Contents

2 Background
3 About the Veggie Meter
4 Veggie Meter findings
5 About the survey
6 Executive summary
8 Ways of eating and dieting
10 Food allergies and intolerances
12 Attitudes to food and food preparation
14 Where people source their fruit and vegetables
15 How people source the main meal of the day
17 ‘Eat more’ and ‘eat less’ foods
19 Protein foods eaten
20 Vegetables and fruits eaten per day
21 Fill-up foods
22 Comfort eating
24 Food choice criteria – buying
26 Food choice criteria – eating
28 Supplements taken
Background

The Bayer Food Focus Project brings together Bayer and the New Zealand Nutrition Foundation (NZNF) with expert help from the Foundation’s board members, Elaine Rush, Scientific Director and Emeritus Professor of Nutrition at Auckland University of Technology (AUT), and Niki Bezzant, nutrition writer and commentator.

The project aims to support New Zealanders in making more positive food choices and encouraging people to take more consideration of their diet for the betterment of their overall health. Although the Bayer Food Focus Project does not profess to be an update on the decade old Adult Nutrition Survey carried out by the Ministry of Health in 2008-09, it does hope to plug some of the gaps felt by the industry.

The project consisted of two key parts: the first Australasian pilot study conducted by AUT, using the new innovative Veggie Meter device to establish a benchmark of Kiwis’ vegetable and fruit consumption via a fingertip scan; and an online questionnaire to understand which foods New Zealanders are most commonly consuming and why.
The Bayer Food Focus Project is the first Australasian study to utilise the Veggie Meter™. The pilot study consisted of 200 participants aged 16 years and over who volunteered to be part of the assessment. Findings from this research are preliminary and provide direction for more research questions.

The Veggie Meter allows a measure of Vitamin A status by measuring the amount of orange light reflected from the fat pad at the finger-tip. A single reading on the device takes around 10 seconds and each participant is measured three times.

The amount of orange light reflected is determined from the intake of carotenoids - plant chemicals that in the body, help form Vitamin A. The Veggie Meter ‘score’ is an objective measure of vegetable and fruit intake over the last few months. The more coloured vegetables and fruit consumed, the higher the score.

Each participant is given a score between 0 - 800 to determine what is a low score, what is considered a healthy range and what is high.

The Veggie Meter field work is carried out by PhD students specialising in food and nutrition from the Auckland University of Technology’s (AUT) Faculty of Health and Environmental Science.

The study is ongoing with a peer reviewed paper expected to be released in 2020.
Preliminary findings

• One in five participants have a low Vitamin A status.
• Those with higher body weight have lower scores.
• Men appear to have higher measures than women. This is opposite to the published observation in Americans, however, this may be because carotenoids are fat-soluble and women normally have more fat than men.
• Asian participants have higher scores than European.
• Reported consumption of vegetables and fruit, especially dark green leafy vegetables was associated with a higher score.
• There is no association of age with the score – younger and older people do not have different scores.
• Overall Veggie Meter scores are tracking that we eat more vegetables than people in the United States but about the same as Japan (where the Veggie Meter data has been used and the scores published).

These preliminary observations are being investigated further and Auckland University of Technology hope to present the findings at the Nutrition Society meeting in Napier at the end of November and submit for publication in the peer reviewed literature soon after this.
About the survey

Methodology
The Bayer Food Focus Survey addressed a range of questions concerning food sourcing, perceptions and consumption to a national cross section of New Zealanders aged 15 years and over. The sample consisted of 1,346 respondents, who self-completed a structured questionnaire online. Weighting was applied to balance the sample profile to reflect the New Zealand population - specifically by age, gender, ethnicity and region. This report provides a summary of the findings. The survey was carried out by the National Research Bureau, using Dynata’s consumer panel.

