A consumer’s insight into Potatoes: Nutritional knowledge, Attitudes and Beliefs

Results from a Nationwide Survey
INTRODUCTION

There has been a decline in the consumption of potatoes in developed countries worldwide due to many factors including an increase in the alternative options available; mainly in the form of rice and pasta. This shift in eating patterns has dramatically affected the Australian potato industry which is the largest horticulture contributor to gross food revenue. There are many factors that may influence the choice of the consumer; including the individual’s nutrition knowledge, lifestyle factors, personal preferences, attitudes and beliefs. This research project aims to capture an understanding of the consumer’s level of knowledge and what currently drives consumer decision making to ultimately implement ideas and strategies to change the current perception of potatoes.

AIMS OF THE PROJECT

To create and implement a survey to determine reasons why potato consumption is decreasing in the Australian population. Investigating -

- Nutritional knowledge
- Consumer preferences and lifestyle factors
- Attitudes and beliefs about potatoes

PROJECT MANAGEMENT

This project was conducted by Dr John Carragher and Katie Wood from The FOODplus Research Centre at the University of Adelaide. Funding for this project was provided by Potatoes South Australia from a grant provided by Primary Industries and Regions South Australia (PIRSA) through its STEM scheme.
The survey was designed by Dr John Carragher and Katie Wood (PhD candidate) from the University of Adelaide in consultation with Robbie Davis (CEO Potatoes South Australia). The survey was approved by the University of Adelaide Human Ethics Committee (Approval No. H-2015-267).

The survey was distributed Australia wide as an online survey to males and females aged 25 to 54 years of age using Pureprofile, an Australian Marketing Research company.

The survey was designed to take between 15 and 20 minutes to complete including a range of questions on:

- Diet and nutritional knowledge, views and eating habits
- Lifestyle factors which influence the respondents’ consumption of potatoes and other carbohydrate-rich foods
- Food preferences and beliefs, particularly concerning potatoes.

The timing of this project was not ideal for incorporating new activities into semester 2 topics which were already underway; however, as part of the topics Nutrition II and Nutrition III Robbie Davis and John Carragher were able to talk to 80 2nd and 3rd year Bachelor of Food and Nutrition Science students about the nutritional content of potatoes, this STEM project and the Advanced Food Manufacturing grant project. Through this route several students came forward to indicate their interest in being part of these projects.

Results from the online survey were analysed and compiled by Lei Weng (Karen) and Yung Lin How (Jack); two second year Nutrition and Food Science students completing a 120 hour research work placement with the FOODplus Research Centre as part of their studies. At the end of their placement Jack and Karen presented a seminar on their findings to a group from the FOODplus Research Centre, Potatoes South Australia and 5 staff from the PIRSA Food Group. A lively question and answer session followed the slideshow presentation.
RESULTS

A total of 1208 people completed the survey.

The following results are presented:

- Demographic
- Diet
- Food Preferences and Nutrition Knowledge
- Beliefs and Attitudes

DEMOGRAPHIC

Age distribution

<table>
<thead>
<tr>
<th>Age range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>50-54 years</td>
<td>16.9%</td>
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<tr>
<td>45-49 years</td>
<td>17.0%</td>
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<tr>
<td>40-44 years</td>
<td>17.0%</td>
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<tr>
<td>35-39 years</td>
<td>17.6%</td>
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<tr>
<td>30-34 years</td>
<td>17.0%</td>
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<tr>
<td>25-29 years</td>
<td>14.5%</td>
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</tbody>
</table>
How many people live in the household?

- 1 person: 15.4%
- 2 people: 27.5%
- 3 people: 24.5%
- 4 people: 20.0%
- 5 people: 9.7%
- 6 people: 2.3%
- 7 people: 0.6%

How many people <16 years live in the household?

- 1 person: 50.3%
- 2 people: 23.0%
- 3 people: 18.5%
- 4 people: 6.7%
- 5 people: 1.2%
- 0 people: 0.4%
How many people >65 years live in the household?

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<thead>
<tr>
<th>Number of people</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0</td>
<td>92.2%</td>
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<tr>
<td>1</td>
<td>5.0%</td>
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<td>2</td>
<td>2.7%</td>
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<td>3</td>
<td>0.0%</td>
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<tr>
<td>4</td>
<td>0.0%</td>
</tr>
<tr>
<td>5</td>
<td>0.1%</td>
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</tbody>
</table>

What is your overall nutrition knowledge?

