Reference: <https://www.researchgate.net/publication/265969293_Consumer_segments_in_organic_foods_market>

Survey is divided into 7 big parts:

* Part I: Consumer Opinion about **Environmental Responsibility**
* Part II: Consumer Opinion about **Socially Responsible Consumption**
* Part III: **Health Orientation**
* Part IV: Purchase Habit
* Part V: Consumer Opinion about **Organic Food**
* Part VI: Future Organic Food Consumption
* Part VII: Personal Data

For all statements, the scale goes from 1 (Strongly Disagree) to 5 (Strongly Agree)

1. Environmental Responsibility
2. ~~Excess packaging is one source of pollution that could be avoided if manufacturers were more environmentally aware~~
3. ~~Economic growth should take precedence over environmental considerations~~
4. ~~The earth’s resources are infinite and should be used to the fullest to increase the human standard of living~~
5. The amount of energy I use does not affect the environment to any significant degree
6. ~~I attend environmental/conversation group meetings (Green Peace, Ducks Limited, etc.)~~
7. I’ve started/joined consumer boycott programs aimed at companies that produce excess pollution
8. There is nothing the average citizen can do help stop environmental

pollution

1. ~~My involvement in environmental activities today will help save the~~

~~environment for future generations~~

1. ~~The earth is so large that people have little effect on the overall~~

~~environment~~

1. I do not purchase products that are known to cause pollution
2. ~~It is no use worrying about environmental issues: I can’t do anything about~~

~~them anyway~~

1. I would describe myself as environmentally responsible

II. Socially Responsible Consumption

1. Every person should stop increasing their consumption of products so that

our resources will last longer

1. ~~Natural resources must be preserved even if people must do without some~~

~~products~~

1. ~~Consumers should be made to pay higher prices for products which pollute~~

~~the environment~~

1. ~~Non-returnable bottles and cans for soft drinks and beer should be banned~~

~~by law~~

1. ~~The government should subsidize research on technology for~~

~~recycling waste products~~

1. ~~I feel people worry too much about pesticides on food products~~
2. ~~The whole pollution issue has never upset me too much, as I feel it’s~~

~~somewhat overrated~~

1. ~~I would be willing to have my laundry less white or bright to be sure that I~~

~~was using a non-polluting laundry product~~

1. ~~Manufacturers should be forced to use recycled materials in their~~

~~manufacturing and processing operations~~

1. I think that a person should urge his/her friends not to use products that

pollute or harm the environment

1. Commercial advertising should be forced to mention the ecological

disadvantages of products

1. ~~Trying to control water pollution is more trouble than it is worth~~
2. I get angry when I think about the harm being done to plant and animal

life by pollution

1. ~~Products, which during their manufacturing or consumption pollute the~~

~~environment, should be heavily taxed by the government~~

1. ~~People should be willing to accept smog in exchange for the convenience~~

~~of automobiles~~

1. I would be willing to stop buying products from companies guilty of

polluting the environment even though it might be inconvenient

1. ~~I rarely ever worry about the effects of smog on myself and family~~

III. Health Orientation

1. I’m very self-conscious about my health
2. ~~I’m generally attentive to my inner feelings about my health~~
3. ~~I’m constantly examining my health~~
4. It’s too hard for me to exercise three days a week
5. It’s not easy to cut back on snacks and treats
6. It’s too hard to eat fresh fruits and vegetables regularly
7. I avoid using foods with additives and preservatives
8. ~~I go for a physical exam at least once a year~~
9. ~~I find it easy to maintain a balance between work and play~~

IV. Purchase Habit

1. How often do you shop for grocery?
   1. Everyday
   2. Every 3-4 days
   3. Every week
   4. Every 2 weeks
   5. Others
2. Where do you usually buy your grocery?
   1. Neighborhood shop
   2. Supermarket
   3. Online
   4. Others
3. Would you consider getting your grocery online?
   1. Yes
   2. No
4. (If yes) Why?
   1. Convenience
   2. Better Price
   3. More options
   4. Others
5. (If no) Why not?
   1. Can’t look at the actual product
   2. More expensive
   3. Not fresh
   4. Others

V. Organic Food

1. Have a good flavor
2. Are healthy
3. ~~Are rich in vitamins and minerals/nutritious~~
4. Are expensive to purchase
5. Are easy to obtain in the shops
6. ~~Are associated with an “alternative” lifestyle~~
7. ~~Have an attractive appearance~~
8. Are environmentally friendly
9. Are fresh because they have a shorter shelf-life
10. Have less chemical residue
11. There is not a great product selection to choose from

VI. Organic Food Purchase

1. ~~I intend to buy organic foods during the next three months~~
2. I’ll recommend organic foods to my friends and acquaintances
3. In the near future, I’ll consume more organic foods
4. In the near future, I’ll try other kinds of organic foods which I’ve not consumed yet
5. 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
6. I will consume more organic foods if they are more readily available
7. I am interested in visiting an organic farm to see how the crops are grown

VII. Personal Information

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 salary?
   1. < 1500
   2. 1501 - 2000
   3. 2001 - 2500
   4. 2501 - 3000
   5. > 3000

Questions that should be included

Care about environment? (recycle)

Where your food comes from? (local farms)