

**Consumer use and attitudes  
towards hemp foods and  
beverages**

**FoodIQ**

Summary Statistics

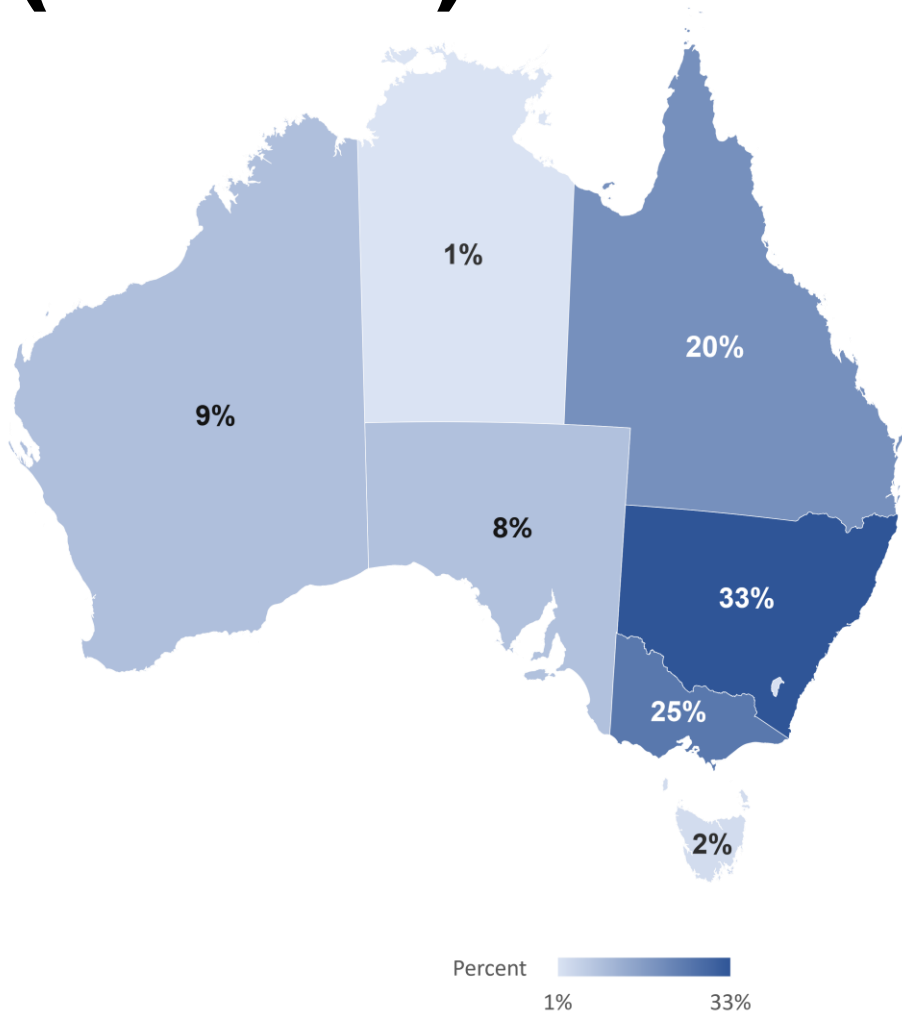
