

# HealthBread

Deliverable D 5.14

Questionnaire for Consumers of Each SME Bakery (Public)



## **Executive Summary**

Seven out of the eight bakery partners in HealthBread developed a HealthBread 'product' concept. Products from five of these bakers were evaluated by customers completing a professionally designed questionnaire. The questionnaire was developed in English and translated into Dutch, German and Italian. Customers, when buying their standard bread, received a (free) HealthBread bread product. They also received information about its nutritional and health benefits and were asked to complete a short questionnaire. This report presents the questionnaires as developed in the project and validated by an external expert. This report is available on the HealthBread website [www.healthbread.eu](http://www.healthbread.eu) and can be downloaded for post-project activity and by craft bakeries wishing to consult their customers in the development of HealthBread bread(s) which target local and regional markets.

## **Introduction**

With an aim to gain an insight to consumers opinions in relation to the HealthBread product they received from their SME baker and comparing this product against the bread product they would normally purchase, one basic questionnaire in English was developed. The questionnaire focussed on the perception of the received products (taste, satisfaction, price acceptance) along with the marketing message (including nutritional and health claims). The validation of the questionnaire was performed by an experienced expert, the company 1Zero ([www.1Zero.nl](http://www.1Zero.nl)) located in Utrecht, the Netherlands. The basic questionnaire was translated into local languages by the HealthBread mentoring partners for the bakeries: Netherlands Bakery Centre, Kampffmeyer Food Innovation (since 1-11-2014 Goodmills Food Innovation) and Open Fields. Five bakeries (Austria 2, Germany-1, and Italy -2) used this questionnaire. The three German and Austrian bakers used the German text and the two Italian bakers the Italian text - without modifications. This report shows the questionnaire in all four languages.

## HealthBread Consumer Questionnaire

- Welcome to the short questionnaire from XXX Bakery.
- You received a free sample of our HealthBread product next to the bread you bought. We would like to know your opinion about the bread you bought and after that about the free sample you received.
- It will take 5 minutes of your time.

Thank you for your cooperation!

### Dutch

Hartelijk welkom op de vragen lijst van bakkerij xxx

U heeft een gratis brood een zogenaamd “Healthbread” ontvangen naast het gewone brood dat u heeft gekocht. Graag zouden wij uw mening willen weten over het zo juist gekochte brood en het gratis proefbrood.

Het kost ongeveer 5 minuten van uw tijd om deze lijst te beantwoorden. Hartelijk dank voor uw deelname!

### Italian

Pagina Iniziale

Benvenuti nel questionario del Progetto Healthbread (la traduzione letterale del progetto e': Health = salute e Bread = pane e quindi Pane della salute).

Hai ricevuto un campione gratuito del nostro pane Healthbread insieme al pane che hai acquistato.

Ci piacerebbe conoscere la tua opinione sul pane acquistato e successivamente sul campione gratuito che hai ricevuto.

Saranno necessari solo 5 minuti del tuo tempo.

Grazie per la collaborazione!

### German

Herzlich Willkommen zu einer kurzen Umfrage der Bäckerei xxx

Sie haben neben dem Brot, das Sie soeben erworben haben, eine kostenlose Probe unseres “Health Bread” erhalten. Wir würden gerne Ihre Meinung zu dem erworbenen Brot sowie zu der kostenlosen Probe erfahren.

Die Beantwortung der folgenden Fragen wird nur 5 Minuten Ihrer Zeit in Anspruch nehmen. Wir bedanken uns vielmals für Ihre Teilnahme.

