

Unit 3.2.2

Social Factors Across Australia

Key Knowledge and Key Skills

Key Knowledge 3.2.2

The ways in which social factors across Australia, including education, income, location, accommodation, available time and cultural norms, influence responses to food information, food accessibility, food choices and healthy eating.

Key Skills 3.1.3

Analyse social factors that may influence responses to food information, accessibility, choices and healthy eating through practical activities.

Key Skills 3.2.8

Apply practical activities to evaluate factors that influence food selections and demonstrate understandings about repertoires that reflect the healthy eating recommendations of the Australian Dietary Guidelines and the Australian Guide to Healthy Eating.

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Key Terms and Definitions

Food accessibility refers to the amount, quality, nutritional value, and variety of food that people can access.

Food choices refer to our decisions about the food we eat.

Food information refers to the information made available to people about food through education, food labelling, modern technology, the media, and verbal communication.

Food Information, Food Accessibility, Food Choice, and Healthy Eating

Food information refers to the information made available to people about food. A wide range of food information is available to people in Australia, although sometimes this information is not always accurate.

Food accessibility refers to the amount, quality, nutritional value, and variety of food that people can access.

Food choices refer to our decisions about the food we eat. We are not always consciously aware of the food choices we make.

Healthy eating involves eating a wide variety of nutritious foods to maintain health and wellbeing.

Social Factors Across Australia

Australians' responses to food information, food accessibility, food choices, and healthy eating are all influenced by interrelating social factors. These social factors include accommodation, available time, cultural norms, education, income, and location.

Education

A person's education may influence their response to food information, food accessibility, food choices, and healthy eating.

Nowadays, people gain food education in various contexts. In their early years, preschool education, school communities, family, and friends significantly influence a child's food education. As they age, individuals tend to gain more education from internet sources, apps, news reportage, and the media.

Generally, the higher education someone has, the better their health tends to be. One reason is that people with higher levels of education are more likely to understand what foods are good for them and those that are not. They are more likely to respond to this food information by consuming healthy food in the right proportions.

As a result of education, people are more likely to make informed choices about the food that they eat by:

- accurately interpreting food labels, diets, and advertisements, some of which may be misleading;
- applying practical, safe food preparation, and cooking skills to make nutritious snacks and meals;
- being aware of ethical and environmental issues related to sustainability and doing their best to address them;
- recognising discretionary food choices and understanding the impact of consumption of these foods on health and wellbeing;
- understanding the nutritional value of each of the five food groups; and
- understanding the origins of our food.

People educated in food and nutrition are more likely to respond to food information by making nutritious food choices and developing lifelong healthy eating patterns. This education can take place in the home, school and even the workplace.



Income

Many people believe that those earning lower incomes cannot afford to choose nutritious foods. However, this may not be entirely accurate.

Amanda Lee, a professor in Public Health at the University of Queensland, believes Australians could pay less for groceries if they followed the *Australian Dietary Guidelines* (Clemons, 2017). In her research, Amanda noted that

many households spent more on groceries when they purchased highly processed foods than families that focused on fresh produce.

Low-income families can reduce the amount of money they spend on groceries by carefully selecting less processed foods and more fresh produce. For example, one apple costs 46 cents compared to a chocolate bar that costs around \$1.50. The apple is cheaper, more nutritious, and likely to keep people feeling full for longer than chocolate. In this case, the healthier option is less expensive. However, healthier food options are not always the cheapest. Regular beef mince costs significantly less than the healthier lean mince. Similarly, wholegrain bread, which is healthier, often costs more than white bread. With careful planning and education about healthy food choices, some people on limited incomes may be able to afford the most nutritious food options. For others, it may simply be impossible to purchase an abundance of nutritious foods.

