	North (n=116)	Central (n=88)	South (n=119)
Yes	42	41	43		32	38	42	59	48	43	33	42
No	53	57	50		63	57	55	35	46	54	62	52
I can't remember	5	2	7		5	4	4	5	6	2	5	5

%

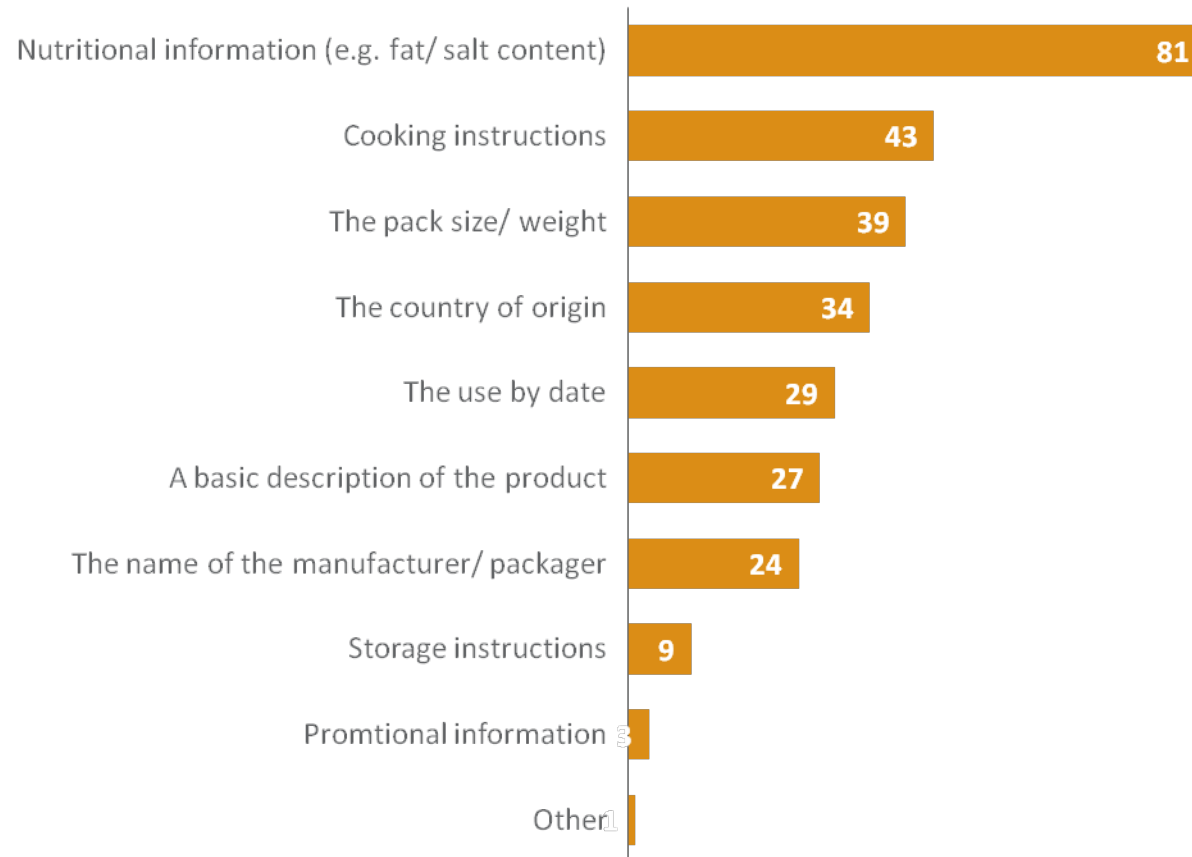
Base: Those who have bought a bag of frozen potato chips/wedges in the last 3 months

**Sample size too small for analysis

... The vast majority are looking for nutritional information. Twice as many as the next most commonly sort piece of information – cooking instructions.



Q4: What information were you looking for on the pack?



Significant differences:

- Older people (55+ years old) are more likely to read about:
 - Cooking instructions
 - The country of origin
 - The use by date
 - A basic description of the product
 - The name of the manufacturer/ packager, and
 - Storage instructions

%

Base: Those who read the pack of potato chips/ wedges for information, n=194

Results by key demographics



Q4: What information were you looking for on the pack?

