

## Annex 1- Questionnaire

### Start of Block: INTRODUCTION & PRIVACY STATEMENT

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Dear respondent,

The aim of this survey is to investigate your attitudes, preferences, and purchasing behavior regarding fruit and vegetables. This research is conducted by the University of Bologna in the framework of the project “Data-enabled Business Models and Market Linkages Enhancing Value Creation and Distribution in Mediterranean Fruit and Vegetable Supply Chains – MED-LINKS”.

The questionnaire is anonymous and will take a maximum of 20 minutes.

Your opinion is very important for the success of the study. There are no right or wrong answers; we just want you to tell us what you really think. Therefore, it is important to answer the questions honestly.

Please click on "I agree" to participate in the survey.  
Thank you for your time!

- I agree to participate in the survey
  - I refuse to participate in the survey
-

We care about the quality of our survey data. For us to get the most accurate measures of your opinions, it is important that you provide thoughtful answers to each question in this survey.

**Do you commit to providing thoughtful answers to the questions in this survey?**

- No, I will not
- I can't promise either way
- Yes, I will

End of Block: INTRODUCTION & PRIVACY STATEMENT

Start of Block: DEMOGRAPHIC INFORMATION

*We would like to ask you some information about you.*

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Gender

- Male
  - Female
  - Other/prefer not to answer
- 

Year of birth

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Education level

- Primary school
  - Secondary (high) school
  - College
  - University or post-graduate
  - Prefer not to say
- 

Are there any children in your family? Please write the number of children for each age category in the relevant box.

- 0-5 years old \_\_\_\_\_
- 6-10 years old \_\_\_\_\_
- 11-13 years old \_\_\_\_\_
- over 13 years old \_\_\_\_\_

End of Block: DEMOGRAPHIC INFORMATION

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Start of Block: FILTER QUESTIONS

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**Are you the primary decision maker in your household regarding purchasing of fruit & vegetables?**

- No I am not
  - Yes I am (alone or with others)
- 

**How often do you purchase fruit & vegetables?**

- Less than once a week/never
  - At least once a week.
  - About two or three times a week.
  - Several times a week.
- 

**Do you have children who eat fruit & vegetables in public school canteens?**

- No
  - Yes
- 

**Are you a university student eating regularly fruit & vegetables in a public university canteen?**

- No
  - Yes
-

**Where do you most often buy fruit & vegetables?**

- in local markets (e.g. directly from farmers, small fairs, street markets or other short distribution channels)
  - in grocery stores/shops, supermarkets, etc.
  - online
- 

**What is the origin of the fruit & vegetables that you buy most often?**

- local products (same region or province) and/or national products
- Imported products and/or national products

End of Block: FILTER QUESTIONS

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Start of Block: DIETARY HABITS IN F&V

**1. Fruit & vegetables consumption habits.**

Please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I have the <b>habit</b> of regularly purchasing fruit & vegetables.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have <b>regularly bought</b> fruit & vegetables.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a <b>strong intention</b> to purchase fruit & vegetables regularly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I <b>may</b> regularly purchase fruit & vegetables in the <b>future</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would <b>recommend</b> regularly purchasing fruit & vegetables to a <b>friend/relative</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, regularly purchasing fruit & vegetables is <b>necessary</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, regularly purchasing fruit & vegetables is <b>advantageous</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, regularly purchasing fruit & vegetables is <b>acceptable</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, regularly purchasing fruit & vegetables is <b>important</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**2. Fruit & vegetables consumption intentions.**

Please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I <b>value most people's</b> opinions that a regular consumption of fruit & vegetables has <b>health-promoting effects</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am <b>expected</b> to have a <b>healthy</b> lifestyle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These days, more and <b>more people</b> regularly purchase fruit & vegetables.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have <b>enough income</b> If I want to regularly purchase fruit & vegetables.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The regular purchasing of fruit & vegetables is <b>up to me</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The regular consumption of fruit & vegetables is <b>under my control</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The regular purchasing of fruit & vegetables makes me <b>feel good</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: DIETARY HABITS IN F&V

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Start of Block: DIETARY PREFERENCES IN F&V

### 3. Fruit & vegetables consumption benefits.

How much do you agree or disagree with the statements below? Please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

#### Eating fruit & vegetables frequently .....

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
...provides more <b>vitamins and minerals</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...helps to <b>cut down calories</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...helps to improve <b>body's digestive system</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...reduces the risk of <b>getting cancer</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...helps to look <b>better in appearance</b> (e.g. skin condition).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**4. Fruit & vegetables choice criteria.**

What characteristics do you look for in choosing fruit and vegetables?

