

Questionnaire

Consumer attitudes towards ultra-processed foods

The purpose of the survey is to investigate consumer attitudes towards ultra-processed foods in Bulgaria.

Ultra-processed foods usually contain high levels of added sugars, salt, unhealthy fats, various food additives and artificial enhancers. Some of them lack essential nutrients and fibre, and are too high in calories or trans fats. All of this raises concerns about their impact on human health.

According to some studies, ultra-processed foods are a factor in the global increase in obesity and diseases related to poor nutrition. These foods are readily available and convenient to consume, making them a common choice for many consumers. The marketing and, in particular, the advertising of these foods, often targeting vulnerable populations, raises ethical questions and affects social justice. However, their regular use is associated with an increased risk of digestive problems, obesity, type 2 diabetes, cardiovascular disease and certain types of cancer.

The production and consumption of ultra-processed foods also have environmental and social impacts. Large-scale production of these foods often involves intensive agricultural practices that can degrade the environment, lead to deforestation, generate additional greenhouse gas emissions, and more.

Filling out the survey card will take about 5 minutes, and anonymity is guaranteed.

Each respondent who has completed the survey card will obtain access to the summary results.

Thank you for your time!

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Research team of students and professors from FESS

* Required field

1. What is your gender?*

- ☐ Male
- ☐ Female

2. Age by age group?*

- ☐ Less than 20
- ☐ 21 – 30
- ☐ 31 – 40
- ☐ 41 – 50
- ☐ Over 50

3. Number of inhabitants of the place of residence:*

- ☐ Less than 1000
- ☐ Between 1000 and 50,000
- ☐ Over 50,000

4. Municipality (by place of residence):*

5. Average monthly income per household member:*

- ☐ Under BGN 1,320
- ☐ Over BGN 1,320

6. Educational level:*

- ☐ High school
- ☐ Bachelor degree
- ☐ Master degree
- ☐ Doctor degree

7. On average, how much of your daily menu are ultra-processed foods

- I do not consume (0%)
- Less than 25%
- Between 25% and 50%
- Between 50% and 75%
- Over 75%

8. How are the ultra-processed foods you consume divided by group:

Note: The distribution of ultra-processed foods is assessed on a five-point Likert scale as follows:

I do not consume (0%), Less than 25%, Between 25% and 50%, Between 50% and 75%, Over 75%

Snacks (chips, snacks, cookies, candies, sweets, pretzels and other sweet or salty snacks)

Frozen meals (frozen pizzas, prepackaged meals, microwaveable meals, and instant pasta)

Fast food (hamburgers, fries, fried chicken, hot dogs and other fast food items)

Packaged breads and pasta (white bread, packaged pastries, donuts, muffins)

Processed meat (sausages, bacon, meat delicacies and other meat products)

Sweetened cereals (cereals with added sugars, chocolate-coated cereals or other glazed varieties)

Sweetened dairy products (flavoured fresh and yogurt, ice cream and other frozen desserts, puddings, gelatin desserts)

Instant soups and pasta (instant soups, noodles, etc.) with added preservatives and flavourings.

Evaluate your attitude towards ultra-processed foods using the following statements:

Note: Consumer attitudes towards ultra-processed foods are assessed using the following statements and five point Likert scale – (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

9. Health consciousness

I monitor the type and amount of harmful ingredients in the food I consume daily.

I need to eat healthy to live longer.

I think I eat healthy.

10. Knowledge of ultra-processed foods

I can recognize the ultra-processed foods in the store.

Ultra-processed foods are not useful and healthy.

11. Subjective norm

My social and friendship circle does not consume ultra-processed foods.

My family and those closest to me avoid buying ultra-processed foods.

12. Environmental Concerns

I believe that ultra-processed foods pollute the environment more than traditional foods.

I consciously do not buy ultra-processed foods in order to limit environmental pollution.

I believe that regulatory regulation of the production of ultra-processed foods improves the state of the environment.

13. Attitude

Ultra-processed foods cannot meet my nutrient needs.

Ultra-processed foods are of poorer quality than other foods.

Buying ultra-processed foods is unwise.

14. Willingness to Purchase

I plan to buy ultra-processed foods in the future.

I have always tried to limit the purchase of ultra-processed foods in my family.

I have always tried not to buy ultra-processed foods at all.

15. Actual Buying Behaviour

I am a regular buyer of ultra-processed foods.

I still shop for ultra-processed foods, but I'm trying to gradually reduce the amount.

I don't plan on shopping for ultra-processed foods.

16. What is your attitude towards the supply and consumption of ultra-processed foods? Has it changed over the years? If so, why?