	Gender			Age					Region			
	Total (n=194)	Male (n=78)	Female (n=116)	15-17** (n=0)	18-24 (n=27)	25-39 (n=52)	40-54 (n=57)	55+ (n=58)	Auckland (n=62)	North (n=52)	Central (n=29)	South (n=51)
Nutritional information (e.g. fat/ salt content)	81	78	84		83	87	81	76	81	80	87	79
Cooking instructions	43	41	45		49	29	33	62	49	41	42	39
The pack size/ weight	39	46	35		47	44	28	42	32	45	25	52
The country of origin	34	35	34		31	17	32	53	35	28	49	30
The use by date	29	32	28		33	13	21	50	34	24	23	33
A basic description of the product	27	28	26		27	21	21	38	21	33	23	31
The name of the manufacturer/ packager	24	29	20		13	13	25	39	23	26	20	26
Storage instructions	9	12	6		6		12	14	10	8	6	10
Promotional information	3	5	2		3		2	7	3	4	0	4

%

Base: Those who read the pack of potato chips/ wedges for information

**Sample size too small for analysis

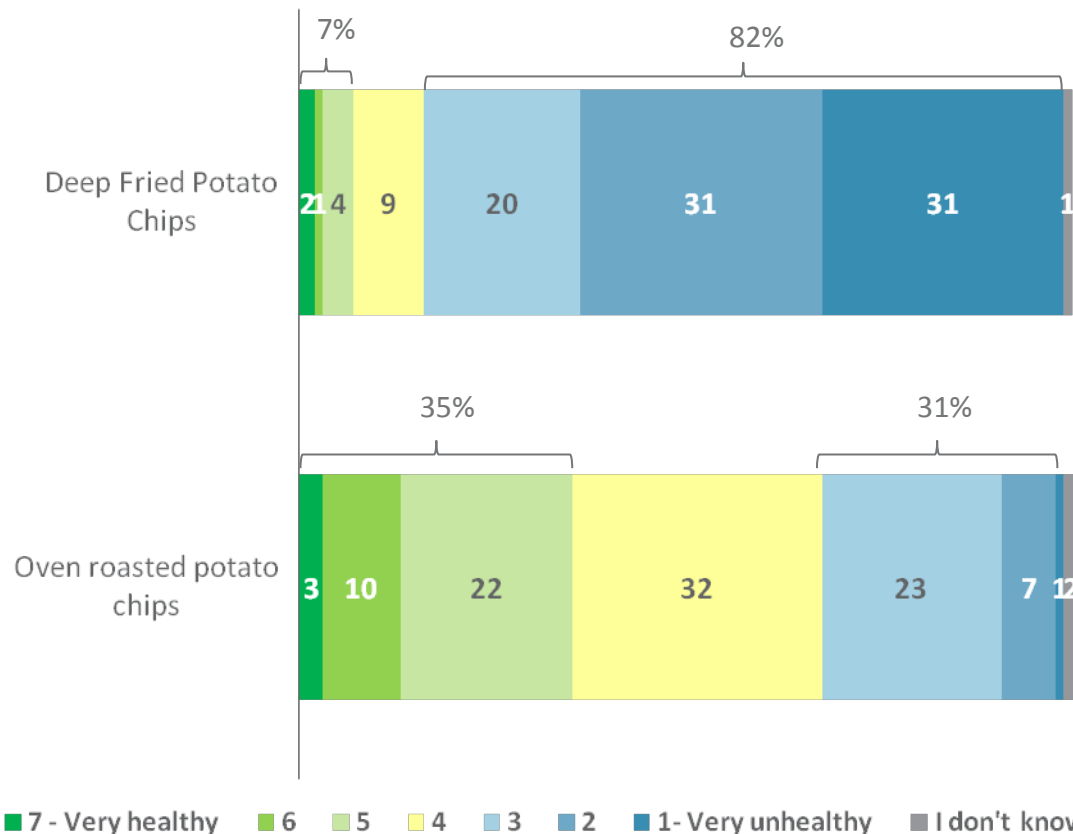
D: Chip Survey Results

iii: Training and deep fried potato chips

Almost all New Zealanders believe deep fried potato chips are unhealthy, results are more balanced for oven baked chips, with a third believing they are healthy, and another third thinking the opposite.



