

Integrated Human Practices

QUESTIONNAIRE

SLIM NAU -China 2020

FINDINGS

Where of Research: On the web by Sojump network platform

When of Research: 2020.08.03-2020.08.06

Way of Research: Questionnaire method

Who of Research: Consumers

Purpose of the Research

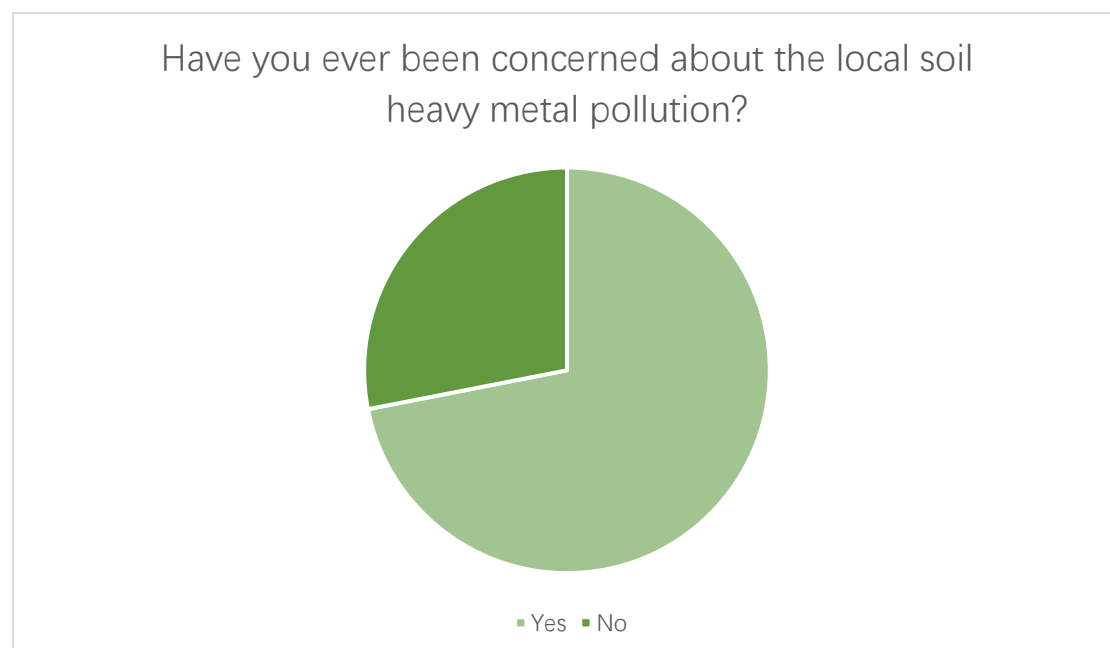
- Understanding of consumers towards heavy metal pollution
- Willingness of consumers to buy green heavy-metal-free vegetables
- Views of consumers on using synthetic biology to control environmental pollution

