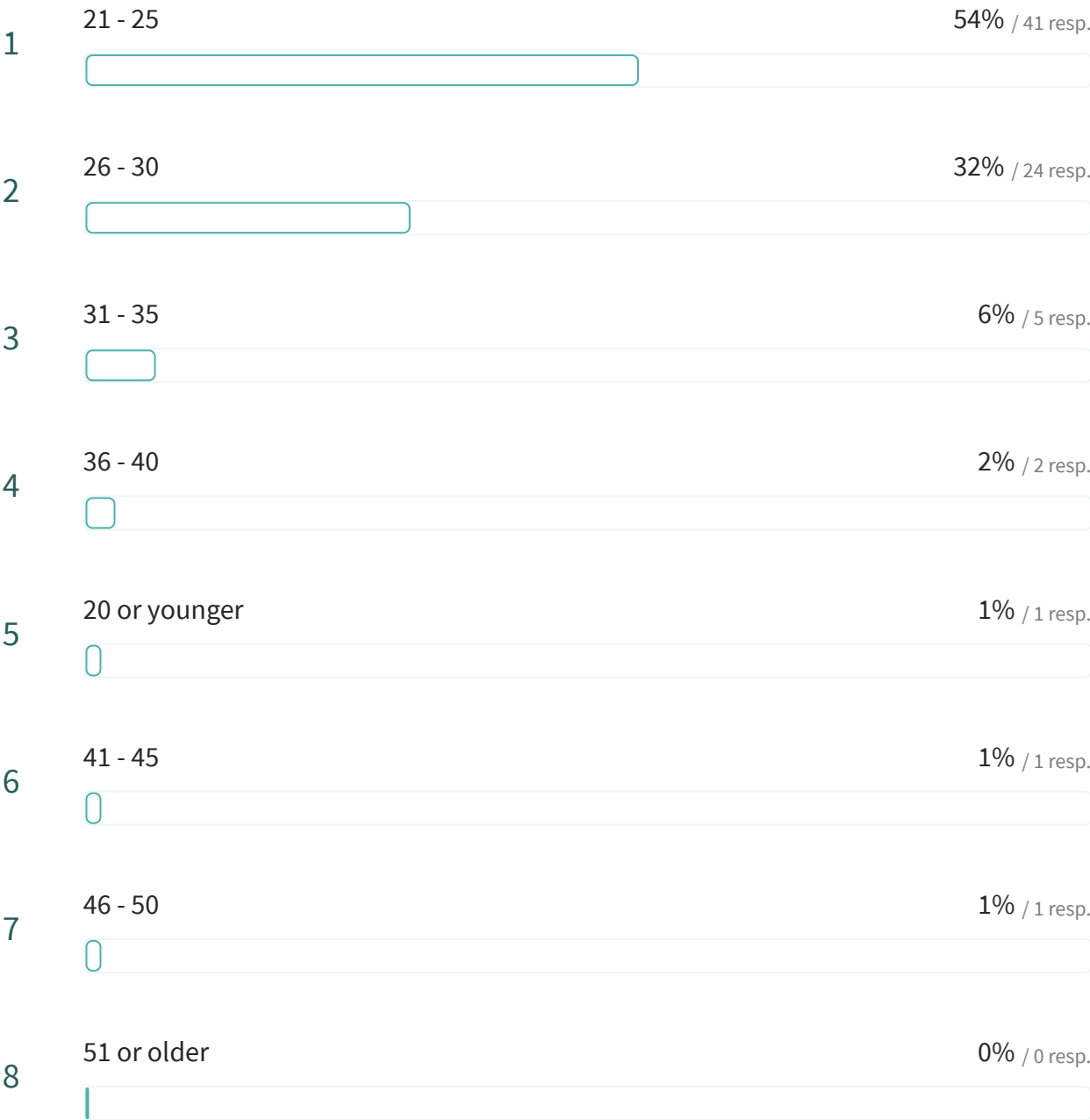


Sprout: Market Research

75 responses

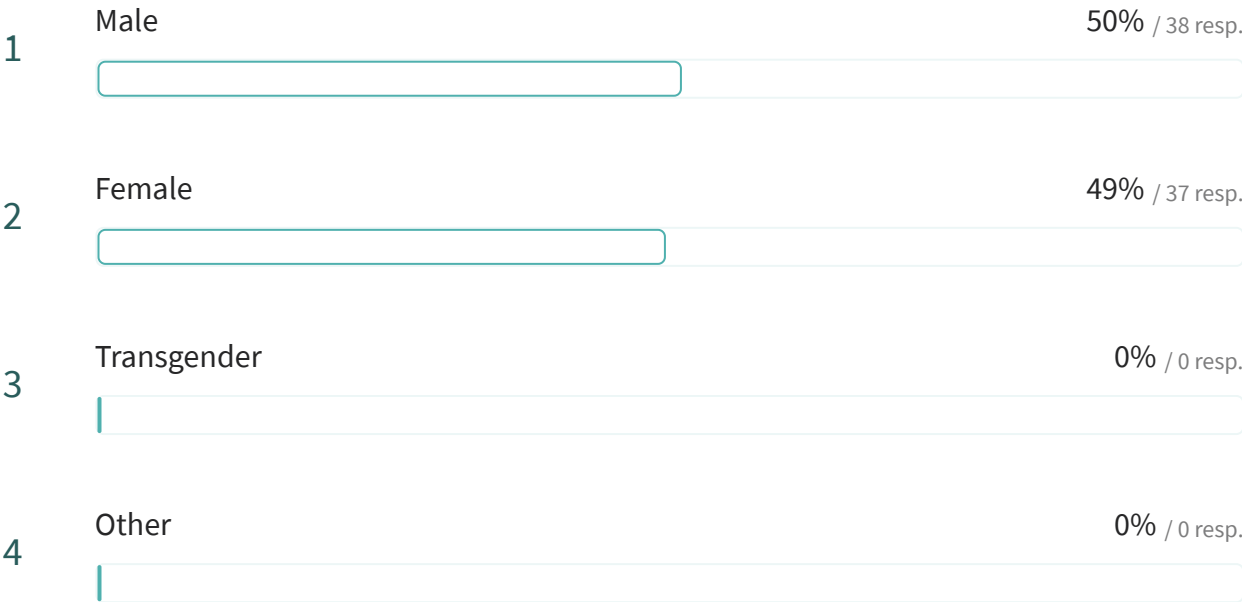
How old are you?