Q5: Please indicate how healthy you think hot potato chips are using the scale below, where 1 means 'very unhealthy' and 7 means 'very healthy'.



Those more likely to think deep fried potato chips are unhealthy:

- Women
- Younger people (under 40)
- Young couples with no kids
- Those who eat oven baked chips

Those more likely to think oven baked potato chips are unhealthy:

- Young couples with no kids

Base: Those who have eaten these kinds of potato in the last 3 months, deep fried n=506, oven roasted n=517

Results by key demographics – deep fried potato chips



Q5: Please indicate how healthy you think hot potato chips are using the scale below, where 1 means 'very unhealthy' and 7 means 'very healthy'.

	Gender			Age					Region			
	Total (n=506)	Male (n=229)	Female (n=277)	15-17 (n=3)**	18-24 (n=103)	25-39 (n=160)	40-54 (n=143)	55+ (n=97)	Auckland (n=152)	North (n=125)	Central (n=102)	South (n=127)
7 – Very healthy	2	1	3		1	3	2	3	3	2	2	1
6	1	1	1		1	1	1	3	1	2	0	1
TOTAL HEALTHY (7+6)	3	2	4		2	4	3	6	4	4	2	2
5	4	5	4		-	4	8	5	3	6	7	2
4	9	9	9		3	6	9	19	9	5	10	12
3	20	25	16		16	16	25	26	22	26	16	15
2	31	35	27		39	32	28	22	28	28	35	33
1 – Very unhealthy	31	21	40		37	38	26	21	32	29	29	34
TOTAL UNHEALTHY (1+2)	62	56	67		76	70	54	43	60	57	64	67
I don't know	1	2	1		3	1	1	1	2	2	-	1

%

Base: Those who have eaten these kinds of potato in the last 3 months, deep fried n=506, oven roasted n=517

**Sample size too small for analysis

Results by key demographics – oven roasted potato chips



Q5: Please indicate how healthy you think hot potato chips are using the scale below, where 1 means 'very unhealthy' and 7 means 'very healthy'.

	Gender			Age					Region			
	Total (n=517)	Male (n=211)	Female (n=306)	15-17 (n=4)**	18-24 (n=99)	25-39 (n=160)	40-54 (n=142)	55+ (n=112)	Auckland (n=157)	North (n=130)	Central (n=98)	South (n=132)
7 – Very healthy	3	4	2		4	1	4	4	5	1	4	1
6	10	10	9		12	6	10	13	8	12	10	9
TOTAL HEALTHY (7+6)	13	14	11		16	7	14	17	13	13	14	10
5	22	24	21		18	26	24	19	25	22	25	17
4	32	30	33		27	31	31	38	28	35	27	37
3	23	22	24		25	28	25	14	21	20	29	25
2	7	7	7		11	6	5	8	10	4	5	9
1 – Very unhealthy	1	2	1		2	1	1	2	3	2	0	1
TOTAL UNHEALTHY (1+2)	8	9	8		13	7	6	10	13	6	5	10
I don't know	2	2	1		2	1	1	3	1	3	1	1