- Low: 9.3%
- Average: 61.2%
- Above average: 28.6%
- I work in this field: 0.9%
How do you access nutrition information?

- Nutritionist/dietitian: 5.8%
- Doctor: 8.3%
- Personal trainer: 1.7%
- The internet: 56.4%
- I do not look up nutrition information: 24.1%
- Other: 3.7%
What is your eating pattern?

- 3 meals a day: 27.2%
- 3 meals a day plus snacks: 54.8%
- 5 or more smaller meals per day: 6.9%
- Replace 1 meal with replacement snack: 2.7%
- Others: 8.4%

What is your diet pattern?

- Omnivore: 90.6%
- Vegetarian: 4.1%
- Vegetarian who eats fish: 2.3%
- Vegan: 0.8%
- Paleo: 0.8%
- Others: 1.5%
What type of diet do you follow?

- Gluten free diet: 2.2%
- FODMAP diet: 1.4%
- Low-fat diet: 6.3%
- Low-carbohydrate diet: 5.6%
- Intermittent fasting: 1.4%
- Normal diet: 71.2%
- Asian influenced diet: 7.3%
- Other: 4.6%

Where do you purchase potatoes?

- Supermarket: 71.9%
- Fruit and veg shop: 19.0%
- Farmers market/central market: 5.5%
- Grow my own: 1.1%
- Delivered with my other veges: 0.9%
- Somebody else in the house does the shopping: 1.7%
I don't do the shopping

When I shop for groceries...

- I try to buy as many local and Australian made products as I can: 49.8%
- Buy a selection of Australian and imported products: 29.4%
- I am not aware of where the products I buy are from: 18.8%
- I don't do the shopping: 2.0%

Does everyone in the household eat the same meal at dinner?

- Yes: 84%
- No: 16%
### Reasons for not eating dinner at the same time

- **Not everyone is home at the same time**: 28.8%
- **Eat earlier**: 11.9%
- **Different tastes**: 19.2%
- **Fussy eaters**: 16.9%
- **Diet requirements are different**: 13.2%
- **Other**: 10.0%

### Food Preferences and Knowledge

#### Number of times potatoes included in your diet (excluding chips)

- **Once per week or less**: 41.6%
- **2-4 times per week**: 46.9%
- **4-6 times per week**: 9.0%
- **Everyday in the week**: 0.9%
- **Never**: 1.6%
How appetite satisfying do you find the following foods?

(7 most satisfied)
Food consumed during the week (1 most consumed)

- Rice: 384 people
- Noodles: 148 people
- Pasta: 357 people
- Potatoes: 396 people
- Sweet potatoes: 125 people
- Quinoa: 41 people
- Couscous: 39 people

How nutritious do you rate a serving of the following foods (1 low, 4 moderate, 7 high)

- White bread: 3.2
- Gluten free pasta (boiled): 4.1
- Sweet potato oven chips: 4.3
- Mashed sweet potato: 4.9
- Brown rice salad: 5.3
- Rice salad: 4.3
- Cooked white rice: 3.6
- Hot chips: 2.9
- Baked potato: 4.6
- Mashed potato: 4.4
My knowledge of the overall nutrition content of a potato is...
Would you eat more potatoes if you knew more about their nutrition content?

What is your potato consumption in the last five years?
### Relationship between age group and consumption of potatoes

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<thead>
<tr>
<th>Frequency</th>
<th>25-29</th>
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<th>35-39</th>
<th>40-44</th>
<th>45-49</th>
<th>50-54</th>
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<tr>
<td>Never</td>
<td>15.8%</td>
<td>15.8%</td>
<td>5.3%</td>
<td>26.3%</td>
<td>36.8%</td>
<td></td>
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<tr>
<td>Once per week</td>
<td>15.3%</td>
<td>18.2%</td>
<td>21.4%</td>
<td>15.1%</td>
<td>15.5%</td>
<td>14.5%</td>
</tr>
<tr>
<td>2-4 times</td>
<td>13.9%</td>
<td>16.7%</td>
<td>14.8%</td>
<td>17.7%</td>
<td>18.0%</td>
<td>18.9%</td>
</tr>
<tr>
<td>4-6 times</td>
<td>12.8%</td>
<td>13.7%</td>
<td>15.5%</td>
<td>21.2%</td>
<td>16.6%</td>
<td>20.2%</td>
</tr>
<tr>
<td>Everyday</td>
<td>18.2%</td>
<td>9.1%</td>
<td>27.3%</td>
<td>18.2%</td>
<td>9.1%</td>
<td>18.2%</td>
</tr>
</tbody>
</table>