Topics we asked about
- Ways of eating and dieting
- Food allergies and intolerances
- Food preparation perceptions
- Sources of vegetables and fruit
- Sources of main meal of the day
- ‘Eat more’ and ‘eat less’ foods
- Protein foods eaten
- Vegetables and fruits eaten per day
- Fill-up foods – main meal of the day
- Comfort eating
- Food choice criteria – buying
- Food choice criteria – eating
- Supplements taken

Demographics of weighted sample

<table>
<thead>
<tr>
<th>Gender</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>686</td>
<td>660</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>European</th>
<th>Maori</th>
<th>Pasifika</th>
<th>Asian</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>687</td>
<td>226</td>
<td>114</td>
<td>210</td>
<td>109</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area</th>
<th>Large city</th>
<th>Provincial centre</th>
<th>Country town / rural</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>713</td>
<td>267</td>
<td>366</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age group</th>
<th>15-34 years</th>
<th>35-54 years</th>
<th>55+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>412</td>
<td>463</td>
<td>471</td>
</tr>
</tbody>
</table>

Findings are presented for all respondents. Additional insights are provided based on how findings vary by different types of demographic groups such as age, race, gender and area.

Note: Percentage totals will add to over 100% where respondents were permitted to give more than one answer or select more than one option in responding to a question. Questions where only one answer was permitted will add to 100%, allowing 1%-2% either side of 100% due to the effects of rounding and/or weighting.
Ways of eating and dieting

- Weight loss plan was the most commonly followed diet in the last 12 months. Almost 1 in 4 (23%) respondents had recently followed a weight loss diet showing there is still significant interest in this way of eating. This was followed closely by the vegetarian diet (alongside the low-carb diet) with 20% of respondents having followed this way of eating in the last 12 months.
- 2 in 5 respondents had never heard of the term flexitarian. This was the least recognised diet among the 11 different ways of eating.

Food allergies and intolerances

- 40% identified that they or someone in their household believed they have food they are allergic to or can’t tolerate. A further 23% identified that they or someone in their household had been told by a doctor that they have an allergy or immune response to food.
- Cow’s milk was most likely to cause a reaction. Other common food triggering allergies or intolerances were gluten, wheat, peanuts, and seafood.

Source of main meal of the day

- Preparing and cooking the main meal at home is still the most common, although younger participants were more likely to find alternative ways to source their main meal of the day. 70% of respondents aged 15-34 identified that they were likely to purchase a take-out meal between one and six days per week, comparative to only 30% of those aged 55+.
- A third of participants acknowledged being too busy to prepare meals regularly. This was particularly acute among 15-34 year olds (47%). Over half the respondents (52%) identified that healthy foods are too expensive, again most acute among 15 to 34 year olds (67%) but also elevated relative to the average among Pasifika (83%), Asian (68%) and Māori (65%) households.

Vegetables and fruits eaten per day

- The five plus a day vegetables and fruit consumption has long served as a guideline for healthy eating, and New Zealanders are not meeting the target. Only 2 in 5 respondents identified eating the recommended three or more serves of vegetables (excluding root / starchy vegetables) per day, with the recommended two or more serves of fruit per day only slightly higher at 46%. This rose to 58% of respondents when all three categories (vegetables, fruit, root / starchy vegetables - including potatoes / kumara) were aggregated.
**Executive summary**

**Main findings**

**Comfort eating**
- Eating when feeling down, stressed or gloomy as a pick-me-up was something 77% of respondents said was very or fairly true of themselves. This was highest among younger respondents (15-34) with 90% indicating this to be very or fairly true of themselves. Women were also more likely to agree with 82% acknowledging it was very or fairly true of themselves versus 72% of men.

**Food choice criteria - eating**
- Taste was the most important factor, overriding price and healthfulness. 81% considered taste to be extremely or very important, with only 2% considering it unimportant. Price was rated second with 67% rating it extremely or very important, followed by healthfulness in third (50%).

**Food choice criteria - buying**
- Knowing food is natural and minimising the use of plastic wrapping were the most important factors when making food purchasing decisions. 2 in 5 respondents identified these as the top two factors when purchasing food and each attracted twice as many important ratings as unimportant.

