

Assessment of Food-related Knowledge and Preferred Awareness Methods by The Saudi Community

Greetings

Dear participant,

We invite you to participate in this survey, it will take you close to 15 minutes to complete the survey

Purpose:

This research aims to assess food-related knowledge among Saudi population, as well as its preferences and interests regarding food related topics and awareness methods. The results of this research will assist us in focusing efforts to raise the society awareness of the food safety and healthy food topics.

Targeted audience:

Population in Saudi Arabia of 18 years and above.

Confidentiality:

Your answers will be handled privately and your identity will not be identified during any part of this research.

Your participation in this study is entirely voluntary and you are free to withdraw at any time during the course of the study without consequences.

Consent to participate:

- ☐ I have read the information above and agree to participate
- ☐ I do not consent

The questionnaire has 31 questions:

Part one: Sociodemographic characteristics (9 questions)

Part two: The society interests regarding food topics (8 questions)

Part three: Food safety knowledge (6 questions)

Part four: Healthy food knowledge (6 questions)

Part five: The preferred awareness methods and channels for the society (2 questions)

Part one: Sociodemographic characteristics (9 questions)		
1-	Age	years
2-	Height	cm
3-	Weight	 Kg
4-	Gender	☐ Male ☐ Female
5-	Education level	☐ illiterate ☐ high school or less ☐ bachelor degree ☐ Graduate studies
6-	Employment status	☐ student ☐ Employee / private sector ☐ Employee / public sector ☐ Self-employment ☐ unemployed ☐ retired
7-	Level of income	☐ Less than 5,000 SAR ☐ 5,000-10,000 SAR ☐ 10,000-20,000 SAR ☐ More than 20,000
8-	City/ region of residence	☐ Eastern Region ☐ Makkah ☐ Al-Madinah ☐ Al-Jouf

		☐ Tabouk ☐ Hail ☐ Al-Riyadh ☐ Al-Qassim ☐ Najran ☐ Jazan ☐ Al-Baha ☐ Northern Borders ☐ Asir
9-	Health status	☐ cardiovascular diseases ☐ diabetes ☐ do not have any ☐ other, define

Part two: The society interests regarding food topics (8 questions)		
1-	How interested are you in food safety topics?	☐ Very interested ☐ Somehow interested ☐ Not interested
2-	Have you heard of any of the following food safety topics?	<i>(you can choose more than one answer)</i> ☐ Genetically modified foods ☐ Additives such as food coloring, preservatives, flavoring and artificial sweeteners ☐ Pesticides' residues ☐ antibiotic residues, hormones or steroids in meats ☐ Existence of antibiotic-resistant bacteria ☐ Environmental contaminants such as arsenic and lead ☐ Residues of the food contact materials such as plastic or aluminum in packaging ☐ Animal diseases that may affect humans ☐ Plants diseases that may affect agriculture crops ☐ Food poisoning ☐ The appropriate temperature of food storage. ☐ I haven't heard of any of the above ☐ Other, mention....
3-	Are you interested in a specific topic?	<i>(choose one of the previous answers)</i>
4-	How do you describe news and information regarding food safety?	<i>(you can choose more than one answer)</i> ☐ Information about food safety is complicated and hard to understand ☐ Information about food safety is boring ☐ Not interested, I trust that food sold is safe. ☐ Not interested, I'm in good health ☐ Not interested, I have enough knowledge to avoid food risks ☐ Clear and easy to understand ☐ Trusted resources are scarce

		☐ Other, mention....
5-	How interested are you in healthy food topics?	☐ Very interested ☐ Somehow interested ☐ Not interested
6-	Have you heard of any of the following healthy food topics?	<i>(you can choose more than one answer)</i> ☐ Calories ☐ Food allergy ☐ Sugar consumption ☐ Salt consumption ☐ Fats consumption ☐ Healthy nutrition for infants and young children ☐ Vitamins and minerals ☐ Not interested ☐ Other, mention.....
7-	Are you interested in a specific topic?	<i>(choose one of the previous answers)</i>
8-	What are obstacles and challenges facing you while following a diet?	<i>(you can choose more than one answer)</i> ☐ I don't have enough information about the basics of healthy food. ☐ Information about healthy food is complicated and hard to understand ☐ Information about healthy food is not applicable. ☐ Healthy food choices are expensive ☐ Healthy food choices are limited. ☐ It's hard to read and understand the food label information ☐ I don't face any obstacles or challenges to follow a healthy diet ☐ Other, mention....

Part three: Food safety knowledge (6 questions)

1-	What is safe food according to you?	☐ Safe food is not genetically modified and additives free (such as: coloring, preservatives and flavoring) ☐ Safe food is a diet that enhances public health and safeguard from chronic diseases and provides necessary food elements. ☐ Safe food is not contaminated by bacteria, parasites, viruses, and chemicals that might be harmful.
2-	A food handler with diseases such as diarrhea, influenzas, and sore throat, poses a risk of food contamination	☐ true ☐ false ☐ I don't know
3-	Foods (such as fruits) are safe for consumption when the rotten part is removed.	☐ true ☐ false ☐ I don't know
4-	Using the same cutting board and knife for preparing cooked and raw foods together is safe.	☐ true ☐ false ☐ I don't know
5-	Washing vegetables only in running water does not make it safe for consumption	☐ true ☐ false ☐ I don't know
6-	Thawing frozen food at room temperature is considered safe.	☐ true ☐ false ☐ I don't know

Part four: Healthy food knowledge (6 questions)		
1-	What is healthy food according to you?	☐ It is every low-calorie food regardless of food composition ☐ It is a diet that enhances public health and protects from chronic diseases and provides necessary food elements ☐ All organic and natural foods are considered healthy and all processed food are considered unhealthy
2-	The average recommended daily intake of calories is 2000 calories for females and 2500 calories for males	☐ true ☐ false ☐ I don't know
3-	The maximum limit of daily salt consumption is 15 grams (3 teaspoons)	☐ true ☐ false ☐ I don't know
4-	The maximum limit of daily sugar consumption is 48 grams (12 teaspoons)	☐ true ☐ false ☐ I don't know
5-	The recommended minimum limit for vegetables and fruits daily intake is 5 portions	☐ true ☐ false ☐ I don't know
6-	The experts advise to limit eating saturated fats such as butter	☐ true ☐ false ☐ I don't know

Part five: The preferred awareness methods and channels for the society (2 questions)		
1.	which of the following platforms do you prefer to receive information regarding food topics from the Saudi FDA	(you can choose more than one answer) ☐ Saudi FDA website ☐ X (previously known as Twitter) ☐ Snapchat ☐ Instagram ☐ TikTok ☐ YouTube ☐ WhatsApp ☐ Other, mention.....
2.	Which of the following methods do you prefer to receive food related information from?	(you can choose more than one answer) ☐ Short awareness publications (such as infographics) ☐ Detailed awareness guidelines ☐ Short video clips ☐ Awareness exhibitions in public such as malls ☐ Lectures, symposiums, workshops or conferences ☐ Podcast audio clips ☐ Other, mention....

