

Survey on Knowledge, Attitude and Practice regarding Nutrition Labelling

Survey Objectives

- To gauge public knowledge, attitude and practice regarding nutrition labelling
- To identify needs of the general public for subsequent planning of relevant publicity and educational activities

Data Collection

- Fieldwork: June to July 2008
- Successfully interviewed 1213 people
 - aged 18 to 64
 - speak Cantonese, Putonghua or English
- Overall response rate: 70.1%

Key Findings (1)

The general public agreed that nutrition labelling is important and is beneficial

Key Findings (1)

- 85% or above of the public agreed that nutrition labelling could
 - ✓ promote a balanced diet
 - ✓ promote public health
 - ✓ encourage food trade to produce or develop healthy food products
- 80% or above of the public agreed that
 - ✓ it was important to read nutrition labels before buying prepackaged food
 - ✓ nutrition labels could help them decide what food to buy
 - ✓ nutrition labels could help them make healthy food choices

Key Findings (1)

- 42% of the public were doubtful about the truthfulness of nutrition claims

Key Findings (2)

The general public had a certain degree of basic understanding of nutrition labelling, yet there is room for improvement

- For a total of five questions, 46% scored 3 marks or above

Key Findings (2)

- Correctly pointed out that high intake of sodium (generally known as salt) was associated with hypertension - 69%
- Correctly compared the sugars content between two products basing on “per 100 g” of food - 79%

Nutrition Information 營養資料	
Servings Per Package/每包裝所含食用分量數目: 3	
Serving Size/食用分量: 5 pieces (50g) / 5塊 (50克)	
	Per 100g/ 每100克
Carbohydrates/ 碳水化合物	65g/克
- Sugars/ 糖	24g/克

Nutrition label of Brand A biscuit (partial)

Nutrition Information 營養資料	
	Per 100g/ 每100克
Carbohydrates/ 碳水化合物	65g/克
-Sugars/ 糖	38g/克

Nutrition label of Brand B biscuit (partial)

Key Findings (2)

- Correctly identified that both “saturated fat” and “trans fat” would raise “bad” cholesterol in blood - 21%
- Correctly worked out the total amount of food in a package using “serving size” and “servings per package” - 26%

Nutrition Information 營養資料

Servings Per Package/每包裝所含食用分量數目: 3
Serving Size/食用分量: 5 pieces (50g) / 5塊 (50克)

Nutrition label of Brand A biscuit (partial)

Key Findings (2)

- Correctly calculated the energy content from information on “per 100 g” and “serving size” - 41%

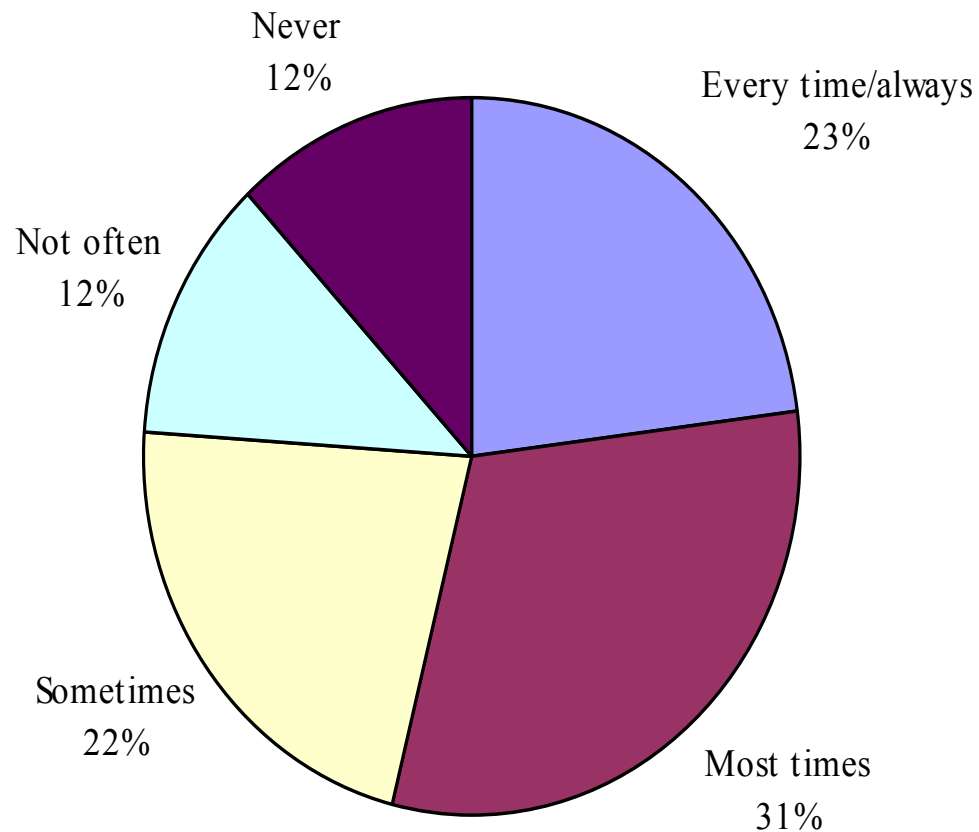
Nutrition Information 營養資料	
Servings Per Package/每包裝所含食用分量數目: 3 Serving Size/食用分量: 5 pieces (50g) / 5塊 (50克)	
	Per 100g/ 每100克
Energy/能量	444 kcal/千卡