75 out of 75 answered



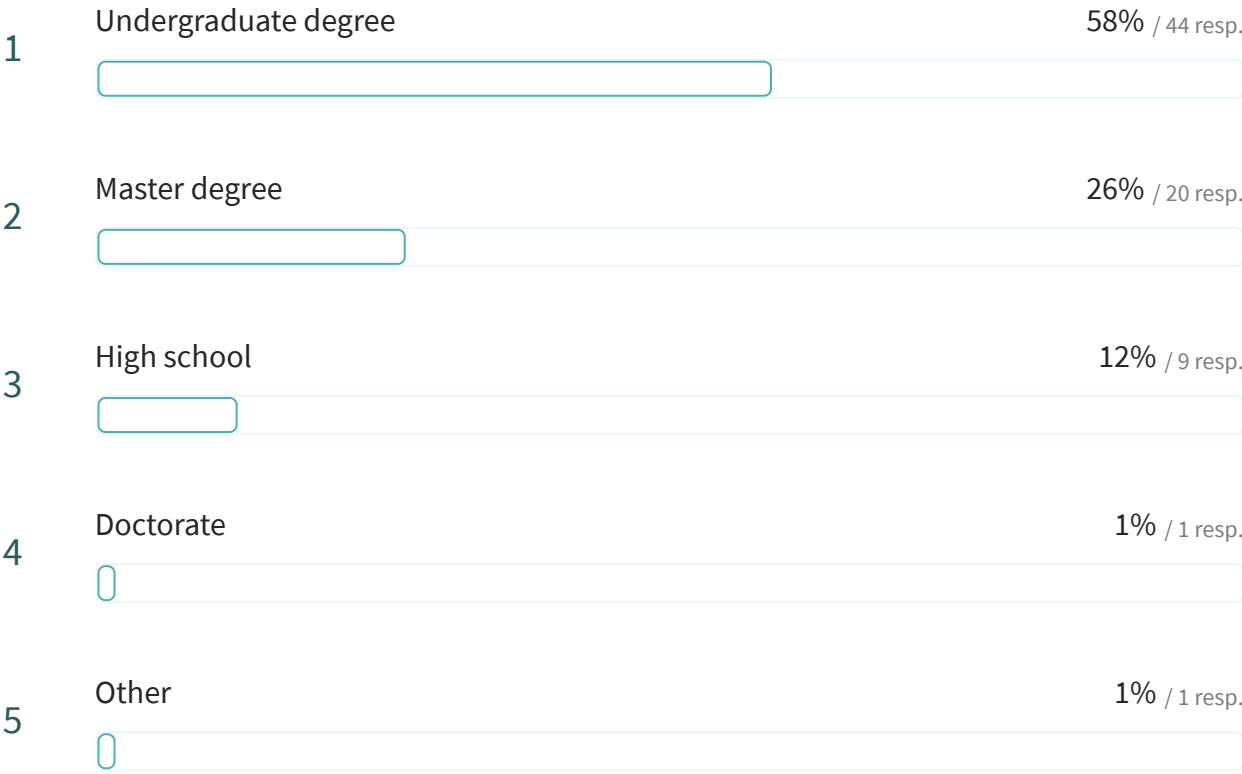
What is your gender?

75 out of 75 answered



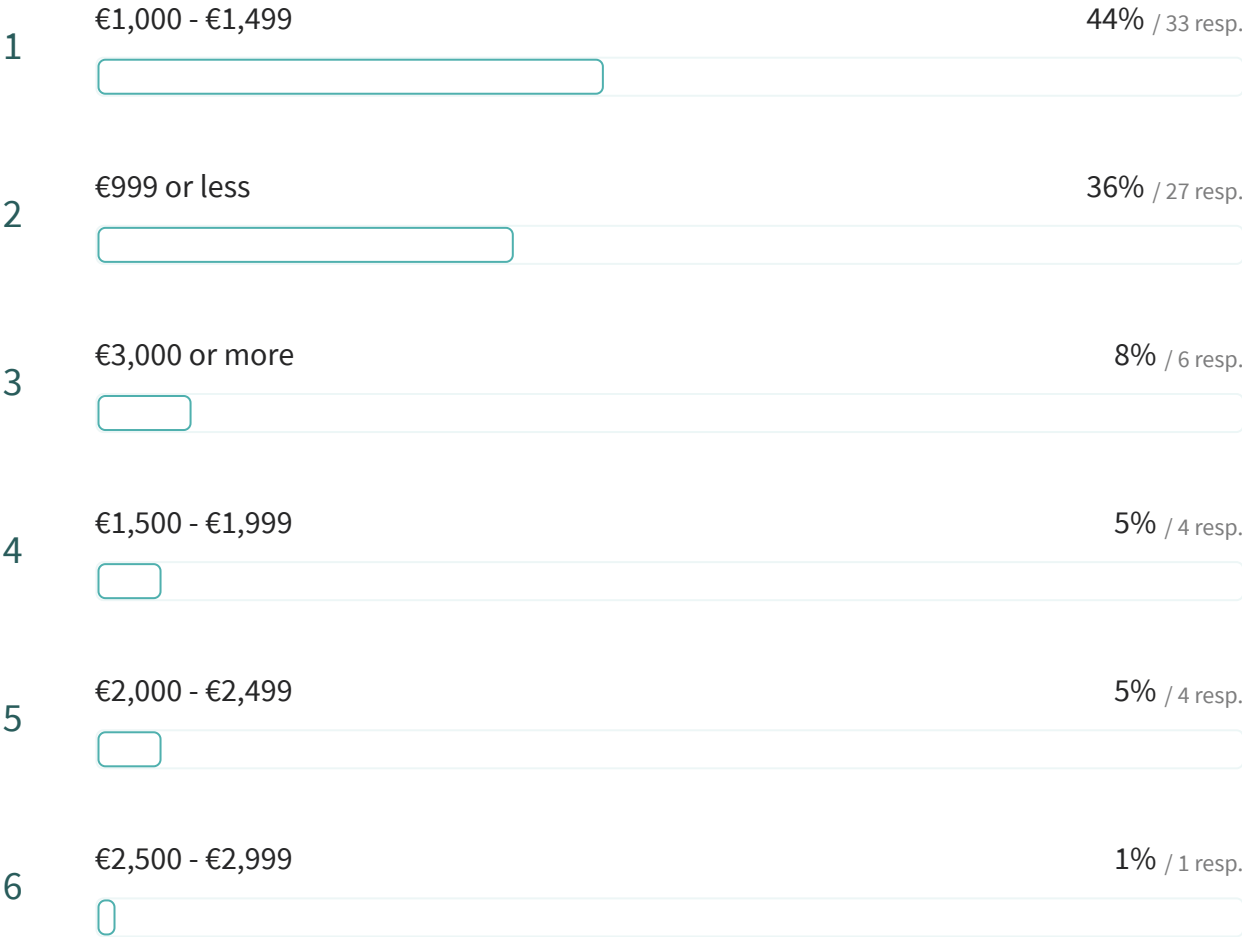
What is the highest level of education you have completed?