Nr	QUESTIONS	ANSWERS
2	<ul style="list-style-type: none"> <li>First we would like to know your opinion about the regular bread you bought.</li> <li>How often do you buy this bread?</li> </ul>	<ul style="list-style-type: none"> <li>Once per day</li> <li>Once every 2-3 days</li> <li>Once every week</li> <li>Less than once per week</li> <li>This was the first time I bought this bread</li> </ul>
	<p>Als eerste willen we graag weten wat u vindt van het gewone brood dat u vandaag heeft gekocht.</p> <p>Hoe vaak koopt u dit brood?</p>	<p>Een keer per dag. Eens per 2-3 dagen. Een keer per week. Minder dan één keer per week. Dit was de eerste keer dat ik dit brood heb gekocht.</p>
	<p>Per prima cosa ci piacerebbe conoscere la tua opinione sul pane che hai acquistato.</p> <p>Quanto spesso compri questo pane?</p>	<p>Una volta al giorno Una volta ogni 2-3 giorni Una volta a settimana Meno di una volta a settimana Era la prima volta che compravo questo pane</p>
	<p>Als erstes würden wir gerne Ihre Meinung zu dem regulär erworbenen Brot erfahren.</p> <p>Wie häufig kaufen Sie dieses Brot?</p>	<p>Einmal täglich Einmal alle 2-3 Tage Einmal wöchentlich Weniger als einmal die Woche Es war das erste Mal, dass ich dieses Brot gekauft habe</p>
3	<ul style="list-style-type: none"> <li>Which product did you buy at your bakery when receiving the free bread sample?</li> </ul>	<ul style="list-style-type: none"> <li>White bread</li> <li>Wheat brown</li> <li>Wheat wholegrain</li> <li>Multigrain</li> </ul>
	<p>Welk type brood heeft u in de bakkerij gekocht toen u het gratis proefbrood ontving?</p>	<p>Wit brood. Bruin brood (tarwe). Volkoren brood. Meergranenbrood.</p>
	<p>Che tipo di pane hai acquistato in panificio quando hai ricevuto il campione gratuito?</p>	<p>Pane bianco Pane integrale Pane multicereali</p>
	<p>Question: not for German and Austria bakers</p>	
4	<ul style="list-style-type: none"> <li>Overall, how satisfied are you with the regular bread you bought (not the free sample)?</li> </ul>	<ul style="list-style-type: none"> <li>Taste of the bread you bought</li> <li>Look of the bread you bought</li> <li>The price of the bread you bought</li> </ul> <p>Scale: Very dissatisfied - Very satisfied</p>
	<p>Hoe tevreden ben u met het brood dat u zojuist heeft gekocht (niet het gratis brood)?</p>	<p>Smaak van het brood. Uiterlijk van het brood. Prijs van het brood.</p> <p>Schaal: Zeer ontevreden – Zeer tevreden</p>
	<p>Completivamente, quanto sei soddisfatto del pane che hai acquistato (non il campione gratuito)?</p>	<p>Gusto del pane acquistato Aspettodel pane acquistato Prezzo del pane acquistato</p> <p>Scala: Molto insoddisfatto - Molto soddisfatto</p>
	<p>Wie zufrieden sind Sie mit dem regulär erworbenen Brot insgesamt (nicht die</p>	<p>Geschmack des Brotes, dass Sie erworben haben Aussehen des Brotes, dass Sie erworben haben</p>

