

Survey

Start of Block: Disclaimer

[REDACTED]

☐ Yes (1)

☐ No (2)

End of Block: Disclaimer

Start of Block: Sustainable consumption habits

! FOR THIS BLOCK OF QUESTIONS, THINK ABOUT SUSTAINABILITY IN GENERAL AND DO NOT REFER JUST TO FOOD PRODUCTS.

Q2 Do you pay attention to sustainability in your daily life?

☐ Yes (1)

☐ No (2)

Q3 Which of the following actions do you usually follow? (You can select more than one option)

☐

I recycle the products I use. (1)

☐

I prefer using public transportation or going by foot. (2)

☐

I try to limit the use of water, gas, food, light, etc. (3)

☐

I buy second hand clothes. (4)

☐

I prefer to buy products with less or sustainable packaging. (5)

☐

I prefer to buy products that are bio or local. (6)

☐

None. (7)

Q4 How much is it important for you that a product is eco-sustainable? (1= not important at all, 10= extremely important)

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) | 8 (8) | 9 (9) | 10 (10) |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Eco-sustainability (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q5 Are you willing to spend more for eco-sustainable products?

☐ Yes (1)

☐ No (2)

End of Block: Sustainable consumption habits

Start of Block: Food Shopping Attitudes and Habits



Q6 How many times do you buy fresh products (i.e. fruit, vegetable, fresh milk, meat, bread, ...) on average in a month? (Insert only the number)

Q7 How many times do you buy long-life products (i.e. pasta, rice, frozen food, canned food, ...) on average in a month? (Insert only the number)

Q8 Where do you usually buy grocery?

- ☐ Supermarket/Hypermarket (i.e. Esselunga, Conad, Pam) (1)
- ☐ Superette (i.e. Carrefour Express, Pam Local) (2)
- ☐ Bio Supermarket (i.e. NaturaSi) (3)
- ☐ Local shops (i.e. greengrocery, butchery, fishmongery) (4)
- ☐ City market (5)
- ☐ Online grocery platforms (i.e. Amazon Fresh, Getir, Esselunga Online) (6)

Q9 When you go grocery shopping, how much do the following factors drive your store choice? (1= not at all, 10= totally)

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) | 8 (8) | 9 (9) | 10 (10) |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Convenience (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Loyalty programs (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality of products (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Variety of the assortment (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Availability of products for people with special needs (i.e. celiac, allergies, vegan, etc.) (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Promotions and discounts (7) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Respect for the environment (8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q10 Which of the following statements best describes you?

- ☐ I prefer to buy always the same products when we talk about food(1)
- ☐ I like to explore and try new tastes. (2)
- ☐ Both of them. (3)
- ☐ None of them. (4)

End of Block: Food Shopping Attitudes and Habits

Start of Block: Food Waste

Q11 How committed are you in the fight against food waste? (1=I don't care, 10=extremely committed)

| 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) | 8 (8) | 9 (9) | 10 (10) |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q12 How much do you agree with the following statements? (1=totally disagree, 10=totally agree)

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) | 8 (8) | 9 (9) | 10 (10) |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I happen to throw away food (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I happen to throw away leftovers (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I forget food in the fridge, it goes rotten so I throw it (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If a product expires, I immediately throw it away (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If a product expires, I try to smell it and taste it before throwing it away (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

End of Block: Food Waste

Start of Block: Too Good To Go

Q13 Have you ever heard about Too Good To Go?

☐ Yes (1)

☐ No (2)

Q14 Have you ever downloaded Too Good To Go?

☐ Yes (1)

☐ No (2)

Q15 How often do you use Too Good To Go?

☐ I have never used it (1)

☐ I have used it only once (2)

☐ I use it a few times in a year (3)

☐ I use it more than once a month (4)

Q16 How negatively do you perceive the following factors when using Too Good To Go? (1=not at all, 5=neutral, 10= totally negative)

[illegible]

I don't
know in
advance
the
number of
products I
will find in
the magic
box (8)

☐☐☐☐☐☐☐☐☐☐

Q17 Please indicate your willingness to pay for a magic box in each of the following categories.

0€

15€

Supermarket

Bakery

Restaurant

Bar

Pastry shop

Greengrocer

Butcher's

Q18 Up to how many minutes are you willing to spend to go and collect the magic box at the store? (insert only the number)

Q19 How many items would you like to find in a magic box? (insert only the number)

Q20 In which occasions are you more likely to use Too Good To Go?

☐

When I don't know what to eat and decide to order some food (1)

☐

When I'm casually around and notice a Magix Box available nearby (2)

☐

When fridge is empty (3)

☐

When I feel like giving back to the environment (4)

☐

When I want to experiment something new (5)

☐

Other (6):

Q21 Among the following, which one best describes Too Good To Go according to you?

☐

Sustainable (1)

☐

Convenient (2)



Economical (3)

Q22 If you could design your ideal food waste management app, which of the following combinations would you choose? (1=I don't like it, 10= I like it very much)

- ☐ Free app, with home delivery and possibility to choose the food in the Magic Box (1)
- ☐ Free app, with home delivery and surprise food in the Magic Box (2)
- ☐ Free app, with pick up in shop and possibility to choose food in the Magic Box (3)
- ☐ Free app, with pick up in shop and surprise food in the Magic Box (4)
- ☐ Subscription app, with home delivery and possibility to choose food in the Magic Box (5)
- ☐ Subscription app, with home delivery and surprise food in the Magic Box (6)
- ☐ Subscription app, with pick up in shop and possibility to choose food in the Magic Box (7)
- ☐ Subscription app, with pick up in shop and surprise food in the Magic Box (8)

End of Block: Too Good To Go

Start of Block: Demographics

Q23 Insert your age

Q24 What is your gender?

- ☐ Maschio (1)
- ☐ Femmina (2)
- ☐ Non binary/Third gender (3)
- ☐ I prefer not to say (4)

Q25 In which part of Italy do you live?

- ☐ North (1)
- ☐ Centre (2)
- ☐ South (3)
- ☐ Islands (4)

Q26 How would you describe your occupational status?

- ☐ Student (1)
- ☐ Working student (2)
- ☐ Employee (3)
- ☐ Self-employed worker (4)
- ☐ Housewife/Househusband (5)
- ☐ Unemployed (6)

Q27 What is your academic title?

- ☐ Lower secondary school (1)
- ☐ Upper secondary school (2)
- ☐ Bachelor's degree (3)
- ☐ Master's degree (4)

- ☐ Higher academic titles (5)

Q28 How many people live with you? (other than you)

- ☐ 0 (1)
- ☐ 1 (2)
- ☐ 2 (3)
- ☐ 3 (4)
- ☐ 4 (5)
- ☐ 5 (6)
- ☐ 6 or more (7)

Q29 What is the role of the people living with you?

- ☐ Parents (1)
- ☐ Children (2)
- ☐ Other kind of relatives (3)
- ☐ Partner (4)
- ☐ Flatmate(s) (5)

Thank you