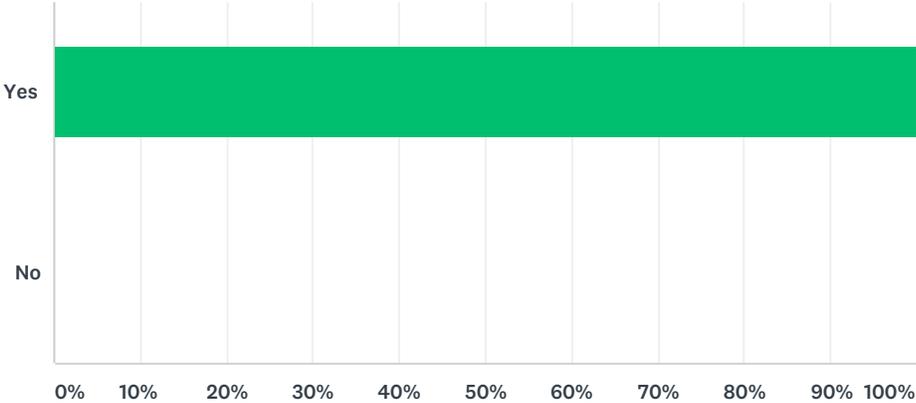


Q1 Are you solely or jointly responsible for the grocery shopping in your household?

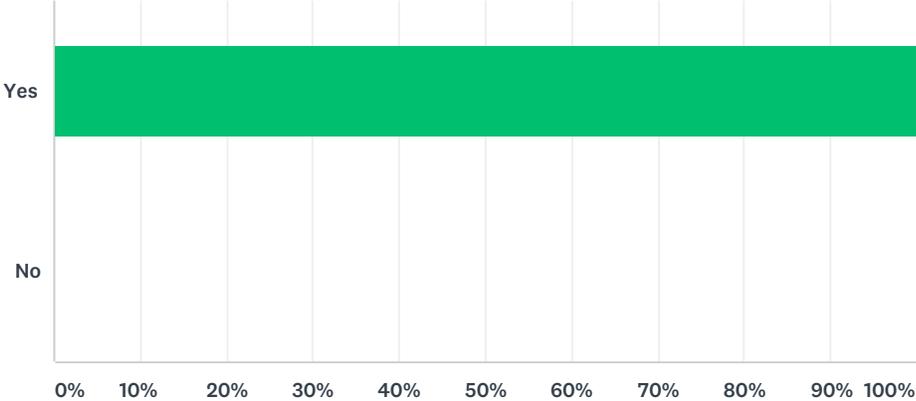
Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	300
No	0.00%	0
TOTAL		300

Q2 Are you solely or jointly responsible for cooking in your household?

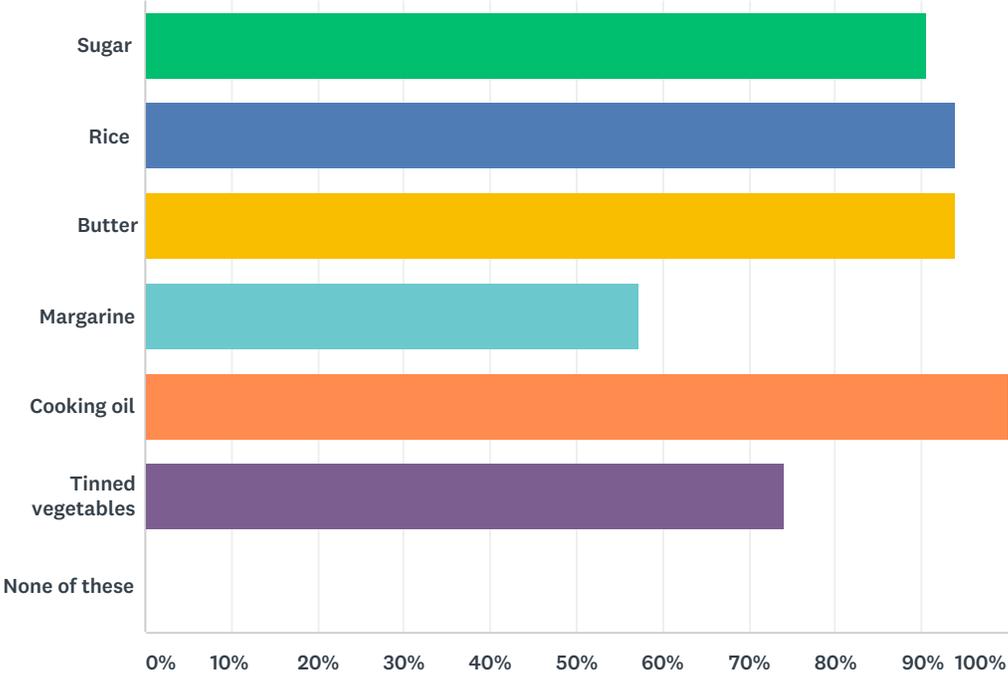
Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	300
No	0.00%	0
TOTAL		300

Q3 Which of the following items do you buy and use in your household?

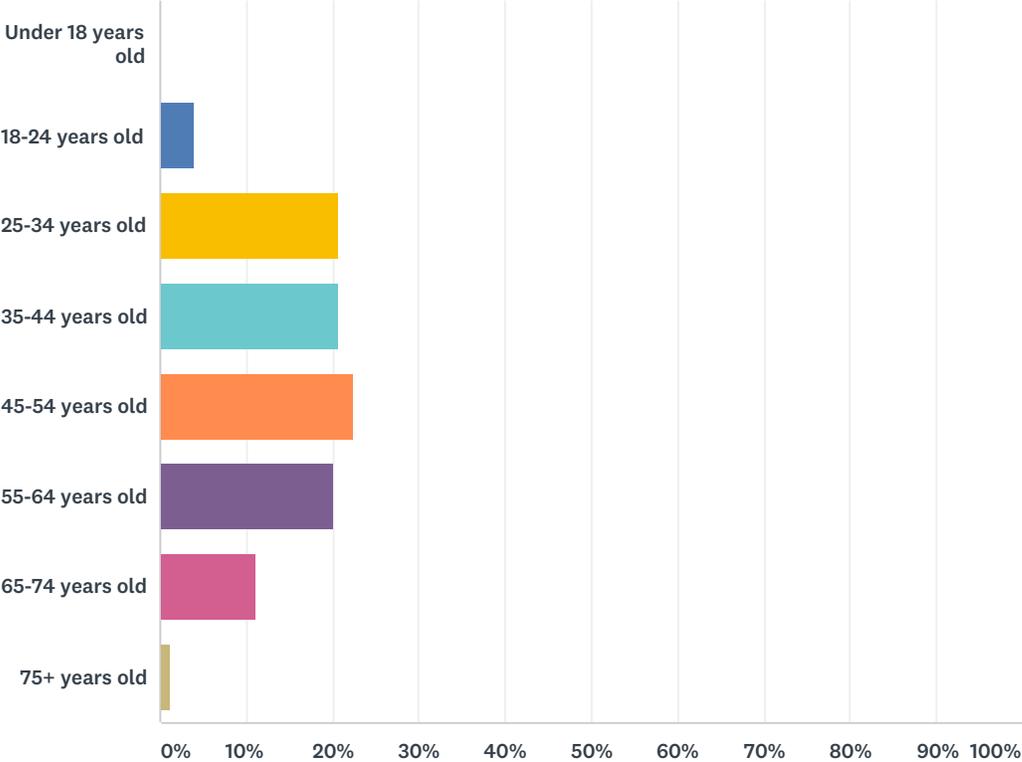
Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Sugar	90.67%	272
Rice	94.00%	282
Butter	94.00%	282
Margarine	57.33%	172
Cooking oil	100.00%	300
Tinned vegetables	74.00%	222
None of these	0.00%	0
Total Respondents: 300		

Q4 Which of the following age groups do you fall into...

