

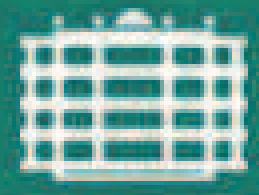


Consumer survey 2010

Food labelling on nutritional information

Intermediate data of N=1080 participants

Comparison of two models of nutritional labelling
„GDA“ and „sCALe“



German consumer survey 2010
Food labelling on nutritional information
Intermediate data of N=1080 participants
Comparison of two models of nutritional labelling
“GDA” and “sCALe”

Period: February till May 2010
N=1080 participants, German-speaking
Planning: advanced survey (English & French) & survey at a canteen, communal feeding (2010)

Head of the study: Prof. Dr. Henry Schulz

Co-operation partner:
Team of sciences „AG Wissenschaft“ – supervision Jörg Tomczak
EgoFit Gesundheitsberatung GmbH

nutritional labelling: comparison of „sCALe“ and „GDA“

TU Chemnitz -> Faculty of behavioural and sozial sciences -> Sports medicine/ -biology -> Prof. Dr. H. Schulz

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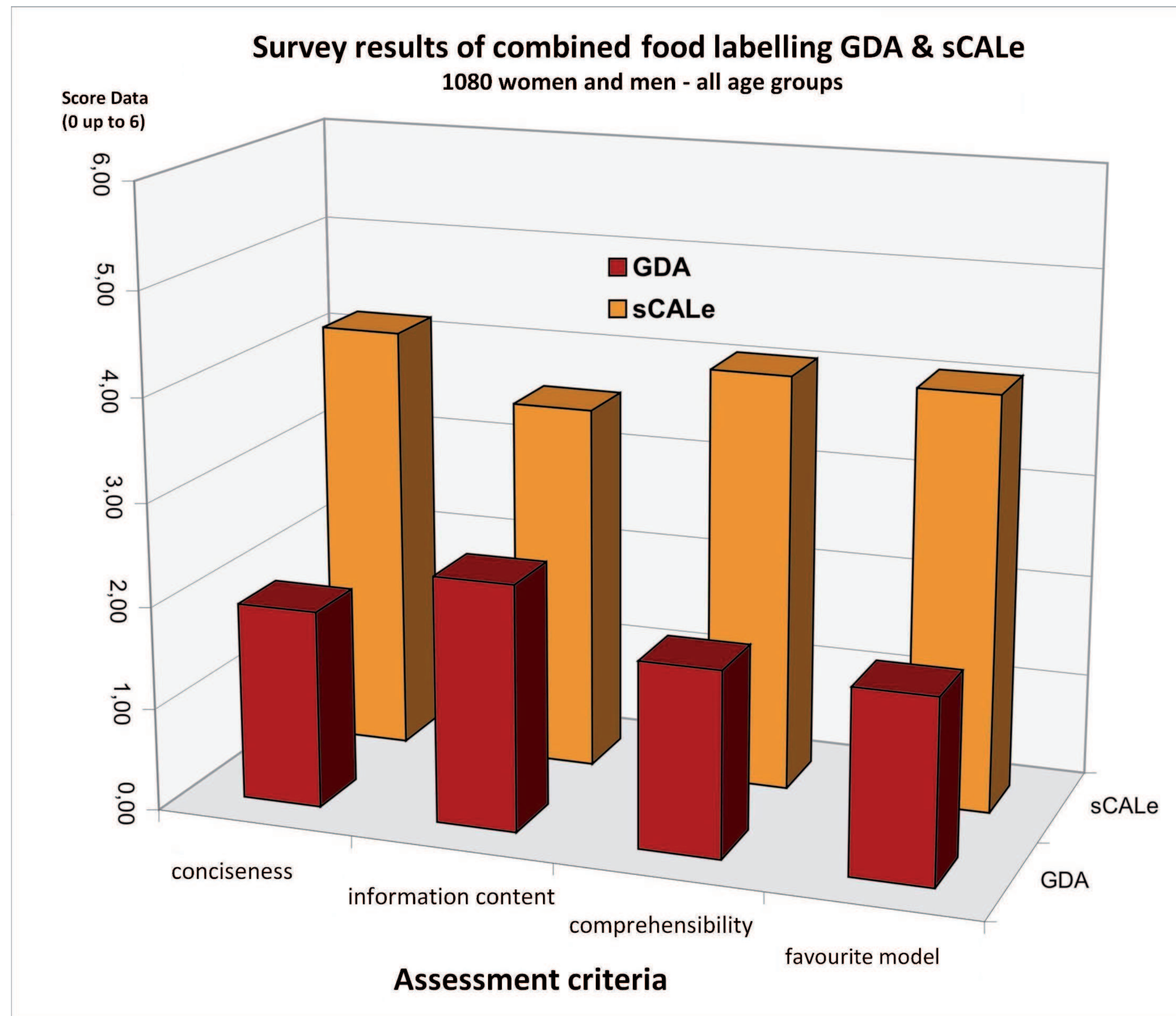