75 out of 75 answered



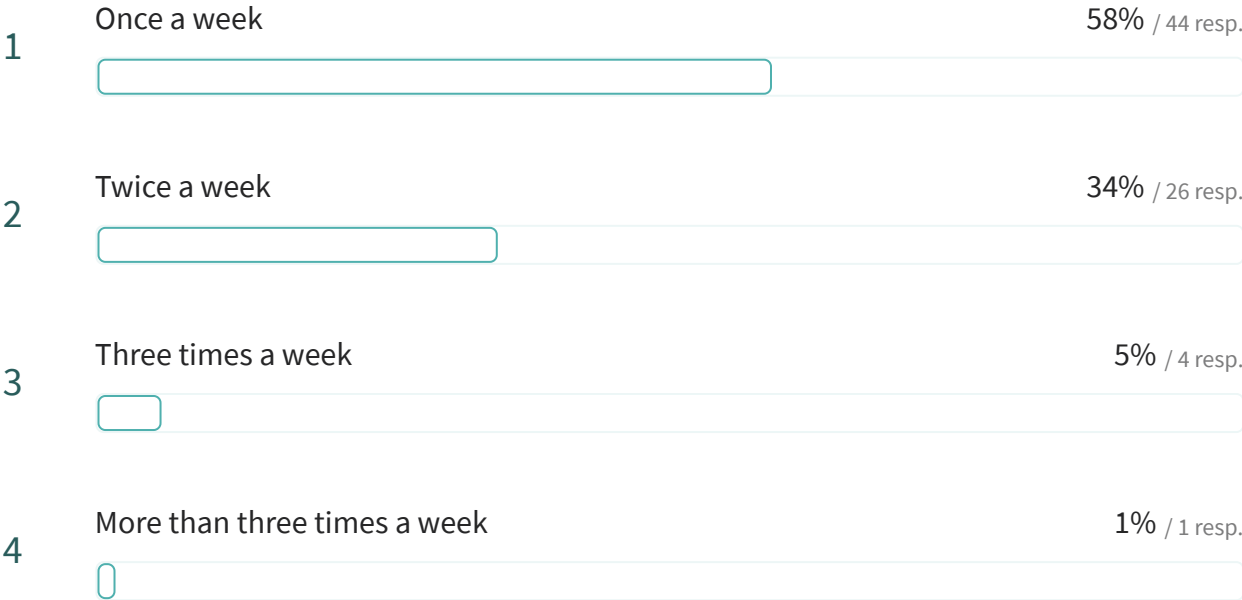
What is your monthly income?

75 out of 75 answered



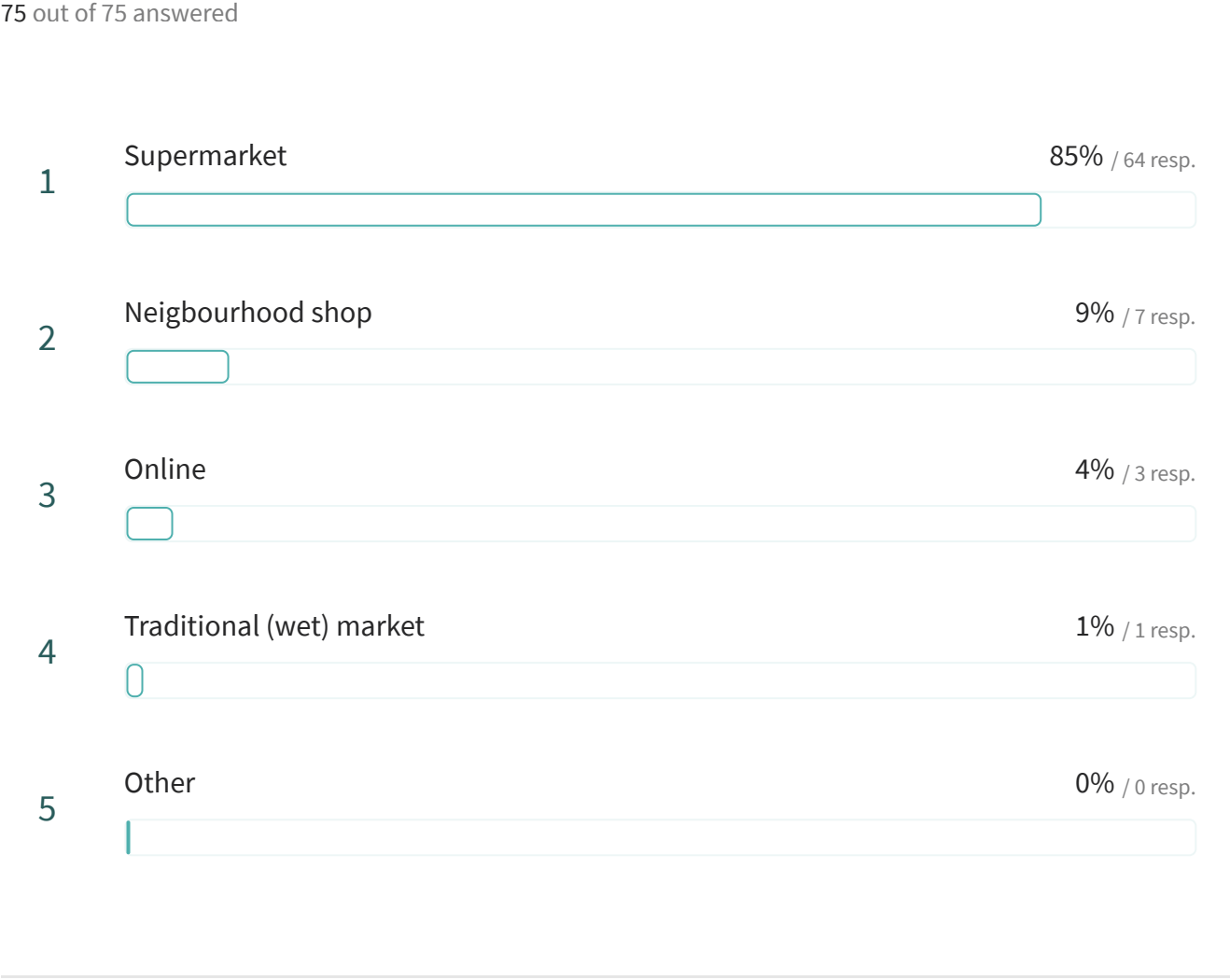
Normally, how often do you shop for groceries?