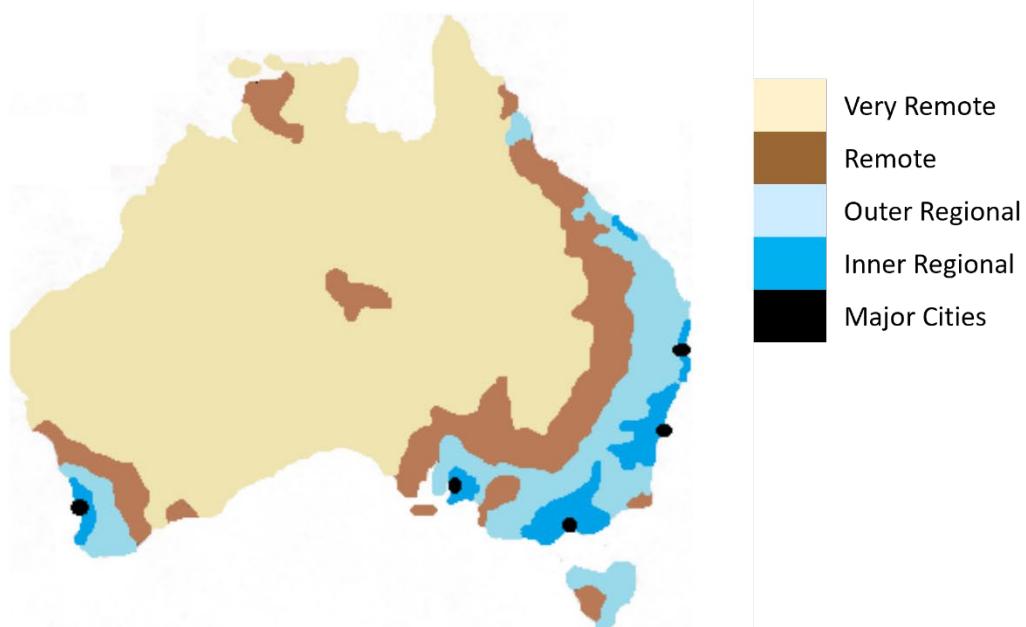
Another concern relating to income is that people who earn more may have more disposable income to spend on discretionary food choices and consume more meals and snacks outside the home. They may not be aware of the fat, salt and sugar content of the meals and snacks they purchase.



Location

The location of where people live in Australia is classified into five areas: major cities, inner-regional, outer-regional, remote, and very remote.

The map below identifies these five areas in Australia.



ABC News. (2020, February 27). ABC News. Adapted from <https://www.abc.net.au/news/2020-02-27/remotemap-abs/12004646?nw=0>

Unfortunately, access to quality food can be limited by geographical location in Australia. People who live in smaller populated remote places report poorer access to good quality nutritious food than those in more densely populated areas.

In remote locations, rates of food insecurity are high. Supermarkets are less common in remote areas, so people often have to shop at general stores instead. The groceries at these general stores can cost more, and sometimes there is less quantity, diversity, or quality of food available. A study in 2014 revealed that a basket of the same food was 52% more expensive in the remote areas of the Northern Territory than the same basket of food in a Darwin supermarket (Northern Territory Government , 2014).

The lack of supermarkets in close vicinity of homes in very remote areas results in many people travelling long distances to purchase groceries. Those without private vehicles rely on limited public transport to travel to shops. The problem with using public transport to buy groceries is that shoppers cannot transport large quantities of food or purchase fresh foods. The journey home can be long and the conditions unfavourable for high-risk foods. So, people often choose to pay a high price for poor quality, highly processed food from local convenience or general stores instead.

Research has also found that more supermarkets and specialty food shops like greengrocers and butchers are located in more populated areas like our major cities. This means that people in major cities have more food choices available to them, enabling them to access a range of foods that support healthy eating.

In major cities, most people live within 1 kilometre of a supermarket. They are more likely to be able to drive, walk, or use public transport to get there. Fewer supermarkets exist in outer-regional, remote, and very remote areas. Those supermarkets are unlikely to be within walking distance or serviced by public transport. Supermarket chains often do not see the financial benefit of establishing shops in these remote areas because transport, set-up, and running costs would be too high.

Watch this video about food availability in very remote areas of Australia: <https://youtu.be/deaO2n6pjEk>



Income and Location

A person's income can significantly influence the location that people can afford to live in and subsequent access to food, healthy eating, and food choices.

Areas of Australia where housing is expensive are often better resourced. People living in these areas generally have better access to public transport. They tend to have more shops that sell a variety of food, including quality fresh produce. There may even be fewer fast-food outlets in these areas. The fast-food outlets that do exist tend to offer more nutritious food choices than those in more disadvantaged areas. Residents in wealthier suburbs generally have better access to resources that encourage them to make healthier food choices.