Diagram 1 Mean rating values for the entity of survey participants (n = 1080).
Compared to GDA the sCALe scores are higher for all criteria.



Score of acceptance
0 = low 6 = high

Rating of sCALe versus GDA by age groups

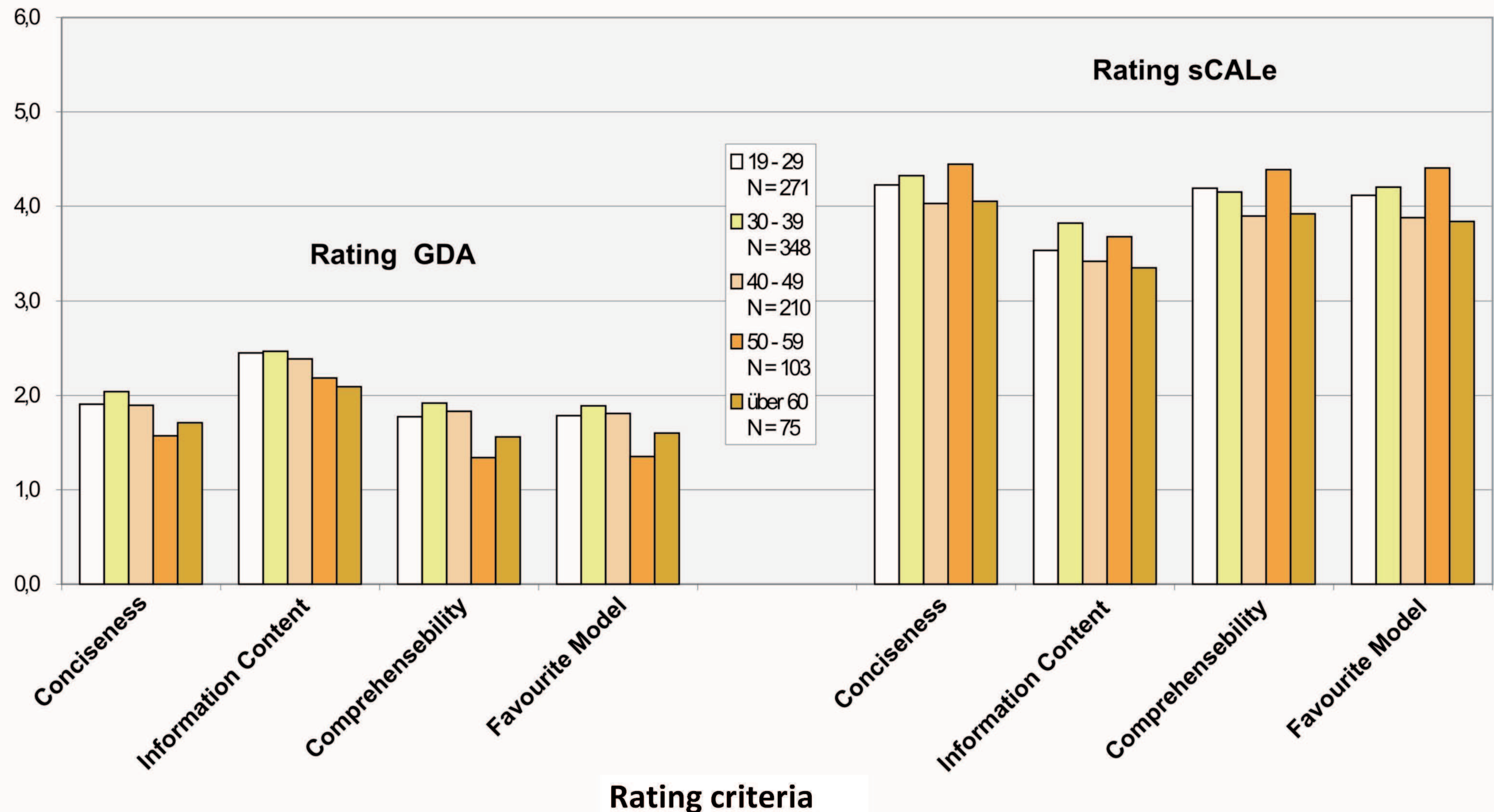


Diagram 2 Throughout all age groups there are no significant differences in the ratings of the two food labelling models. Acceptance of sCALe is better over all age groups compared to GDA.



Score of acceptance
0 = low 6 = high

Rating of food labelling following sCALE or GDA by women (N=744) and men (N=336)