- Animal welfare is also front on mind for consumers, but environmental sustainability less so. 38% of respondents identified that animal welfare was an important factor in their decision to purchase food. This was particularly high among 15-34 year olds (48%). In contrast, knowing the manufacturer committed to producing food in an environmentally sustainable way and the use of modern farm technologies both garnered more unimportant responses than important.

**Supplements taken**
- Respondents with a diagnosed health condition made up less than a quarter of those who take supplements. Only 9% of respondents acknowledged taking supplements (including vitamins and mineral types) specifically for a diagnosed health condition. A further 34% of respondents acknowledged the use of supplements for general improvement of their health. Most commonly taken supplements included unspecified vitamins and multi-vitamins (28%), vitamins D and C together or alone (19%), followed by magnesium (18%).
Ways of eating and dieting

The most popular way of dieting was identified as a weight loss plan.

30% who identified as Asian stated they are currently or have been in the last 12 months vegetarian. A further 12% self-identified as vegan and 13% flexitarian.

There was no significant difference between female (24%), and male (21%) when asked if they had followed a weight loss plan within the last 12 months. However, a further 30% of females and only 17% of males indicated they had followed a weight loss diet, but not in the last 12 months.

Q1: Yes, in the last 12 months or now – Have you ever followed each of these ways of eating or dieting? (n=1,346)
Q1: Yes, but not in the last 12 months – Have you ever followed each of these ways of eating or dieting? (n=1,346)
Ways of eating and dieting

Age seemed to play a key role in patterns of eating.

Older generations were much less likely to be following or have followed a diet in the last 12 months.

1 in 3 respondents (34%) aged 15-34 identified that they are currently, or have been in the last 12 months following a weight loss plan.

Q1: Yes, in the last 12 months or now – Have you ever followed each of these ways of eating or dieting? (n=1,346)
Q1: Yes, but not in the last 12 months – Have you ever followed each of these ways of eating or dieting? (n=1,346)
Food allergies and intolerances

Younger participants were most likely to report a reaction from food.

A less marked but noticeable trend is how perceived allergies and intolerances appeared to peak in large cities (45%), decrease for provincials (37%) and decrease again with country/rural areas (35%).

of Pasifika respondents stated that they or someone in their household had been diagnosed by a doctor with an allergy or an immune response to a food or beverage; this was higher than any other ethnicity.

Q2: Have you or anyone in your household been told by a doctor that you/they have a food allergy or an immune response to food? (n=1,346)
Q3: Does anyone in your household, including yourself, have any foods or drinks which they believe they are either allergic to or can’t tolerate? (n=1,346)
Which foods cause an effect

Cow’s milk was the most likely food to cause a reaction.

32% of respondents who identified as Māori stated that they or someone in their household believed they had an intolerance or undiagnosed reaction to gluten - this was the highest among all ethnicities.

The most common diagnosed allergies among those aged 15-34

Cow’s Milk 41%
Peanuts 32%
Gluten 29%

1 in 2 respondents who identified as Asian, stated that they or someone in their household had a diagnosed allergy to or believed that they had an intolerance to shellfish / crustaceans - this was the highest among all groups. Diagnosed = 23%, Intolerance = 27%
Attitudes to food and food preparation

Eight of the 10 statements were endorsed by two thirds or more of the survey respondents reflecting a confidence and positivity around these facets of food.

Food & food preparation (%)

- I can prepare meals for myself: 96%
- I know how to prepare healthy meals for myself: 94%
- I like fruits: 92%
- I know which foods I need to be eating to be healthy: 92%
- I like vegetables: 89%
- I make the decisions around food / meals in the household: 81%
- I make sure to cook healthy meals: 71%
- I enjoy food prep and cooking: 68%
- I am able to cook, but healthy foods are too expensive: 52%
- I am too busy to prep meals regularly: 33%

Q5: Yes summary – please show whether each of these statements apply to you? (n=1,346)

Agreed with the statement
I make the decisions around food / meals in the household.
- 89%

Agreed with the statement
I make sure to cook healthy meals
- 71%

Agreed with the statement
I enjoy food preparation and cooking.
- 64%

Food & food preparation (%)

- 15-34: 64%
- 35-54: 67%
- 55+: 64%

Increased with age:
- I make the decisions around food / meals in the household:
  - 15-34: 81%
  - 35-54: 84%
  - 55+: 89%

Decreased with age:
- I enjoy food preparation and cooking:
  - 15-34: 72%
  - 35-54: 67%
  - 55+: 64%
Attitudes to food and food preparation

Age and ethnicity played a key role in relation to the perceived expense of healthy foods and time available to regularly prepare food.