Dec 2020, n=1012



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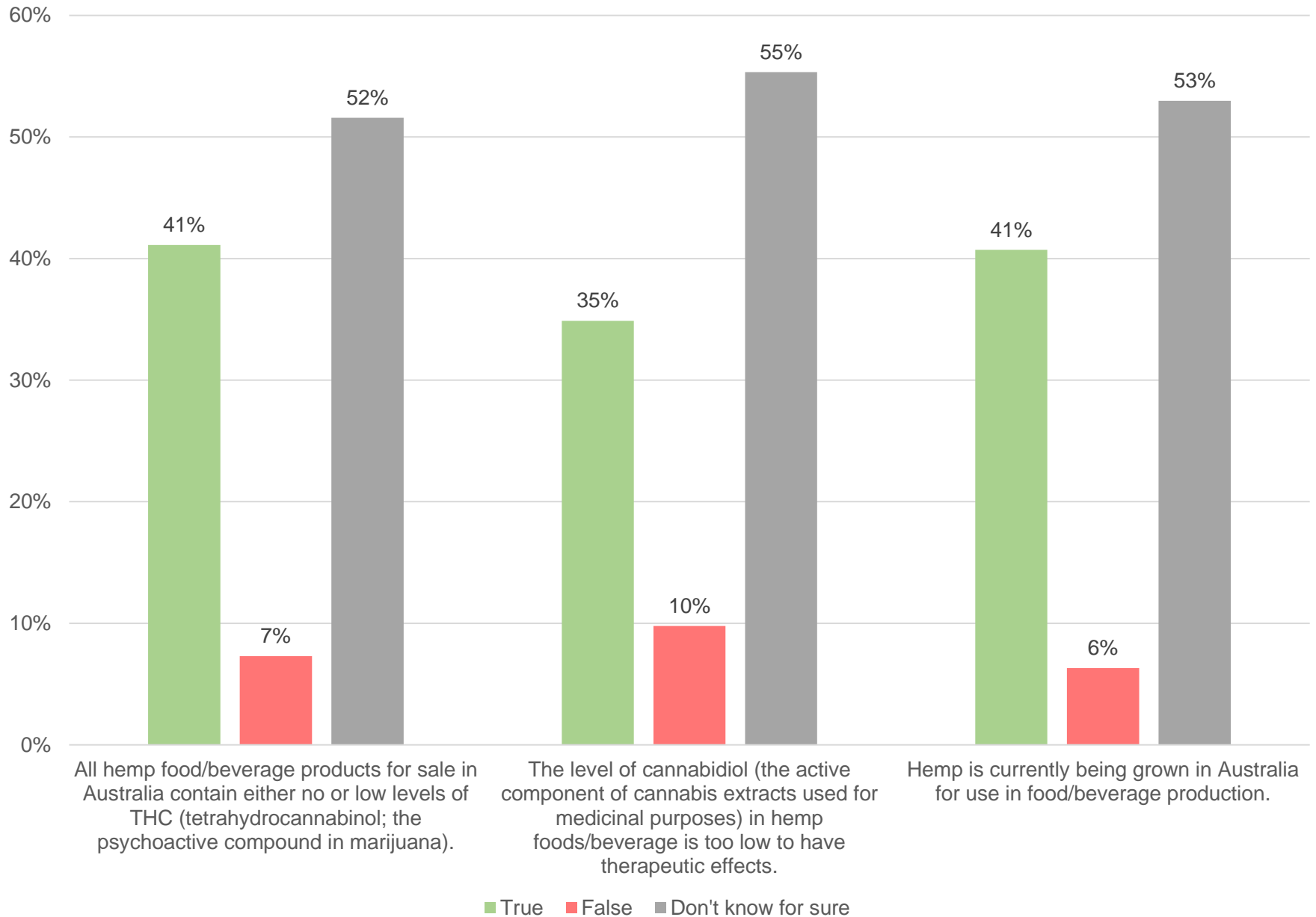
**FOODIQ** INSIGHTS  
QUESTIONNAIRE