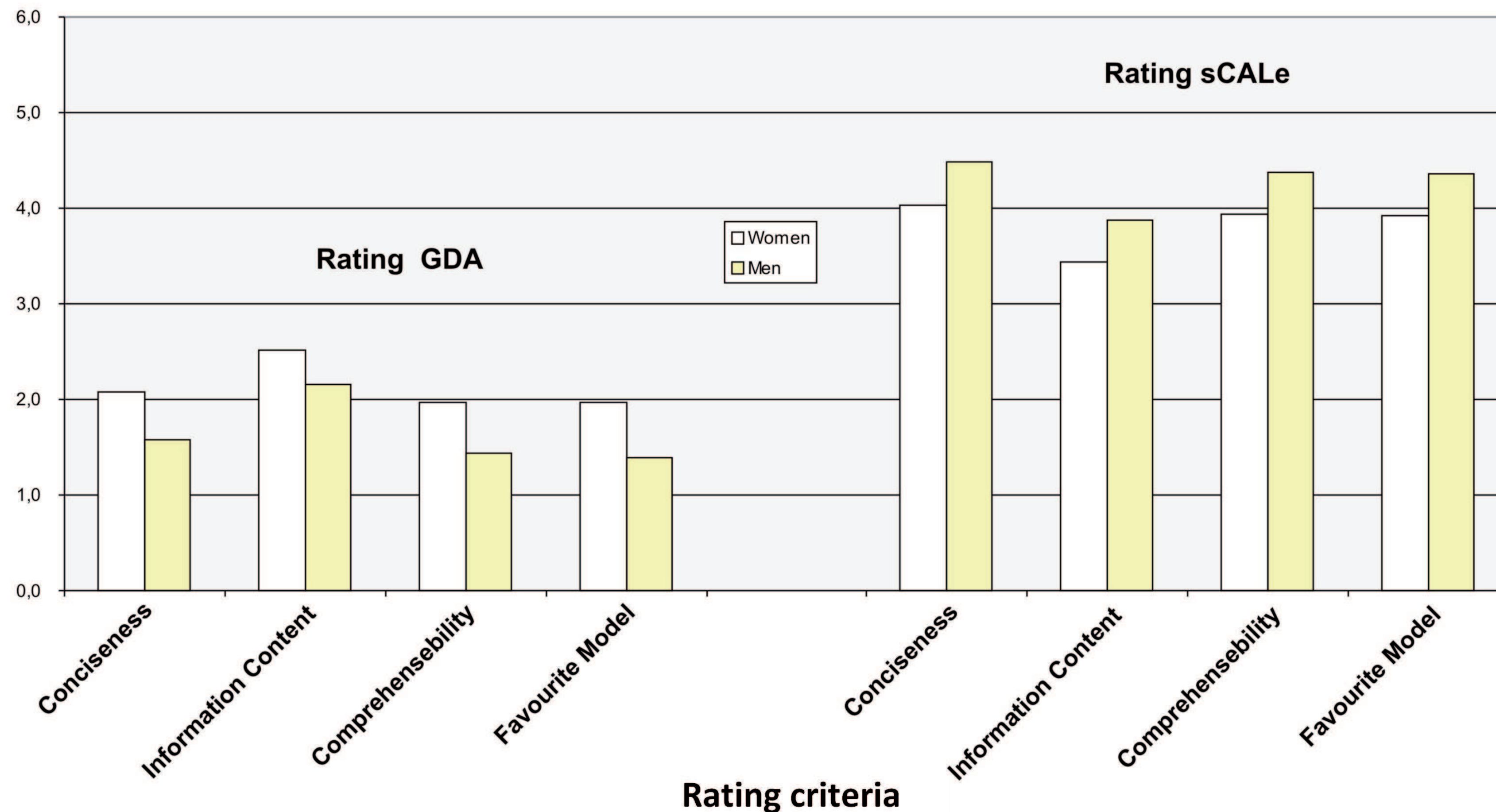


Diagram 3 Men rated sCALE in all requested criteria slightly better than women. Women rated GDA in all requested criteria better than men. Averaged over all criteria men rated sCALE 160 % better than GDA. Women rated even sCALE 80 % better than GDA.