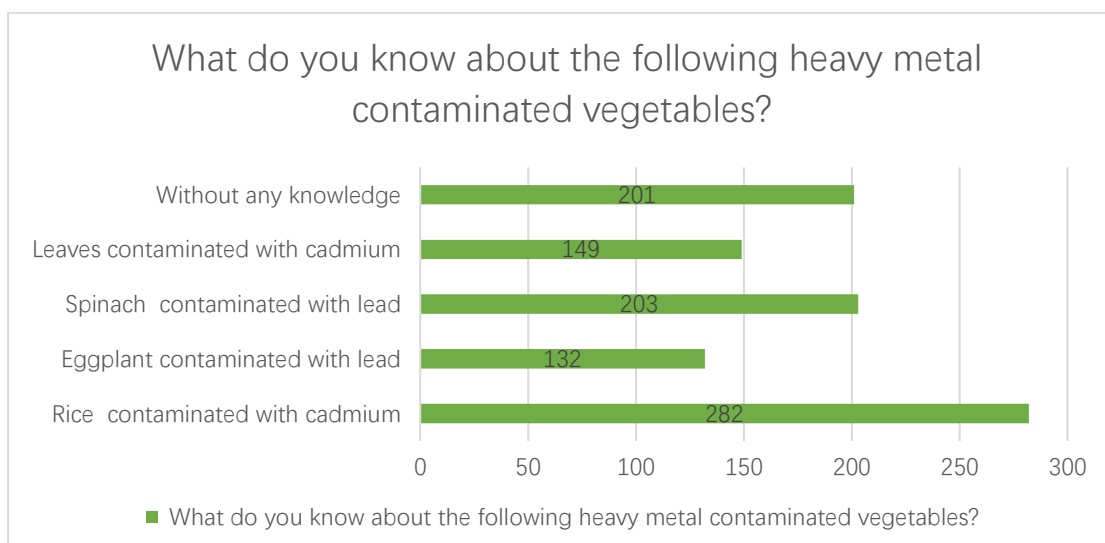
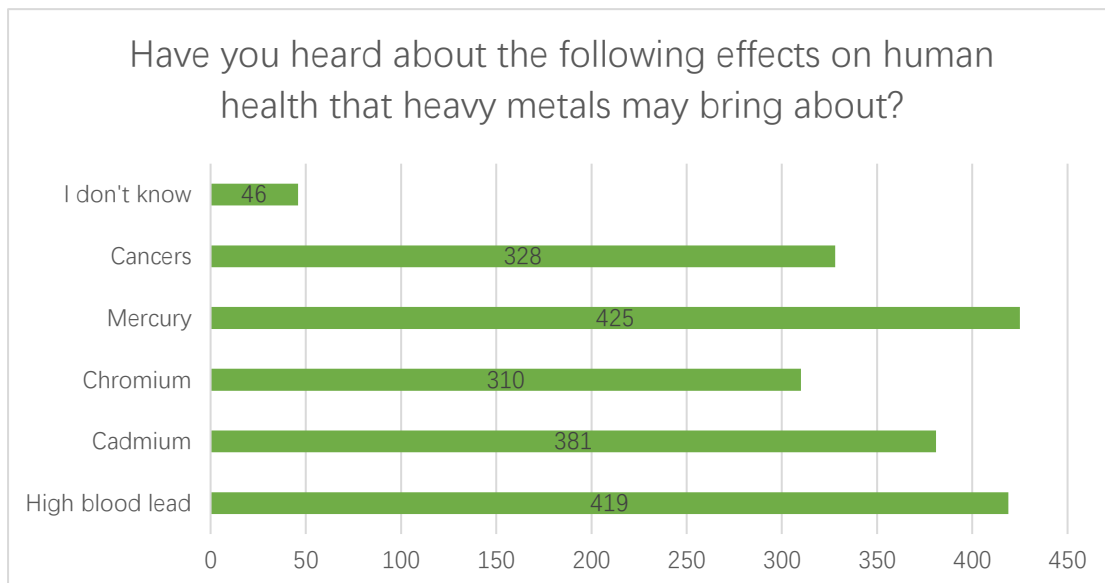
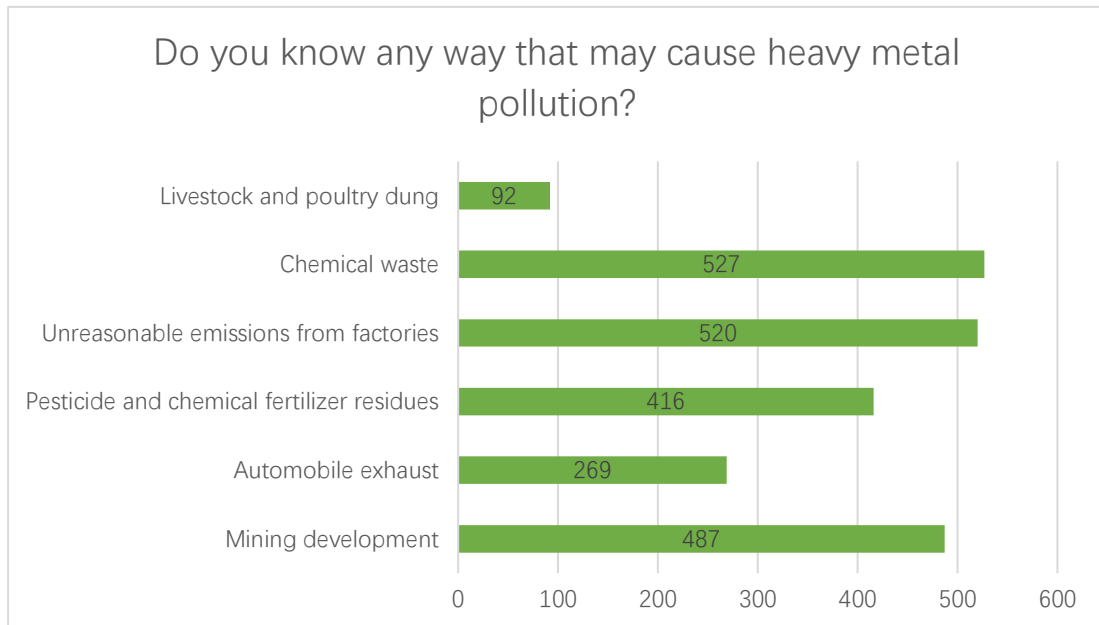
Analysis of the Research