There are fewer of these resources in areas where incomes tend to be lower. Public transport services and access to specialty shops with quality fresh produce are likely to be reduced in these areas. Also, there are often more fast-food outlets. For example, in Melbourne, more major fast-food chains are located in low-socioeconomic areas and nearby schools, where there are more low-income families and disadvantaged students.

A recent study found that food delivery apps targeted people from lower-socioeconomic areas. They sent them more notifications about unhealthy food promotions than people in wealthier areas (B&T Magazine). Targeted marketing can influence people to regularly eat foods with a higher fat, salt, and sugar content.

Watch this video about the marketing of fast food in lower-income areas: <https://youtu.be/1M0J-NP15Zc>

Accommodation

The type of accommodation we live in can also affect our food choices.

Australia's common housing types include apartments, semi-detached duplexes, stand-alone homes, terraces, and, townhouses. Other less common types of accommodation include residential care in aged homes, on-campus accommodation at university, shared rental accommodation, accommodation in residential caravan parks, and emergency housing.

Most kitchens in Australia include essential appliances like a stove, oven, and refrigerator. While not crucial, dishwashers and microwaves have become an additional feature for many. In smaller spaces such as caravans and university dormitories, microwaves and small undermount fridges and freezers are often used. The size and the appliances available in a kitchen will impact the food that people can store, prepare, and cook. To a certain extent, this may influence people's food choices.

Lack of accommodation and the high cost of housing can limit people's access to food. Some low-income families receive as little as \$558.00 per week (Australian Institute of Health and Welfare, 2002). Many people on low incomes must pay bills and accommodation costs before buying food. Sometimes, they do not have enough money to pay for their accommodation, let alone any food.

Buying and preparing food in bulk to save on food is often not an option for these families. They may not have enough money to purchase food in bulk and lack the facilities to store it. This can result people on low incomes buying cheaper convenience-style unhealthy food options. Organisations such as FareShare and The Salvation Army often help these families by providing food packages and cooking nutritious meals for people at no cost.

Some low-income people end up homeless or living in emergency shelters and rely on charity organisations to provide nutritious meals. With no accommodation, they cannot cook meals, store their groceries, or have a safe place to eat — their lack of access to accommodation results in food insecurity and poor nutrition.

Watch this video about ways low-income earners and homeless people access food:

https://youtu.be/ZA0E_sbke2Y

Watch this video about how school breakfast programs improve children's access to food:

<https://youtu.be/MrcB5pG0an8>



Cultural Norms

Cultural norms are the standards, expectations, and rules we live by in our communities. They are a standard set of behaviours within a group of people that are considered normal. Cultural norms can affect how you eat food, what food you eat, when you eat food, where you eat food, and how you prepare it. It plays a significant role in your healthy eating behaviour, food choices, and access to food and food information.

A recent study found that how much people eat and what they choose to eat is mainly based on what others around them are eating. People tend to mimic others' food consumption behaviour to fit in socially and identify with a particular group of people. If we spend time with people who eat a large amount of food, we are also more likely to eat the same quantity; if people eat smaller amounts, we are more likely to eat smaller portions. Our food choices can primarily depend on the social group we want to be accepted by or socialise with. If a group that we socialise with select healthier food options, then we are more likely to choose healthier food options and vice versa.

People often use food to maintain and express their culture. People from different countries use different ingredients and cooking methods. They have a range of food-related customs that contribute to their culture. New residents in Australia should be encouraged to continue using their home countries' ingredients and cooking methods and share this food information with the broader community. Making these dishes helps them maintain

their cultural norms. Sharing the food information about their food culture promotes multiculturalism and acceptance within our communities.

Unfortunately, some new residents arriving in Australia experience difficulties accessing food from their culture. When refugees or migrants arrive in Australia, they are given a small amount of money and often directed to a major supermarket to buy food. They usually have limited access to kitchen equipment and facilities in their temporary accommodation and an inability to transport larger quantities of food on public transport.

The Asylum Seeker Resource Centre has established a food bank that stocks foods for refugees to overcome this problem. They also provide free nutritious meal services and kitchen facilities where they can prepare and share a cultural meal. The Asylum Seeker Resource Centre enables new arrivals to access nutritious food and make healthy and informed food choices that meet their cultural needs.