- **0%** - **20%** - **40%** - **60%** - **80%** - **100%**
Reasons for increased potato consumption

- Vegetables (including potatoes) are a healthy option: 27.3%
- I have discovered different ways to use them: 23.5%
- My family circumstances have changed e.g. living with different people, have children: 16.7%
- I find them an economical choice for my situation: 21.9%
- I have learnt more about nutrition over this time: 8.4%
- Others: 2.3%

Reasons for decreased potato consumption

- Take too long to cook: 7.4%
- High in carbohydrates which are bad for me: 30.3%
- Too expensive: 3.8%
- Starchy vegetables are not a healthy option: 22.9%
- They are boring and I can't think of anything new to do with them: 5.3%
- I prefer other foods like rice, pasta and noodles: 16.1%
- My family circumstances have changed: 10.1%
- Others: 4.5%
Do you usually eat more sweet potato than white potato?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No particular reason</td>
<td>1.1%</td>
</tr>
<tr>
<td>I find sweet potato easier to cook</td>
<td>4.3%</td>
</tr>
<tr>
<td>I believe sweet potato has lower GI than white potato and I have heard that low GI foods are better</td>
<td>22.9%</td>
</tr>
<tr>
<td>I believe sweet potato is nutritionally better than white potato</td>
<td>36.6%</td>
</tr>
<tr>
<td>I like the taste of sweet potato better</td>
<td>35.0%</td>
</tr>
</tbody>
</table>
What food do you think contains the lowest amount of fat?

**Actual fat content (per 100g)**

- White Rice: 0.2
- Pasta: 0.3
- Potato (boiled): 0.1
- White bread: 2.1
- Noodles (boiled): 1
What food do you think contains the lowest amount of energy?

- White Rice: 17.1%
- Pasta: 8.1%
- Potato (boiled): 29.2%
- White bread: 23.7%
- Noodles (boiled): 21.7%

**Actual energy content (kJ/100g)**

- White Rice: 487 kJ
- Pasta: 584 kJ
- Potato (boiled): 276 kJ
- White bread: 1051 kJ
- Noodles (boiled): 608 kJ
What nutrients do you think are in a potato? (1 none, 4 moderate, 7 high)

Relative to Recommended Daily Intake (RDI) per 100g serve Foodworks AUSNUT 2007 database

How confident are you with your answer to this question

- I knew most of them: 57%
- I knew some of them: 36%
- I guessed most of them: 7%

[Bar chart showing nutrient distribution and confidence levels]
BELIEFS AND ATTITUDES

Potatoes are good value for money

- Strongly disagree: 1.2%
- Moderately disagree: 1.0%
- Slightly disagree: 4.8%
- No opinion: 8.5%
- Slightly agree: 26.0%
- Moderately agree: 31.6%
- Strongly agree: 26.8%

Potatoes are 'Old fashioned'

- Strongly disagree: 12.6%
- Moderately disagree: 8.9%
- Slightly disagree: 14.6%
- No opinion: 17.4%
- Slightly agree: 23.0%
- Moderately agree: 16.5%
- Strongly agree: 7.0%
I don’t see potatoes as a vegetable but as a carbohydrate like bread

- Strongly disagree: 10.5%
- Moderately disagree: 9.1%
- Slightly disagree: 18.5%
- No opinion: 15.5%
- Slightly agree: 23.7%
- Moderately agree: 15.8%
- Strongly agree: 6.9%

Potatoes are higher in carbohydrates than pasta

- Strongly disagree: 2.4%
- Moderately disagree: 4.7%
- Slightly disagree: 19.6%
- No opinion: 38.8%
- Slightly agree: 20.3%
- Moderately agree: 11.4%
- Strongly agree: 2.7%
Oven baked chips are nutritionally better than deep fried chips

Potatoes take a long time to prepare and cook
Potatoes have high GI (glycaemic index)

- Strongly disagree: 2.1%
- Moderately disagree: 3.0%
- Slightly disagree: 8.7%
- No opinion: 41.1%
- Slightly agree: 25.6%
- Moderately agree: 15.0%
- Strongly agree: 4.6%