1 Basic Information of Responders

In this survey, a total of **580** valid questionnaires were collected, 37.59% (218) males and 62.41% (362) females. Among them, 19-40 years old accounted for the largest proportion, nearly 3/4, 41-60 years old accounted for about 1/5. Nearly 80% were from southern China. **Over 90% of the people bought vegetables often or occasionally.**

2 Understanding towards Heavy Metal Pollution





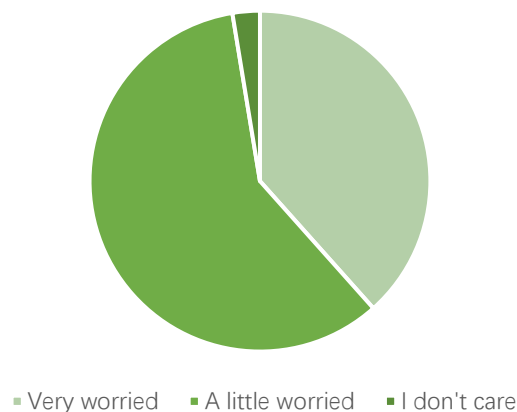
Only about a quarter of the investigators are concerned about local heavy metal pollution.

Most of the investigators have a certain degree of understanding of heavy metal pollution, including sources and effects. **Nearly 90%** of them **know** that heavy metals are enriched in crops and are difficult to remove, **but they do not know** much about **heavy-metal-contaminated vegetables**.

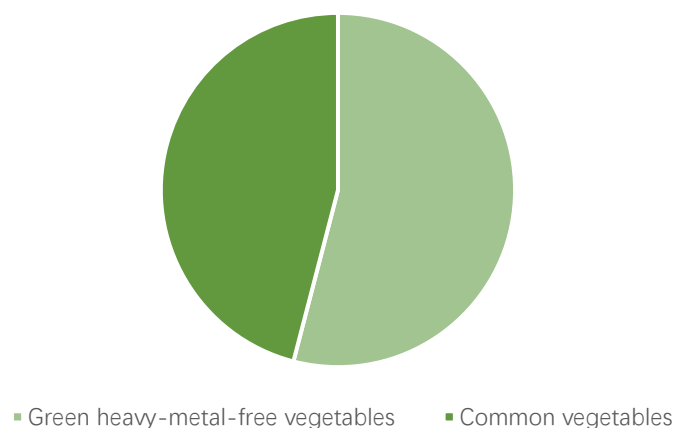
Therefore, we need to **strengthen** the public's awareness of heavy-metal-contaminated vegetables. In Science Communication, we have **composed a song and pictured a comic** to make more people aware of the health of soil, vegetables and human.

