Sprout: Market Research

75 responses

How old are you?

1	21 - 25	54% / 41 resp.
2	26 - 30	32% / 24 resp.
3	31 - 35	6% / 5 resp.
4	36 - 40	2% / 2 resp.
5	20 or younger	1% / 1 resp.
6	41 - 45	1% / 1 resp.
7	46 - 50	1% / 1 resp.
8	51 or older	0% / 0 resp.

What is your gender?

1	Male	50% / 38 resp.
2	Female	49% / 37 resp.
3	Transgender	0% / 0 resp.
4	Other	0% / 0 resp.

What is the highest level of education you have completed?

1	Undergraduate degree	58% / 44 resp.
2	Master degree	26% / 20 resp.
3	High school	12% / 9 resp.
4	Doctorate	1% / 1 resp.
5	Other	1% / 1 resp.

What is your monthly income?

1	€1,000 - €1,499	44% / 33 resp.
2	€999 or less	36% / 27 resp.
3	€3,000 or more	8% / 6 resp.
4	€1,500 - €1,999	5% / 4 resp.
5	€2,000 - €2,499	5% / 4 resp.
6	€2,500 - €2,999	1% / 1 resp.

Normally, how often do you shop for groceries?

1	Once a week	58% / 44 resp.
2	Twice a week	34% / 26 resp.
3	Three times a week	5% / 4 resp.
4	More than three times a week ∩	1% / 1 resp.

Where do you usually	get your groceri	es?
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75 out of 75 answered

1	Supermarket	85% / 64 resp.
		J
2	Neigbourhood shop	9% / 7 resp.
3	Online	4% / 3 resp.
4	Traditional (wet) market	1% / 1 resp.
	U	
5	Other	0% / 0 resp.

Would you consider getting your groceries online?

1	Yes			70% / 51 resp.
2	No			29 % / 21 resp.
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What do you like about getting groceries online?

More convenient	66% / 2 resp.
Better price	33% / 1 resp.
Online promotion	33% / 1 resp.
More selection of products	0% / 0 resp.
Other	0% / 0 resp.

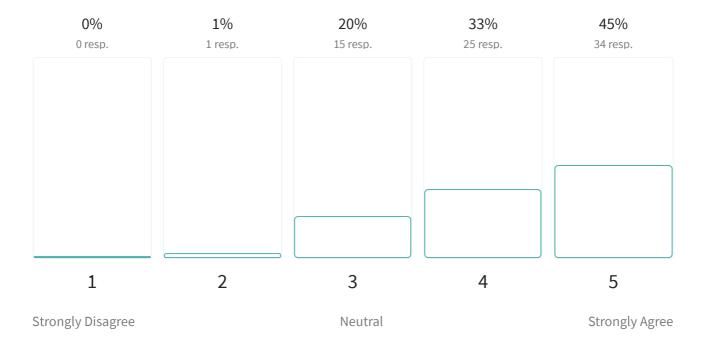
What do you not like about getting groceries online?

1	Cannot hand-pick products on your own	76% / 16 resp.
2	More expensive	33% / 7 resp.
3	Not enough selections of products	23% / 5 resp.
4	Long delivery time	19% / 4 resp.
5	Other	9% / 2 resp.

I try to use less plastic and use more recyclable materials

75 out of 75 answered

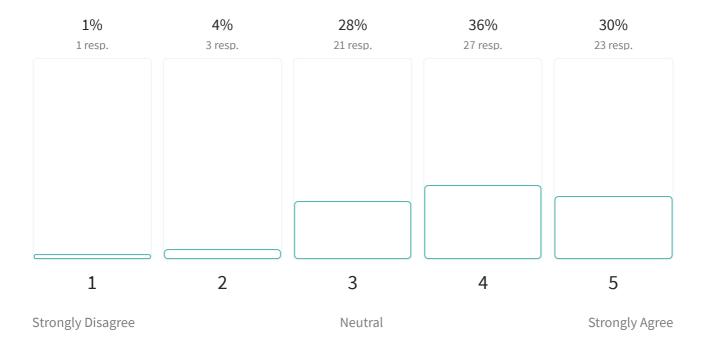
4.2 Average rating



I would be willing to stop buying products from companies guilty of polluting the environment even though it might be inconvenient