75 out of 75 answered



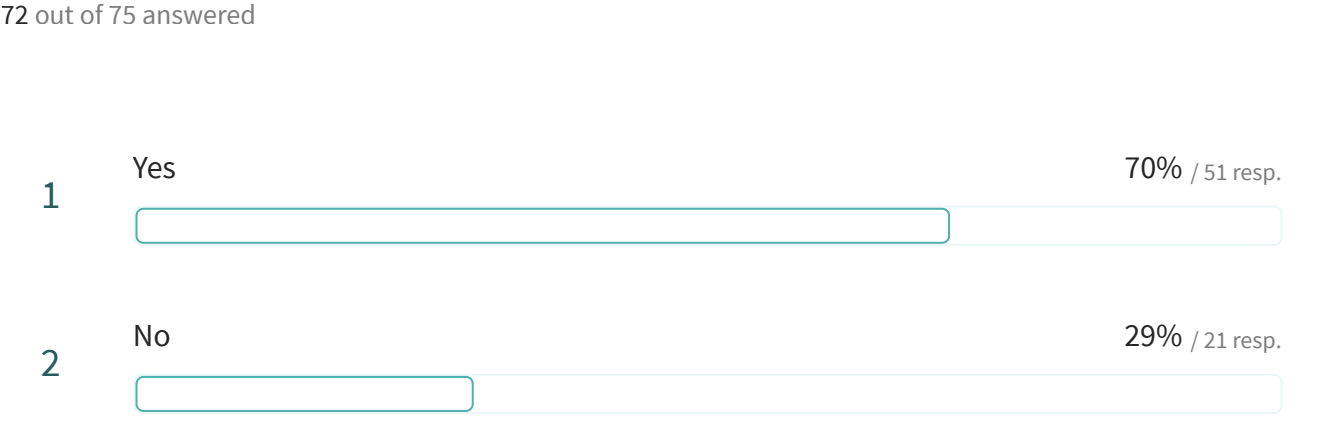
Where do you usually get your groceries?

75 out of 75 answered



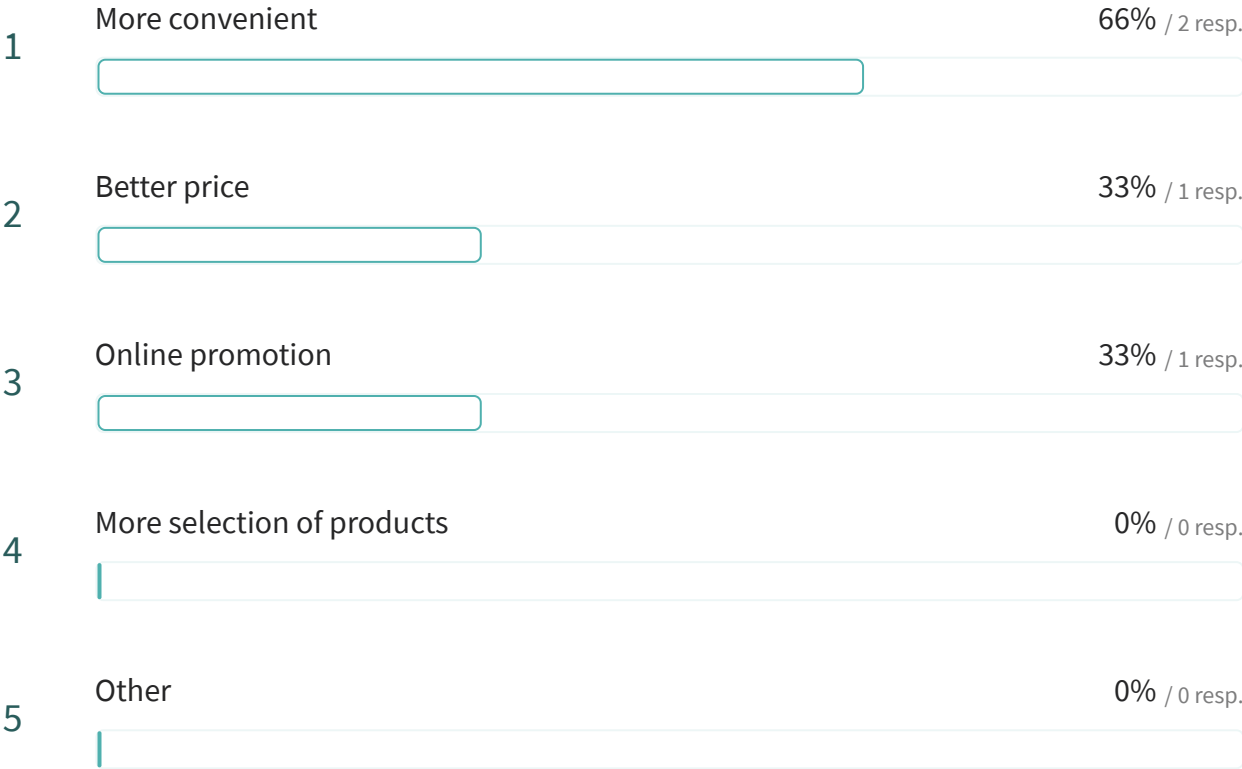
Would you consider getting your groceries online?