Watch this video to learn more about a program that helps new arrivals access food, make healthy food choices, and understand available food information: <https://youtu.be/EDegGmTF3Mg>



Available Time

An additional factor influencing people's food information, food choices, healthy eating behaviour, and access to food is available time. The amount of time people spend planning, shopping, storing, preparing, cooking, and cleaning up meals in the home seems to be declining.

People have less available time to prepare healthy food as they can be busy with work, school commitments, and social activities. Parents may have to collect children from school or day care after finishing work. Also, children might participate in afterschool activities, which adds to a busy family schedule. The added pressure to plan, shop, store, prepare, and clean up after a home-cooked meal can sometimes be stressful for some parents. For some parents, giving children convenience food, like chicken nuggets, may seem much easier and less stressful than making a nutritious homemade meal at the end of a long working day.

Another factor impacting people's available time is shiftwork or people working long hours. Many people work evenings, night, and early morning shifts and rotating schedules. This kind of work can make someone feel tired and disinterested in food preparation. Working long hours and shiftwork makes it challenging for people to establish consistent and regular food preparation and eating patterns in the limited time they have available. As a result, shiftworkers tend to snack more, consume convenience meals that require reheating, and eat at irregular times. Shiftworkers often choose to eat convenience or fast-food meals rather than healthier eating options.



A range of solutions for people wanting to save time and prepare healthier meals have been developed.

Meal delivery kits are designed for people who want to cook wholesome meals but do not want or have time to plan and shop for them. After selecting their meals online, the food is delivered to people and often includes 30-minute recipes with easy-to-follow instructions. The meal kits are usually nutritious and contain less processed foods. **Appliances** like the air-fryers and the new Thermomix® can also help families save time in the kitchen.

Convenience foods have long been a big time-saver for busy families. In June 2020, Coles launched a new range of ready-made meals in-store that they claim contain premium quality fresh and nutritious ingredients at a budget-friendly price. Earlier in 2020, Woolworths also released a range of low-cost convenience meals that they claim to be packed full of vegetables.

It is easy to be misled when buying convenience foods from the supermarket. For example, food that can be oven-baked is often deep-fried before packaging. The [How to Understand Food Labels](#) at the *Eat For Health* website and reading food labels will help consumers understand what convenience food products are the best choice.

[Click here](#) to access the, How to Understand Food Labels brochure.

Watch this video to find out about an appliance that is promoted as saving families time in the kitchen and promoting nutrition: <https://youtu.be/kZGYuOSVJ2k>

Watch this video about a new range of meal kits being released by a major supermarket to help time-poor families: <https://youtu.be/NDmhGal0RI4>

Written Activity One

Which Social Factor?

A range of social factors influences our response to food information, food access, choices, and healthy eating patterns. These social factors include accommodation, available time, cultural norms, education, income, and location.

- **Read** the descriptions of each of the food items below.
- **Decide** which social factor is more likely to influence someone to purchase and consume this food.
- **Justify** your decision by discussing your reasons for selecting this social factor.

Food Item	Social Factor	Why would someone choose this food? Is it because someone might only have access to this food? Or is it because it supports a healthy eating pattern?
Minced beef, budget quality		
All-in-one Strawberry flavoured breakfast drink with added fibre		
Meal Kit Meal Delivery		
Hot chips from a fast-food outlet like a fish'n'chip shop		
Canned foods like tomato soup and meatballs		
Food that is certified Halal.		

Written Activity Two

Case Study Analysis: The Asylum Resource Centre

Watch this case study about the Asylum Seeker Resource Centre: <https://youtu.be/EDegGmTF3Mg>

Answer the questions below:

1. What is the Asylum Seeker Resource Centre?

2. Who does it help?

3. List three social factors in the table below.

4. Explain how these social factors influence asylum seekers' response to food information, food accessibility, food choices, and healthy eating.

Social Factor	How does this influence the asylum seekers' response to food information, food accessibility, food choices and/or healthy eating?