Potatoes contain gluten

- Strongly disagree: 14.2%
- Moderately disagree: 6.5%
- Slightly disagree: 9.7%
- No opinion: 41.4%
- Slightly agree: 17.1%
- Moderately agree: 8.8%
- Strongly agree: 2.4%
Potatoes are good for me

- Strongly disagree: 0.9%
- Moderately disagree: 2.0%
- Slightly disagree: 6.6%
- No opinion: 18.4%
- Slightly agree: 39.6%
- Moderately agree: 23.4%
- Strongly agree: 9.1%

All varieties of potatoes are nutritionally similar

- Strongly disagree: 4.5%
- Moderately disagree: 7.1%
- Slightly disagree: 27.4%
- No opinion: 25.4%
- Slightly agree: 22.4%
- Moderately agree: 10.3%
- Strongly agree: 3.0%
I am happy to purchase potatoes that do not look perfect

There is no such thing as a low carbohydrate potato
Potatoes are a good food for children

- Strongly disagree: 0.4%
- Moderately disagree: 1.3%
- Slightly disagree: 3.4%
- No opinion: 15.4%
- Slightly agree: 35.9%
- Moderately agree: 28.9%
- Strongly agree: 14.7%

Potatoes are a good food for older people

- Strongly disagree: 0.7%
- Moderately disagree: 2.0%
- Slightly disagree: 5.1%
- No opinion: 15.6%
- Slightly agree: 36.1%
- Moderately agree: 26.7%
- Strongly agree: 13.7%
Potatoes are a good family food

Eating potatoes with skin on is more nutritious
I can't lose weight eating potatoes

- Strongly disagree: 9.4%
- Moderately disagree: 7.3%
- Slightly disagree: 19.1%
- No opinion: 31.9%
- Slightly agree: 17.5%
- Moderately agree: 9.4%
- Strongly agree: 5.4%

White vegetables contain less vitamins than coloured

- Strongly disagree: 4.3%
- Moderately disagree: 3.8%
- Slightly disagree: 11.8%
- No opinion: 41.1%
- Slightly agree: 22.7%
- Moderately agree: 11.4%
- Strongly agree: 4.8%
Potatoes are a versatile vegetable to cook with
Proportion of people who would eat the skin on potatoes that were

- Boiled: 66.3%
- Baked: 85.2%
- Roasted: 83.2%
- Mashed: 33.8%
- Chipped: 73.5%

Proportion of people who have purchased the following potato products

- Chips: 87.9%
- Wedges: 78.8%
- Hash brown/potato gems: 72.4%
- Roast potato: 38.4%
Have you purchased pre-prepared fresh potatoes?

Do you believe that frozen potatoes are as nutritious as fresh?
Would you be likely to buy ready-made potato products?

- Frozen mashed potato: 20.5%
- Frozen baked potato: 34.9%
- Chilled/ready to heat mashed potato: 26.6%
- Chilled/ready to heat roast potato: 36.9%
- Chilled/ready to heat baked potato: 34.6%
SUMMARY AND CONCLUSION

Results from this survey indicate some strong positive associations with potatoes. They are seen as versatile, easy to prepare, delicious and appetite satisfying, good value for money and ideal for all ages.

Potatoes are eaten by every age group and more than 85% of the respondents consumed them 4 times or less per week. They ranked as the highest food consumed during the week in comparison to other staples including pasta and rice and were rated equal (to pasta) highest for appetite satisfaction. The nutrition composition of a potato individually and in comparison with other foods is where the level of understanding appears limited.

The majority of the respondents believed they had a poor or average overall nutrition knowledge level and specific knowledge of the nutrient composition of potatoes. A high proportion of people are accessing the internet for information regarding nutrition (this is of concern as the internet contains an enormous amount of conflicting messages both correct and incorrect in content). Therefore, it is not surprising that people appear confused about the amount of energy (kilojoules) in different foods, what is actually good for their health and what they can include in a healthy diet and still have the ability to lose weight if they wish. Consequently, changes in eating behaviour reflect levels of understanding and access to accurate information.

The major finding of this survey regards carbohydrates and the belief that they are not good for health. The carbohydrate content of a potato was dramatically overestimated in the survey results clearly showing the limited knowledge regarding carbohydrates and generally, an overall fear of them. The predominant reasons that consumers are decreasing their intake are due to the supposed high carbohydrate content of the potato, the association with carbohydrates and weight and being unsure of which food group the potato belongs to leading to an association with a bread rather than a vegetable.