72 out of 75 answered



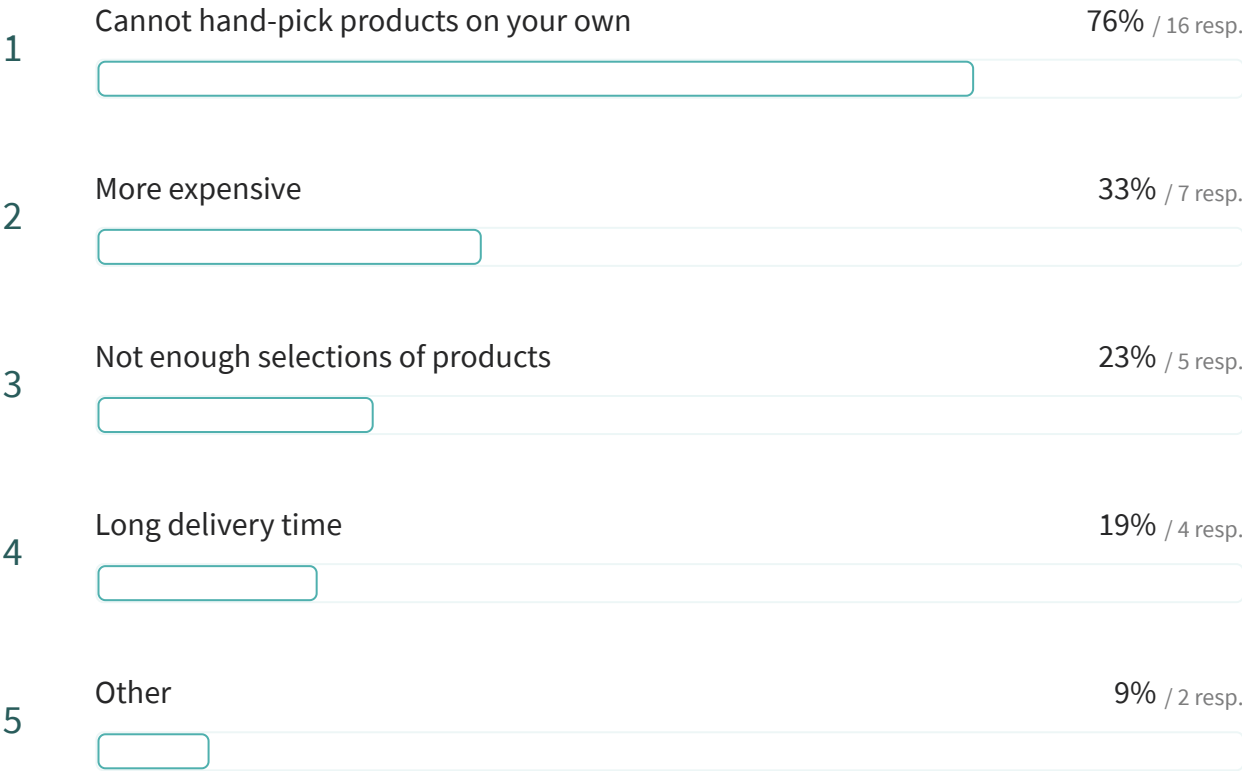
What do you like about getting groceries online?

3 out of 75 answered



What do you not like about getting groceries online?