Healthy foods too expensive (%)

<table>
<thead>
<tr>
<th>Age</th>
<th>NZ European</th>
<th>Pasifika</th>
<th>Asian</th>
<th>Māori</th>
<th>NZ European</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-34 years</td>
<td>67</td>
<td>83</td>
<td>68</td>
<td>65</td>
<td>42</td>
</tr>
<tr>
<td>35-54 years</td>
<td>52</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55+ years</td>
<td>36</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Too busy to prepare (%)

<table>
<thead>
<tr>
<th>Age</th>
<th>NZ European</th>
<th>Pasifika</th>
<th>Asian</th>
<th>Māori</th>
<th>NZ European</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-34 years</td>
<td>47</td>
<td></td>
<td></td>
<td></td>
<td>62</td>
</tr>
<tr>
<td>35-54 years</td>
<td>35</td>
<td></td>
<td></td>
<td></td>
<td>54</td>
</tr>
<tr>
<td>55+ years</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td>31</td>
</tr>
</tbody>
</table>

More than half of respondents (52%) agreed with the statement *I am able to cook, but healthy foods are too expensive.*

1 in 3 respondents agreed with the statement *I am too busy to cook foods regularly.*

Q5: Yes summary – please show whether each of these statements apply to you? (n=1,346)
Where people source their fruit and vegetables

Supermarkets were the most commonly recognised method for purchasing fresh produce.

33% of respondents aged 55+ stated that they grow their own vegetables and fruit.

European households are less likely to shop at a market, while Asian and Pasifika, are more likely to do so.

Sources of fruit and vegetables (%)

- Supermarket: 90%
- Local fruit & vege shop: 32%
- I grow my own: 19%
- Market: 18%
- Organic produce shop: 4%
- Local dairy: 3%

Q6: Where do you source most of your vegetables and fruit from? (n=1,346)
How people source the main meal of the day

Despite the rising popularity of delivery and food bags, many people still prefer to cook their main meal of the day at home.

7 in 10 respondents stated that they prepare and cook the main meal of the day at home at least five or more days per week, making this the most followed method for sourcing the main meal of the day.

Of respondents who identified as Asian stated that they were likely to eat out for their main meal of the day one or more days per week - this was higher than any other group.

Q7: Delivered to your home from a restaurant or fast food outlet from Uber or similar delivery service – How many of the seven days of the week do you most commonly? (n=1,346)
Q7: Eat out at a restaurant or fast food chain – How many of the seven days of the week do you most commonly? (n=1,346)
Q7: Prepare and cook the meal in your home – How many of the seven days of the week do you most commonly? (n=1,346)
Q7: Buy a take-out meal from a fast food or takeaway shop – How many of the seven days of the week do you most commonly? (n=1,346)
How people source the main meal of the day

The age group of respondents had a marked effect on the way main meals were sourced.

Q7: Delivered to your home from a restaurant or fast food outlet from Uber or similar delivery service – How many of the seven days of the week do you most commonly? (n=1,346)  
Q7: Eat out at a restaurant or fast food chain – How many of the seven days of the week do you most commonly? (n=1,346)  
Q7: Prepare and cook the meal in your home – How many of the seven days of the week do you most commonly? (n=1,346)  
Q7: Buy a take-out meal from a fast food or takeaway shop – How many of the seven days of the week do you most commonly? (n=1,346)
‘Eat more’ and ‘eat less’ foods

Over half of participants identified the need to change their diet.