Score of acceptance
0 = low 6 = high

Influence of a sCALe info-video on answers of survey

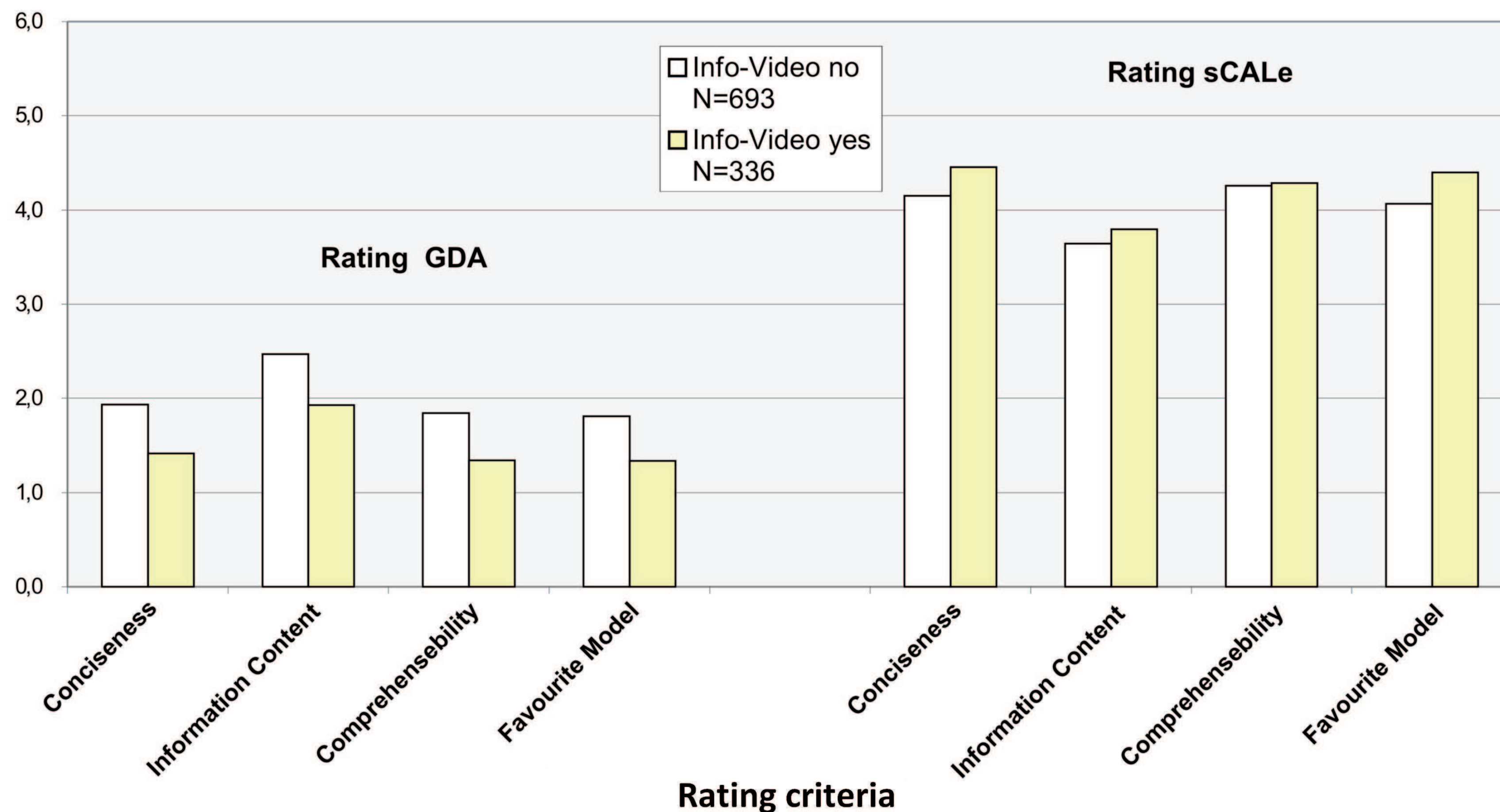


Diagram 4 Influence of additional informations via info-video:
Averaged over all criteria sCALe ratings were 93 % better than GDA. Looking an info-video increased a difference to 163 %. The intuitional understanding of sCALe is very good, but can be improved with additional information.



Results

Data of 1080 individuals	age years	shopping per week	interest in (0=low 6=high)	
			food labelling	health topics
female n = 744	37,07	1,75	3,17	3,70
male n= 336	(19 - 90 years)	(1 - 6)	(0 - 6)	(0 - 6)

Table 1 Mean basic data values of survey participants (n = 1080).



Results of survey in food labelling (0=low 6=high)				
	conciseness	information content	comprehensibility	favourite model
GDA	1,93	2,40	1,81	1,79
sCALe	4,18	3,57	4,07	4,05

Tabelle 2 Mean rating values of survey participants (n = 1080). sCALe scores are higher for all criterions compared to GDA.



rating criterion	results of survey evaluated to age groups				
	mean scores 0 = low, 6 = high				
	19-29 N=271	30-39 N=348	40-49 N=210	50-59 N=103	over 60 N=75
GDA conciseness	1,9	2,0	1,9	1,6	1,7
GDA information content	2,5	2,5	2,4	2,2	2,1
GDA comprehensibility	1,8	1,9	1,8	1,3	1,6
GDA favourite model	1,8	1,9	1,8	1,3	1,6
sCALE conciseness	4,2	4,3	4,0	4,4	4,1
sCALE information content	3,5	3,8	3,4	3,7	3,3
sCALE comprehensibility	4,2	4,2	3,9	4,4	3,9
sCALE favourite model	4,1	4,2	3,9	4,4	3,8

Table 3 Mean rating values evaluated to age groups. There are no statistic significant age groups differences in the ratings of the two food labelling models.
Acceptance of sCALE is better in all age groups compared to GDA.