Please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
One of the criteria for choosing fruit & vegetables is <b>freshness</b> (i.e. they must be raw, uncut and unprocessed).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Seasonality</b> of fruit & vegetables is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Nutritional contents</b> of fruit & vegetables are important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>taste and flavor</b> of fruit & vegetables influences my choice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The <b>color and appearance</b> of fruit & vegetables influence my shopping choice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Access to buy</b> is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Origin of the product</b> is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. Fruit & vegetables consumption risks.**

Regarding the possible risks caused by the consumption of fruit & vegetables, please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

**When choosing/buying/eating fruit & vegetables...**

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
...I pay attention to <b>food poisoning</b> (e.g. due to the presence of harmful germs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I care about <b>residues of pesticides/other chemicals</b> used during crop growth or processing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I care about <b>hazardous chemicals released from packaging</b> of fruit & vegetables when choosing F&V.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I pay attention to the <b>additives</b> like colorants, flavorings, and preservatives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I most likely purchase <b>non-Genetically Modified</b> products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: DIETARY PREFERENCES IN F&V

Start of Block: ATTENTION CHECK

6. The following question is to verify that you are a real person.  
**Which of the following is a vegetable?**

- Apple
- Banana
- Tomato
- Cherry

End of Block: ATTENTION CHECK

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Start of Block: PRICE-CONSCIOUSNESS' SCALES

### 7. Fruit & vegetables prices.

Please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
When I buy fruit & vegetables, I really look for <b>specific</b> ones (for instance, special in terms of quality).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm willing to pay <b>even more</b> for specific fruit & vegetables.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In a fruit & vegetables shop, I <b>check the prices</b> , even when I am buying <b>inexpensive items</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often <b>wait to purchase</b> fruit & vegetables, so I can get them on low price ( <b>discount</b> ).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: PRICE-CONSCIOUSNESS' SCALES

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Start of Block: F&V RELATED VOLUNTARY SUSTAINABLE STANDARDS

**8. When buying fruit & vegetables, how often do you seek for certifications/standards?**

- Never
- Almost never
- Occasionally/sometime
- Almost every time
- Every time

**8.a. Let's consider the available certificates/standards, please indicate your level of agreement with the following statements:**

(scores: 1 = strongly disagree ... 7 = strongly agree):

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I am <b>satisfied</b> with the information provided by existing certifications/standards.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I <b>trust</b> claims on existing certifications/standards (i.e. I believe that the information they provide is true).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**9. Information you check when shopping for fruit & vegetables.**

Please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

**When shopping , I usually check the .....**

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
... <b>nutritional content</b> (e.g. vitamins) information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... <b>geographical origin</b> information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... <b>shelf life</b> information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...presence of the <b>organic</b> certification information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...presence of <b>environmentally friendly</b> production certifications information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...presence of <b>ethical/social aspects</b> information (i.e. referring to the moral consequences of food choices, for humans and/or animals).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: F&V RELATED VOLUNTARY SUSTAINABLE STANDARDS

Start of Block: SUSTAINABILITY CONCEPT

**10. Fruit & vegetables sustainability concept.**

Are you familiar with **sustainability** certifications?