	kostenlose Probe)?	Preis des Brotes, dass Sie erworben haben Skala: Sehr unzufrieden – Sehr zufrieden
5	<ul style="list-style-type: none"> <li>How likely would you be to recommend the bread you bought (regular) to others (friends, family)? 1= very unlikely 10 very likely</li> </ul>	➤ 1,2,3,4,5,6,7,8,9,10
	Zou u het brood dat u zojuist heeft gekocht aanbevelen aan anderen (vrienden, familie)? 1= Zeer onwaarschijnlijk 10 = Zeer waarschijnlijk	1,2,3,4,5,6,7,8,9,10
	Raccomanderesti ad altri (amici, parenti) il pane che ha appena acquistato? 1 = è molto improbabile 10= è molto probabile	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
	Wie wahrscheinlich ist es, dass Sie das Brot, das Sie (regulär) erworben haben, anderen (Freunden, Familie) weiterempfehlen? 1= sehr unwahrscheinlich 10 = sehr wahrscheinlich	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
6	<ul style="list-style-type: none"> <li>Besides the regular bread, you also received a free sample of bread. How satisfied are you with this new breadproduct?</li> </ul>	<ul style="list-style-type: none"> <li>Taste of the free sample bread</li> <li>Look of the free sample bread</li> </ul> Scale: Very dissatisfied - Very satisfied
	Naast het gewone brood heeft u ook een gratis proefbrood ontvangen. Hoe tevreden bent u met dit brood?	Smaak van het brood. Uiterlijk van het brood. Schaal: Zeer ontevreden – Zeer tevreden
	Insieme al pane normale, hai ricevuto un campione gratuito di pane di Healthbread. Quanto sei soddisfatto di questo nuovo prodotto?	Gusto del pane ricevuto gratuitamente Aspetto del pane ricevuto gratuitamente Scala: Molto insoddisfatto - Molto soddisfatto
	Neben dem regulär erworbenen Brot haben Sie eine kostenlose Brotprobe erhalten. Wie zufrieden sind Sie mit diesem neuen Brotprodukt?	Geschmack der kostenlosen Brotprobe Aussehen der kostenlosen Brotprobe Skala: Sehr unzufrieden – Sehr zufrieden
7	<ul style="list-style-type: none"> <li>How likely would you be to recommend this new bread to others (friends, family)? 1= very unlikely 10 very likely</li> </ul>	➤ 1,2,3,4,5,6,7,8,9,10
	Zou u het brood dat u gratis heeft ontvangen aanbevelen aan anderen (vrienden, familie)? 1= Zeer onwaarschijnlijk 10 = Zeer waarschijnlijk	1,2,3,4,5,6,7,8,9,10
	Raccomanderesti questo nuovo pane ad altri (amici, parenti)? 1 = è molto improbabile, 10= è molto probabile	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
	Wie wahrscheinlich ist es, dass Sie dieses neue Brot anderen (Freunden,	1, 2, 3, 4, 5, 6, 7, 8, 9, 10

	Familie) weiterempfehlen? 1= sehr unwahrscheinlich 10 = sehr wahrscheinlich	
8	<ul style="list-style-type: none"> <li>How healthy do you consider this free sample to be, compared to your regular bread bought that day?</li> </ul>	<ul style="list-style-type: none"> <li>The free sample bread I consider to be more healthy</li> </ul> <p>Scale: Totally disagree - Totally agree</p>
	Hoe gezond is het gratis brood in vergelijking met het gewone brood dat u die dag heeft gekocht naar uw mening?	Ik denk dat het gratis brood gezonder is. Schaal: Volledig mee oneens – volledig mee eens.
	Ritieni che questo campione gratuito di pane sia più salutare (offra benefici nutrizionali) rispetto al pane acquistato quel giorno?	Considero più salutare il campione gratuito di pane Scala: Totalmente in disaccordo - Totalmente d'accordo
	Wie gesund schätzen Sie die kostenlose Brotprobe im Vergleich zu dem regulär erworbenen Brot ein?	Die kostenlose Brotprobe schätze ich gesünder ein Skala: gar nicht einverstanden – vollkommen einverstanden
9	<ul style="list-style-type: none"> <li>How clear did you find the health message communicated regarding this special product (sample)?</li> </ul>	<ul style="list-style-type: none"> <li>I did not notice any health message</li> <li>I did notice the health message, but I did not understand</li> <li>I did notice the health message, but I am not convinced about the health benefits of the product</li> <li>I did notice the health message, and I am convinced about the health benefits of the product.</li> </ul>
	Hoe duidelijk vond u de gezondheidsboodschap die werd gecommuniceerd bij dit gratis product?	Ik heb geen gezondheidsboodschap opgemerkt. Ik heb de boodschap bemerkt maar niet begrepen. Ik heb de boodschap bemerkt maar ben niet overtuigd van de gezondheidsvoordelen van het product. Ik heb de boodschap bemerkt en ben overtuigd van de gezondheidsvoordelen van het product.
	Hai trovato chiaro il messaggio sui benefici nutrizionali di questo prodotto speciale (campione gratuito)?	Non ho notato nessun messaggio sui suoi benefici nutrizionali Ho notato il messaggio sui suoi benefici nutrizionali ma non l'ho capito Ho notato il messaggio sui suoi benefici nutrizionali ma non sono convinto dei benefici derivanti dal suo consumo regolare Ho notato il messaggio sui suoi benefici nutrizionali e sono convinto dei benefici che derivano dal suo consumo regolare
	Wie eindeutig finden Sie die Gesundheitsaussage, die für dieses spezielle Produkt kommuniziert wird?	Ich habe keine Gesundheitsaussage wahrgenommen Ich habe die Gesundheitsaussage wahrgenommen, habe sie jedoch nicht verstanden Ich habe die Gesundheitsaussage wahrgenommen, aber bin von dem Gesundheitsnutzen des Produktes nicht überzeugt Ich habe die Gesundheitsaussage wahrgenommen und bin überzeugt von dem Gesundheitsnutzen des Produktes
10	<ul style="list-style-type: none"> <li>How much extra are you willing to pay maximum for this new product compared to the regular bread you bought?</li> </ul>	<ul style="list-style-type: none"> <li>€ 0,10</li> <li>€ 0,20</li> <li>€ 0,30</li> <li>€ 0,40</li> </ul>