Further information about people seeking asylum in Australia can be found here:

<https://www.redcross.org.au/act/help-refugees/refugee-facts/>

Written Activity Three

Case Study Analysis: Karen

Watch this case study about Karen: <https://www.youtube.com/watch?v=csTa6--KwwA>

Answer the questions below:

1. Complete the table below.

Social Factors	How did this social factor influence Karen's response to food information, access to food, food choices, and healthy eating <u>before</u> receiving assistance?	How did this social factor influence Karen's response to food information, access to food, food choices, and healthy eating <u>after</u> receiving assistance?
Location		
Income		
Education		

Written Activity Four

Case Study Analysis: Jeff and Chad

Watch this case study about Jeff and Chad: <https://www.youtube.com/watch?v=11xLlwKgWc>

After watching the video, **consider** the social factors that impacted Jeff and Chad's response to food information, food accessibility, food choices, and healthy eating.

Complete the table below:

Social Factors	How did this social factor influence Jeff's response to food information, access to food, food choices, and healthy eating?	How did this social factor influence Chad's response to food information, access to food, food choices, and healthy eating?
Income		
Available Time		
Education		
Accommodation		
Location		
Cultural norms		

Practical Activity

Homemade versus Convenience Foods

In this practical activity, you will make homemade fish cakes and compare them with a similar convenience version.

Let's Cook

Homemade Fish Cakes

Ingredients:

100 grams sweet potato	1 tablespoon plain flour
1 spring onion, chopped	2 teaspoons fresh herbs or 1 teaspoon dried herbs
100g fish, chopped	2 teaspoons olive oil
1 tablespoon of beaten egg	Serve with Greek yoghurt and sweet chilli sauce
1 slice frozen wholemeal bread, grated	Serve with salad
Pinch salt and pepper	

To prepare the potatoes:

1. **Bring** a saucepan of water to a boil.
2. **Collect** the sweet potato, **peel**, and **cut** into 3 cm-sized cubes.
3. **Place** the sweet potato into a colander or steamer and **put** over the top of the saucepan. Keep the lid on.
4. **Boil** water and steam the potato until it is tender about 10 – 15 minutes.

(This is a good time to collect, measure, prepare and organise the remaining ingredients).

5. **Test** the potato to see if it is tender by placing a fork through. If the fork goes all the way easily then the potato is ready. If it is not tender, continue cooking until it is.
6. **Remove** the sweet potato and **set aside**.
7. **Place** the corn and carrots in the steamer and **cook** over simmering water until tender.
8. **Add** the broccoli just before serving and **cook** until it is tender.

To make the patties:

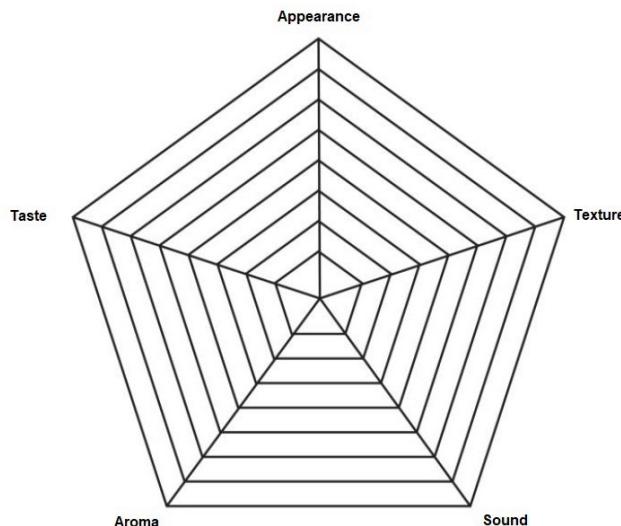
1. Using a fork, lightly **mash** the sweet potato in a bowl.
2. **Add** the sweet potato, spring onion, fish, egg, breadcrumbs, and herbs to the bowl.
3. **Stir** until well-combined. **Season** with salt and pepper.
4. **Divide** the mixture into 2 small portions. **Use** wet hands to **shape** them into patties.

To cook the patties:

1. **Heat** the oil in a large non-stick frying pan over medium heat.
2. **Add** the patties and **cook** for about 5 minutes on each side or until golden brown and heated through.
3. **Remove** from the heat and **place** on a plate lined with paper towel to drain the fat.
4. If needed, **place** a saucepan lid over the patties to keep them warm.
5. **Serve** the patties with salad.
6. **Add** Greek yoghurt and sweet chilli sauce, optional.