In conclusion, the results indicate that the nutrient composition of a potato is poorly understood and the vitamin, mineral and macronutrient content (specifically carbohydrates) of a potato is information not well established in the consumer. Understanding the nutritional benefits of eating potatoes appears to be limited and messages to correct this would be beneficial to increase consumption in the future.
Thank you for participating in this survey.

This nation-wide survey is being conducted by researchers at the FOODplus Research Centre at University of Adelaide in South Australia on behalf of Potatoes South Australia, the not-for-profit peak representative body for the potato industry.

Please take as much time as you need to answer the questions. Most questions only require you to check a box. A few questions ask you to type in a response. All your answers to the questions are strictly anonymous. No one will contact you after the survey, and no sales solicitation is involved. Your answers will be used for research purposes only.

The survey begins with a few simple demographic questions about you. Please DO NOT USE the 'Back' and 'Forward' buttons in your browser. Please use the buttons at the bottom of each screen.

Please click on " >> " button to proceed.

If you would like to pause the survey to return to it later, simply close the window and click on the original link in the invitation. It will return you to the last point of entry in the survey.

This survey explores A consumer's insight into Potatoes: nutritional knowledge, attitudes and preferences. The survey will take about 15-20 minutes.

You will be asked a range of questions specifically looking at potatoes:

- nutritional knowledge, views and eating habits
- lifestyle factors which influence your consumption
- food preferences and beliefs

Your participation in this research will be used to assist in understanding the current knowledge and outlook on the consumption of potatoes and highlight barriers (if any) to their use.

This study has been reviewed by the University of Adelaide Human Research Ethics Committee (Ethics approval number H-2015-267). We wish to reassure you that your individual survey responses will remain confidential and no personally identified survey responses will be released to the researchers involved in this study.

If you have any questions, please feel free to contact Katie Wood at katie.wood@adelaide.edu.au or if you wish to contact someone independent of the project please email hrec@adelaide.edu.au.

Participation is completely voluntary. You are free to withdraw from the study at any time before submitting the survey without any explanation. Once submitted, you will be unable to withdraw the survey information as this survey is anonymous and we will not be able to identify the information you provided as yours.
By clicking the ‘yes’ button below, you are indicating that you have read and understood the above information and consent to participating in this study titled "A consumer’s insight into Potatoes: nutritional knowledge, attitudes and preferences".

Please select one answer.

☐ Yes
☐ No

1 DEMOGRAPHIC

1.1 To which age group do you belong?
☐ <25 years (cannot participate in study)
☐ 25-29 years
☐ 30-34 years
☐ 35-39 years
☐ 40-44 years
☐ 45-49 years
☐ 50-54 years
☐ >55 years (cannot participate in study)

1.2 Are you?
☐ Male
☐ Female

1.3 How many people live in your household? __________

1.4 How many of these are children (less than 16 years)? __________

1.5 How many of these are older than 65 years of age? __________

1.6 What is the postcode where you live? _______
2. DIET

2.1 What do you believe is your overall level of nutrition knowledge?
- Low – I have limited knowledge
- Average – I believe I know a moderate amount
- Above average – I believe I know more than most people
- I work in this field – I have studied nutrition

2.2 How would you normally access nutrition information?
- I see a nutritionist/dietitian
- I talk to my doctor
- I talk to my personal trainer
- I get my information from the internet
- I don’t usually look up anything to do with nutrition
- Other, Please specify__________________________________________

2.3 How would you describe your eating pattern?
- 3 meals a day
- 3 meals a day plus snacks
- 5 or more smaller meals per day
- I replace 1 or more of my meals with a meal replacement shake
- Other, Please specify__________________________________________

2.4 How would you describe your diet pattern?
- Omnivore (I eat both plant and animal products)
- Vegetarian
- Vegetarian who also eats fish
- Vegan
- Paleo
- Other, Please specify__________________________________________

2.5 I follow a
- Gluten free diet
- FODMAP diet
- Low-fat diet
- Low-carbohydrate diet
- Intermittent fasting diet (5:2)
- Normal diet
- Asian influenced diet
- Other, Please specify__________________________________________
2.6 I generally shop for my potatoes at the
- Supermarket
- Fruit and vegetable shop
- Farmers Market/Central Market
- I grow my own
- I get them home delivered with my other vegetables
- Somebody else in the house shops and I don't know where they go