<table>
<thead>
<tr>
<th>Aware of foods (%)</th>
<th>Gender</th>
<th>Ethnicity</th>
<th>Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware of food(s), should eat more</td>
<td>62</td>
<td>60</td>
<td>72</td>
</tr>
<tr>
<td>Aware of food(s), should eat less</td>
<td>51</td>
<td>52</td>
<td>57</td>
</tr>
</tbody>
</table>

Q8a: Are there any foods that you feel you should be eating more often? (n=1,346), Q9a: Are there any foods that you feel you are eating too much of? (n=1,346)
Top five ‘eat more’ and ‘eat less’ foods

Many respondents believe they are not eating enough fruits and vegetables.

<table>
<thead>
<tr>
<th>‘Eat More’ Foods %</th>
<th>‘Eat Less’ Foods %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables only</td>
<td>37</td>
</tr>
<tr>
<td>Fruit and vegetables</td>
<td>20</td>
</tr>
<tr>
<td>Fruits only</td>
<td>16</td>
</tr>
<tr>
<td>Meats (except fish)</td>
<td>11</td>
</tr>
<tr>
<td>Fish</td>
<td>11</td>
</tr>
<tr>
<td>Sweets, dessert, sugars</td>
<td>33</td>
</tr>
<tr>
<td>Carbs, high carb food and breads and toast</td>
<td>25</td>
</tr>
<tr>
<td>Chips, fried fish / chips, fat</td>
<td>15</td>
</tr>
<tr>
<td>Meats (except fish)</td>
<td>13</td>
</tr>
<tr>
<td>Fast foods</td>
<td>11</td>
</tr>
</tbody>
</table>

Q8b: Are there any foods that you feel you should be eating more often – what is that? (n=834)
Q9b: Are there any foods that you feel you are eating too much of – what is that? (n=690)
Protein foods eaten

Traditional sources of protein remain the most commonly consumed.

Days per week eaten (%)

Q10: Red meats like beef, lamb, pork, veal, goat, venison, – includes beef hamburgers but exclude sausages – On how many of the last seven days? (n=1,346)
Q10: Plant protein like tofu, vegan meat substitutes, beans/lentils or others – On how many of the last seven days? (n =1,346)
Q10: Chicken meats like drumsticks, breasts, whole chicken – includes chicken burger but excludes nuggets or chicken roll – On how many of the last seven days? (n =1,346)
Q10: Deli and processed meats like sausages, hot dogs, salami, pastrami, ham, bacon, corned beef, canned meat, chicken nuggets, cheerios, luncheon or surimi – On how many of the last seven days? (n =1,346)
Q10: Seafood like fish, mussels, prawns, shrimp – includes canned or frozen – On how many of the last seven days? (n =1,346)
Q10: Eggs, boiled, poached, fried or scrambled – On how many of the last seven days? (n =1,346)

78% of respondents who identified as Asian stated that they consumed plant proteins more than one day per week, versus 39% of all respondents.

Egg consumption (at least once a week) was highest among those who identified as Asian (93%), followed by Māori (92%) compared to 82% of all respondents.
Vegetables and fruits eaten per day

Kiwis are not reaching the target of five plus a day.

On average how many servings per day (%)

- Vegetables: fresh, frozen or canned
- Potato, kumara/sweet potato or taro
- Fruit: fresh, frozen, canned or stewed

2 in 5 respondents identified eating the recommended three or more serves of vegetables per day (excluding starchy vegetables), leaving 60% not consuming enough.

46% of respondents identified that they are eating the recommended two or more serves of fruit per day, leaving 54% that are not consuming enough.

Q11: On average how many servings of vegetables – fresh, frozen or canned do you eat per day? (n=1,346)
Q12: On average how many servings of potato, kumara/sweet potato or taro do you eat per day? (n=1,346)
Q13: On average how many servings of fruit – fresh, frozen, canned or stewed do you eat per day? (n=1,346)
Fill-up foods
Potato and root vegetables were the most common filler foods.

