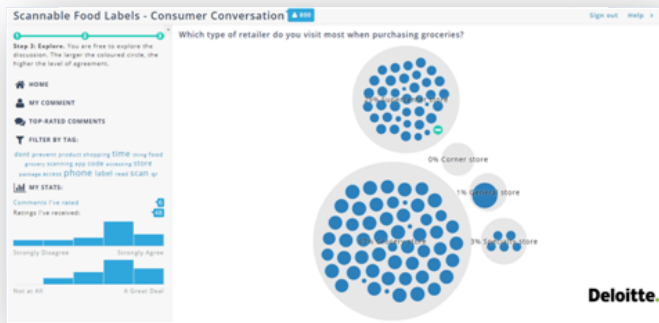


Research on Electronic Food Labels



Deloitte is the biggest professional services network in the world by both number of employees and annual revenue. They provide services to over 244,400 professionals worldwide in financial advisory, consulting, tax, enterprise risk and audit.

The Brief

Deloitte conducted research on behalf of a US government agency to explore consumer and retailer attitudes towards accessing food information.

The Project

The project was comprised of three separate Crowdoscope – two involving consumers and the other one focusing on retailers. Following a detailed screening questionnaire, relevant participants were financially incentivized to participate. In total, over 1,000 participants were involved in the crowd discussions, providing feedback on behaviours and attitudes around accessing food information.

The main discussion question prompted responses regarding shopping behaviours, as consumers or retailers. Participant responses were grouped according to the type of store they work at / shop in most. Participants could further express their opinions by replying to and evaluating the ideas of others in terms of how much they agreed with and cared about the issue raised.

The Outcome

Crowdoscope's approach yielded over 4,500 community-validated responses and 14,000 ratings from consumer and retailer audiences over the course of three weeks. These provided crucial insight on how shoppers access food information.

Crowdoscope

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