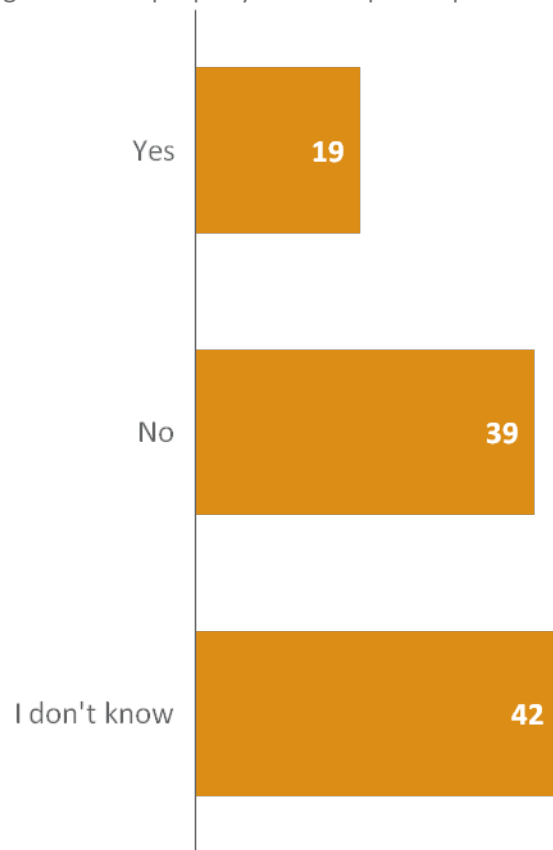
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Base: Those who have eaten these kinds of potato in the last 3 months, deep fried n=506, oven roasted n=517

**Sample size too small for analysis

1 in 5 of those who have eaten deep fried potato chips in the past 3 months can say that the staff (where they usually buy deep fried potato chips) have been trained in proper cooking methods.

Q6: Please think about the place where you normally buy deep fried potato chips... Do you know whether the staff there have undergone professional training on how to properly cook deep fried potato chips?



Those more likely to know staff have training:

- Those who describe their occupation as 'home duties'

%

Base: Those who have eaten deep fried potato chips in the last 3 months, n=506

Results by key demographics



Q6: Please think about the place where you normally buy deep fried potato chips... Do you know whether the staff there have undergone professional training on how to properly cook deep fried potato chips?

	Gender			Age					Region			
	Total (n=506)	Male (n=229)	Female (n=277)	15-17** (n=3)	18-24 (n=103)	25-39 (n=160)	40-54 (n=143)	55+ (n=97)	Auckland (n=152)	North (n=125)	Central (n=102)	South (n=127)
Yes	19	19	18		14	22	20	16	18	16	25	15
No	39	41	38		45	44	31	36	38	42	28	48
I don't know	42	40	44		41	34	49	48	43	42	47	36

