

Released under LGOIMA #8140010962



## Demographics

For Testers Only. Please select a group to test:

- Group 1 - food bag, recipe booklet
- Group 2 - food bag, recipe booklet, text message
- Group 3 - food bag, recipe booklet, commitment and make a plan
- Group 4 - recipe booklet, text message
- Group 5 - recipe booklet, commitment and meal planner
- Group 6 - nothing, will receive something after 4 weeks

**Kia ora!** Thanks in advance for taking part in this survey. First we have a few questions about you...

### Are you:

- Male
- Female
- Gender diverse
- I prefer not to say

### Which age group do you belong to?

- Less than 18 years
- 18-19 years
- 20-24 years
- 25-29 years
- 30-34 years
- 35-39 years
- 40-44 years
- 45-49 years

- 50-54 years
- 55-59 years
- 60-64 years
- 65-69 years
- 70-74 years
- 75+ years
- I prefer not to say

### **Which ethnic group(s) do you belong to?**

*We want to hear from Aucklanders of all backgrounds and this information helps us understand if there are groups that we need to hear more from.*

*Please select all that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> NZ European / Pākehā  | <input type="checkbox"/> Southeast Asian     |
| <input type="checkbox"/> Māori                 | <input type="checkbox"/> Korean              |
| <input type="checkbox"/> Other European        | <input type="checkbox"/> Chinese             |
| <input type="checkbox"/> Samoan                | <input type="checkbox"/> Indian              |
| <input type="checkbox"/> Tongan                | <input type="checkbox"/> Other Asian         |
| <input type="checkbox"/> Fijian                | <input type="checkbox"/> African             |
| <input type="checkbox"/> Niuean                | <input type="checkbox"/> Middle Eastern      |
| <input type="checkbox"/> Cook Islands          | <input type="checkbox"/> Latin American      |
| <input type="checkbox"/> Tokelauan             | <input type="checkbox"/> Other ethnicity     |
| <input type="checkbox"/> Other Pacific peoples | <input type="checkbox"/> I prefer not to say |

### **How would you best describe your household?**

- Young single
-

Extended family (3+ generations living together)

- Young couple
- Group flatting
- Household with mainly pre-school kids
- Household with mainly school age kids
- Household with mainly older kids
- Household with kids of mixed ages
- Middle-aged single
- Middle-aged couple
- Older single
- Older couple
- Something else
- I prefer not to say

**Including yourself, how many people usually live in your household?**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more
- I prefer not to say

**Behaviours**

Now we would like to learn a little bit about you and your **household's eating preferences.**

How much **influence** do you have over what you and your household buys at the supermarket and cooks for dinner?

- A lot of influence

- Some influence
- No influence at all
- I don't know

Thinking about **lunch**...

In the last week, how many times did you **eat lunch**?

- None
- 1
- 2
- 3
- 4
- 5
- 6
- 7

And how many of these lunches **included meat**?

- None
- 1
- 2
- 3
- 4
- 5
- 6
- 7

**In general**, how many of your lunches per week **typically** include meat?

- None
- 1
- 2
- 3
- 4
- 5
- 6
- 7

Thinking about **dinner**...

In the last week, how many times did you **eat dinner**?

- None
- 1
- 2
- 3
- 4
- 5
- 6
- 7

How many of these dinners **included meat**?

- None
- 1
- 2
- 3
- 4
- 5

6 7

**In general**, how many of your dinners per week **typically** include meat?

 None 1 2 3 4 5 6 7

How confident are you cooking vegetarian meals?

 Extremely confident Very confident Somewhat confident Not very confident Not confident at all

How many people who live in your household usually eat the **same meal** for dinner as you?

*If you eat with others, but cook separate meals, please answer 'No one else'.*

 No one else 1 other person 2 other people

- 3 other people
- 4 other people
- 5+ other people
- Not applicable - I live alone

How open are you (and any people you usually eat with) to trying **one or two more vegetarian dinners** each week?

- Very open
- Somewhat open
- Not open at all

## Opt-In

You've told us you could be open to trying some more vegetarian dinners so we would like to invite you to be part of the **Different Dinners Trial** being run by the **Live Lightly Team!**

The Live Lightly Team aims to engage and enable Aucklanders to make everyday lifestyle choices that are healthy for them and the planet. The Different Dinners trial is about enabling Auckland households to try meals they don't usually cook.

By simply providing a few details the Live Lightly Team could be sending **one or both** of the following giveaways to you:

- a My Food Bag voucher for a **FREE My Plant Power** bag (which contains dinner for 3 nights for four people)
- a plant-powered recipe booklet, a meal planner fridge magnet, and handy shopping list for you to make your own shopping plan

*Please note:*

- *There are limited spaces in this trial, so get in quick by completing this survey if you would like to participate*
- *You may be randomly allocated a giveaway after answering a few more questions*
- *If you miss out on a giveaway today, we may be able to send you a giveaway in about a month.*

## **Are you interested in being part of Live Lightly's Different Dinners trial?**

- Yes
- No

**Great to hear you're interested in being part of the Different Dinners trial!** Before we can confirm your participation, we just have a few more questions to make sure you can take part in all aspects of the trial.

After you have received one or more giveaways, the Live Lightly Team will follow up with two 1-minute surveys over the next two months to find out how you found them.

Are you happy to **complete both** of these 1-minute surveys?