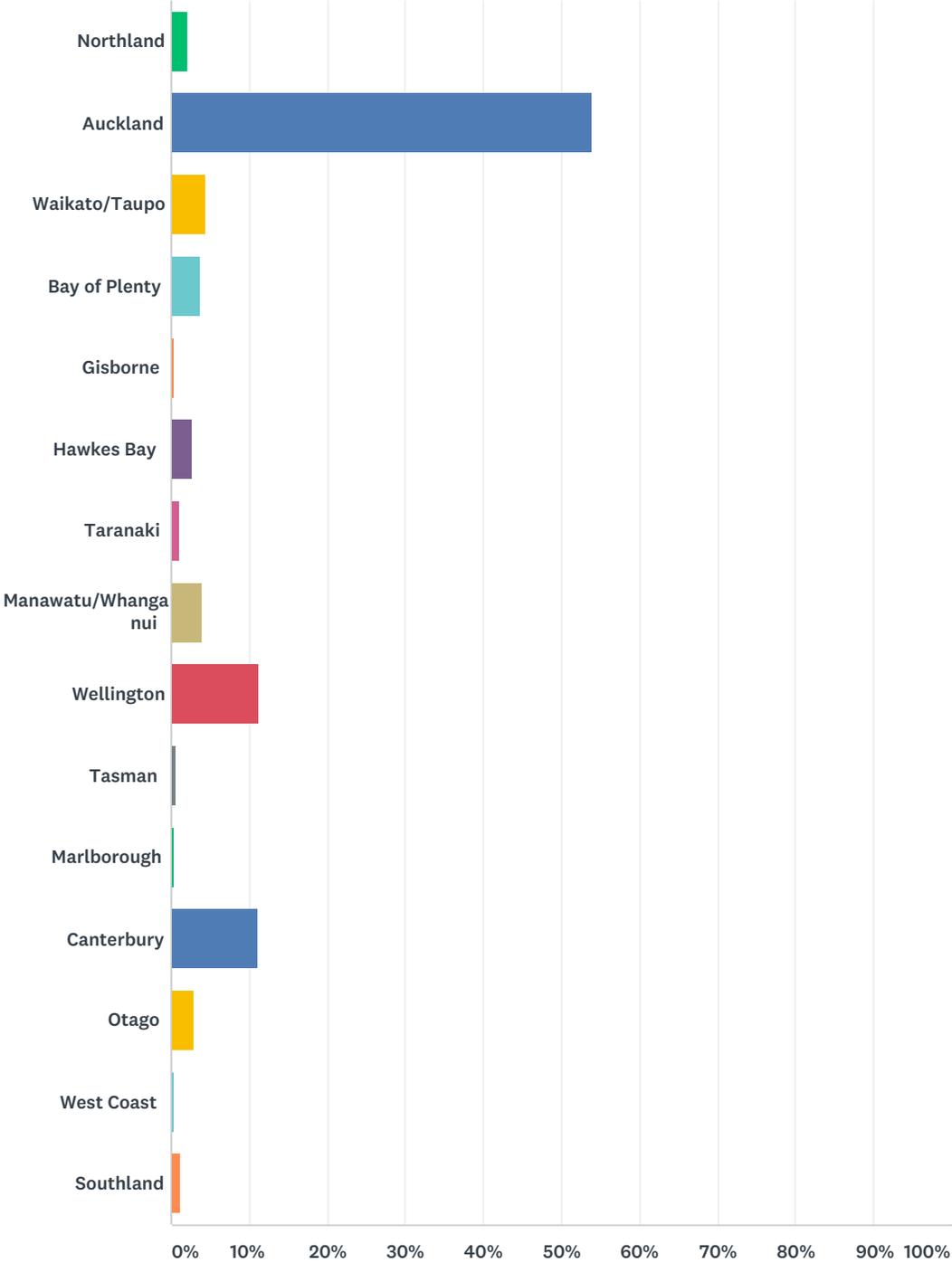
Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18 years old	0.00%	0
18-24 years old	4.00%	12
25-34 years old	20.67%	62
35-44 years old	20.67%	62
45-54 years old	22.33%	67
55-64 years old	20.00%	60
65-74 years old	11.00%	33
75+ years old	1.33%	4
TOTAL		300

Q5 Which of the following regions do you live in?

Answered: 300 Skipped: 0



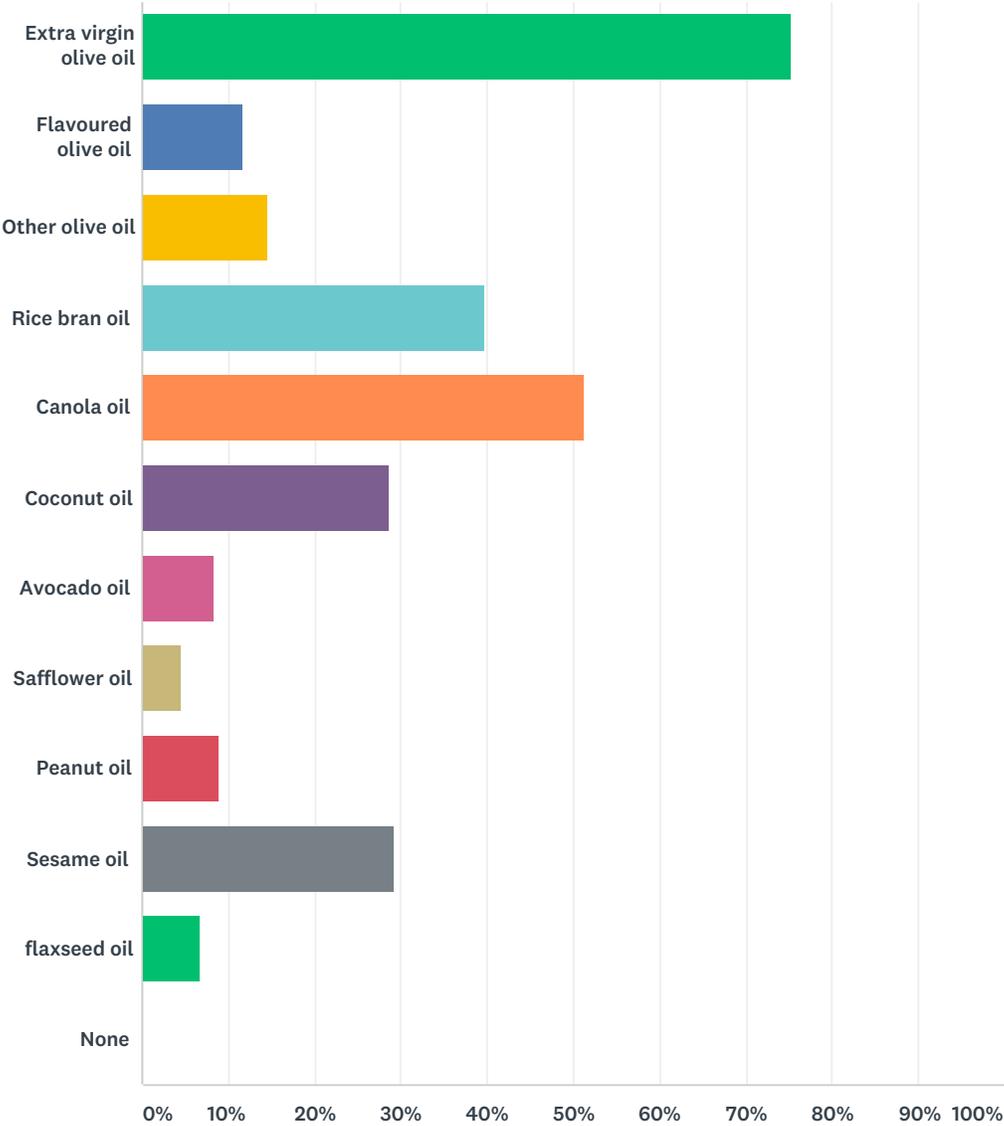
ANSWER CHOICES	RESPONSES	
Northland	2.00%	6
Auckland	54.00%	162
Waikato/Taupo	4.33%	13