Compare the Sensory Properties:

1. **Conduct** a sensory evaluation of the homemade fish cakes with a similar convenience product.
 - Using different coloured pens, mark a dot on the continuum that best represents how you feel the food meets each desired sensory characteristic.
 - After rating the sensory characteristics of each sample food, join the dots together.
 - The more the dots represent a hexagon shape, the more the food product evaluated meets the sensory characteristics listed.



2. Use descriptive words to **describe** the sensory properties of the homemade fish cakes and a similar convenience product in the table below.

Fish Cakes	Appearance	Texture	Sound	Aroma	Taste
Homemade					
Convenience					

Compare the Nutritional Value:

1. Study the ingredients list on the package of the convenience food.

Look up any of the unfamiliar ingredients using the internet to find out what they are.

2. In the PMI chart below, identify the positives, minuses and interesting points between the homemade convenience fish cakes.

Differences – Homemade	Similiarities	Differences - Convenience

Compare the cost:

Use the formula below to calculate the cost of the homemade fish cakes.

Quantity required / quantity purchased x cost of the quantity purchased = cost of the ingredient required

An example has been provided.

Quantity Required	Quantity Purchased	Cost of the Quantity Purchased	Equals the Cost of the Quantity Required
1 spring onion	8	\$2.50	\$0.31
100 grams sweet potato			
100g fish, chopped			
20 grams egg			
40g wholemeal bread			
20g plain flour			
1g dried herbs			
10g olive oil			
50g Greek yoghurt			
20g Sweet chilli sauce			
Total Cost:			
Cost per fish cake:			

Overall Evaluation:

1. What was the difference in cost between the homemade and convenience fish cakes?

2. What social factors would support people in making their meals?

3. What social factors may influence people to buy convenience foods?

Summary Activity

What is the main idea about the key knowledge & key skills?	
List the social factors below.	How might this social factor influence people's responses to food information, food accessibility, choices, and healthy eating?

Exam Preparation

Section A - Multiple Choice Questions (5 marks)

Question 1

Sam purchases his meals from his local convenience store because the nearest supermarket is over 20km away from his home, and he has no way of travelling there.

This is an example of which social factor influencing food accessibility?

- a. income
- b. location
- c. transport
- d. available time

Question 2

Eating pizza with friends after playing a basketball game every Friday night is most likely influenced by:

- a. education
- b. income
- c. cultural norms
- d. available time

Question 3

A meal kit is a subscription service where a company sends customers pre-portioned and sometimes partially-prepared food. Working parents with little time to cook may opt for this service.

This is an example of which social factor influencing food choice?

- a. income
- b. cultural norms
- c. education
- d. available time

Question 4

Buying deep-fried chips from a local shop because healthier fast food options cost more is an example of which social factor influencing food choices?

- a. available shops
- b. income
- c. local enterprise
- d. accommodation

Question 5

As recommended by a dietician, selecting low-salt food products is an example of which social factor influencing a person's response to food information?

- a. education
- b. accommodation
- c. food accessibility
- d. location

Section B – Short Answer Responses (15 marks)

Question 1 (3 marks)

Imagine this prepared and packaged salad product recently introduced on the food market.



Source: https://www.freepik.com/free-photo/vegetable-salad-delivery-box-isolated-white-background_20922725.htm#query=salad%20package&position=10&from_view=search

a. Name one social factor that may influence a person to purchase this food product. (1 mark)

b. Explain why this social factor may influence a person's food choice. (2 marks)

Question 2 (3 marks)

Click and collect – sometimes called local pickup or in-store pickup - allows customers to collect their orders from a shopfront. Once they have placed an order online or via phone, they receive a notification when that order is ready for collection.

Identify one social factor and describe how this social factor could influence a person to use 'Click and Collect.'

Question 3 (9 marks)

NielsonIQ is a company that tracks, diagnoses, and analyses consumer behaviour. They surveyed over 10,000 Australian households who recorded their drink consumption in 2017.

The survey results below show how much various drinks have increased in sales over two years.