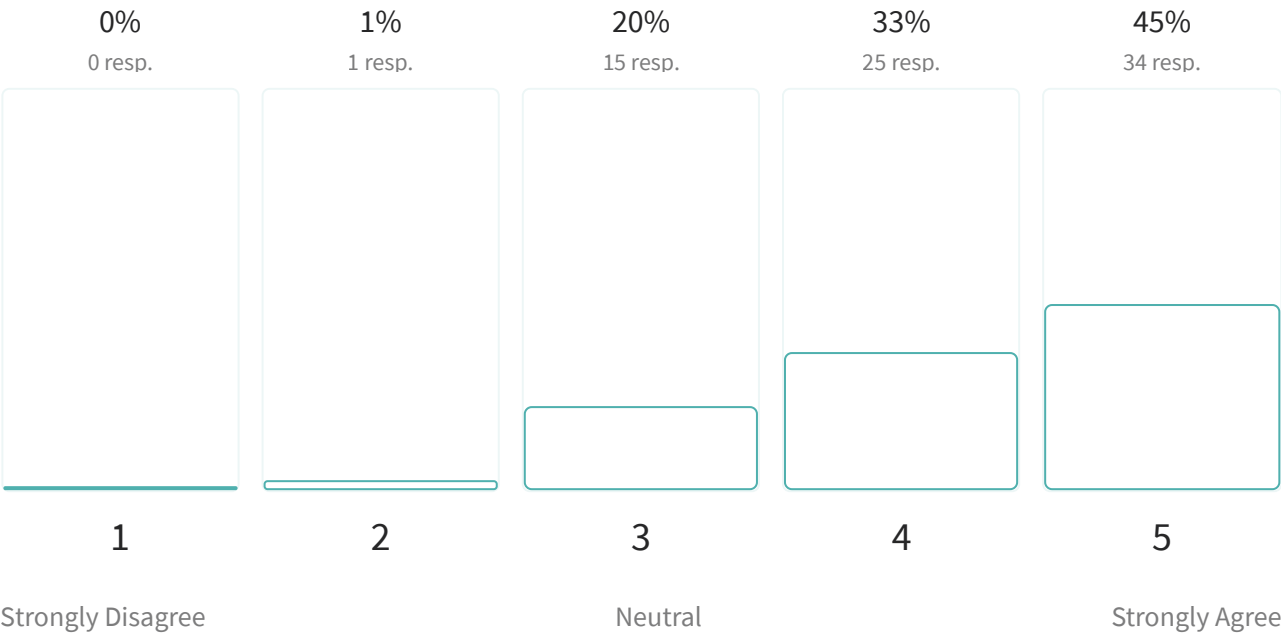
21 out of 75 answered



I try to use less plastic and use more recyclable materials

75 out of 75 answered

4.2 Average rating



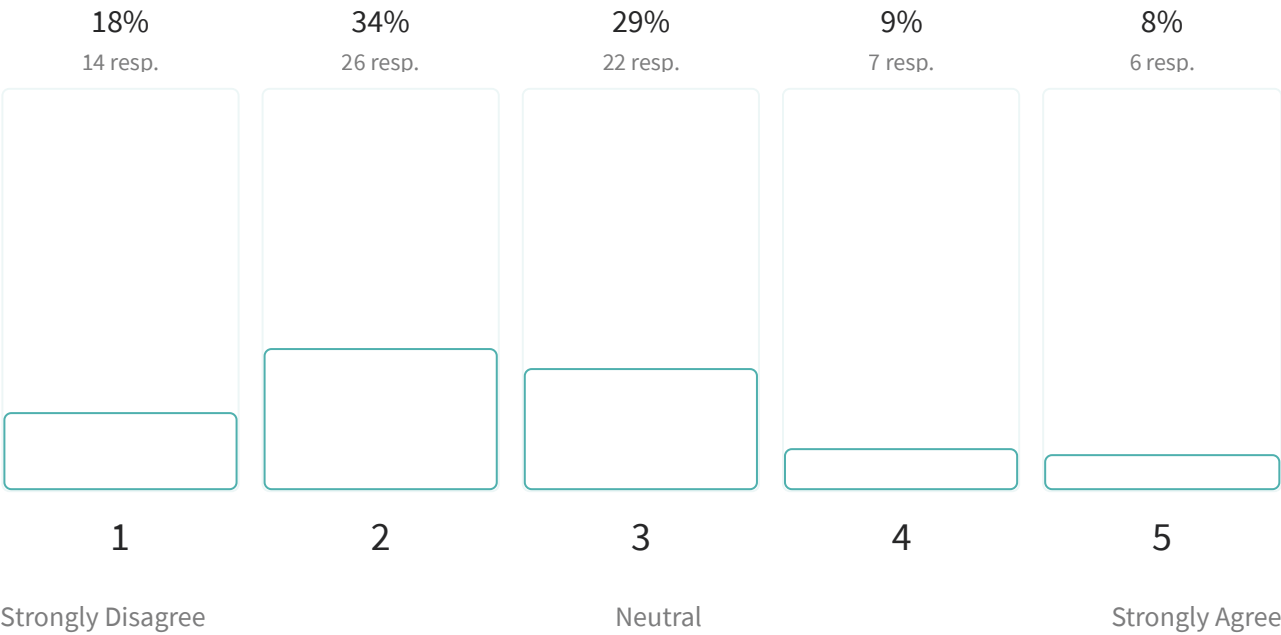
75 out of 75 answered

Rating	Percentage	Number of Responses
1 (Strongly Disagree)	1%	1 resp.
2	4%	3 resp.
3 (Neutral)	28%	21 resp.
4	36%	27 resp.
5 (Strongly Agree)	30%	23 resp.