2.7 When I am shopping for groceries
- I try to buy as many local and Australian made products as I can
- I buy a selection of Australian and imported products
- I am not aware of where the products I buy are from
- I don't do the shopping

2.8 Does everyone in the household eat the same meal at dinner

Yes ☐  ☐ No ☐

If No, why
- Not everyone is home at the same time
- Some members of the household eat earlier
- Some members of the household have different tastes
- Some members of the household are fussy eaters
- Diet requirements are different eg. vegetarian, vegan
- Other, please specify__________________________________________

3. FOOD PREFERENCES and NUTRITION KNOWLEDGE

3.1 I include potatoes (excluding hot chips) in my diet
- Once per week or less
- 2-4 times per week
- 4-6 times per week
- Every day in the week
- Never

3.2 I include hot chips in my diet
- Once per week or less
- 2-4 times per week
- 4-6 times per week
- Every day in the week
- Never

3.3 How appetite satisfying do you find the following foods on a scale of 1 to 7 (7 being the most satisfied):

<table>
<thead>
<tr>
<th>Food</th>
<th>1</th>
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<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potatoes</td>
<td></td>
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<tr>
<td>Potato fries</td>
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<td>Sweet potato</td>
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<td>Pasta eg. spaghetti</td>
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<td>Noodles</td>
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<td>Rice</td>
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</tbody>
</table>
3.4 Which of the following foods would you consume most often during a normal week, ONLY rank the top 3 (where 1 is the most consumed):

_____ Rice
_____ Noodles
_____ Pasta
_____ Potatoes
_____ Sweet Potato
_____ Quinoa
_____ Couscous

3.5 How much do you like the taste of the following foods – do not consider the taste of the optional toppings/sauces/fillings (1 is dislike, 4 is moderately like and 7 is delicious), if you have not eaten this food please tick N/A:

<table>
<thead>
<tr>
<th>Food</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>N/A</th>
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</thead>
<tbody>
<tr>
<td>Mashed potato</td>
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<td>Boiled potato</td>
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<tr>
<td>Baked potato</td>
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<td>Roast potato</td>
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<tr>
<td>Hot chips</td>
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<tr>
<td>Potato salad</td>
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<tr>
<td>Cooked white rice</td>
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<tr>
<td>Fried white rice</td>
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<tr>
<td>Rice salad</td>
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<tr>
<td>Brown rice</td>
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<tr>
<td>Brown rice salad</td>
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<tr>
<td>Sweet potato</td>
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<tr>
<td>Mashed sweet potato</td>
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<tr>
<td>Roast sweet potato</td>
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<tr>
<td>Sweet potato oven chips</td>
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<td></td>
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<tr>
<td>Boiled pasta (spaghetti)</td>
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<td></td>
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<tr>
<td>Gluten free pasta (boiled)</td>
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<tr>
<td>White bread</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Wholegrain bread</td>
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</tbody>
</table>

3.6 How nutritious do you rate a serving of the following foods - do not consider the nutritional attributes of the optional toppings/sauces/fillings (1 is low, 4 is moderate and 7 is high):

<table>
<thead>
<tr>
<th>Food</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mashed potato</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boiled potato</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Baked potato</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Roast potato</td>
<td></td>
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</tbody>
</table>
3.7 My knowledge of the overall nutrition content of a potato is

Poor □  Average □  High □

If poor or average, do you think you would include them more often in your diet if you knew more about their nutrition content?

Yes □  No □  It wouldn’t make a difference to my intake □

3.8 Over the past 5 years I feel that my potato intake (not fries) has

Increased □  Decreased □  Stayed the same □

If decreased; I feel that it is because

- They take too long to prepare
- I believe they are high in carbohydrates which is bad for me
- They are too expensive
- Starchy vegetables are not a healthy option
- They are boring and I can’t think of anything new to do with them
- I prefer other foods like rice, pasta and noodles to go with my meals
- My family circumstances have changed eg. Living with different people, have children
- Other reason, please state _____________________________________________

If increased; I feel that it is because

- Vegetables (including potatoes) are a healthy option
- I have discovered different ways to use them
- My family circumstances have changed eg. Living with different people, have children
- I find them an economical choice for my situation
- I have learnt more about nutrition over this time
- Other reason, please state _____________________________________________
3.9 Do you eat more sweet potato than white potato in your diet?

