Education and Culture DG
Lifelong Learning Programme

E(CO)-QUALIFY
Innovation transfer for Organic Retailing Education

EcoQualify III: Implementation of a Quality Assurance System for training in organic food retail

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Transfer of innovation project
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Organic Consumers Questionnaire

1. What is your gender?

☐ Male ☐ Female

2. What is your age?

☐ 11-20 ☐ 41-50

☐ 21-30 ☐ 51-60

☐ 31-40 ☐ 60+

3. Which of the following is your main source of weekly food shopping?

☐ Hypermarket
/Billa, Metro, Courfour, Kaufland, Lidl, etc./

☐ Supermarket

☐ District Shops

☐ Open Market

☐ Internet

☐ Other (Please, state) _____

4. Can you find organic food there?

☐ Yes ☐ No

5. Do you ever buy organic food or beverage products?

☐ Yes ☐ No

If Yes, how often?

☐ Weekly

☐ Fortnightly

☐ Monthly

☐ Less than monthly

☐ Once in a year

If No, why not?

☐ Too expensive

☐ Not enough choice

☐ Not available where I shop

☐ Don't like the image/packaging

☐ Don't like the taste

☐ Other (Please, state) _____

_____

6. How did you first hear about organic foods?

_____

_____

_____

7. How long have you been interested in organic foods?

☐ One year

☐ Two years

☐ Three years

☐ More than three years

8. What types of organic food do you purchase?

☐ Vegetable

☐ Fruit

☐ Potatoes

☐ Herbs and medicaments

☐ Grape

☐ Honey

☐ Nuts

☐ Cereals and cereal products

☐ Bakery products

☐ Milk/Dairy products

☐ Mashrooms

☐ Eggs

☐ Beverages

☐ Meat products

☐ Fish

☐ Baby food

☐ Stimulants (sweets, coffee, tea, and cocoa)

☐ Other (Please, specify _____)

9. Do you ever buy organic non-food products?

☐ Detergents and washing agents

☐ Natural products and natural cosmetic products

☐ Other (Please, specify _____)

10. Would you buy more organic products if they were less expensive?

☐ Yes

☐ No

☐ Maybe

11. If organic food and drink cost the same as their non-organic equivalents, roughly what % of your food shopping would be spent on organic items?

☐ 0-20%

☐ 20-40%

☐ 40-60%

☐ 60-80%

☐ 80-100%

End of questions. Thank you!