It is difficult to find fresh fruits and vegetables regularly

75 out of 75 answered

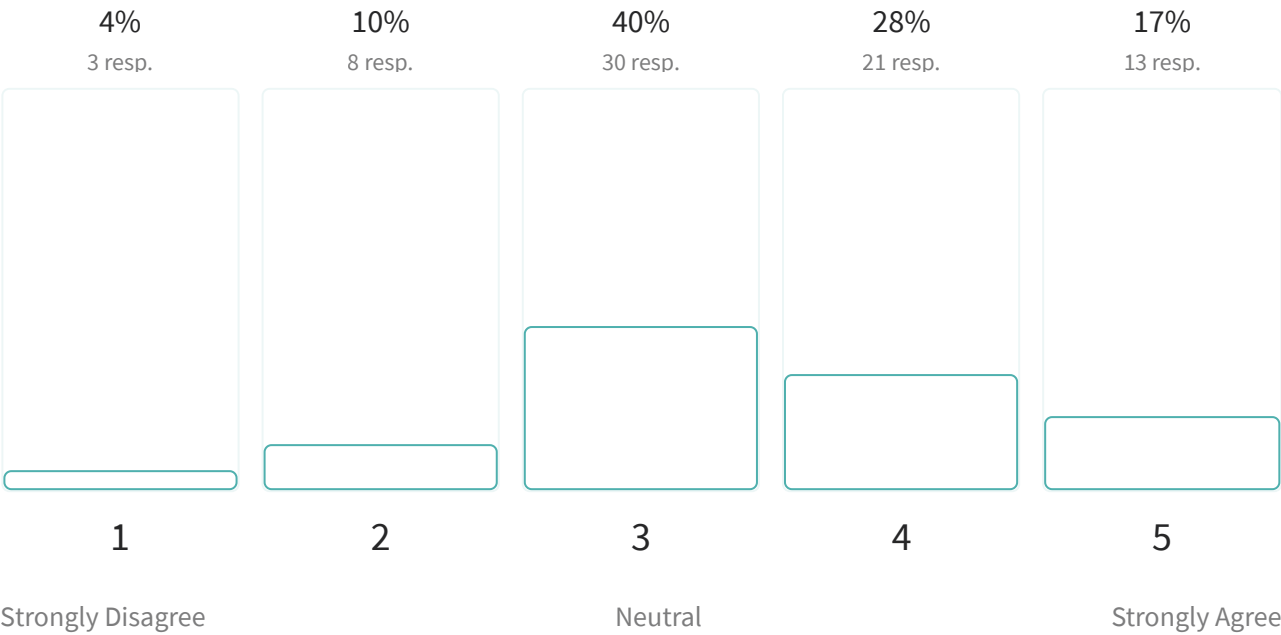
2.5 Average rating



I avoid using foods with additives and preservatives

75 out of 75 answered

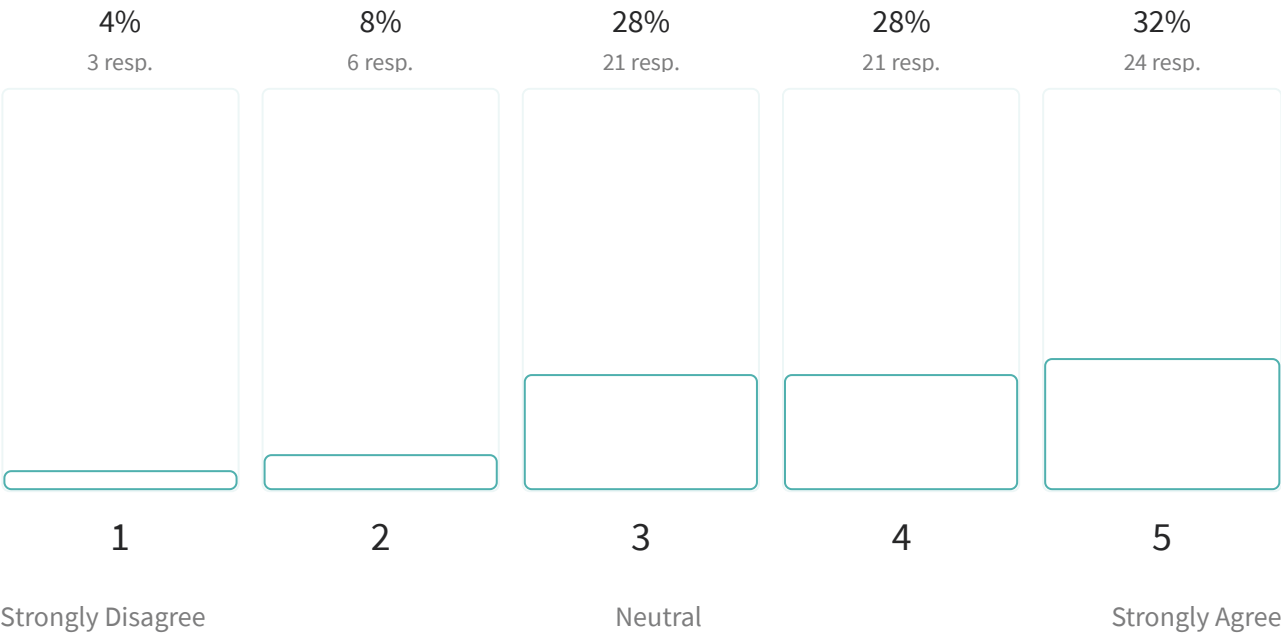
3.4 Average rating



Organic foods are healthier

75 out of 75 answered

3.8 Average rating



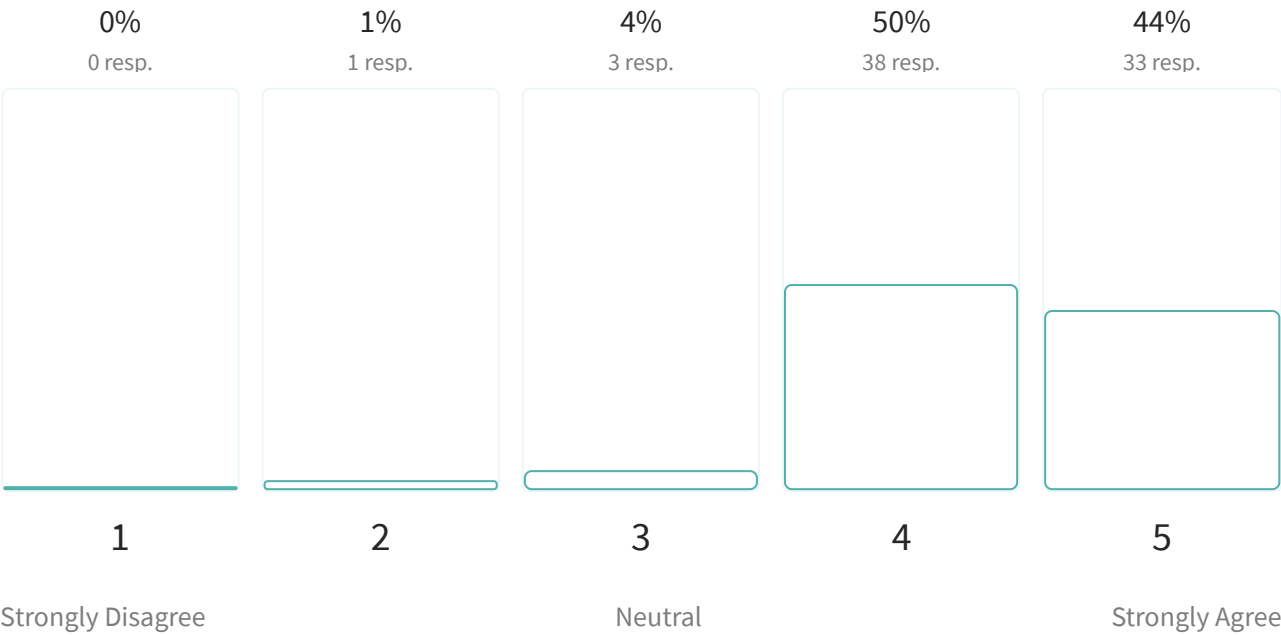
75 out of 75 answered

Rating	Percentage	Number of Responses
1 (Strongly Disagree)	6%	5 resp.
2	33%	25 resp.
3 (Neutral)	37%	28 resp.
4	17%	13 resp.
5 (Strongly Agree)	5%	4 resp.

Organic foods are more expensive to purchase

75 out of 75 answered

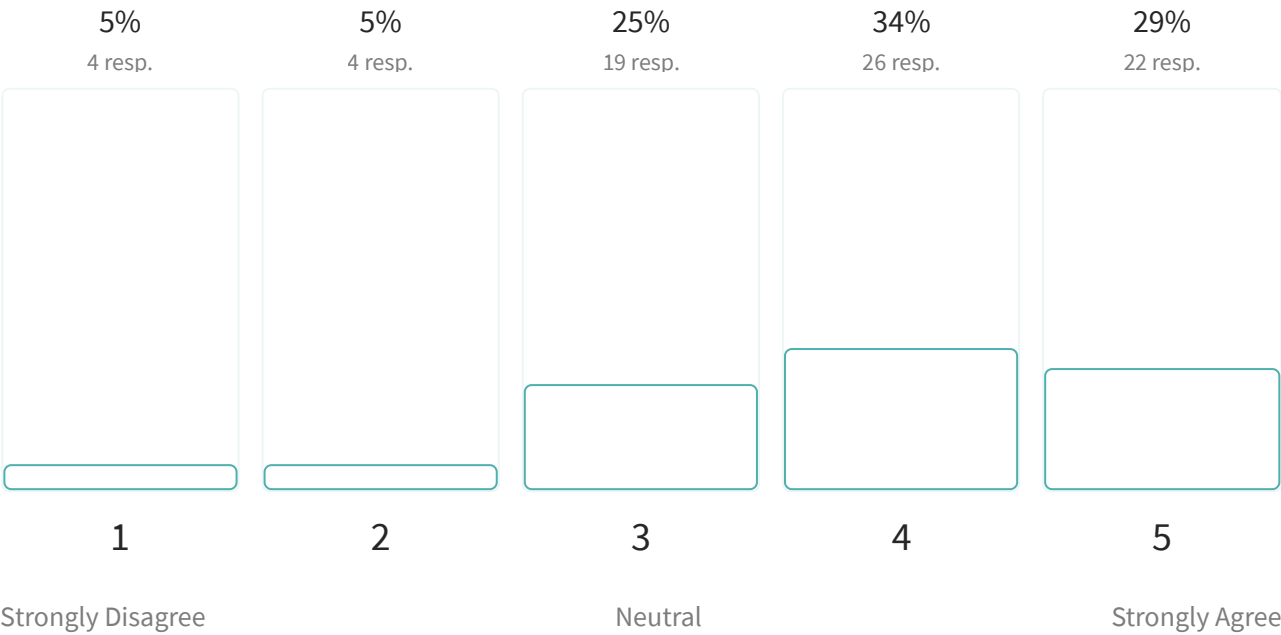
4.4 Average rating



Organic foods are environmentally friendly

75 out of 75 answered

3.8 Average rating



75 out of 75 answered

A horizontal bar chart with five bars representing a survey scale from 1 to 5. The bars are light blue with dark blue outlines. Above each bar, the percentage and number of responses are listed. Below the bars, the scale labels are provided.