	age years	shopping per week	interest in (0=low 6=high)	
			food labelling	health topics
female n = 744	35,95	1,91	3,49	4,07
male n= 336	39,55	1,40	2,46	2,89

Table 4 Compared to men women are obviously more interested in food labelling and health topics and their shopping average is higher.



rating criteria	results of survey of women and men mean scores 0 = low, 6 = high	
	women N=744	men N=336
GDA conciseness	2,1	1,6
GDA information content	2,5	2,2
GDA comprehensibility	2,0	1,4
GDA favourite model	2,0	1,4
sCALe conciseness	4,0	4,5
sCALe information content	3,4	3,9
sCALe comprehensibility	3,9	4,4
sCALe favourite model	3,9	4,4

Table 5 Mean scores of ratings evaluated according to gender (see diagram 3).



	results by age groups				
	mean scores 0 = low, 6 = high				
	19-29 N=271	30-39 N=348	40-49 N=210	50-59 N=103	over 60 N=75
interest in					
food labelling	3,1	3,3	3,1	3,2	3,5
health topics	3,6	3,8	3,7	3,7	4,5
shopping per week	1,8	1,9	1,9	1,6	1,4

Table 6 Mean scores of basic data, evaluated throughout all age groups.



survey results related to shopping behavior				
mean scores 0 = low, 6 = high				
shopping per week	1 N=432	2 N=504	3 N=126	3 - 6 N=18
interest in:				
food labelling	2,5	3,5	4,1	4,0
health topics	3,0	4,1	4,8	4,1
rating sCAle:				
conciseness	4,0	4,4	3,9	4,7
information content	3,5	3,6	3,6	4,3
comprehensibility	3,9	4,2	3,9	4,6
favourite model	3,8	4,3	3,9	4,7
rating GDA:				
conciseness	1,9	1,8	2,4	2,1
information content	2,4	2,3	2,8	2,6
comprehensibility	1,8	1,7	2,3	1,8
favourite model	1,8	1,7	2,3	1,9

Table 7 Interest in food labelling and health topics correlates with number of shoppings per week. There is no statistically firm relation regarding ratings of the two models sCAle and GDA.