- Not at all familiar
- Slightly familiar
- Somewhat familiar
- Moderately familiar
- Extremely familiar

End of Block: SUSTAINABILITY CONCEPT

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Start of Block: SOCIO-ECONOMIC CERTIFICATIONS

11. Let's consider specifically "**socio-economic certifications**" - how do you feel about them?

- Very negative
- Negative
- Somewhat Negative
- Neither positive nor negative
- Somewhat positive
- Positive
- Very positive

**12. Fruit & vegetables socio-economic certification.**

Regarding the **socio-economic certifications**, please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

**It is important to me that the fruit & vegetables I purchase ...**

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
...do not employ <b>child labour</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...provide adequate <b>working conditions and wages</b> for workers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...do not have poor treatment of animals in their production ( <b>animal welfare</b> ).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...observe <b>fair trade</b> (by purchasing these goods you are supporting a system that aims to reduce world poverty and create sustainable development).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...support <b>local farmers</b> , or recognize and give value to local and traditional knowledge, as well as endemic products of specific region.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...do not involve any <b>legal violations</b> in their production process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: SOCIO-ECONOMIC CERTIFICATIONS

Start of Block: ENVIRONMENTAL CERTIFICATIONS



13. Now let's consider specifically "**environmental certifications**" - how do you feel about them?

- Very negative
  - Negative
  - Somewhat negative
  - Neither positive nor negative
  - Somewhat positive
  - Positive
  - Very positive
-

**14. Fruit & vegetables environmental certification.**

Regarding the **environmental certifications**, please indicate your level of agreement with the following statements:

(scores: 1 = strongly disagree ... 7 = strongly agree):

**It is important to me that the fruit & vegetables I purchase are produced...**

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
... without leading to <b>deforestation</b> nor loss of <b>diversity</b> of plants in their production environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... in a <b>natural resources protecting</b> process (e.g. to prevent soil degradation).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...without using packaging that is <b>not recyclable</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...with a reduced use of <b>energy</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...with low <b>carbon emissions</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...with a reduced use of <b>pesticides/fertilizers</b> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...using <b>water</b> sparingly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: ENVIRONMENTAL CERTIFICATIONS

Start of Block: ATTENTION CHECK

15. The following question is to verify that you are a real person.  
Please enter the word FRUIT into the box below.

\_\_\_\_\_

End of Block: ATTENTION CHECK

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Start of Block: FAVOURITE FRUIT & VEGETABLES

*You are doing great! There are only few questions left...*

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16. Please now think of your favorite fruit & vegetable (the ones you buy most often) and the average prices that you usually pay for them:

My favorite fruit is: \_\_\_\_\_

and its price is usually about: \_\_\_\_\_

My favorite vegetable is: \_\_\_\_\_

and its price is usually about: \_\_\_\_\_

End of Block: FAVOURITE FRUIT & VEGETABLES

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Start of Block: WTP-SOCIO-ECONOMICS CERTIFICATION

17. Would you be willing to pay a **higher price** for your favorite fruit or vegetable if it had a **socio-economic certification**?

- No
  - Yes
- 

17. a. What is the **price difference** that you would be willing to pay to get your **favorite fruit** with a **socio-economic certification** (as compared to the same product without such certification)?

- up to +5%
  - up to +10%
  - up to +15%
  - up to +20%
  - up to +25%
  - up to +30%
  - more than +30%
-

17. b. What is the **price difference** that you would be willing to pay to get your **favorite vegetable** with a **socio-economic certification** (as compared to the same product without such certification)?

- up to +5%
- up to +10%
- up to +15%
- up to +20%
- up to +25%
- up to +30%
- more than +30%

End of Block: WTP-SOCIO-ECONOMICS CERTIFICATION

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Start of Block: WTP-ENVIRONMENTAL CERTIFICATION

18. Would you be willing to pay a higher price for your favorite fruit or vegetable if it had an “**environmental certification**”?

- No
  - Yes
-

18. a. What is the **price difference** that you would be willing to pay to get your **favorite fruit** with an **environmental certification** (as compared to the same product without such certification)?

- up to +5%
  - up to +10%
  - up to +15%
  - up to +20%
  - up to +25%
  - up to +30%
  - more than +30%
- 

18. b. What is the **price difference** that you would be willing to pay to get your **favorite vegetable** with an **environmental certification** (as compared to the same product without such certification)?

- up to +5%
- up to +10%
- up to +15%
- up to +20%
- up to +25%
- up to +30%
- more than +30%

End of Block: WTP-ENVIRONMENTAL CERTIFICATION

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