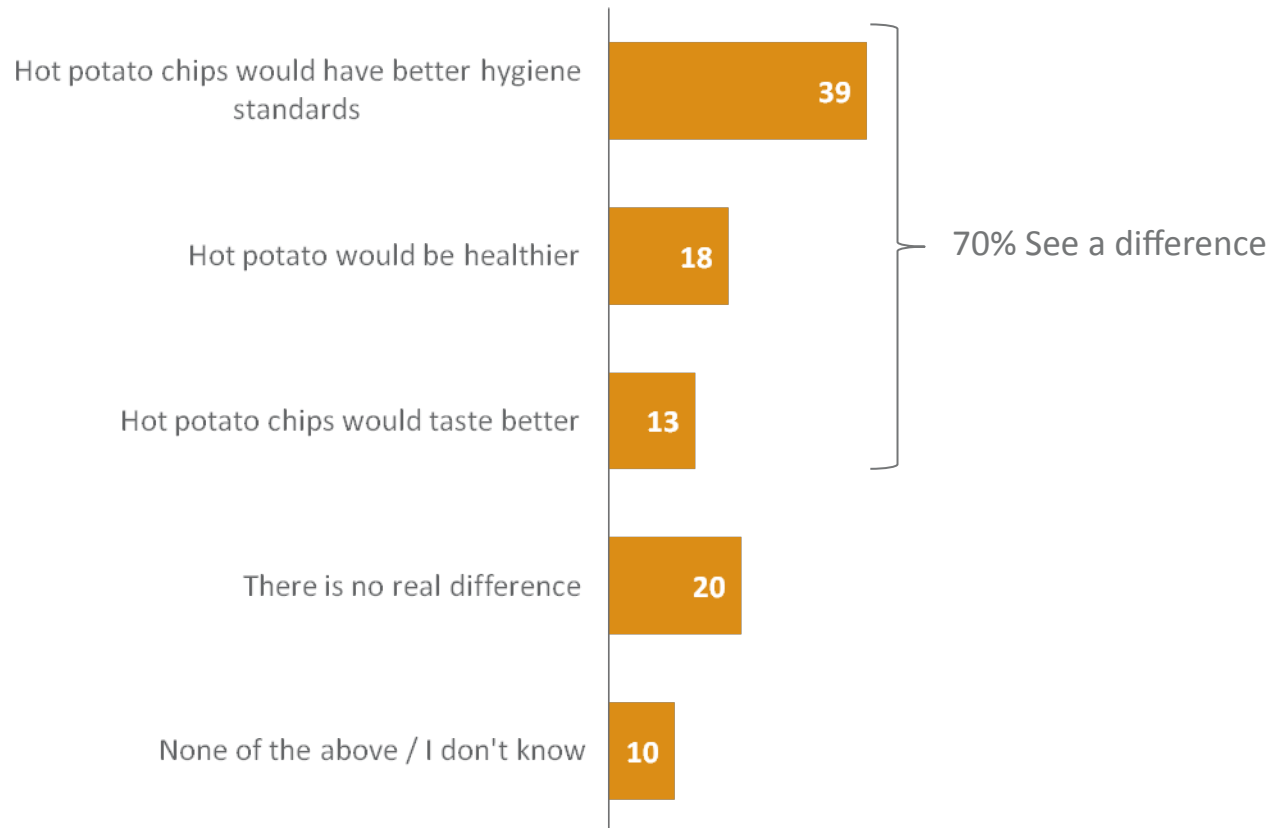
%

Base: Those who have eaten deep fried potato chips in the last 3 months, n=506

**Sample size too small for analysis

The vast majority of New Zealanders understand there are benefits from training on proper cooking methods. When asked the key benefit, better hygiene standards came out on top, followed by healthier potato chips.

Q7: What do you think is the *main* difference between deep fried potato chips cooked by someone who is professionally trained and deep fried potato chips cooked by someone untrained?



%

Base: Those who have eaten deep fried potato chips in the last 3 months, n=506

Results by key demographics



Q7: What do you think is the **main** difference between deep fried potato chips cooked by someone who is professionally trained and deep fried potato chips cooked by someone untrained?

	Gender			Age					Region			
	Total (n=506)	Male (n=229)	Female (n=277)	15-17** (n=3)	18-24 (n=103)	25-39 (n=160)	40-54 (n=143)	55+ (n=97)	Auckland (n=152)	North (n=125)	Central (n=102)	South (n=127)
Hot potato chips from a properly trained cook would be healthier	18	18	17		15	20	17	17	18	19	21	13
Hot potato chips from a properly trained cook would taste better	13	16	11		19	12	10	10	19	7	13	11
Hot potato chips from a properly trained cook would have better food safety standards/ hygiene	39	37	40		37	35	43	41	36	38	35	46
None - there is no real difference	20	18	21		17	20	23	19	18	21	19	21
None of the above	1	0	1		-	1	1	3	1	2	1	1

