

Appendices II : Questionnaire

1. What is your gender?

☐ Male

☐ Female

2. What is your age group?

☐ 20-29

☐ 40-49

☐ 60+

☐ 31-39

☐ 50-59

3. What is your family monthly income range?

☐ < 1,000

☐ 1,001-2,000

☐ 2,001-3,000

☐ 3,001-4,000

☐ > 4,000

4. Have you ever bought organic food?

☐ Yes

☐ No

If Yes, how often?

☐ Weekly

☐ Monthly

☐ Fortnightly

☐ Once in a year

☐ Less than monthly

If No, why not? (Q 10)

☐ Too expensive (Q 8)

☐ Not available where I shop

☐ Not enough choice

☐ Don't like the taste

☐ Don't like the image/packaging

☐ Other (Please, state) _____

5. Please indicate the importance of each of the following attributes when you buy organic food. (1: Not At All Important; 2: Slightly Important; 3: Quite Important; 4: Very Important; 5: Extremely Important.)

	1	2	3	4	5
Health benefits	☐	☐	☐	☐	☐
Children's Health	☐	☐	☐	☐	☐
Eco Friendly	☐	☐	☐	☐	☐
Beauty reasons	☐	☐	☐	☐	☐
Medical reasons	☐	☐	☐	☐	☐
Other (Please state) _____	☐	☐	☐	☐	☐

6. What type of food products do you usually buy for organic rather than non-organic? (You can check more than one)

- | | | |
|----------------------------------|---------------------------------|---------------------------------|
| ☐ Fruits | ☐ Bread | ☐ Olive oil |
| ☐ Vegetables | ☐ Poultry | ☐ Red meats |
| ☐ Milk | ☐ Legumes | ☐ Cheese |
| ☐ Pasta | ☐ Eggs | |
| ☐ Biscuits | ☐ Baby food | |

7. Presently what percentage of your expenditure on groceries is spent on organic food products?

- | | | |
|------------------------------|------------------------------|-------------------------------|
| ☐ 0-20% | ☐ 41-60% | ☐ 81-100% |
| ☐ 21-40% | ☐ 61-80% | |

8. If the price of organic food are same as their non-organic equivalents. What percentage of your grocery shopping would be organic?

- | | | |
|------------------------------|------------------------------|-------------------------------|
| ☐ 0-20% | ☐ 40-60% | ☐ 80-100% |
| ☐ 20-40% | ☐ 60-80% | |

9. Do the following criteria influence you when buying organic food? (1: Strongly Disagree; 2: Disagree; 3: Neither Agree nor Disagree; 4: Agree; 5: Strongly Agree)

	1	2	3	4	5
Region Of Origin	☐	☐	☐	☐	☐
Packaging	☐	☐	☐	☐	☐
Brand Name	☐	☐	☐	☐	☐
Discount or Special Offer	☐	☐	☐	☐	☐
Price	☐	☐	☐	☐	☐
Nutritional Value	☐	☐	☐	☐	☐
Environmental Benefits	☐	☐	☐	☐	☐
Taste	☐	☐	☐	☐	☐
Appearance	☐	☐	☐	☐	☐
Institutions Certification	☐	☐	☐	☐	☐
Other (Please state) _____	☐	☐	☐	☐	☐

10. Organic food products are unnecessarily overpriced, do you agree or disagree? Why?

Thank You