

SUPERMARKET SHOPPERS, WE WANT YOU!

Research Study



You are invited to participate in a 60-minute study assessing if and how food labelling information is used by consumers in Aotearoa New Zealand; and, how that usage varies with ethnicity and income.

To participate, you must:

- Be the main food shopper for your household
- Be over the age of 18 years
- Have vision in both eyes and not wear bifocal lens

Participants will be given a \$30 voucher as a token thank you (koha) for their participation.

Māori and Pasifika participants encouraged to come and kōrero.

If you meet the criteria above and are interested in participating, please contact Dr Erin Young (erin.young@otago.ac.nz).

*This project has been approved by the Department of Food Science, University of Otago.
Ethics approval D22/287, 1st November 2022.*