<i>Kombucha</i>	<i>Water</i>	<i>Chilled Juice</i>	<i>Mineral Water</i>	<i>Flavoured Milk</i>	<i>Carbonated Soft Drink</i>
173.8%	15.6%	8%	4.9%	2.5%	-0.5%

Source: <https://www.news.com.au/lifestyle/health/the-low-sugar-drink-hitting-a-sweet-spot-in-australia-growing-seven-times-in-the-last-two-years/news-story/b2190c8af38ba2fce0f102812cec0473>

a. Using the data in the table, identify one trend evident in the data above. (1 mark)

b. Explain one role of each of the social factors given below to account for the trend identified in part a. across Australia. (4 marks)

Education

Cultural Norms

c. Kombucha is a probiotic drink that contains beneficial bacteria that can contribute to health and wellness.

Discuss why consuming beneficial bacteria may promote health. (4 marks)

Exam Preparation

Section A - Multiple Choice Questions (5 marks)

Question 1

Sam purchases his meals from his local convenience store because the nearest supermarket is over 20km away from his home, and he has no way of travelling there.

This is an example of which social factor influencing food accessibility?

- a. income
- b. location
- c. transport
- d. available time

The answer is not A. There is no reference to how much money Sam spends on food.

The answer is B. The information provided states that Sam buys food from his local convenience store due to the supermarket being located 20km from his home.

The answer is not C. Transport is not one of the social factors.

The answer is not D. There is no indication of the amount of time Sam has available in the question.

Question 2

Eating pizza with friends after playing a basketball game every Friday night is most likely influenced by:

- a. education
- b. income
- c. cultural norms
- d. available time

The answer is not A. There is no reference to education in the question.

The answer is not B. There is no reference to income in the question.

The answer is cultural norms. A cultural norm is an expectation, rule, or practice consistent within a social group.

The friends order pizza every Friday night, which is a cultural norm.

The answer is not D. There is no reference to how much time the group of friends has available.

Question 3

A meal kit is a subscription service where a company sends customers pre-portioned and sometimes partially-prepared food. Working parents with little time to cook may opt for this service.

This is an example of which social factor influencing food choice?

- a. income
- b. cultural norms
- c. education
- d. available time

The answer is not A. While working parents have been mentioned, the amount of money they spend on meal kits has not.

The answer is not B. There is no reference to any expectations or rules among working parents using this service.

The answer is not C. There has been no reference to the knowledge or skills needed to prepare the meals.

The answer is D. The amount of time they have to cook was mentioned.

Question 4

Buying deep-fried chips from a local shop because healthier fast food options cost more is an example of which social factor influencing food choices?

- a. available shops
- b. income
- c. local enterprise
- d. accommodation

The answer is not A. Available shops are not a social factor.

The answer is B. The cost of the deep-fried chips compared to healthier fast food options was discussed.

The answer is not C. Local enterprise is not a social factor.

The answer is not accommodation. Where a person lives or their food preparation facilities have not been mentioned.

Question 5

As recommended by a dietitian, selecting low-salt food products is an example of which social factor influencing a person's response to food information?

- a. education
- b. accommodation
- c. food accessibility
- d. location

The answer is A. The dietitian had educated a person to select low-salt food.

The answer is not B. There is no reference to accommodation in the question.

The answer is not C. Food accessibility is not a social factor.

The answer is not location. There is no reference to a location in the question.

Section B – Short Answer Responses (15 marks)

Question 1 (3 marks)

Imagine this prepared and packaged salad product recently introduced on the food market.



Source: https://www.freepik.com/free-photo/vegetable-salad-delivery-box-isolated-white-background_20922725.htm#query=salad%20package&position=10&from_view=search

a. Name one social factor that may influence a person to purchase this food product. (1 mark)

For 1 mark, the student needed to state one social factor. The exact name of the social factor must be used.

Any social factors could have been named: available time, accommodation, education, income, location, or cultural norms.

b. Explain why this social factor may influence a person's food choice. (2 marks)

For 2 marks, the student needed to explain why the social factor they named may influence a person's food choice.

Any of the following answers were accepted:

Available Time – People without much time to make a salad from scratch may buy this salad instead.

Accommodation – People with limited food preparation and cooking facilities may buy this salad because they do not have the facilities to store the ingredients or equipment to make this salad in their accommodation.

Income – It might be cheaper to buy a prepared salad than buy all of the different ingredients needed to make it from scratch. For some people, this may be a more affordable option to get a variety of ingredients.