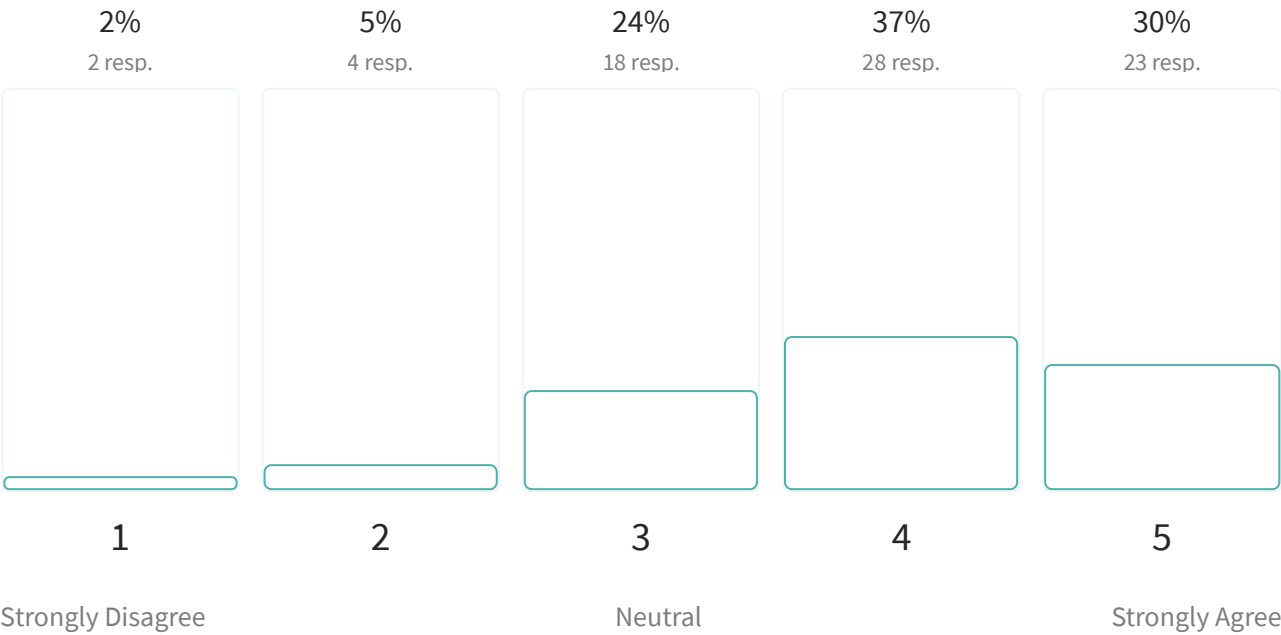
Response	Percentage	Number of Responses
1 (Strongly Disagree)	26%	20
2	41%	31
3 (Neutral)	16%	12
4	12%	9
5 (Strongly Agree)	4%	3

Strongly Disagree Neutral Strongly Agree

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

75 out of 75 answered

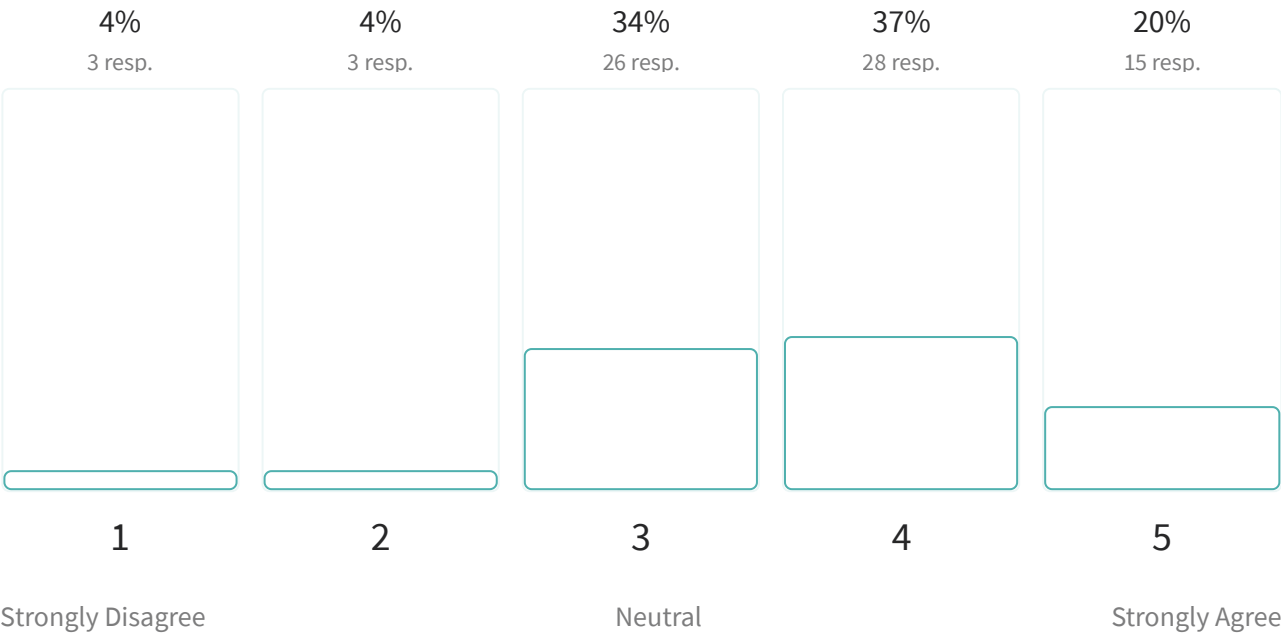
3.9 Average rating



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