Olive oil respondent info

Bay of Plenty	3.67%	11
Gisborne	0.33%	1
Hawkes Bay	2.67%	8
Taranaki	1.00%	3
Manawatu/Whanganui	4.00%	12
Wellington	11.33%	34
Tasman	0.67%	2
Marlborough	0.33%	1
Canterbury	11.00%	33
Otago	3.00%	9
West Coast	0.33%	1
Southland	1.33%	4
TOTAL		300

Q6 What type of oil(s) did you use in the last 4 weeks?Tick all you have used in the last 4 weeks

Answered: 300 Skipped: 0



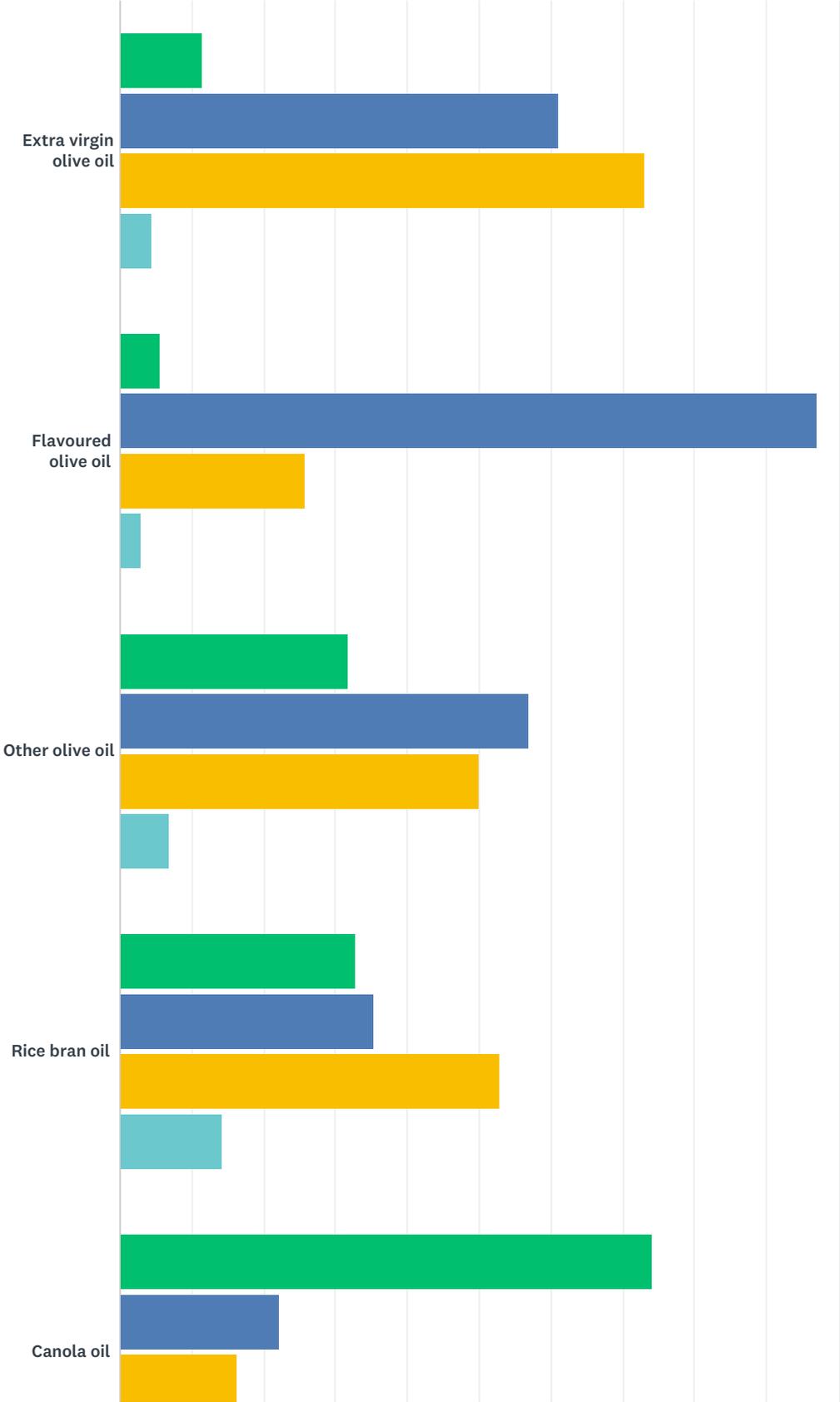
ANSWER CHOICES	RESPONSES	
Extra virgin olive oil	75.33%	226
Flavoured olive oil	11.67%	35
Other olive oil	14.67%	44
Rice bran oil	39.67%	119
Canola oil	51.33%	154
Coconut oil	28.67%	86
Avocado oil	8.33%	25

Olive oil respondent info

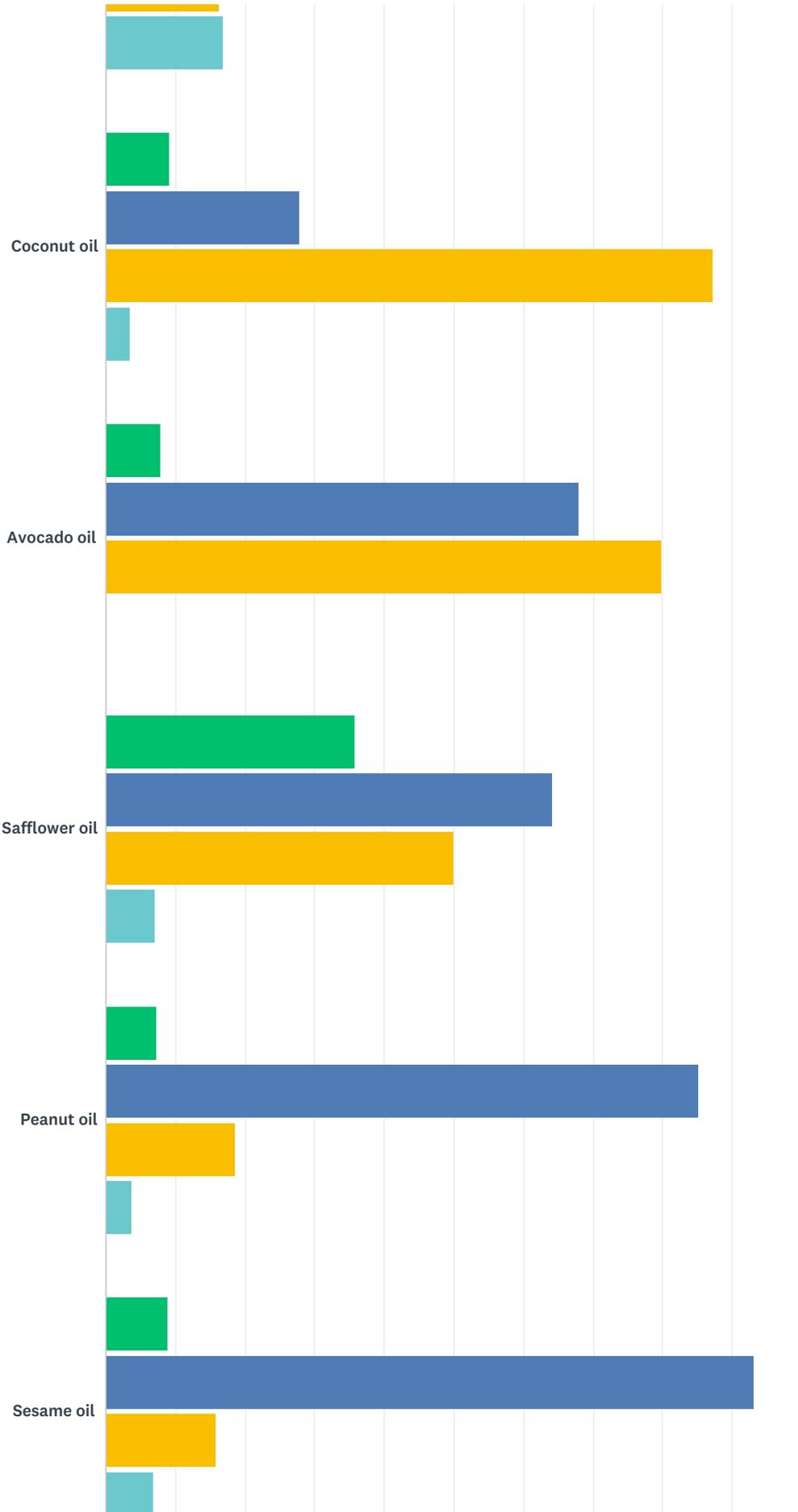
Safflower oil	4.67%	14
Peanut oil	9.00%	27
Sesame oil	29.33%	88
flaxseed oil	6.67%	20
None	0.00%	0
Total Respondents: 300		