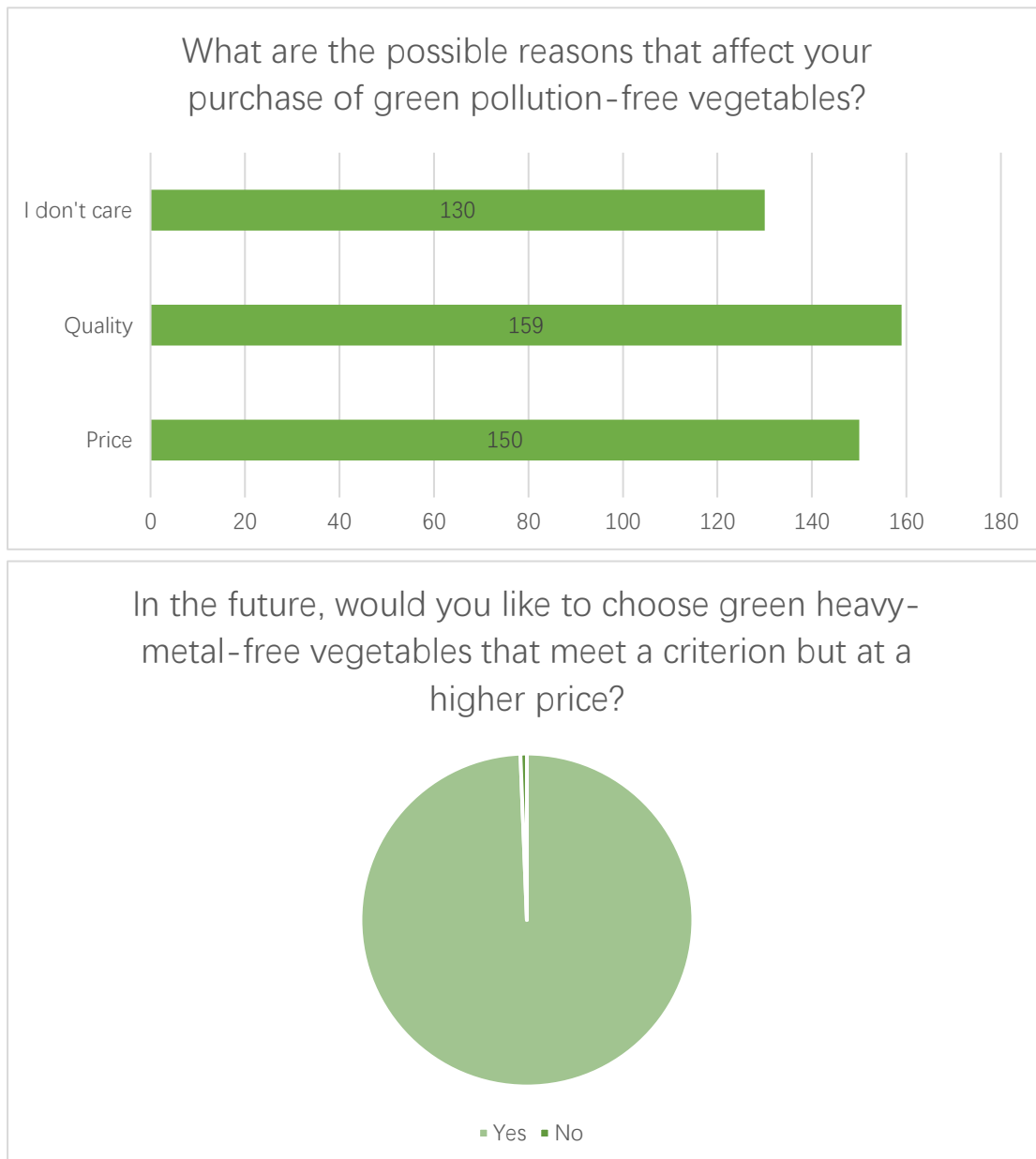
3 Willingness to Buy Green Heavy-Metal-Free Vegetables

What is your attitude towards heavy metal pollution in vegetables?



Which one will you choose, green pollution-free vegetables?





Almost everyone is worried about heavy metal vegetable pollution. But **only about half** of people are willing to buy green heavy-metal-free vegetables. Their concerns mainly focus on **price and quality**. If we can ensure the price and quality, almost everyone is willing to buy vegetables without heavy metal pollution.

Therefore, we should formulate a plan to calculate the **possible costs and results** of using the SLIM method. Unfortunately, due to the epidemic and the limited time, we have not been able to proceed further, but this will be a direction for **future development**.

4 Views on Using Synthetic Biology to Control Environmental Pollution

More than half of the people are worried about **bio-safety** issues, but **nearly 40%** of

people **support** and are optimistic about our project.

In the safety part, we have focused on bio-safety issues. **In Science Communication**, we have tried to eliminate people's excessive anxiety about synthetic biology by propaganda.

In summary, consumers are very worried about food safety issues and are willing to buy green heavy-metal-free vegetables, so our project has **a bright future**. But people know little about heavy metal-contaminated vegetables, nor do they care about heavy metal pollution of soil. Therefore, we need to connect the soil, the dining table and people to make people realize that we are a part of the circle of stakeholder (For Health, For Earning). Once one party is destroyed, it will lose balance.

When more and more people start to care about environmental and vegetable issues, farmers and peasants will get more income. What we have done will be **good and responsible for the world**.