Lebensmittelkennzeichnung besser verstehen: Verbraucher-Umfrage - Ihre Meinung zählt. - Windows Internet Explorer bereitgestellt

http://www.egofit.de/TestFormulareUmfrage/Lebensmittelkennzeichnung-sCALE-Umfrage-Ernaehrung-Gesundheit-BMI-Fett-Kohlenhydrate-Proteine-Kalorien-FRAGE

Lebensmittelkennzeichnung besser verstehen: Verbra...

TECHNISCHE UNIVERSITÄT CHEMNITZ FAKULTÄT FÜR HUMAN- UND SOZIALWISSENSCHAFTEN ego fit

Survey in 2010 with the Faculty of Humanities and Social Sciences at Chemnitz University of Technology in cooperation with EgoFit Health Consulting in favour of transparent food labelling in Europe.

sex: female age in years: 18 years shopping per week(rarely= 0): 1 shopping per week

Interest in nutritional labelling of food (small= 1 / large= 6): 0

Interest in health topics (small= 1 / large= 6): 0

Have you seen the short video about sCALE and GDA labelling on YouTube? yes No

Meinung zur **Guideline Daily Amounts**:
(My acceptance is low=1 high=6)

conciseness: 0

information content: 0

comprehensibility: 0

GDA is my favourite model: 0

Nutritional labelling
Chocolate cake

Each portion (85g) contains

	Per 100 g	Per portion = 45 g (%)
Energy	1986 kJ 476 kcal	1291 kJ 309 kcal (15 %)
Protein	6.6 g	4.3 g (9 %)
Carbohydrate of which sugar	43 g 33.5 g	28.0 g (10 %) 21.8 g (24 %)
Fat of which saturated	31 g 18.4 g	20.2 g (29 %) 12.0 g (60 %)
Fibre	4.2 g	2.7 g (11 %)
Sodium	0.24 g	0.16 g (7 %)

Front of pack:

GDA Guideline Daily Amounts

Back of pack:

To start the online survey:
<http://www.egofit.de/egofit.html>

Nutrition Labelling: comparison of „sCALE“ and „GDA“

TU Chemnitz -> Faculty of behavioural and sozial sciences -> Sports medicine/ -biology -> Prof. Dr. H. Schulz

(My acceptance is low=1 high=6)

conciseness: 0

information content: 0

comprehensibility: 0

GDA is my favourite model: 0



Front of pack:

GDA Guideline Daily Amounts

Back of pack:

Energy	1986 kJ	1291 kJ
	476 kcal	309 kcal (15 %)
Protein	6.6 g	4.3 g (9 %)
Carbohydrate	43 g	78.0 g (18 %)
of which sugar	33.5 g	71.8 g (24 %)
Fat	31 g	29.2 g (29 %)
of which saturates	18.4 g	12.0 g (60 %)
Fibre	4.2 g	2.7 g (11 %)
Sodium	0.16 g	0.16 g (7 %)

Meinung zur **sCALE**:

(My acceptance is low=1 high=6)

conciseness: 0

information content: 0

comprehensibility: 0

sCALE is my favourite model: 0



Front of pack:

sCALE
nutritional labelling for consumers

Back of pack:

sCALE	100g	476
Energy (kcal)	1000	2000
Protein	26	17
Carbohydrate	172	111
of which sugars	134	86
Fat	278	181
of which saturates	166	108
Kilocalories (kcal)	476	309
Sodium (mg)	240	160
Fibre (g)	4.2	2.7

If you would like to add something- here is my citation about "sCALE"

☐ Yes, for the future I would like to get some more information about this theme.

My e-mail address is:

ZfHtg



Please place the security code in this field, mind small type and capitals.

submit

<http://www.egofit.de/egofit.html>
The online survey will be finished
with „submit“.