75 out of 75 answered

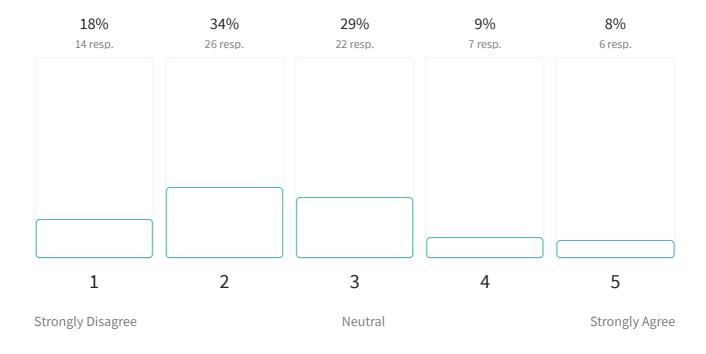
3.9 Average rating



It is difficult to find fresh fruits and vegetables regularly

75 out of 75 answered

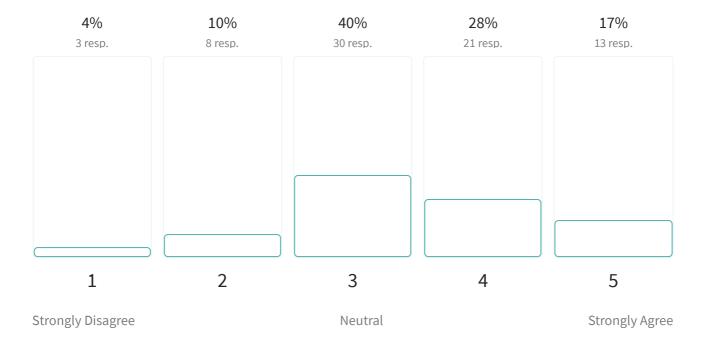
2.5 Average rating



I avoid using foods with additives and preservatives

75 out of 75 answered

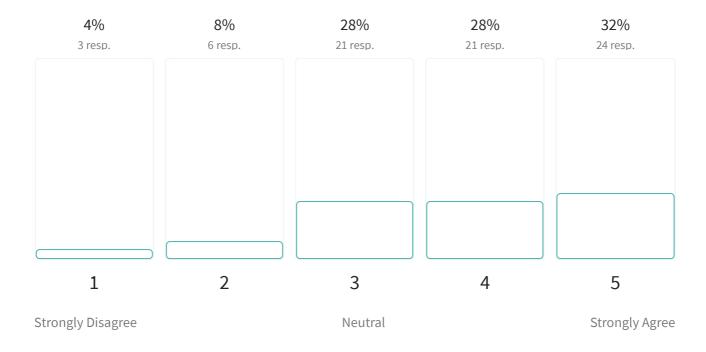
3.4 Average rating



Organic foods are healthier

75 out of 75 answered

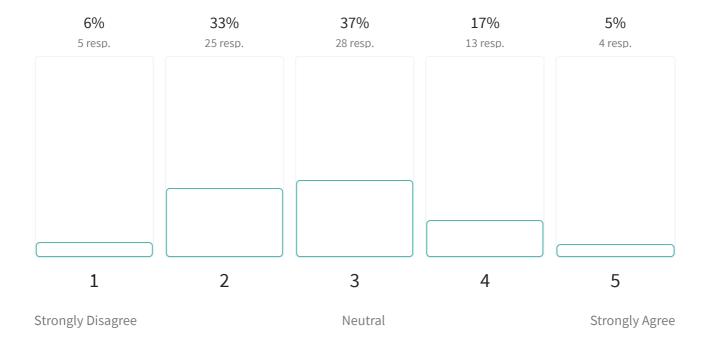
3.8 Average rating



Organic foods are easy to obtain

75 out of 75 answered

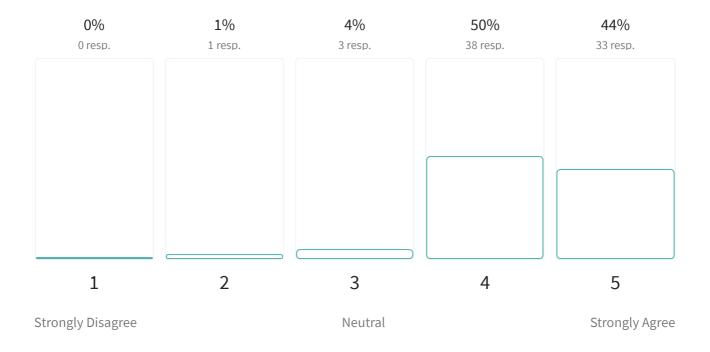
2.8 Average rating



Organic foods are more expensive to purchase

75 out of 75 answered

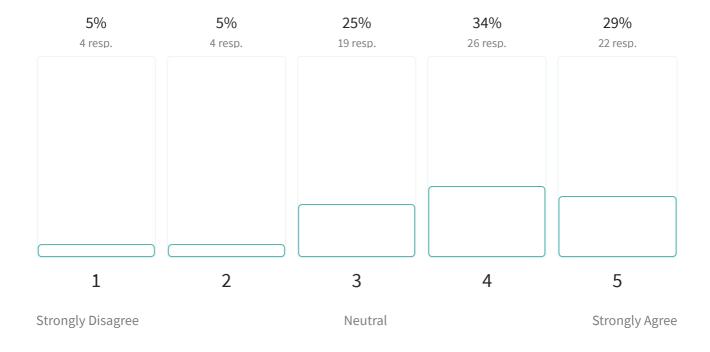
4.4 Average rating



Organic foods are environmentally friendly

75 out of 75 answered

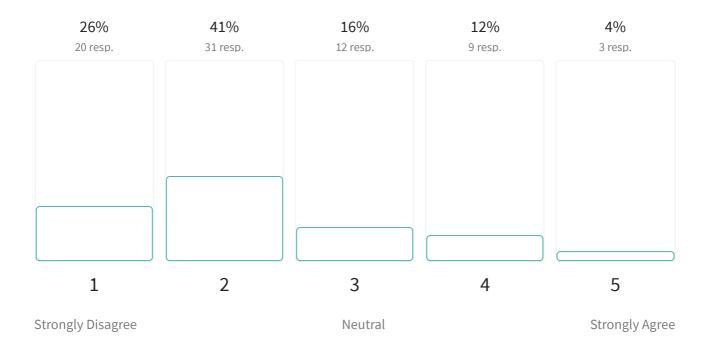