Q7 Please tell us why you use the following oils?

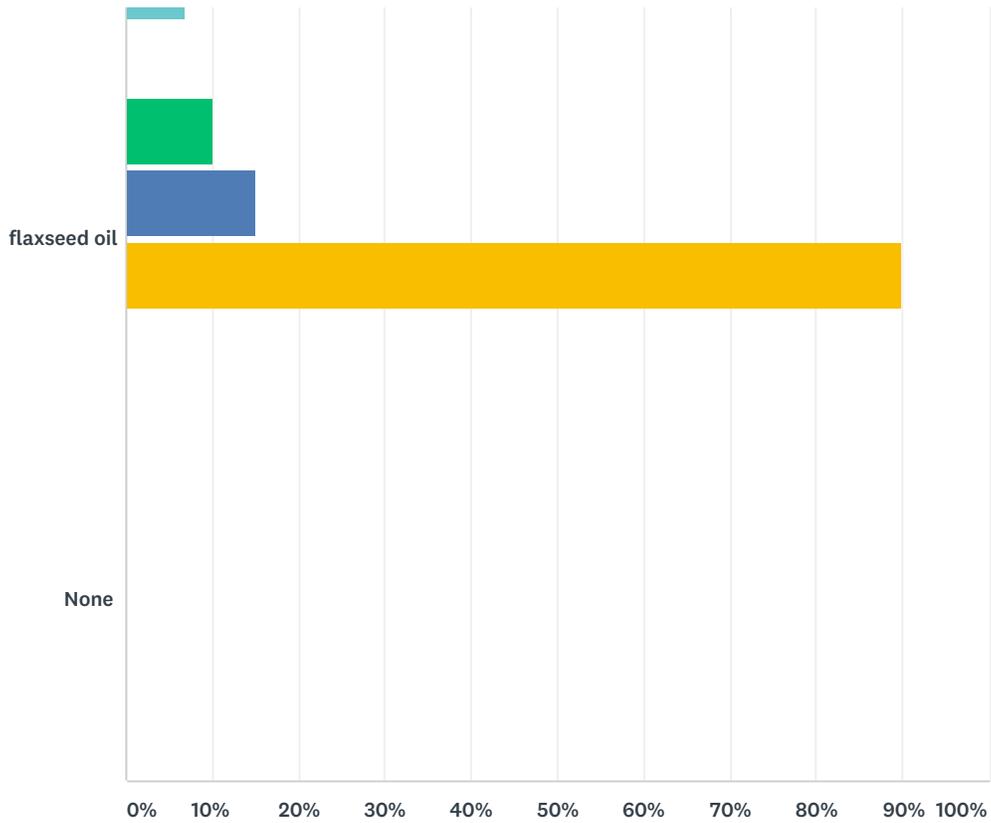
Answered: 300 Skipped: 0



Olive oil respondent info



Olive oil respondent info



■ Price
 ■ Flavour
 ■ Health benefits
 ■ Other

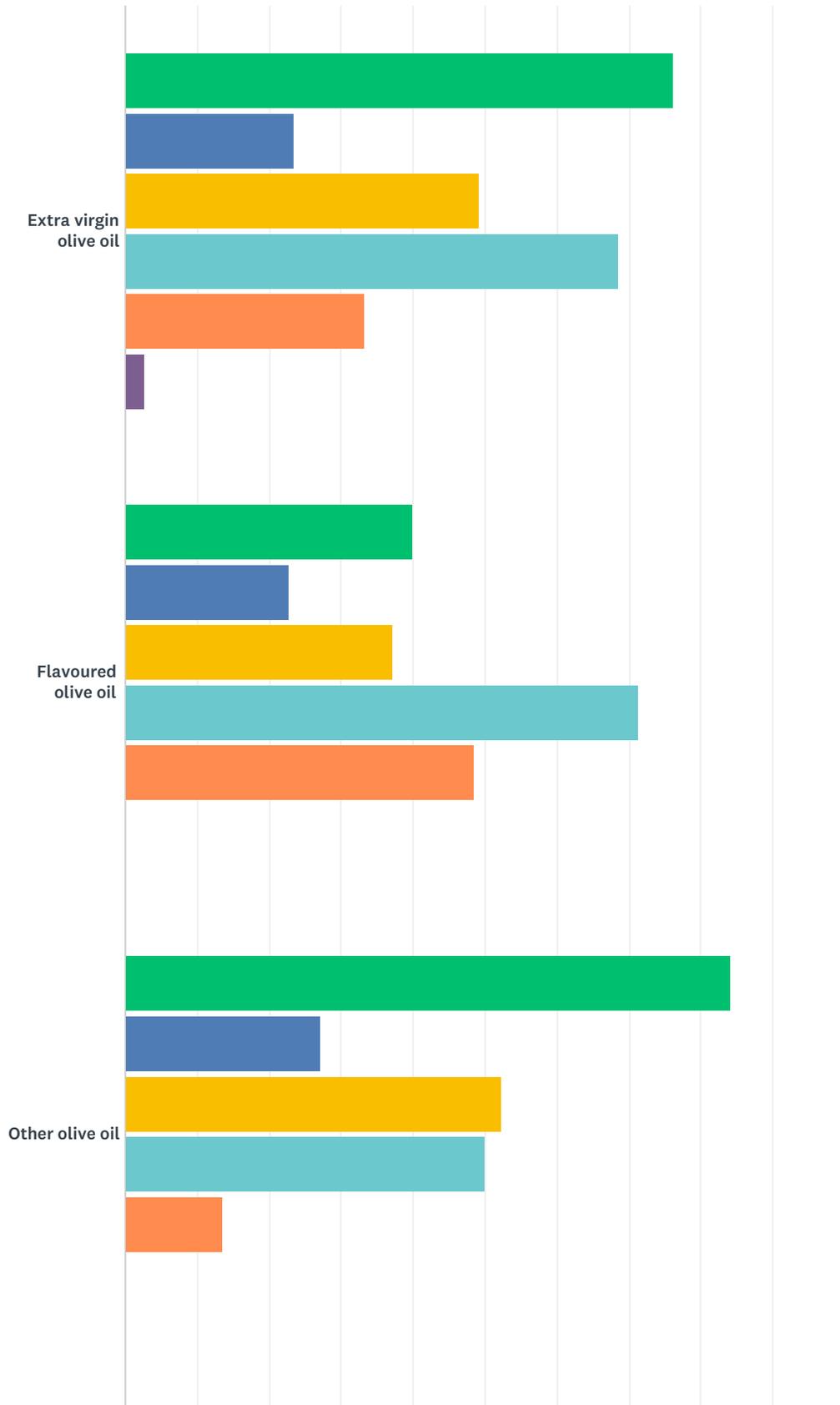
	PRICE	FLAVOUR	HEALTH BENEFITS	OTHER	TOTAL RESPONDENTS
Extra virgin olive oil	11.50% 26	61.06% 138	73.01% 165	4.42% 10	226
Flavoured olive oil	5.71% 2	97.14% 34	25.71% 9	2.86% 1	35
Other olive oil	31.82% 14	56.82% 25	50.00% 22	6.82% 3	44
Rice bran oil	32.77% 39	35.29% 42	52.94% 63	14.29% 17	119
Canola oil	74.03% 114	22.08% 34	16.23% 25	16.88% 26	154
Coconut oil	9.30% 8	27.91% 24	87.21% 75	3.49% 3	86
Avocado oil	8.00% 2	68.00% 17	80.00% 20	0.00% 0	25
Safflower oil	35.71% 5	64.29% 9	50.00% 7	7.14% 1	14
Peanut oil	7.41% 2	85.19% 23	18.52% 5	3.70% 1	27
Sesame oil	9.09% 8	93.18% 82	15.91% 14	6.82% 6	88
flaxseed oil	10.00% 2	15.00% 3	90.00% 18	0.00% 0	20