		➤ > € 0,40
	Hoe veel extra ben u bereid te betalen voor dit nieuwe product in vergelijking tot het gewone brood dat u heeft gekocht?	€ 0,10 € 0,20 € 0,30 € 0,40 > € 0,40
	Quanto saresti disposto/a a pagare in più per questo nuovo prodotto rispetto al pane normale che hai comprato? (Prezzo al Kg)	€/kg 0,10 €/kg 0,30 €/kg 0,50 €/kg 0,70 > €/kg 0,70
	Im Vergleich zu dem regulär erworbenen Brot: Wie viel wären Sie maximal bereit für dieses neue Produkt mehr zu zahlen?	€ 0,10 € 0,20 € 0,30 € 0,40 > € 0,40
11	<ul style="list-style-type: none"> <li>What do you like most about the sample bread? (max 2)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ingredients</li> <li>➤ Shape</li> <li>➤ Weight</li> <li>➤ Name</li> <li>➤ Packaging</li> <li>➤ Available product information</li> <li>➤ Health aspects</li> <li>➤ Nothing</li> <li>➤ Other:</li> </ul>
	Wat bevalt u het meest aan het gratis brood? (max 2 antwoorden)	Ingrediënten Vorm Gewicht Naam Verpakking Beschikbare product informatie Gezondheidsaspecten Niets Anders:
	Cosa ti piace di più del campione di pane gratuito? (scegliere al massimo 2 risposte)	ingredienti forma peso nome imballaggio informazioni sul prodotto aspetti salutari/nutrizionali niente altro:
	Was gefällt Ihnen am besten an der Brotprobe? (max. 2)	Zutaten Form Gewicht Name Verpackung Verfügbare Produktinformation Gesundheitsaspekte Nichts Sonstiges:
12	<ul style="list-style-type: none"> <li>What changes would most improve our new product? (max 2)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ingredients</li> <li>➤ Shape</li> <li>➤ Price</li> <li>➤ Weight</li> <li>➤ Name</li> <li>➤ Packaging</li> <li>➤ Available product information</li> </ul>

