

Questionnaire

What is your level of knowledge about organic products?

None

- 1
- 2
- 3
- 4
- 5

Expert

Have you ever heard of organic?

Never

- 1
- 2
- 3
- 4
- 5

Very often

Of the following characteristics, which are the ones that indicate that a product is organic? (You can select more than one answer)

Self

It's natural

Aesthetic imperfection

It doesn't have any additional substances

Coming from a guaranteed area

The term 'organic' is stated on the product label

What is your level of knowledge about cancer?

None

- 1
- 2
- 3
- 4
- 5

Expert

What is your level of knowledge about diabetes?

None

- 1
- 2
- 3
- 4
- 5

Expert

How worried are you about the possible impact of chemicals used in conventional agriculture on your health?

Not at all

- 1
- 2
- 3
- 4
- 5

A lot

Do you think that choosing organic products can contribute to better overall health?

Not at all

- 1
- 2
- 3
- 4
- 5

A lot

In your opinion, by regularly consuming organic foods, the risk of developing cancer...

- would increase significantly
- It would increase slightly
- It would stay the same
- It would reduce slightly
- It would significantly reduce

In your opinion, by regularly consuming organic food, the risk of developing diabetes...

- Would increase significantly
- It would increase slightly
- It would stay the same
- It would reduce slightly
- It would significantly reduce

Have you ever been encouraged to buy an organic product by the perception of its positive impact on health, particularly with regard to the risk of cancer?

- Yes
- No

Have you ever been encouraged to buy an organic product by the perception of its positive impact on health, particularly with regard to the risk of diabetes?

- Yes
- No

Have you ever bought an organic product?

- Yes
- No

What type of food do you usually buy?

Organic, non Organic

Indicatively, in what proportion do you buy organic and conventional food?

5% organic | 95% conventional
20% organic | 80% conventional
50% organic | 50% conventional
80% organic | 20% conventional
95% organic | 5% conventional

How often do you shop for yourself or your family?

never

- 1
- 2
- 3
- 4
- 5

All the time

Rank the importance given to each reason that drives you to buy organic products:

Organic food is safer than conventional food

- 1
- 2
- 3
- 4
- 5

Rank the importance given to each reason that drives you to buy organic products:

Organic food is healthier than conventional food

- 1
- 2
- 3
- 4
- 5

Rank the importance given to each reason that drives you to buy organic products:

Organic food tastes tastier than conventional food

- 1
- 2
- 3
- 4
- 5

Rank the importance given to each reason that drives you to buy organic products:

Organic food has no GMOs

- 1
- 2
- 3
- 4

5

Rank the importance given to each reason that drives you to buy organic products:

In organic food, there are no pesticide residues and no chemical waste

1

2

3

4

5

Rank the importance given to each reason that drives you to buy organic products:

Organic products are made with respect for the environment

1

2

3

4

5

Which organic products do you buy most frequently? (You can select more than one answer)

Oil

Eggs

Milk and dairy products

Rice and pasta

Fruits and vegetables

What is your age range?

18-24

25-34

35-44

45-54

55-65

More than 65

What's your gender?

Man

Woman

I'd rather not answer

What is your employment status?

Student

Housewife

Employee

Self-employed

Unemployed

Pensioner

I'd rather not answer

What is your level of education?

Elementary school

Secondary school

High school

Degree
Master
Doctorate
I'd rather not answer

Who do you live with?

Only
Friends or roommates
Companion
Family
I'd rather not answer

What is your annual income range?

€12,000 or less
12 999€ - 19 999€
20 000€ - 24 999€
25 000€ - 39 999€
40 000€ - 49 999€
50 000€ or more
I'd rather not answer

Do you have a family history of cancer or diabetes?

Diabetes
Cancer
Both
None
I'd rather not answer