Olive oil respondent info

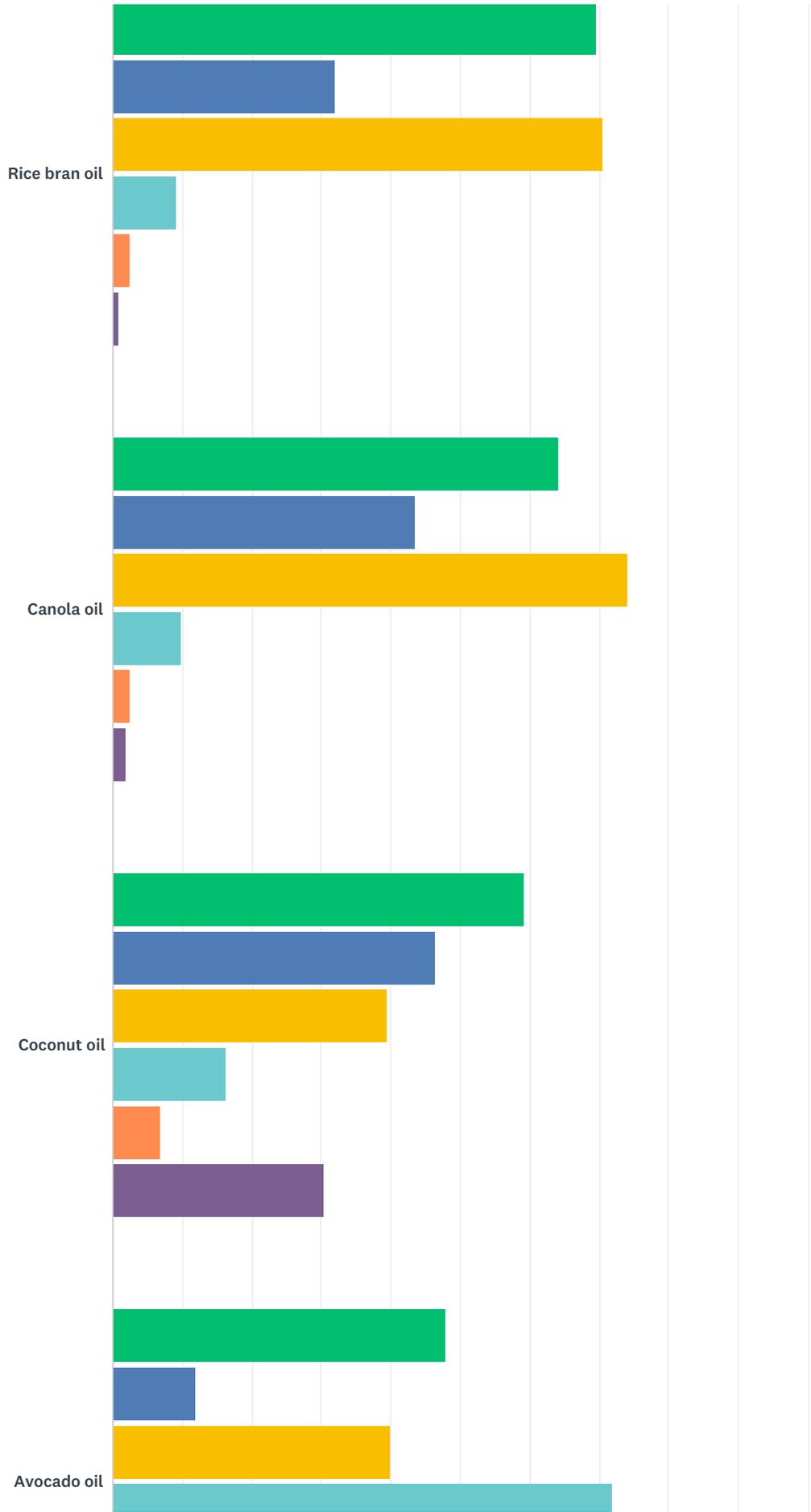
None	0.00%	0.00%	0.00%	0.00%	0
	0	0	0	0	

Q8 What do you use the following oils for?

