

**1. At which frequency do you eat fermented products?**

- ☐ At least once a day  
☐ At least once a week  
☐ At least once a month  
☐ Never

**3. What makes you want to buy a fermented product?**

- ☐ Price  
☐ Taste  
☐ Quality  
☐ Preservation  
☐ Availability  
☐ Beneficial for health  
☐ Local product  
☐ None of the criteria

**2. Where do you usually get your fermented products?**

- ☐ Super market  
☐ Market  
☐ Home made  
☐ Organic shop  
☐ From the producer

**4. Fermentation is well suited for:**

- |               |                              |                             |                                       |
|---------------|------------------------------|-----------------------------|---------------------------------------|
| Meat          | <input type="checkbox"/> yes | <input type="checkbox"/> no | <input type="checkbox"/> I don't know |
| Vegetable     | <input type="checkbox"/> yes | <input type="checkbox"/> no | <input type="checkbox"/> I don't know |
| Fish          | <input type="checkbox"/> yes | <input type="checkbox"/> no | <input type="checkbox"/> I don't know |
| Dairy product | <input type="checkbox"/> yes | <input type="checkbox"/> no | <input type="checkbox"/> I don't know |
| Fruits        | <input type="checkbox"/> yes | <input type="checkbox"/> no | <input type="checkbox"/> I don't know |
| Cereal        | <input type="checkbox"/> yes | <input type="checkbox"/> no | <input type="checkbox"/> I don't know |

**5. Do you agree with the following statements? (☐ Totally disagree ☐ Disagree ☐ Agree ☐ Totally agree)**

	Totally disagree	Disagree	Agree	Totally agree
Fermentation is a process that inspires me confidence				
Fermentation brings taste				
Fermentation is a dangerous process				
Fermentation improves product preservation				
Fermentation is an industrial process				
Fermentation brings nutrients to the products				
Fermentation is a guarantee of quality				
Fermentation is a process that disgusts me				
Fermented products are expensive				
Fermentation is an traditional method				
Fermentation is an innovative method				
Fermented products are good for your health				
The concept of fermentation is clear to me				

**6. Gender :**

- ☐ Men  
☐ Women

**7. Age :**

- ☐ Less than 25 years  
☐ 26 - 39 years  
☐ 40 - 60 years  
☐ More than 60 years

**8. Are you working, studying or have you worked in the following areas?**

- ☐ Food or microbiology  
☐ None of these areas

**9. Nationality**

- ☐ Vietnamese  
☐ Thai  
☐ South Korean  
☐ Malaysian  
☐ Indonesian  
☐ Japanese  
☐ Spanish  
☐ Other