# Respondent characteristics (n=1012)

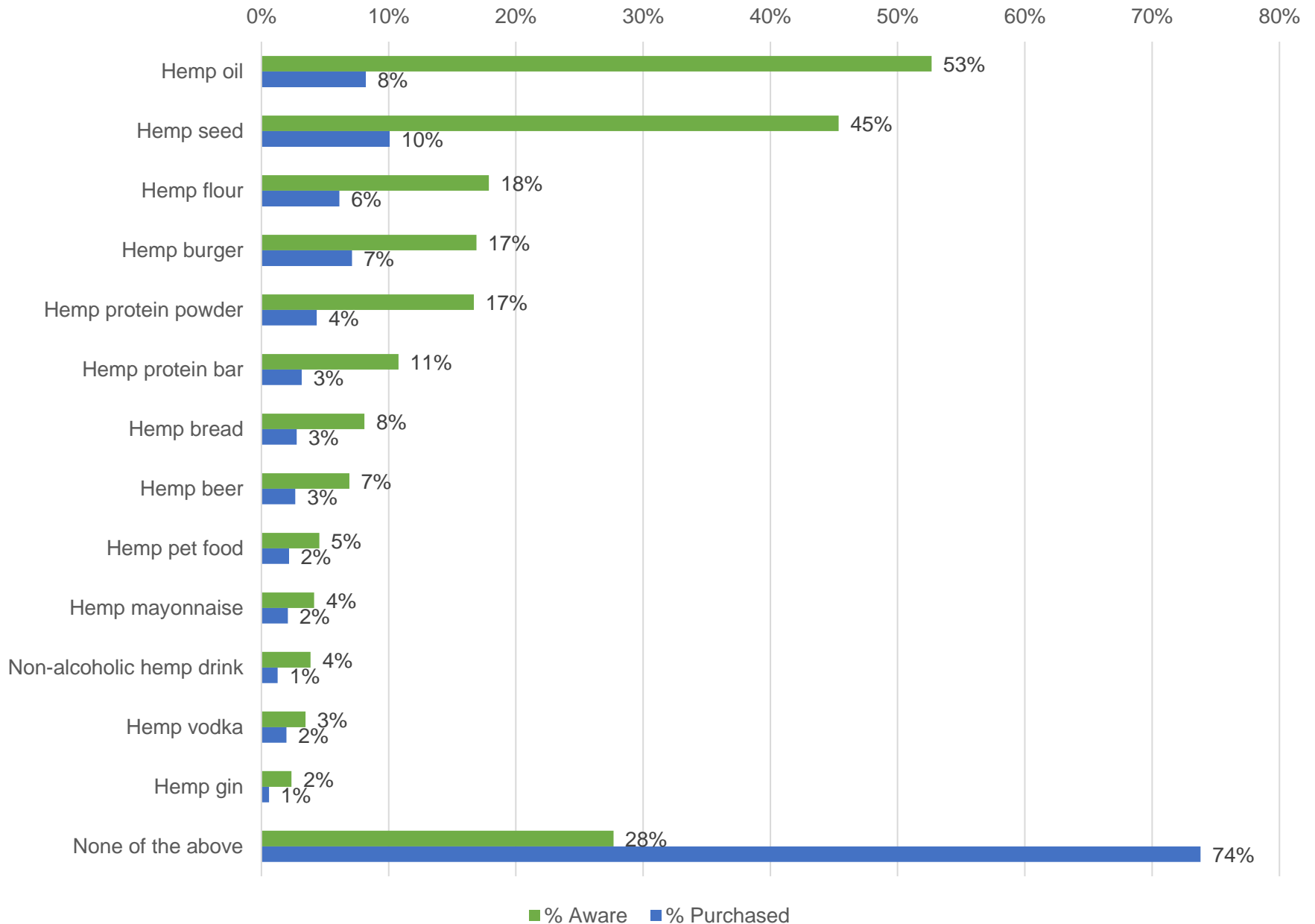


	%
Female	51%
Age (years) category, %	
18-24	11%
25-34	18%
35-44	19%
45-54	18%
55-64	15%
≥65	17%
University degree	43%
Household income quintile (based on general Australian population)	
Quintile 1 (lowest)	25%
Quintile 2	22%
Quintile 3	21%
Quintile 4	20%
Quintile 5 (highest)	12%
Metropolitan area	66%
Living with a partner	63%
Children <18 years in household	35%
Born in Australia	77%

For each statement select True or False. If you are sure of your answer select Don't know for sure. (n=1012)