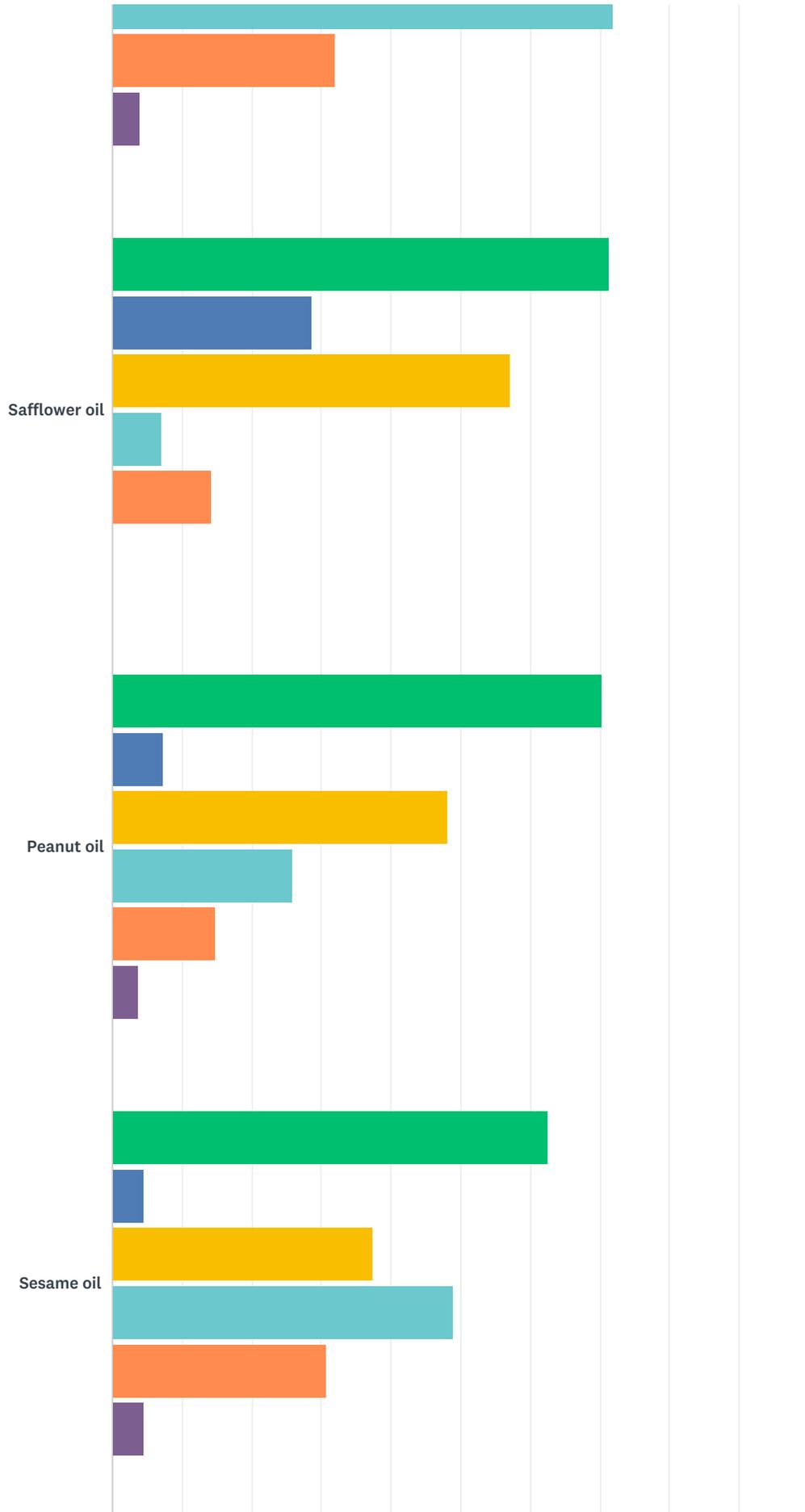
Answered: 300 Skipped: 0



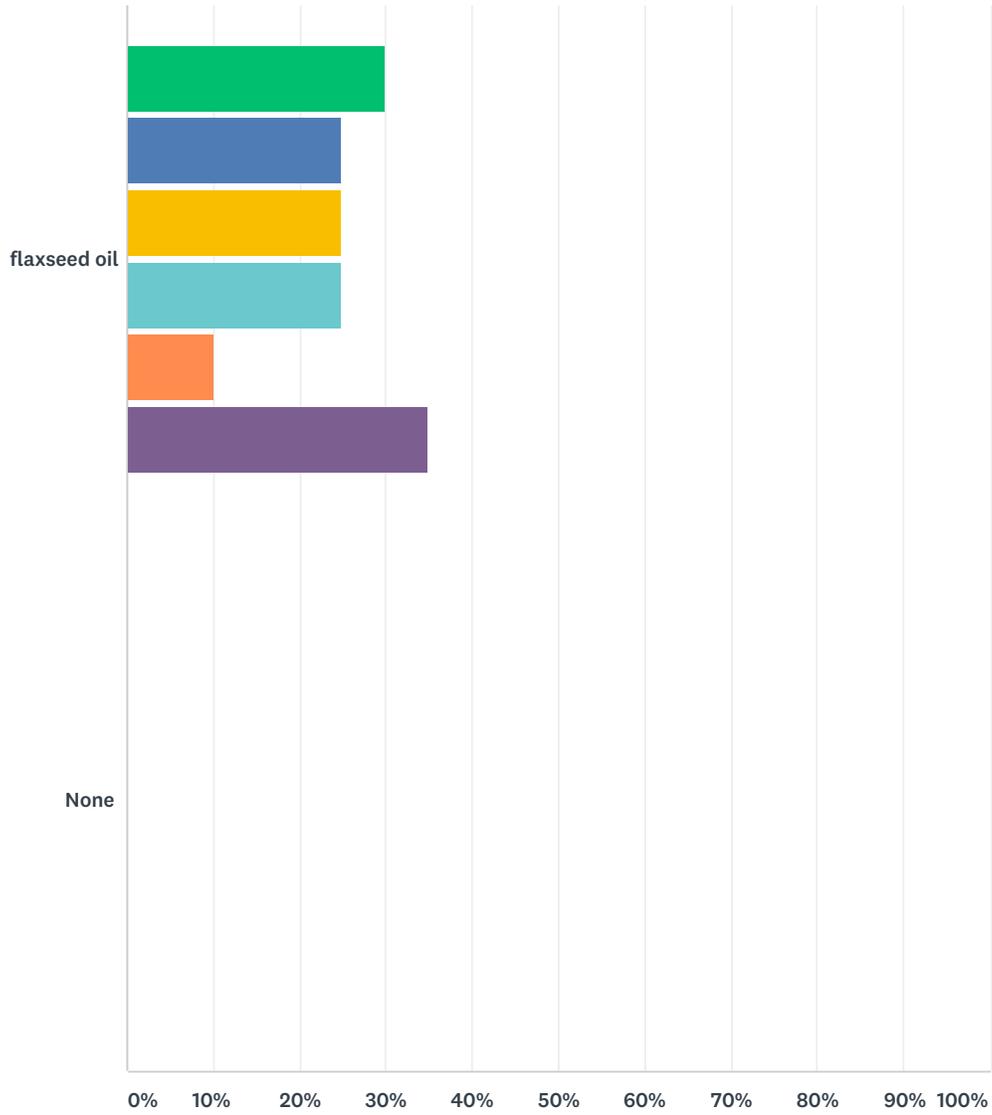
Olive oil respondent info



Olive oil respondent info



Olive oil respondent info



■ Cooking
 ■ Baking
 ■ Frying
 ■ Dressings
 ■ Finishings
 ■ Other

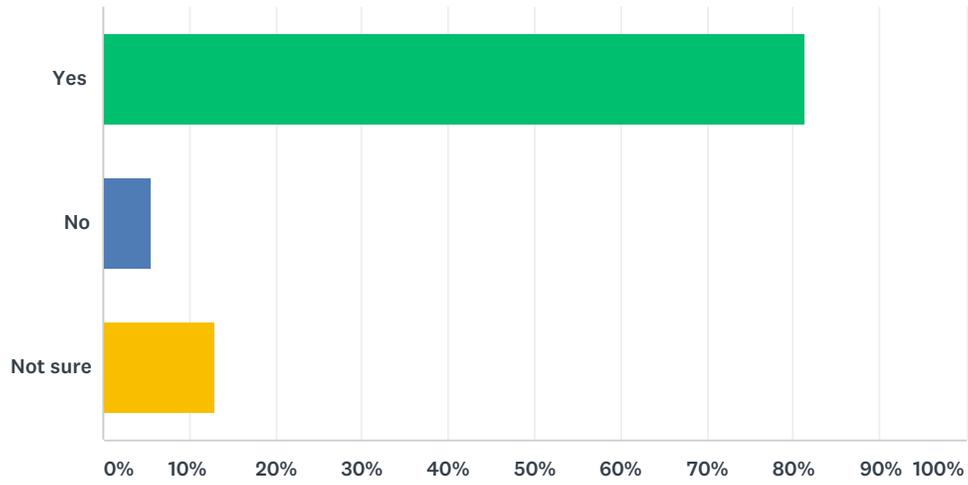
	COOKING	BAKING	FRYING	DRESSINGS	FINISHINGS	OTHER	TOTAL RESPONDENTS
Extra virgin olive oil	76.11% 172	23.45% 53	49.12% 111	68.58% 155	33.19% 75	2.65% 6	226
Flavoured olive oil	40.00% 14	22.86% 8	37.14% 13	71.43% 25	48.57% 17	0.00% 0	35
Other olive oil	84.09% 37	27.27% 12	52.27% 23	50.00% 22	13.64% 6	0.00% 0	44
Rice bran oil	69.75% 83	31.93% 38	70.59% 84	9.24% 11	2.52% 3	0.84% 1	119
Canola oil	64.29% 99	43.51% 67	74.03% 114	9.74% 15	2.60% 4	1.95% 3	154
Coconut oil	59.30% 51	46.51% 40	39.53% 34	16.28% 14	6.98% 6	30.23% 26	86
Avocado oil	48.00% 12	12.00% 3	40.00% 10	72.00% 18	32.00% 8	4.00% 1	25

Olive oil respondent info

Safflower oil	71.43% 10	28.57% 4	57.14% 8	7.14% 1	14.29% 2	0.00% 0	14
Peanut oil	70.37% 19	7.41% 2	48.15% 13	25.93% 7	14.81% 4	3.70% 1	27
Sesame oil	62.50% 55	4.55% 4	37.50% 33	48.86% 43	30.68% 27	4.55% 4	88
flaxseed oil	30.00% 6	25.00% 5	25.00% 5	25.00% 5	10.00% 2	35.00% 7	20
None	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0

Q9 Are you aware of the health benefits of Extra Virgin Olive Oil?