%

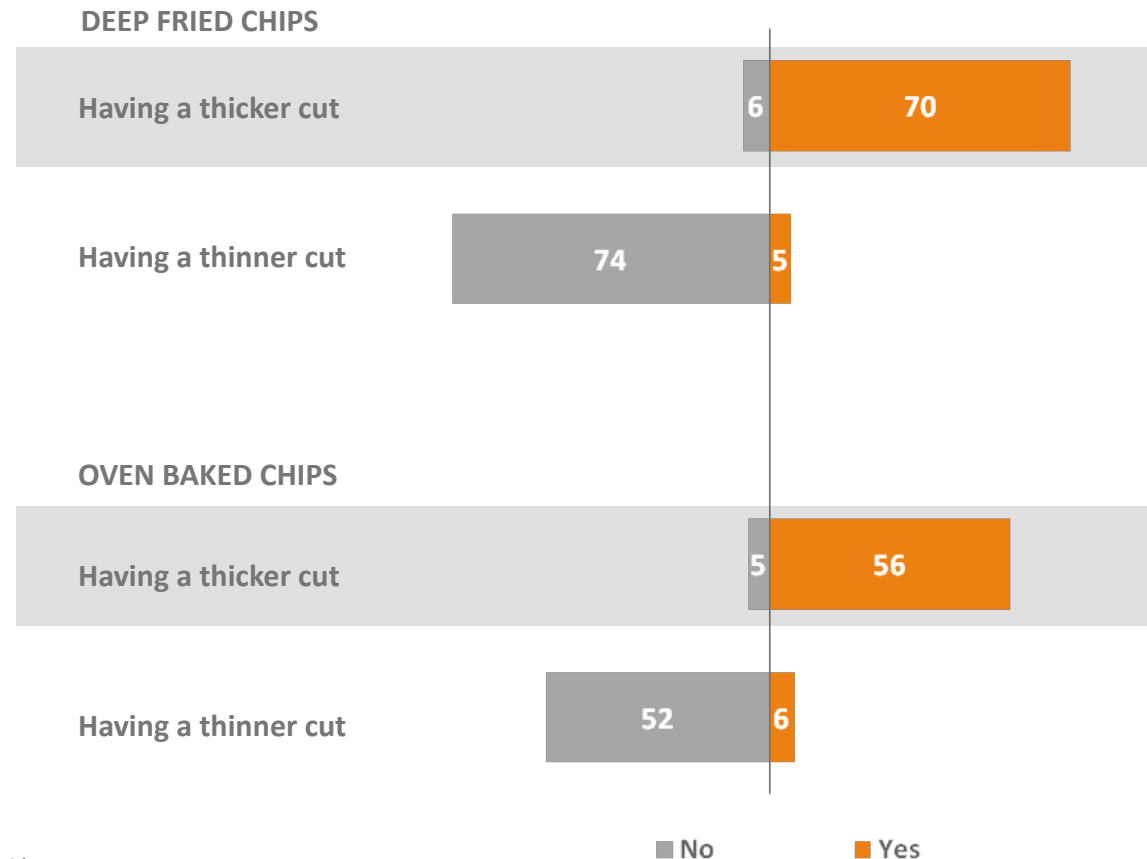
Base: Those who have eaten deep fried potato chips in the last 3 months, n=506

**Sample size too small for analysis

The majority of New Zealanders understand a thicker cut will result in a healthier deep fried potato chip, this is slightly lower for oven baked chips.



Q8: Please indicate whether you think the following cooking methods would result in healthier **deep fried** potato chips.



Those more likely to think a thick cut makes deep fried chips healthier:

- Those living on the South island
- Those in professional occupations

Those more likely to think a thick cut makes oven baked chips healthier:

- Women
- Those aged 25-39 years old
- Those with children under the age of 5
- Those who describe their occupation as 'home duties'

%

Base: Those who have eaten deep fried potato chips in the last 3 months, n=506

Results by key demographics



Q8: Please indicate whether you think the following cooking methods would result in healthier **deep fried potato** chips.

	Gender			Age					Region			
	Total (n=506)	Male (n=229)	Female (n=277)	15-17 (n=3)**	18-24 (n=103)	25-39 (n=160)	40-54 (n=143)	55+ (n=97)	Auckland (n=152)	North (n=125)	Central (n=102)	South (n=127)
DEEP FRIED POTATO CHIPS												
A thicker cut of chip	70	67	73		67	76	73	58	66	71	64	77
A thinner cut of chip	5	5	6		5	4	6	7	5	4	8	6
OVEN BAKED POTATO CHIPS												
A thicker cut of chip	56	47	62		54	65	51	49	56	50	52	65
A thinner cut of chip	6	5	6		3	4	6	9	4	7	6	6