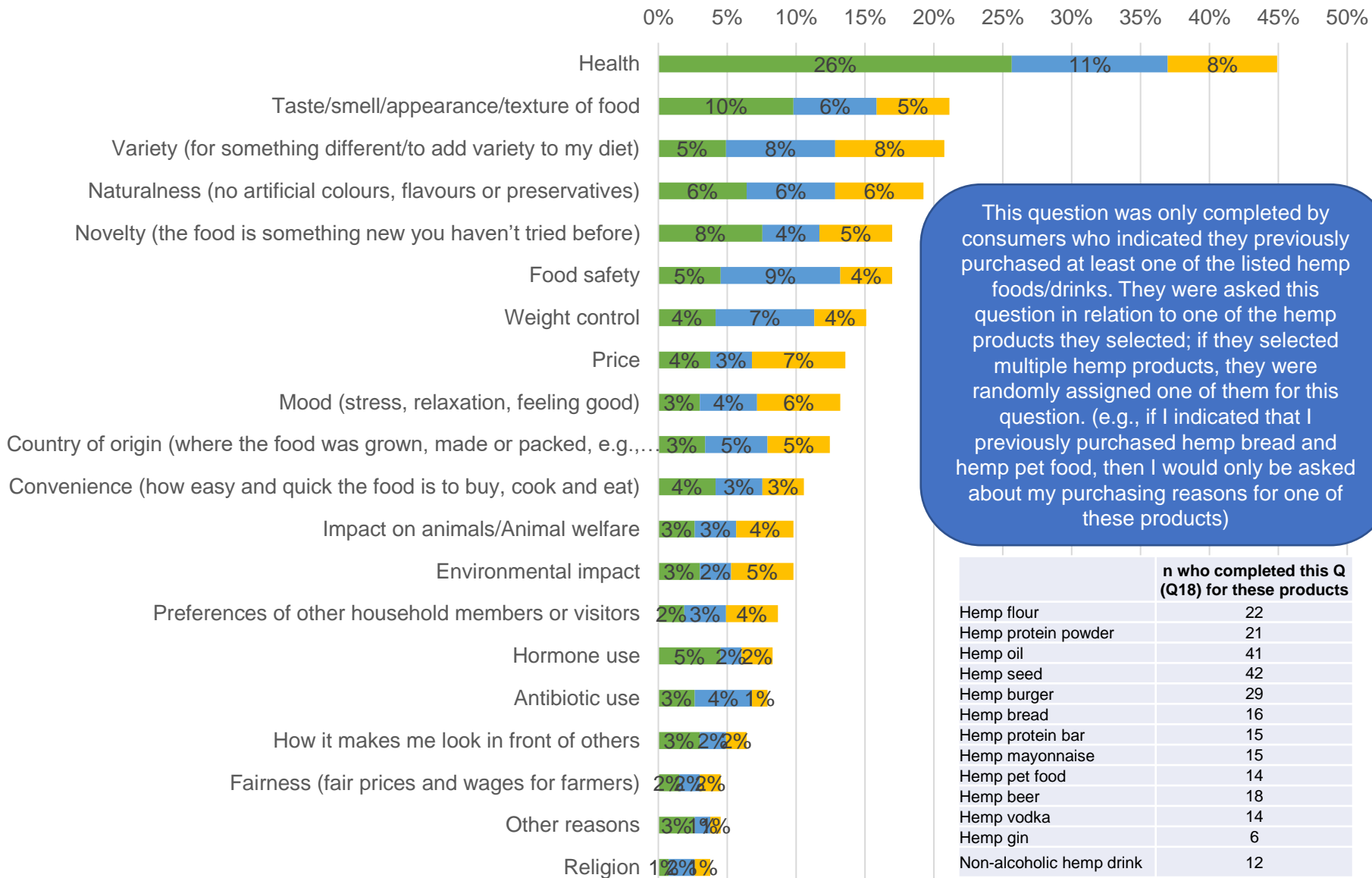


## Previous awareness and purchase of hemp food/beverage products (n=1012)



## What were your MAIN REASONS FOR PURCHASING [hemp food/beverage]? (n=265; up to three reasons could be ranked)

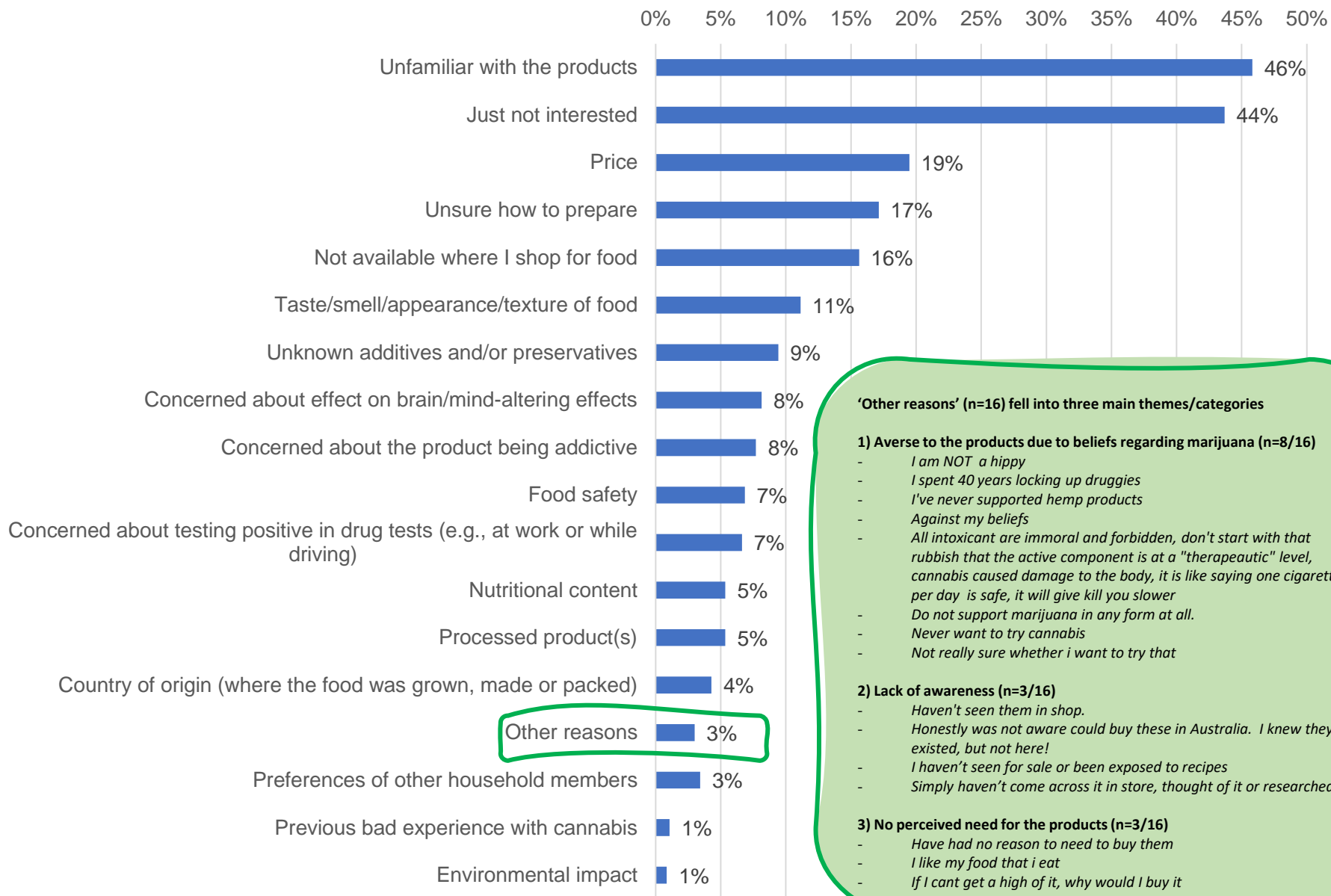
■ Most important reason   ■ Second-most important reason   ■ Third-most important reason



This question was only completed by consumers who indicated they previously purchased at least one of the listed hemp foods/drinks. They were asked this question in relation to one of the hemp products they selected; if they selected multiple hemp products, they were randomly assigned one of them for this question. (e.g., if I indicated that I previously purchased hemp bread and hemp pet food, then I would only be asked about my purchasing reasons for one of these products)

	n who completed this Q (Q18) for these products
Hemp flour	22
Hemp protein powder	21
Hemp oil	41
Hemp seed	42
Hemp burger	29
Hemp bread	16
Hemp protein bar	15
Hemp mayonnaise	15
Hemp pet food	14
Hemp beer	18
Hemp vodka	14
Hemp gin	6
Non-alcoholic hemp drink	12

## What are your/your household's MAIN REASONS FOR NOT PURCHASING any of the listed hemp foods or beverages? (n=467)



### 'Other reasons' (n=16) fell into three main themes/categories

#### 1) Averse to the products due to beliefs regarding marijuana (n=8/16)

- I am NOT a hippy
- I spent 40 years locking up druggies
- I've never supported hemp products
- Against my beliefs
- All intoxicant are immoral and forbidden, don't start with that rubbish that the active component is at a "therapeutic" level, cannabis caused damage to the body, it is like saying one cigarette per day is safe, it will give kill you slower
- Do not support marijuana in any form at all.
- Never want to try cannabis
- Not really sure whether i want to try that

