

The Consumer - part of the sustainable food system

Through this research, we aim to assess the extent to which the Romanian consumer is prepared to accept and apply the European Union's measures meant to build a sustainable food system. Your answers will be treated in the strictest of confidence. Thank you for your time!

The interview operator's name: _____

1. In which of the 4 Romanian's macro-regions do you live?

- ☐ North-West and Centre
- ☐ North-East and South East
- ☐ South of Muntenia and Bucharest
- ☐ South-West and West

2. You live in the:

- ☐ urban area
- ☐ rural area

3. Your age:

- ☐ Less than 20
- ☐ 20-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ over 60

4. The level of your studies:

- ☐ middle school
- ☐ high school
- ☐ vocational school
- ☐ higher education

5. Work field: (multiple answer)

- ☐ Food production
- ☐ Food processing
- ☐ Food services
- ☐ Other industry
- ☐ Working in an office
- ☐ Other: _____

6. Do you perform agricultural activities in your household? (multiple answer)

- ☐ Yes, I work the land, only for the family's benefit

- ☐ Yes, I have a few animals, only for the family's benefit
- ☐ Yes, and I sell less than 50% of the resulting crops
- ☐ Yes, and I sell over 50% of the resulting crops
- ☐ Yes, and I sell less than 50% of the resulting animal products
- ☐ Yes, and I sell over 50% of the resulting animal products
- ☐ No, we buy all the food in my household
- ☐ Other: _____

7. How many members does your household have? (number of people you buy food for)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ Other: _____

8. How much do you spend per month on food for your household?

- ☐ Under 100 euro
- ☐ 100-199 euro
- ☐ 200-299 euro
- ☐ 300 euro or more

9. Your weight: _____

10. Your height: _____

11. How often did you eat out before COVID-19?

- ☐ Almost never
- ☐ 1-3 times/month
- ☐ 1-2 times/week
- ☐ 3-5 times/week
- ☐ more than 5 times/week

12. How often did you eat in the city during COVID-19?

- ☐ Almost never
- ☐ 1-3 times/month
- ☐ 1-2 times/week
- ☐ 3-5 times/week
- ☐ more than 5 times/week

13. Where do you buy food from?

	Seldom	Sometimes	Often
Agro-markets*			
Wholesalers			
Proximity non-chain retailers*			
Chain retailers (supermarkets, hypermarkets, discount stores)			
Farmer's gate*			
Factory's gate*			
Online			

*Sustainable retailers

14. How important are the following decision-making criteria to you?

	Very important	Important	Neutral	Unimportant	Very unimportant
Being cheap					
Being nutritive and healthy					
Being ecological					
Being Romanian					
Being European					
The store being close					
The store offering installments opportunities					
Coming from my favorite brand					
Having discounts					
Coming from a safe supplier					
Having a sustainability label					

15. I would be willing to pay more, if the product ...

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
would be Ecological					
would be Romanian					
would be European					
would look very good					
would have a great taste or smell					
would be sold by the favorite brand					

would have nice packing					
would have a longer warranty period					
would be sold directly by the farmer					
would be brought at home					
would have the sustainability label					

16. What is the share (0-100%) of each food category mentioned below in the total food you eat in a day? (the total should be 100%)

- ☐ fruits and vegetables _____
- ☐ cereals _____
- ☐ eggs and dairy products _____
- ☐ fish _____
- ☐ meat _____
- ☐ other types of proteins _____

17. I would eat healthier, if ... (multiple answer)

- ☐ I would have more money
- ☐ I would better understand the food guidelines
- ☐ I would enjoy the taste
- ☐ I would know for sure that I will lose weight
- ☐ My friends and colleagues would eat healthier
- ☐ A family member would decide to eat healthier
- ☐ My favorite celebrities would show that they eat healthy
- ☐ I would know healthy recipes
- ☐ I would no longer see advertisements for unhealthy food
- ☐ Healthy food would look better
- ☐ There would be special offers for healthy food
- ☐ I would have statistics to show how much unhealthy food affects people's health
- ☐ I would have statistics to show me how much the natural environment is affected by the production and consumption of unhealthy food
- ☐ I would find healthy and reasonably priced food options when I eat out
- ☐ Other: ____

18. What are the main reasons for food ending up in your trash? (multiple answers)

- ☐ Food does not satisfy my taste
- ☐ I've been shopping too much food
- ☐ I put excess of food on my plate
- ☐ Food degrades too quickly
- ☐ I do not have time to cook and eat at home

☐ Other: ____

19. What do you do to avoid throwing away food? (multiple answers)

- ☐ I try to better estimate what I need to buy when I go shopping
- ☐ I process food that is about to spoil (stew, freezing, etc.)
- ☐ I donate food about to spoil
- ☐ I produce my own compost
- ☐ Other: ____

20. Do you know any applications or websites that help reducing the amount of wasted food by donating or selling at a reduced price products that are about to expire or spoil? What's their name? Do you use them? _____

21. Do you practice recovering or reusing packaging?

- ☐ No
- ☐ Yes, only glass
- ☐ Yes, glass and plastic
- ☐ Yes, everything, out of principle

22. Do you collect differentiated organic and recoverable waste (paper, metal, glass)?

- ☐ Yes
- ☐ No

23. What could motivate you to practice wastage selection in your household?
(multiple answer)

- ☐ financial rewards (e.g. a small amount of money for each recycled bottle)
- ☐ recycling facilities in the proximity of your household
- ☐ reduction of the price for returning the packaging
- ☐ local community's program for differentiated waste collection
- ☐ fines for undifferentiated waste collection
- ☐ tenants' association decision to start waste selection
- ☐ celebrities' testimonies regarding their experience with waste selection
- ☐ Others: _____

24. Are you buying organic food?

- ☐ Yes
- ☐ No

25. To what extent do you agree with the following statements?

	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
My food-related habits have no impact on the natural environment					

I don't buy organic or sustainable food, because I can't verify their claim					
EU regulations guarantee food safety					
I am willing to eat genetically modified foods in order to protect the environment					
If this would help the environment and if it would be tasty, I would eat protein-rich foods created from insects instead of meat					
Advertisements warning that salt, sugar, and fat are bad for my health have affected my diet					
I believe that if there was an advertising campaign to show which are the healthy and sustainable foods, I would change some of my habits					
I haven't noticed so far the sustainability labels					
I don't really go to the organic food shelves					

26. What other environmentally friendly habits do you have? (multiple answer)

- ☐ use solar panels
- ☐ reuse water
- ☐ purchase low energy appliances
- ☐ use hybrid or electric car
- ☐ recycle batteries
- ☐ avoid plastic packing
- ☐ use recycled paper
- ☐ use ecological programs in washing machines
- ☐ use energy saving lightbulbs
- ☐ use a shower aerator
- ☐ reusable napkins, cloth diapers, etc.
- ☐ Other: ____