Consumers' Behavior Toward Sustainable Food Consumption

Dear respondent,

I appreciate your willingness to participate in this survey. This survey asks questions about Consumers' behavior toward sustainable food consumption. It contains 18 questions and will take approximately 8 minutes to complete the questionnaire.

Your participation in this study is completely voluntary. There are no foreseeable risks associated with this survey. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point.

All the data will be strictly confidential, and the author of the survey is the only one who will have access to all the answers. The data within the survey will only be analyzed for the Bachelor Thesis of the author studying the programme Business Administration at Czech University of Life and Science, Faculty of Economics and Management. By filling the questionnaire, you agree with your participation in the survey.

Thank you very much for your time and support.

*Povinné pole

1.   1. To which gender identity do you most identify? *

   Označte jen jednu elipsu.

   ◯ Female

   ◯ Male

   ◯ Jiné: _____

2.   2. Place of residency? *

   Označte jen jednu elipsu.

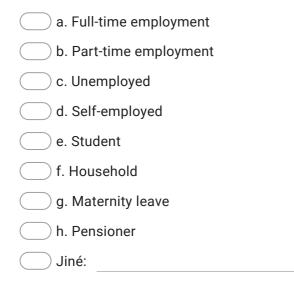   ◯ Rural

   ◯ Urban

3.   3. Where are you currently located?(Country) *

   _____

4.   4. How old are you? *

_____

5.   5. What is your current employment status? *

Označte jen jednu elipsu.

○ a. Full-time employment

○ b. Part-time employment

○ c. Unemployed

○ d. Self-employed

○ e. Student

○ f. Household

○ g. Maternity leave

○ h. Pensioner

○ Jiné: _____

6.   6. Do you consider your income…

Označte jen jednu elipsu.

○ a. Below the average level

○ b. Around the average level

○ c. Above the average level

7.   7. What is your highest level of education? *

Označte jen jednu elipsu.

○ a. Primary

○ b. Secondary/High school

○ c. University

8.   8. Would you say that your diet is sustainable? *

Označte jen jednu elipsu.

( ) a. Always

( ) b. Most of the time

( ) c. From time to time

( ) d. Never

( ) e. I don't know

( ) Jiné: _____

9.   9. What are the main characteristics of "sustainable" food? (one or more answers) *

Zaškrtněte všechny platné možnosti.

[ ] a. Affordability

[ ] b. Availability

[ ] c. Fair revenue for producers, workers' rights & fair salaries

[ ] d. Little or no use of pesticides

[ ] e. Local or short supply chains

[ ] f. Low environmental and climate impact

[ ] g. Minimal packaging, no or little plastic

[ ] h. Minimally processed

[ ] i. Nutritious and Healthy

[ ] j. Organic

[ ] k. I don't know

Jiné: [ ] _____

10.   10. What aspects of a sustainable diet are important for you? (one or more answers) *

Zaškrtněte všechny platné možnosti.

- ☐ a. Health benefits
- ☐ b. Minimizing waste
- ☐ c. Organic food
- ☐ d. Protecting the environment
- ☐ e. Supporting local economy
- ☐ f. Workers' rights
- ☐ g. I don't know

Jiné: ☐ _____

11.   11. While purchasing food, which of the following factors are the most important for you? (one or more answers) *

Zaškrtněte všechny platné možnosti.

- ☐ a. Convenience (for example: easy to cook, widely available at the stores)
- ☐ b. Cost
- ☐ c. Ethics and beliefs
- ☐ d. Food origin
- ☐ e. Food safety
- ☐ f. Health benefits
- ☐ g. Impacts on the environment
- ☐ h. Minimally processed
- ☐ i. Nutrient
- ☐ j. Taste
- ☐ k. I don't know

Jiné: ☐ _____

12.   **12. What discourages you from a sustainable diet? (one or more answers) ***

Zaškrtněte všechny platné možnosti.

- [ ] a. Healthy, sustainable choices tend to be more expensive
- [ ] b. I am not interested in healthy and sustainable lifestyle
- [ ] c. Lack of education about healthy sustainable diets
- [ ] d. Sustainable food is not available where you usually shop
- [ ] e. The preparation is complicated
- [ ] f. Unclear information on food labelling regarding a product's social, environmental and health impacts
- [ ] g. I don't know

Jiné: [ ] _____

13.   **13. What would encourage you to eat more sustainably? (one or more answers) ***

Zaškrtněte všechny platné možnosti.

- [ ] a. Clear information on food labelling regarding the food's impacts on environment, health, and society
- [ ] b. Education about healthy, sustainable diets
- [ ] c. Healthy meals that can be prepared quickly and easily
- [ ] d. Healthy, sustainable food can be found at the store where you shop
- [ ] e. Healthy, sustainable food is affordable
- [ ] f. Menu guides and other practical tools that can assist you in choosing food
- [ ] g. More in store propagation
- [ ] h. I am not interested
- [ ] i. I don't know

Jiné: [ ] _____

14. **14. In your opinion, which from following actors play an important part in making our food systems sustainable? (one or more answers)** *

Zaškrtněte všechny platné možnosti.

- [ ] a. Education providers (schools)
- [ ] b. Food manufactures
- [ ] c. Hospitality and food services (hotels, restaurants, canteens, hospitals)
- [ ] d. Investors, banks, or financial institutions
- [ ] e. National governments
- [ ] f. Producers (farmers, fishers, aquaculture producers)
- [ ] g. Regional governments
- [ ] h. Shops and retailers
- [ ] i. I don't know

Jiné: [ ] _____

15. **15. Are you familiar with types of diets below?** *

Označte jen jednu elipsu na každém řádku.

	Yes	No
Veganism	◯	◯
Vegetarianism	◯	◯
Mediterranean Diet	◯	◯
Simplified Diet	◯	◯

16. **16. Have you ever tried or are you following any of them? (if yes, which? if no, why not?)** *

_____

_____

_____

_____

_____

17.   17. Seaweeds have many health benefits because it is highly nutritious, it supports gut health, and protects the heart. Besides seaweed farming does not require land space, fresh water, fertilizer, nor pesticides. Seaweed's high growth rate makes it a potential help in dealing with climate change. Would you consider adding seaweed to your diet? *

Označte jen jednu elipsu.

○ a. Definitely yes

○ b. Maybe yes

○ c. Probably no

○ d. Never

○ e. I don't know, I am skeptical, because I have never tried it

○ Jiné: _____

18. 18. Insects carry many health beneficial properties, they contain high amount of protein, healthy fats, calcium, and omega-3s. Furthermore, insect farming requires less land, less water, less feed, and it produces less greenhouse gases. Consumption of insects can be in any form – direct, protein powder, protein bars, or even pasta. Would you consider adding insects to your diet? *

Označte jen jednu elipsu.

- ◯ a. Definitely yes
- ◯ b. Maybe yes
- ◯ c. Probably no
- ◯ d. Never
- ◯ e. I don't know, I am skeptical, because I have never tried it
- ◯ Jiné: _____