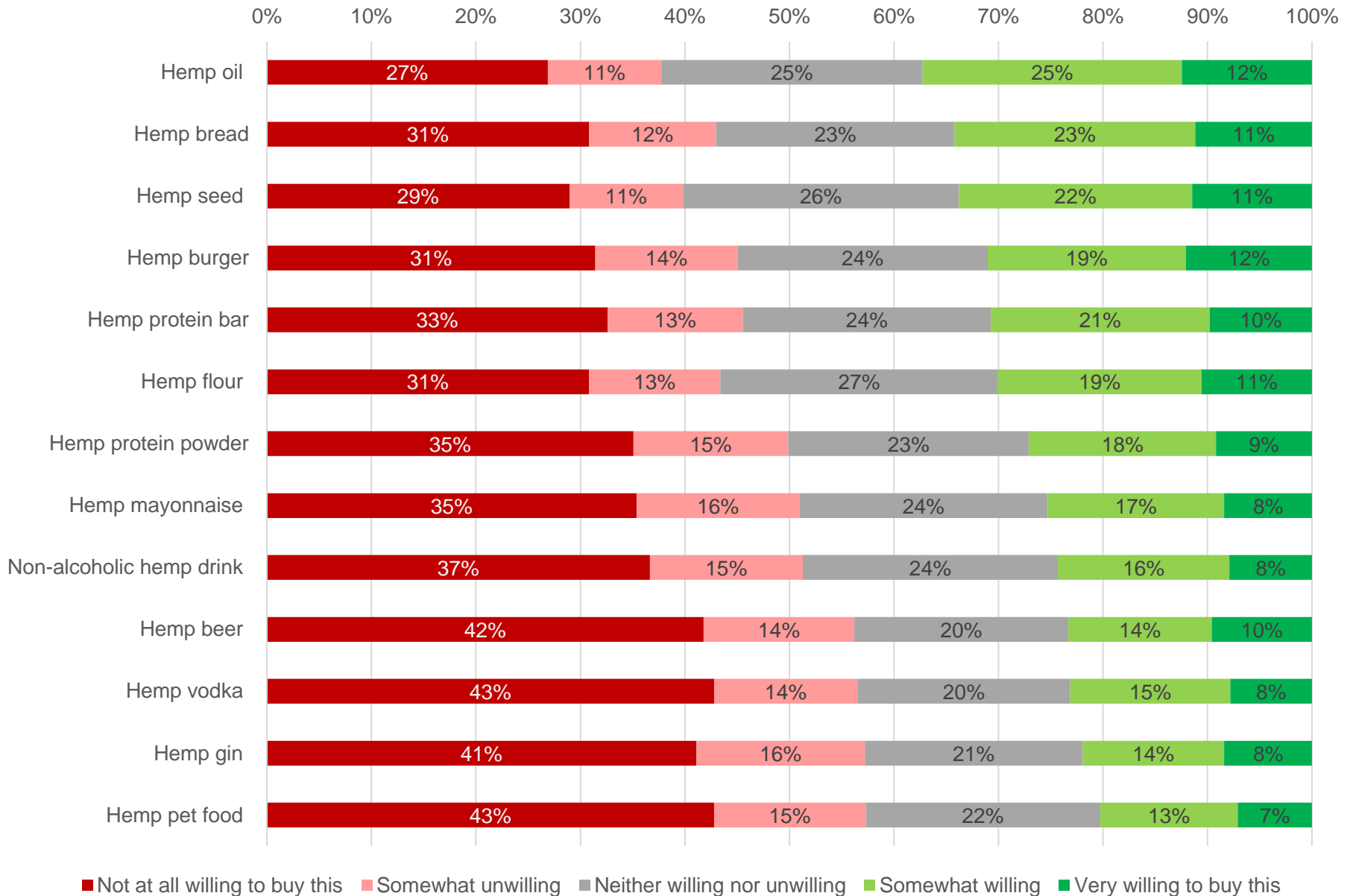
#### 2) Lack of awareness (n=3/16)

- Haven't seen them in shop.
- Honestly was not aware could buy these in Australia. I knew they existed, but not here!
- I haven't seen for sale or been exposed to recipes
- Simply haven't come across it in store, thought of it or researched it.

