Sprout is a company dedicated to providing healthy organic vegetables and fruits to customers and reducing environmental cost by supporting local farmers. As part of our market research, we would like to ask a few questions. It will take only 5 minutes to complete.

First, we would like to ask some questions about yourself.

1. What is your gender? Male/Female/Others
2. How old are you?
   1. <= 20 years old
   2. 21 - 30 years old
   3. 31 - 40
   4. 41 - 50
   5. > 50
3. What is the highest level of education you have completed?
   1. High school
   2. Bachelor degree
   3. Master degree
   4. PhD
4. What is your monthly income?
   1. < 1500
   2. 1501 - 2000
   3. 2001 - 2500
   4. 2501 - 3000
   5. > 3000
5. How often do you shop for groceries?
   1. Everyday
   2. Every 1-2 days
   3. Every 3-4 days
   4. Every week
   5. Every 2 weeks
   6. Others
6. Where do you usually buy your grocery?
   1. Neighborhood shop
   2. Supermarket
   3. Online
   4. Others
7. Would you consider getting your grocery online?
   1. Yes
   2. No
8. (If yes) Why?
   1. Convenience
   2. Better Price
   3. More options
   4. Others
9. (If no) Why not?
   1. Can’t look at the actual product
   2. More expensive
   3. Not fresh
   4. Others

Next, please indicate if you agree/disagree with the statements below. (1: Strongly Disagree, 5 Strongly Agree)

1. I try to use less plastic and use more recyclable materials
2. I would be willing to stop buying products from companies guilty of polluting the environment even though it might be inconvenient
3. It’s too hard to eat fresh fruits and vegetables regularly
4. I avoid using foods with additives and preservatives

We would like to hear your opinion about organic food. Organic food is food produced by methods that cycle resources, promote ecological balance, and conserve biodiversity. Use of pesticides and certain fertilizers are restricted if not removed completely. Organic foods typically are not processed using irradiation, industrial solvents, or synthetic food additives.

1. Organic foods are healthier
2. Organic foods are easy to obtain in the shops
3. Organic foods are expensive to purchase
4. Organic foods are environmentally friendly
5. In the near future, I will consume more organic foods
6. If the organic food that I look for is not available in the market that I usually go, then I can go to the other stores or markets which sell the product even if they are far away from my house
7. I will consume more organic foods if they are more readily available
8. I will recommend organic foods to my friends and acquaintances

As part of our mission to promote local farms, we would like to organise visits to those farms. How interested are you in this activity? [Rating 1-10]

Any other comments?

Thank you for your time. If you want to be updated about our progress, kindly leave your email below.

Email: \_\_\_\_