Q14: To make sure that you will be full after your meal, which of these would you be most likely to include in your main meal? (n=1,346)

<table>
<thead>
<tr>
<th>Whole foods to ensure feeling full (%)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potato and root vegetables like kumara, taro, green banana</td>
<td>60</td>
</tr>
<tr>
<td>Rice</td>
<td>52</td>
</tr>
<tr>
<td>Pasta</td>
<td>35</td>
</tr>
<tr>
<td>Bread</td>
<td>30</td>
</tr>
<tr>
<td>Lentils, peas, beans, dahls</td>
<td>16</td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
</tr>
</tbody>
</table>

60% of those aged 15-34 stated that they were likely to include rice to ensure that they were full after their meal.

78% of respondents aged 55+ were more likely to include potato and root vegetables in their meal, to ensure they were full.

47% of respondents who identified as Māori stated that bread was a more common choice to ensure they felt full after a meal.

85% of respondents who identified as Asian stated that they were more likely to include rice in a meal to ensure that they felt full after a meal, followed by those who identified as Pasifika (70%).

Q14: To make sure that you will be full after your meal, which of these would you be most likely to include in your main meal? (n=1,346)
Comfort eating

Females were more likely to comfort eat when feeling down, stressed or gloomy.

<table>
<thead>
<tr>
<th>Do you comfort eat? (%)</th>
<th>Very true</th>
<th>Fairly true</th>
<th>Not true</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>36%</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>Female</td>
<td>43%</td>
<td>39%</td>
<td>23%</td>
</tr>
</tbody>
</table>

9 in 10 respondents aged 15-34 identified that comfort eating was ‘very true’ (50%) or ‘fairly true’ (40%) of themselves. This was significantly higher than 35-54 year olds (78%) and those aged 55+ (62%).

Q15a: A person feeling down, stressed or gloomy on occasion, might go and find something to eat as a pick-me-up and to comfort themselves. Do you feel this is true of you? (n=1,346)
Comfort eating

Respondents were significantly less likely to choose a ‘healthy’ snack when comfort eating.

Among Pasifika respondents, ice cream (49%) and fast food (46%) was the most preferred comfort food, similarly among Asians, fast food (39%) and ice cream (34%) compared with sweets at 22% and 30% respectively.

Half of female respondents chose sweets as their preferred comfort food compared to just over a third of males.

1 in 4 respondents aged 55+ chose healthier snacks such as fruit and / or nuts as their preferred comfort food.

Q15b: What do you go for most when you are comfort eating? (n=1,346) Base: Those who eat something when they are feeling down, stressed, or gloomy on occasion. (n=1,036)
Having ‘natural’ food without additives and foods with less packaging/plastic were perceived to be most important.

Q16: How important are the following factors in your decision to purchase a food or beverage? (n=1,346)
Food choice criteria - buying

Those who identified as Pasifika and Māori were more likely to show greater care when making food purchasing decisions.

**Influence buying decision (%)** answers: extremely or very important

- Knowing where my food comes from: Total 34, NZ Euro 34, Māori 24, Pasifika 26, Asian 22
- Knowing that the manufacturer has a commitment to producing food in environmentally sustainable way, incl organic: Total 36, NZ Euro 37, Māori 36, Pasifika 33, Asian 33
- Being able to access information about how my food is produced: Total 47, NZ Euro 47, Māori 40, Pasifika 33, Asian 32
- Knowing that my food was produced with animal welfare in mind: Total 38, NZ Euro 38, Māori 38, Pasifika 38, Asian 36
- Knowing that my food was produced using modern farming technologies: Total 36, NZ Euro 36, Māori 19, Pasifika 20, Asian 24
- Evaluation of food labels and/or inclusion of health ratings (ie, Health Star Rating, etc): Total 48, NZ Euro 43, Māori 32, Pasifika 32, Asian 32
- Knowing my food is natural / has no additives: Total 48, NZ Euro 42, Māori 40, Pasifika 40, Asian 36
- Food that does not have too much packaging, ie, plastic: Total 50, NZ Euro 40, Māori 45, Pasifika 45, Asian 38

Q16: How important are the following factors in your decision to purchase a food or beverage? (n=1,346)
Food choice criteria - eating

Taste and price were deemed most important when making decisions around food.