3.8 Average rating



If the organic food that I look for is not available in the market that I usually go, then I will go to the other stores or markets which sell the product even if they are farther away

75 out of 75 answered

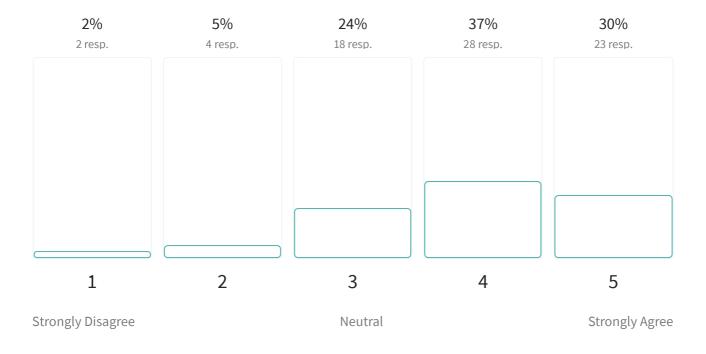
2.3 Average rating



I will consume more organic foods if they are more readily available

75 out of 75 answered

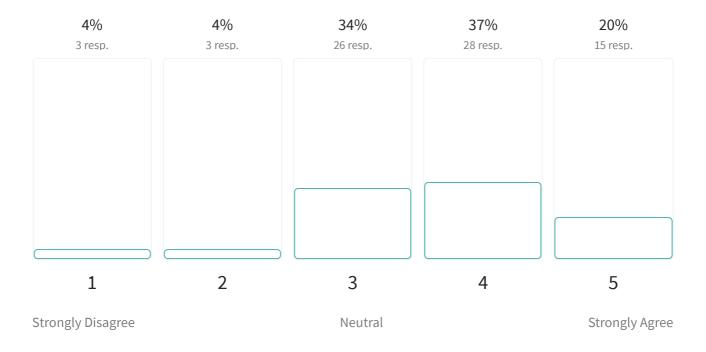
3.9 Average rating



I will recommend organic foods to my friends and acquaintances

75 out of 75 answered

3.7 Average rating

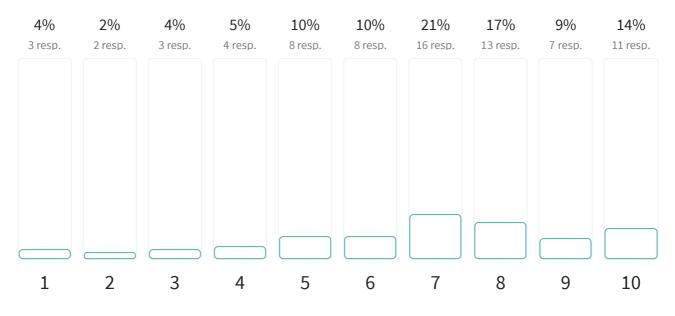


As part of our mission, we would like to organize visits to local farms to promote them.

How interested are you in this activity?

75 out of 75 answered

6.8 Average rating



Not Interested at all Very interested