%

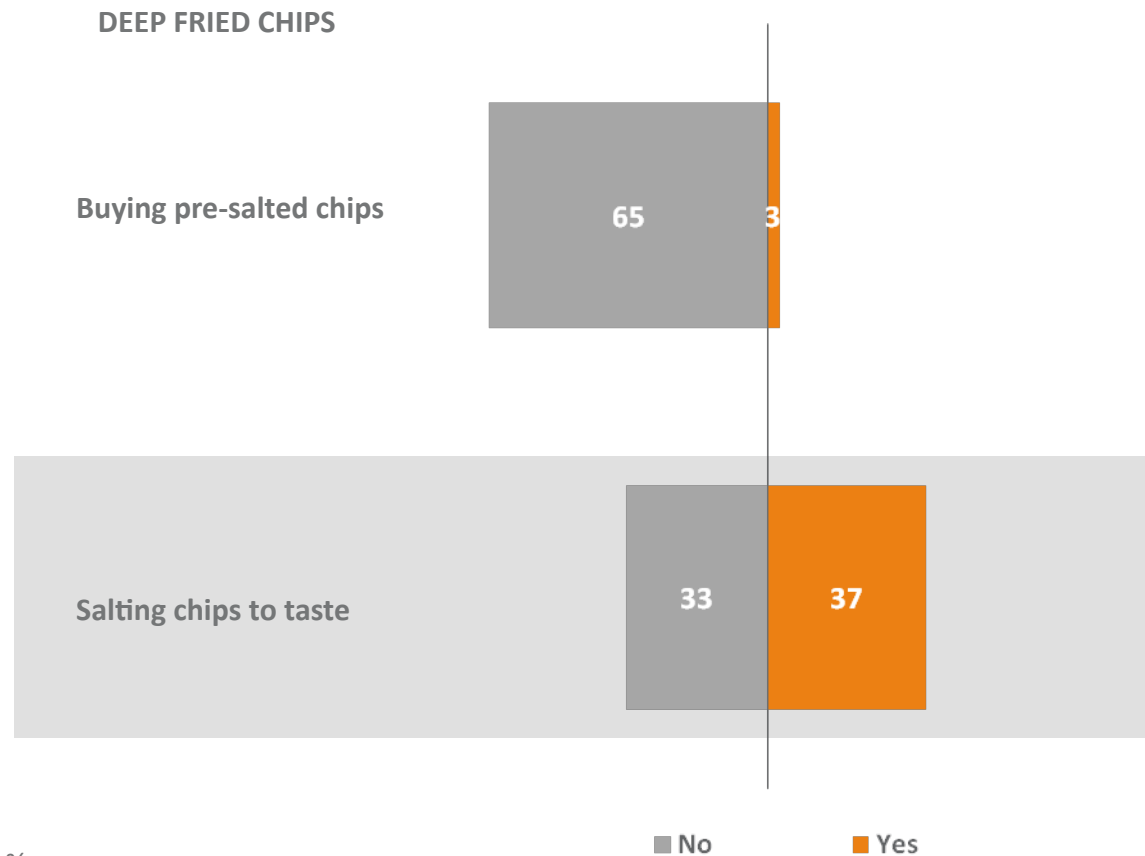
Base: Those who have eaten deep fried potato chips in the last 3 months, n=506

**Sample size too small for analysis

Salting to taste does not have as much perceived health benefit as a thicker cut of chip, just over a third see it has having a positive impact.



Q9: Please indicate whether you think the following cooking methods would result in healthier **oven baked potato** chips.



Those more likely to think salting to taste makes deep fried chips healthier:

- Those with children aged 5-15

%

Base: Those who have eaten oven baked potato chips in the last 3 months, n=517

Results by key demographics



Q9: Please indicate whether you think the following cooking methods would result in healthier **oven baked potato** chips.

	Gender			Age					Region			
	Total (n=517)	Male (n=211)	Female (n=306)	15-17 (n=4)**	18-24 (n=99)	25-39 (n=160)	40-54 (n=142)	55+ (n=112)	Auckland (n=157)	North (n=130)	Central (n=98)	South (n=132)
DEEP FRIED POTATO CHIPS												
Buying pre-salted chips	3	4	2		5	3	2	2	2	3	3	4
Salting chips to taste	37	37	37		29	41	39	40	39	33	36	41

%

Base: Those who have eaten oven baked potato chips in the last 3 months, n=517

**Sample size too small for analysis