Nutrition label of Brand A biscuit (partial)

Key Findings (3)

Over half (54%) of the general public every time / always / most times read the nutrition label when buying a food product for the first time

Reading Nutrition Label When Buying a Food Product for the First Time



Most/Least Attended Nutrients in Nutrition Label

Most attended (Top 3)

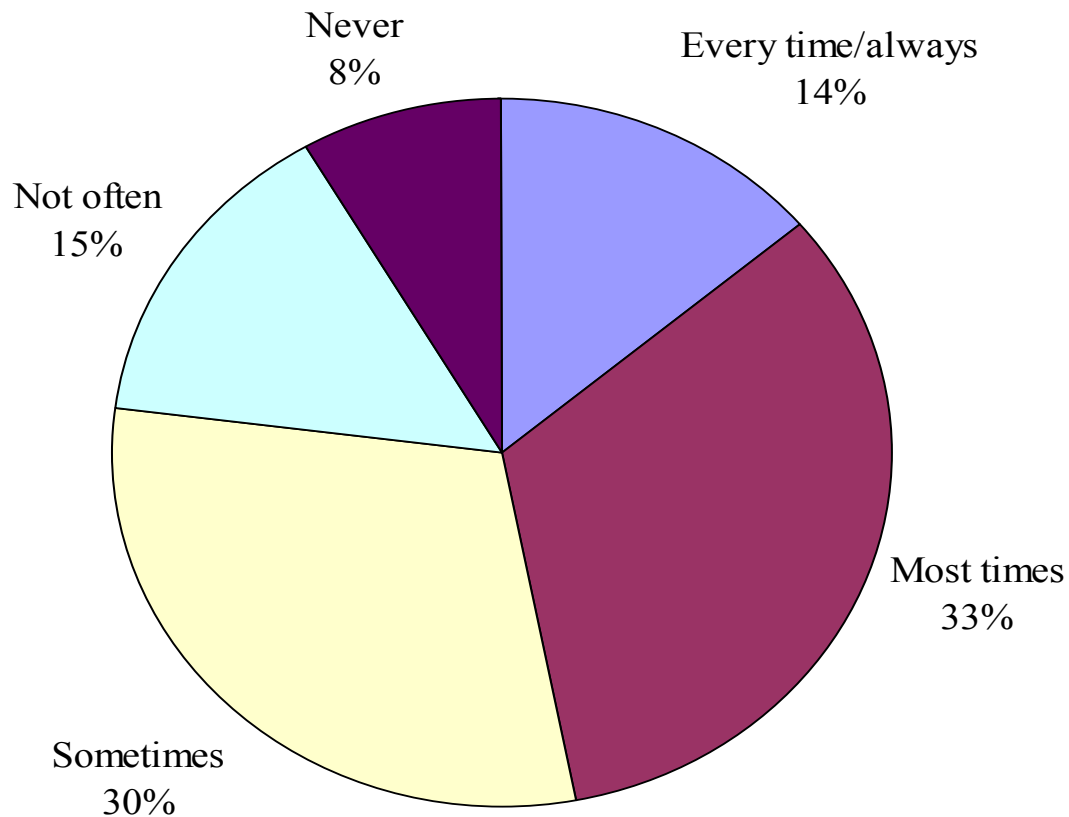
1. Sugars
2. Total fat
3. Calories/energy



Least attended (Top 2)

1. Trans fat
2. Saturated fat

Choosing Low Fat Food When Buying Prepackaged Food



Summary

Majority of the general public agreed that nutrition labelling is important and is beneficial. However, nearly half of the public were doubtful about the truthfulness of nutrition claims.

The general public had certain degree of basic understanding of nutrition labelling, yet there is room for improvement.

- “serving size”, “servings per package”

Over half (54%) of the general public every time / always / most times read the nutrition label when buying a food product for the first time.

- Trans fat and saturated fat were least attended
- Nearly half of the public every time / always / most times chose low fat food when buying prepackaged food