Income – This might be an option for some people with more money. Buying all of the ingredients to make this salad might cost more, but you would get better value for money (that is, more food for your money).

Location – This might be a good option for people who are at work and do not have lunch with them. This may be the only food available at convenience stores that is healthy.

Education – People may lack the education (knowledge and skills) to make their food and may have to buy it.

Cultural Norms – This may be someone's lunch they buy with friends. This would be a healthy option for people who mix in circles where the expectation is that they buy their lunch.

Question 2 (3 marks)

Click and collect – sometimes called local pickup or in-store pickup - allows customers to collect their orders from a shopfront. Once they have placed an order online or via phone, they receive a notification when that order is ready for collection.

Identify one social factor and describe how this social factor could influence a person to use 'Click and Collect.'

For 1 mark, the student needed to identify the social factor. The exact name of the social factor must be named.

For 2 marks, the student needed to explain why the social factor they identified influences a person to use 'Click and Collect.' No marks were awarded if the explanation did not support the social factor named.

Available time – People may prefer to order their goods online and then go to the carpark to pick them up. This may benefit people with limited time available to buy groceries.

Income – People who want to control their spending might buy groceries online. They can delete purchases in their cart before they make the final order. Having the groceries delivered may incur an additional charge, so they may click and collect them instead, which might incur a small (if any) fee.

Location – People travelling a distance to the shops might want to click and collect to ensure the things they buy are in stock before arriving at the shops. They might not want to travel a distance and then find that groceries stores do not have the things they want to buy.

Question 3 (9 marks)

NielsonIQ is a company that tracks, diagnoses, and analyses consumer behaviour. They surveyed over 10,000 Australian households who recorded their drink consumption in 2017.

The survey results below show how much various drinks have increased in sales over two years.

Kombucha	Water	Chilled Juice	Mineral Water	Flavoured Milk	Carbonated Soft Drink
173.8%	15.6%	8%	4.9%	2.5%	-0.5%

Source: <https://www.news.com.au/lifestyle/health/the-low-sugar-drink-hitting-a-sweet-spot-in-australia-growing-seven-times-in-the-last-two-years/news-story/b2190c8af38ba2fce0f102812cec0473>

a. Using the data in the table, identify one trend evident in the data above. (1 mark)

For 1 mark, one trend in the table needed to be identified. The student must refer to the table to be awarded the mark.

It is best to relate the answer to kombucha as part c. relates to kombucha.

The consumption of kombucha increased in sales by 173.8%.

The consumption of all the drinks increased, particularly kombucha, at 173.8%.

The consumption of water increased by 15.6%

b. Explain one role of each of the social factors given below to account for the trend identified in part a. across Australia. (4 marks)

Education

For 2 marks, the student needed to explain how the social factor of education accounted for the trend they identified in part a. Reading an entire question before responding is essential to ensure students identify the trend that will likely give them a better chance of getting full marks.

Increase in kombucha sales - More people might be drinking kombucha because they have been educated about its health benefits. It contains probiotics which are beneficial to health.

Increase in water sales - More people might buy water because they follow the Australian Guide to Healthy Eating and drink more water.

Cultural Norms

Increase in kombucha or water sales – If more people are consuming a drink like water or kombucha, other people are more likely to copy it, particularly people in the same social group. Drinking kombucha or water then becomes a cultural norm.

Or

This drink may have been advertised a lot, and people might consider it a cultural norm to drink it. It becomes part of their regular behaviour, and other people begin to do the same.

c. Kombucha is a probiotic drink that contains beneficial bacteria that can contribute to health and wellness.

Discuss why consuming beneficial bacteria may promote health. (4 marks)

For 4 marks, the student needed to explain two health benefits of consuming kombucha.

Kombucha contains probiotics which are beneficial bacteria.

Two of the following responses about probiotics was required.

- Probiotics increase the variety and quantity of microbiota in the gut. They can help the body to fight disease-causing pathogens like viruses.
- Probiotics help to reduce inflammation in the body.
- Probiotics can assist in disease prevention.
- Probiotics can assist in synthesising and absorbing vitamins.
- Probiotics can help control blood sugar levels and diabetes.
- Probiotics can assist with digestive health and help prevent constipation and diarrhoea.