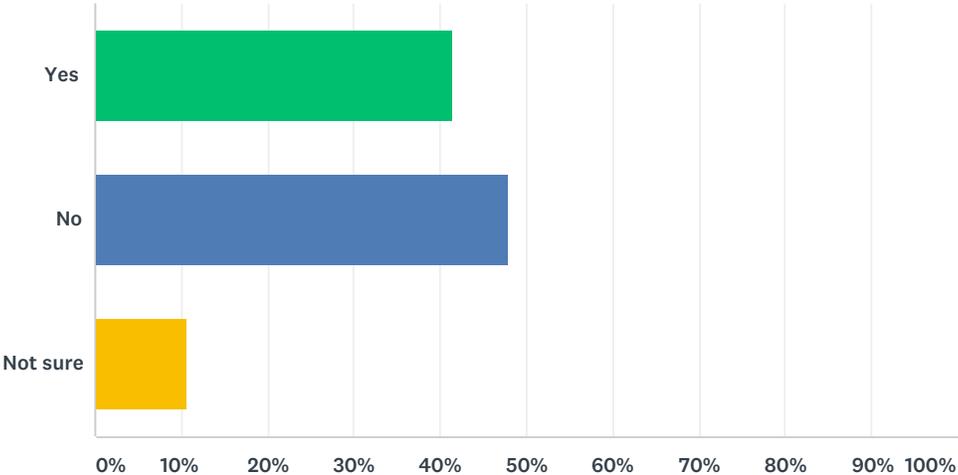
Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	81.33%	244
No	5.67%	17
Not sure	13.00%	39
TOTAL		300

Q10 New Zealand Extra Virgin Olive Oils consistently win Gold awards in international competitions.Are you aware that New Zealand produces some of the best Extra Virgin Olive Oil in the world?

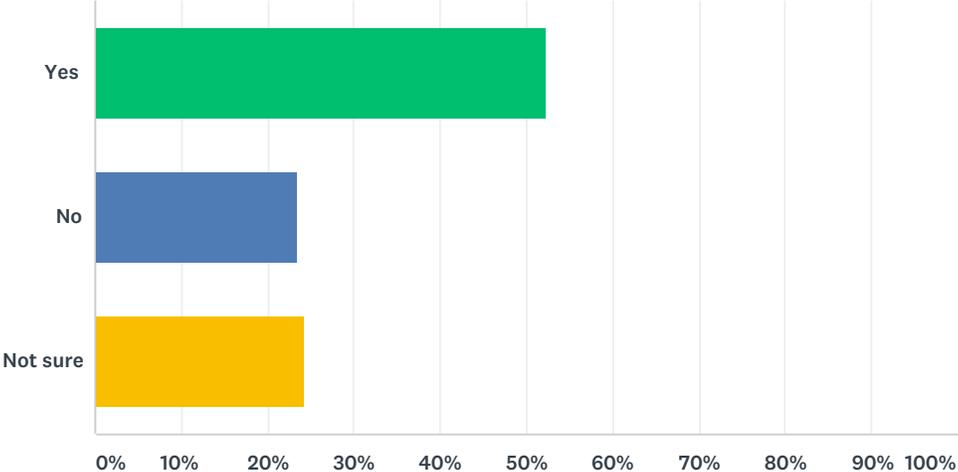
Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	41.33%	124
No	48.00%	144
Not sure	10.67%	32
TOTAL		300

Q11 Do you ever buy New Zealand Extra virgin Olive Oil?

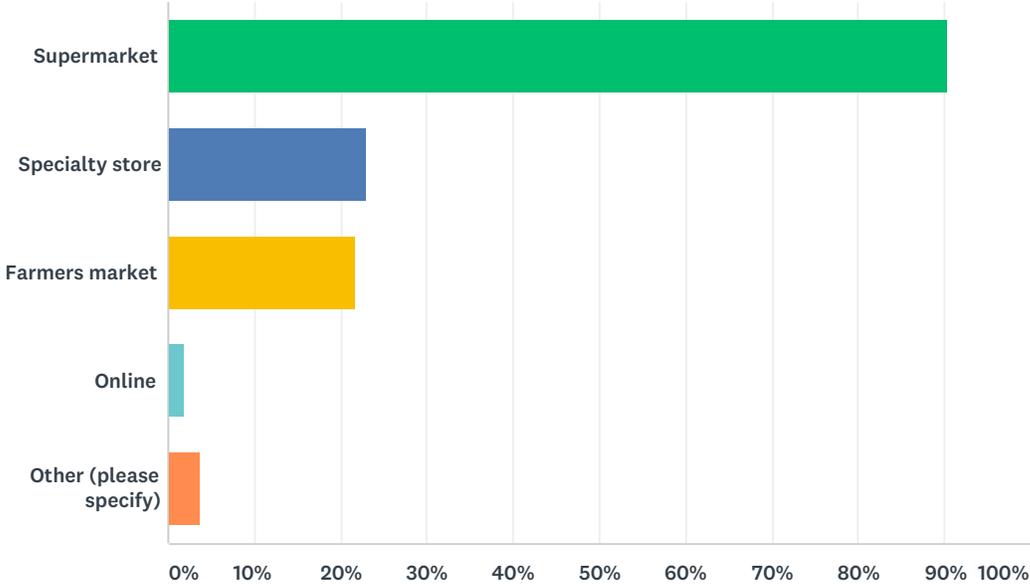
Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	52.33%	157
No	23.33%	70
Not sure	24.33%	73
TOTAL		300

Q12 If you buy New Zealand Extra Virgin Olive Oil, where do you buy it? (tick all as appropriate)