Influence eating decision (%)

Q17: How important are the following factors in your decision to buy food and beverage? (n=1,346)

Top three factors
Extremely or very important
- Taste - 81%
- Price - 67%
- Healthfulness - 50%

Importance of taste
Extremely or very important
- Men: 74%
- Women: 88%

Importance of environmental sustainability
Extremely or very important
- 45%
  - 15-34: 31%
  - 35-54: 29%
  - 55+: 29%
Food choice criteria - eating

Taste and price played a key role in purchasing decisions.

Influence eating decision (%) answers: extremely or very important

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>NZ Euro</th>
<th>Māori</th>
<th>Pasifika</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>81</td>
<td>85</td>
<td>85</td>
<td>66</td>
<td>79</td>
</tr>
<tr>
<td>Price</td>
<td>79</td>
<td>70</td>
<td>74</td>
<td>66</td>
<td>68</td>
</tr>
<tr>
<td>Healthfulness</td>
<td>74</td>
<td>67</td>
<td>66</td>
<td>56</td>
<td>59</td>
</tr>
<tr>
<td>Convenience</td>
<td>50</td>
<td>50</td>
<td>55</td>
<td>38</td>
<td>50</td>
</tr>
<tr>
<td>Environmental Sustainability</td>
<td>39</td>
<td>39</td>
<td>35</td>
<td>44</td>
<td>40</td>
</tr>
</tbody>
</table>

Healthfulness

Was identified as extremely or very important making purchasing decisions, most among those who identified as Asian (59%) and least among those who identified as Pasifika (38%).

Price

Rated extremely important, most among those who identified as Māori (36%), Pasifika (35%), and those aged 15-34 (31%).

Q17: How important are the following factors in your decision to buy food and beverages? (n=1,346)
Supplements taken

**Take any food supplements (%)**

- No, I don’t take supplements: 59
- Yes, I take supplements to improve my health: 34
- Yes, I have a diagnosed health issue that I take supplements for: 9

**Top six mentions**

<table>
<thead>
<tr>
<th>Supplement</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamins or multivitamins unspecified</td>
<td>28</td>
</tr>
<tr>
<td>Vitamins D and C, together or alone</td>
<td>19</td>
</tr>
<tr>
<td>Magnesium</td>
<td>18</td>
</tr>
<tr>
<td>Vitamin B12, or just B</td>
<td>12</td>
</tr>
<tr>
<td>Fish oil, krill</td>
<td>11</td>
</tr>
<tr>
<td>Iron supplement</td>
<td>9</td>
</tr>
</tbody>
</table>

**Next six mentions**

<table>
<thead>
<tr>
<th>Supplement</th>
<th>Total %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Probiotics</td>
<td>4</td>
</tr>
<tr>
<td>Omega 3</td>
<td>4</td>
</tr>
<tr>
<td>Garlic product, any mentions of garlic</td>
<td>4</td>
</tr>
<tr>
<td>Protein</td>
<td>4</td>
</tr>
<tr>
<td>Glucosamine</td>
<td>3</td>
</tr>
<tr>
<td>Collagen</td>
<td>3</td>
</tr>
</tbody>
</table>

*These tables list the supplements people mentioned taking. These were unprompted mentions and multiple mentions were allowed.

**The consumption of...**

**Iron supplements – decreased with age**

- 15-34: 16%
- 35-54: 10%
- 55+: 3%

**Magnesium – increased with age**

- 15-34: 9%
- 35-54: 18%
- 55+: 25%

Among respondents who took supplements to improve their health, females (39%) and those who identified as Asian (40%) were most likely to do so. Overall Māori (70%) were the least likely to take supplements compared to 59% of all respondents.

Q18a: Do you take any food supplements? (n=1,346) Q18b: The main Supplement(s) I take is (are)... (n=546)