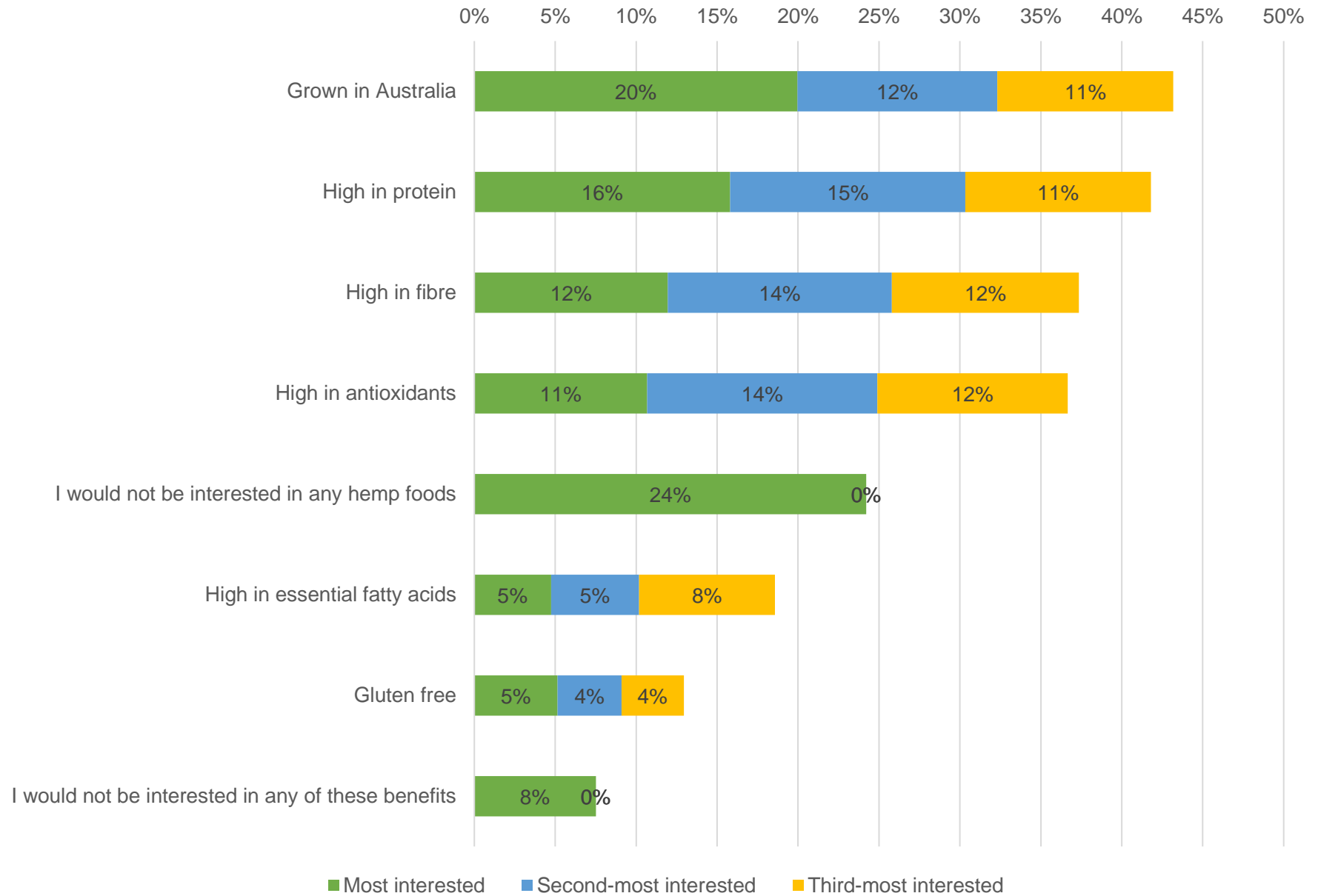
#### 3) No perceived need for the products (n=3/16)

- Have had no reason to need to buy them
- I like my food that i eat
- If I cant get a high of it, why would I buy it

## How willing would you be to purchase each of the following hemp foods or beverages, if they were available during your next shopping trip? (n=1012)



# Which of the following BENEFITS of HEMP FOODS would you be MOST INTERESTED IN? (n=1012)





## For more information

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