		<ul style="list-style-type: none"> <li>➤ <b>Health aspects</b></li> <li>➤ <b>Nothing</b></li> <li>➤ <b>Other:</b></li> </ul>
	Welke verandering zou het gratis brood verbeteren? (max 2 antwoorden)	Ingrediënten Vorm Gewicht Naam Verpakking Beschikbare product informatie Gezondheidsaspecten Niets Anders:
	Quali cambiamenti pensi che migliorerebbero il nostro nuovo prodotto? (scegliere al massimo 2 risposte)	ingredienti forma peso nome imballaggio informazioni sul prodotto aspetti salutari niente altro:
	Welche Veränderungen würden unser neues Produkt am meisten verbessern? (max. 2)	Zutaten Form Gewicht Name Verpackung Verfügbare Produktinformation Gesundheitsaspekte Nichts Sonstiges:
<b>13</b>	<b>Could you give an explanation to your choice(s)?</b>	
	Kunt u uw keuze(n) toelichten?	
	Daresti una spiegazione della tua scelta?	
	Können Sie uns Ihre Entscheidung(en) erklären?	
<b>14</b>	<ul style="list-style-type: none"> <li>• <b>Where do you most often buy bread?</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>At this bakery</b></li> <li>➤ <b>Other bakery</b></li> <li>➤ <b>Supermarket (freshly baked)</b></li> <li>➤ <b>Supermarket (prepacked)</b></li> <li>➤ <b>Other:</b></li> </ul>
	Waar koopt u gewoonlijk uw brood?	Bij deze bakkerij. Bij een andere bakkerij. In de supermarkt (vers afgebakken). In de supermarkts (voorverpakt). Ergens anders:
	Dove compri più spesso il pane?	In questo panificio Altro panificio Supermercato (appena sfornato) Supermercato (confezionato) altro:
	Wo kaufen Sie am häufigsten Brot ein?	In dieser Bäckerei In einer anderen Bäckerei Im Supermarkt (frisch gebacken) Im Supermarkt (abgepackt) Anderswo:
<b>15</b>	<ul style="list-style-type: none"> <li>• <b>How attractive do you find the following aspects on buying bread?</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>A logo on healthy bread</b></li> <li>➤ <b>Health statements on product (i.e. good for digestive health)</b></li> <li>➤ <b>The statement shows high in fibre</b></li> </ul>

		<ul style="list-style-type: none"> <li>➤ <b>The statement shows high in vitamins and minerals</b></li> <li>➤ <b>The statement shows low in fat</b></li> <li>➤ <b>The statement shows low in salt</b></li> <li>➤ <b>The statement shows low in sugar</b></li> <li>➤ <b>The statement shows low in calories</b></li> <li>➤ <b>The statement shows no artificial ingredients</b></li> <li>➤ <b>The bread stays fresh for longer period of time</b></li> </ul> <p><b>Scale: Not attractive - Very attractive</b></p>
	Hoe aansprekelijk vindt u de volgende aspecten als u brood koopt?	<p>Een logo op gezond brood  Gezondheidsvermeldingen op het product (bijv. goed voor de spijsvertering)  Vermelding "hoog in vezel"  Vermelding "hoog in vitaminen en mineralen"  Vermelding "laag in vet"  Vermelding "laag in zout"  Vermelding "laag in suiker"  Vermelding "laag in calorieën"  Vermelding "geen kunstmatige toevoegingen"  Het brood is langer vers.</p> <p>Schaal: Niet aansprekend – Zeer aansprekend</p>
	Quanto trovi attraenti i seguenti aspetti nell'acquisto del pane?	<p>Un logo sulle caratteristiche salutistiche del pane  Indicazioni salutistiche sul prodotto (ad esempio buono per la salute dell'apparato digerente)  L'indicazione "alto contenuto in fibra"  L'indicazione "alto contenuto in vitamine e minerali"  L'indicazione "basso contenuto in grassi"  L'indicazione "basso contenuto in sale"  L'indicazione "basso contenuto in zuccheri"  L'indicazione "a basso contenuto calorico"  L'indicazione "senza ingredienti artificiali"  Il pane si mantiene fresco più a lungo</p> <p>Scala: Non attraente - Molto attraente</p>
	Wie ansprechend finden Sie die folgenden Aspekte beim Brotkauf?	<p>Ein Logo "gesundes Brot"  Gesundheitsaussagen über das Produkt (z.B. gut für die Verdauung)  Aussagen über hohen Ballaststoffgehalt  Aussagen über hohen Vitamin- und Mineralstoffgehalt  Aussagen über geringen Fettgehalt  Aussagen über geringen Salzgehalt  Aussagen über geringen Zuckergehalt  Aussagen über geringen Kaloriengehalt  Aussagen über keine künstlichen Zutaten  Das Brot bleibt über einen längeren Zeitraum frisch</p> <p>Skala: nicht ansprechend – sehr ansprechend</p>