- Yes
- No

The Live Lightly Team will need your postal address to send you the plant-powered recipe booklet, a meal planner fridge magnet, and handy shopping list for you to make your own shopping plan.

Are you happy to share your **postal address** with the Live Lightly Team?

*Please note, any personal information you give in this survey will only be used for the purpose of conducting the Different Dinners trial, it will not be used for any other reason.*

Yes

No

Please enter **your address** so the Live Lightly Team can send you your giveaway.

Address Line 1

Address Line 2

Suburb

City

Postcode

Please provide **your name** so we can address the giveaway to you:

## Phone and My Food Bag Questions

Depending on the giveaway you receive, the Live Lightly Team might need to use your mobile phone number to send you one text message per week for the next four weeks with a popular recipe suggestion or a helpful tip.

Are you happy to share your **mobile number** with the Live Lightly Team?

*Please note, any personal information you give in this survey will only be used for the purpose of conducting the Different Dinners trial, it will not be used for any other reason.*

- Yes
- No
- Not applicable - I do not have a mobile number

Depending on the giveaway you receive, the Live Lightly Team might need to use your mobile phone number to:

- send you one text message per week for the next four weeks with a popular recipe suggestion or a helpful tip
- contact you if you receive the My Food Bag giveaway and something goes wrong with the delivery

Are you happy to share your **mobile number** with the Live Lightly Team?

*Please note, any personal information you give in this survey will only be used for the purpose of conducting the Different Dinners trial, it will not be used for any other reason.*

- Yes
- No
- Not applicable - I do not have a mobile number

Please enter your mobile number below:

Mobile number:

If you receive a My Food Bag voucher for a FREE My Plant Power food bag:

Yes - I agree

No - I don't agree

Do you agree to place your **order by midnight tomorrow (Thursday 22 September)**, and to schedule your delivery for no later than **Monday 3 October**?

Do you agree to schedule your delivery **within the next two weeks**?

Do you agree to use the food bag for **your household only**?

Do you agree to **not give away** the food voucher to someone else?

If you receive a voucher for a FREE My Plant Power food bag you will need to **set-up a My Food Bag account** to redeem the voucher (or already have an account).

My Food Bag is a weekly or fortnightly subscription service. After you've ordered your FREE My Plant Power food bag, you can **cancel your subscription** from Monday 26 September, so you don't get charged for the next delivery (we will send a reminder to cancel).

Are you happy to set-up a My Food Bag account (or use your existing one) to receive a FREE My Plant Power food bag?

- Yes
- No

To set up a My Food Bag account you will need to enter the following information:

- Your **credit or debit card** details, and
- Your **postal address**

*Remember, My Food Bag won't charge you for the first bag because this bag is free with the voucher as part of the trial. Once you've ordered the free bag, you can cancel your subscription from Monday 26 September.*

Are you still happy to set-up a **My Food Bag account** (or use your existing one) to receive a voucher for a FREE My Plant Power food bag?

- Yes
- No

## Heads up on giveaway

### Now it's time to find out whether you will receive a giveaway!

Click the 'next' button to find out!

*There are limited spaces in the trial and not everyone will receive a giveaway. If you miss out on a giveaway today, we may be able to send you a giveaway in about a month.*

## Group Reveal



Congratulations, you will be receiving:

- a **FREE My Plant Power** bag (which contains dinner for 3 nights for four people), and
- a plant-powered recipe booklet, a meal planner fridge magnet, and a handy shopping list for you to make your own shopping plan

Please click '**Finish**' to submit your survey, and get your voucher code.

**Food-saving tips for smaller households:** You may choose to freeze leftovers to eat another day, or you might like to invite someone over to share a meal with you!

**Food-bulking tips for larger households:** You might want to add some extra ingredients to your meal to make it go further. Depending on the recipe, this might look like doubling the vegetables (e.g. 2 broccolis instead of 1), adding an extra tin of beans, or cooking up some more rice.



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Please click '**Next**' to continue the survey and get your voucher code.

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Please click '**Finish**' to submit your survey.



Congratulations, you will be receiving:

- a plant-powered recipe booklet
- a meal planner fridge magnet, and
- a handy shopping list for you to make your own shopping plan

*Please click **'Next'** to continue the survey.*

You have been randomly assigned to group who will **receive a small giveaway in about a month!**

*Please click **'Finish'** to submit your survey.*

## **Group 3 and 5 Questions**

**Congratulations, we are almost there!** We have a few more questions before the end of the survey.

Studies show that making a plan can help us follow through on the things we'd like to do.

Would you be willing to make a plan to **add one extra vegetarian dinner** per week?

- Yes
- No

Please tick the below to commit to adding one extra vegetarian dinner per week for the next four weeks.

- I commit to adding one extra vegetarian dinner per week for the next four weeks

Some people find it helpful to make an 'IF-THEN' plan, which identifies a likely barrier to achieving goals and then helps to avoid that barrier.

*For example, "IF I usually order meat-based mains when out at a restaurant, THEN I will look up the menu online before I arrive and will decide in advance which vegetarian main I will get."*

Please select the IF-THEN plan you most prefer:

- IF** I am not sure what vegetarian meal(s) to cook this week **THEN** I will look at the vegetarian recipe booklet before I go shopping and choose one extra vegetarian meal for the week
- IF** I am likely to forget which ingredients to buy at the supermarket **THEN** I will make a list with all the ingredients for my new vegetarian meal