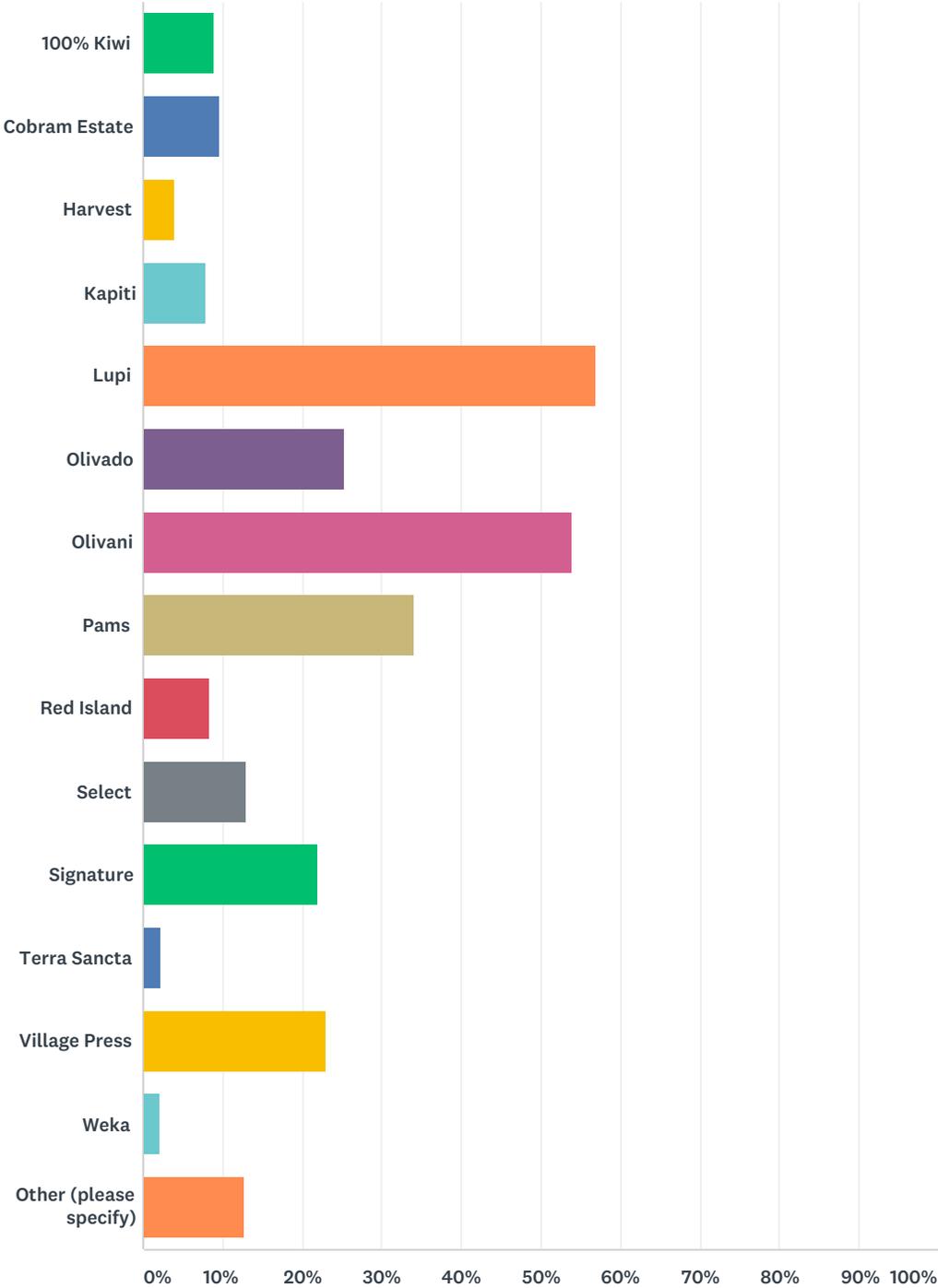
Answered: 157 Skipped: 143



ANSWER CHOICES	RESPONSES	
Supermarket	90.45%	142
Specialty store	22.93%	36
Farmers market	21.66%	34
Online	1.91%	3
Other (please specify)	3.82%	6
Total Respondents: 157		

Q13 If you use olive oils, what brands do you use?(tick as many as appropriate)

Answered: 300 Skipped: 0



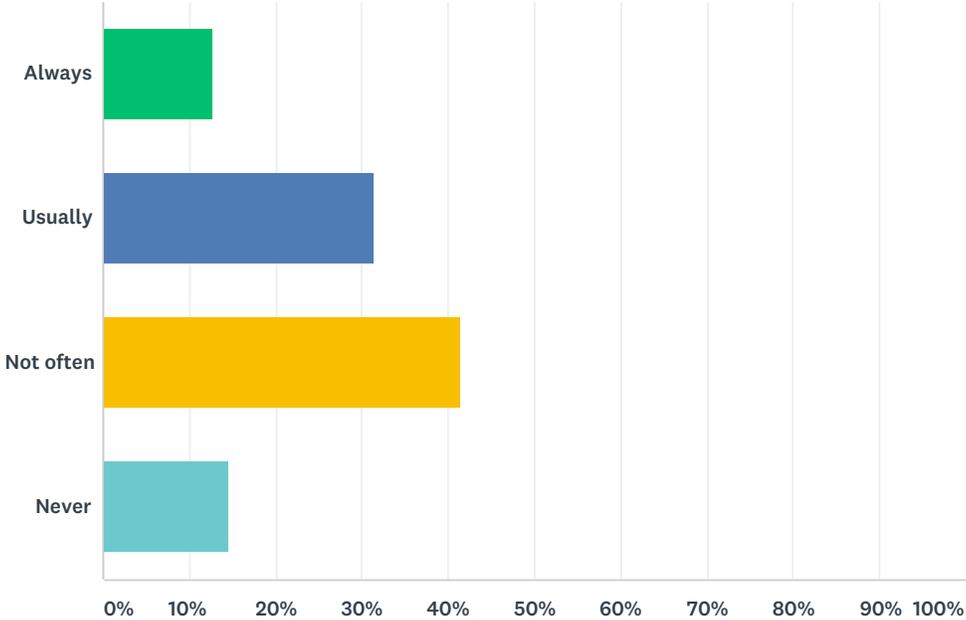
ANSWER CHOICES	RESPONSES
100% Kiwi	9.00% 27
Cobram Estate	9.67% 29

Olive oil respondent info

Harvest	4.00%	12
Kapiti	8.00%	24
Lupi	57.00%	171
Olivado	25.33%	76
Olivani	54.00%	162
Pams	34.00%	102
Red Island	8.33%	25
Select	13.00%	39
Signature	22.00%	66
Terra Sancta	2.33%	7
Village Press	23.00%	69
Weka	2.00%	6
Other (please specify)	12.67%	38
Total Respondents: 300		

Q14 When you have the option, how often do you buy New Zealand Extra Virgin Olive Oil?

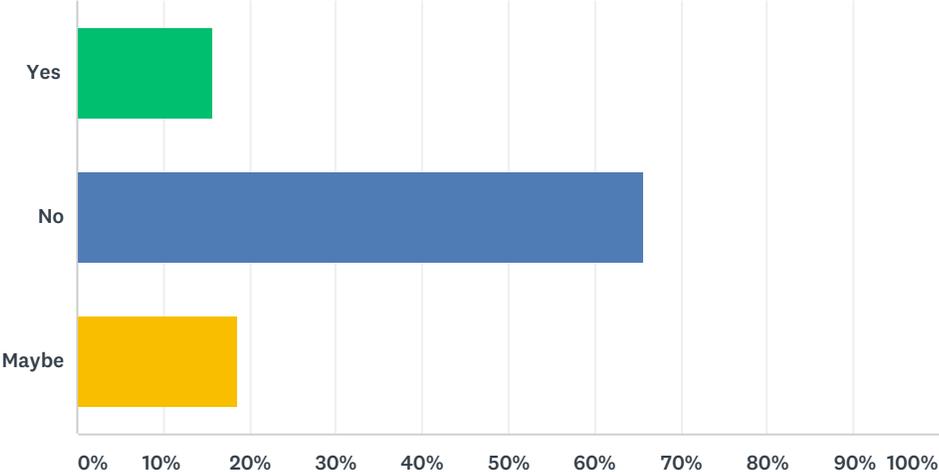
Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Always	12.67%	38
Usually	31.33%	94
Not often	41.33%	124
Never	14.67%	44
TOTAL		300

Q15 Have you seen this symbol of New Zealand Extra Virgin Olive Oil?

Answered: 300 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	15.67%	47
No	65.67%	197
Maybe	18.67%	56
TOTAL		300

Q16 What do you think this symbol stands for?

Answered: 297 Skipped: 3

**Q17 Do you have any other comments you would like to make about
Extra Virgin Olive Oil?**

Answered: 300 Skipped: 0

Q18 Please enter your details below for the prize draw.

Answered: 300 Skipped: 0

ANSWER CHOICES	RESPONSES	
Name	100.00%	300
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	300
Phone Number	100.00%	300