Yes ☐  No ☐

If Yes, what is the reason (tick all that apply)
☐ I like the taste of sweet potato better
☐ I believe sweet potato is nutritionally better than white potato
☐ I believe sweet potato has a lower GI (glycaemic index) than white potato and I have heard that low GI foods are better for me.
☐ I find sweet potato easier to cook with
☐ No particular reason

4.0 Which food out of the following list do you believe contains the lowest amount of energy (kilojoules/calories) per serve (foods as per description with no sauces or toppings)

☐ White rice (boiled) (1 cup)
☐ Pasta (boiled) (1 cup)
☐ White potato (boiled) (1 medium size)
☐ White bread (2 slices)
☐ Noodles (boiled) (1 cup)

4.1 Which food out of the following list do you believe contains the lowest amount of fat per serve (foods as per description with no sauces or toppings)

☐ White rice (boiled) (1 cup)
☐ Pasta (boiled) (1 cup)
☐ White potato (boiled) (1 medium size)
☐ White bread (2 slices)
☐ Noodles (boiled) (1 cup)

4.2 What nutrients do you think are in a potato? Please tick the box which corresponds (1 is contains none, 4 is moderate amount and 7 is high amount):

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fibre</td>
<td></td>
<td></td>
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<tr>
<td>Resistant Starch</td>
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<tr>
<td>Fat</td>
<td></td>
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<tr>
<td>Potassium</td>
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<td></td>
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</tr>
<tr>
<td>Vitamin C</td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>Iron</td>
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<tr>
<td>Protein</td>
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<tr>
<td>Sodium (salt)</td>
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<tr>
<td>Cholesterol</td>
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<tr>
<td>Carbohydrate</td>
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<tr>
<td>Folate</td>
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<tr>
<td>Vitamin B</td>
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</tbody>
</table>
4.3 How confident are you with your answers to the last question regarding the nutrients found in a potato?

- I knew most of them
- I knew about half of them
- I guessed most of my answers
4. BELIEFS AND ATTITUDES

4.1 Please answer the following statements:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Moderately disagree</th>
<th>Slightly disagree</th>
<th>No opinion</th>
<th>Slightly agree</th>
<th>Moderately agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potatoes are good value for money</td>
<td></td>
<td></td>
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<tr>
<td>Potatoes are ‘old fashioned’</td>
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<tr>
<td>I don’t see potatoes as a vegetable but as a carbohydrate like bread</td>
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<tr>
<td>Potatoes are higher in carbohydrates than pasta</td>
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<tr>
<td>Oven baked chips are nutritionally better than deep fried chips</td>
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<tr>
<td>Potatoes take a long time to prepare and cook</td>
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<tr>
<td>Potatoes have a high GI (glycaemic index)</td>
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<tr>
<td>Potatoes contain gluten</td>
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<tr>
<td>Potatoes are good for me</td>
<td></td>
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<td></td>
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<tr>
<td>All varieties of potatoes are nutritionally similar</td>
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<tr>
<td>I am happy to purchase potatoes that do not look perfect</td>
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<tr>
<td>There is no such thing as a low carbohydrate potato</td>
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<tr>
<td>Potatoes are a good food for children</td>
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<tr>
<td>Potatoes are a good food for older people</td>
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<tr>
<td>Potatoes are a good family food</td>
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<tr>
<td>Eating a potato with skin on is more nutritious</td>
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<tr>
<td>I can’t lose weight eating potatoes</td>
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<tr>
<td>White vegetables contain less vitamins than coloured</td>
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<tr>
<td>Potatoes are a versatile vegetable to cook with</td>
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</tr>
</tbody>
</table>
4.2 Would you eat the skin on potatoes that were

<table>
<thead>
<tr>
<th></th>
<th>Boiled</th>
<th>Baked</th>
<th>Roasted</th>
<th>Mashed</th>
<th>Chipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>No</td>
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</tr>
</tbody>
</table>

4.3 Have you purchased any of the following frozen potato products before

<table>
<thead>
<tr>
<th></th>
<th>Chips</th>
<th>Wedges</th>
<th>Hash browns/Potato gems</th>
<th>Roast Potatoes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

4.4 Have you purchased pre-prepared fresh potatoes in the supermarket vegetable section that can be cooked in the microwave

|                        | Yes              | No               |

4.5 Do you believe that frozen potatoes are as nutritious as fresh

|                        | Yes              | No               |

4.6 Would you be likely to buy ready-made potato based products including

|                               | Yes              | No               |

Thank you for participating in this survey