Exit questionnaire

This is the final part of the experiment. We ask you questions about yourself. At the end, we will tell you if you were selected to receive one of the products you chose.

Block 1. Socio-demographic profile
ASK ALL [single response]
Q1. How old are you?
Include list of numbers
ASK ALL [single response]
Q2. Are you…?
☐ Male
☐ Female
☐ Other
☐ Prefer not to respond
ASK ALL [single response]
Q3. What is the highest level of education you have successfully completed (usually by obtaining a certificate or diploma)?
Include country-specific list.
ASK ALL [single response]
Q4. What is your legal marital status?
☐ Married or in Civil Partnership
☐ Single (Never married)
☐ Separated/Divorced
☐ Widowed
ASK ALL [single response]
Q5. What is your household's <u>monthly</u> income?
[adapt country by country, look at income distribution and divide by quintile]
☐ 500 Euro or below (Quintile 1)
☐ 1000 Euro – 1499 Euro (Quintile 2)
☐ 1500 Euro – 3000 Euro (Quintile 3)
☐ 3000 Euro – 7000 Euro (Quintile 4)
☐ 7.000 Euro or above   (Quintile 5)
ASK ALL [single response]
Q6. Which of the following situations best describes your current situation?
☐ Employed
☐ In search of a job
☐ Student
☐ Retired
☐ Other
ASK ALL [single response]
Q7. Which of the following best describes where you live?
☐ A city (more than 50000 inhabitants)
☐ A town (more than 5000 inhabitants)
☐ A village or the countryside
Block 2. Internet/smartphone/app/QR usage and familiarity
Q1. What kind of Internet access do you have at home?

☐ Dial-up

☐ Wireless broadband (Satellite, wi-fi hotspot…)

☐ Hardwired Broadband (ISDN, cable, DSL…)

☐ Cellular (4G/3G)

☐ I do not have access to the Internet at home

Q2. How often do you use the internet?

☐ Everyday or almost every day

☐ A few times a week

☐ About once a week

☐ Less than once a week or not at all

ASK IF ANSWERED EVERYDAY or almost every day TO Q1 [single response]

Q3. On average, how many hours per day do you spend using the internet?

☐ Less than 1 hour a day

☐ 1-2 hours

☐ 2-3 hours

☐ 3-4 hours

☐ More than 4 hours a day

Q4. Which of the following devices do you have? *[allow multiple choice]*

☐ Desktop computer

☐ Laptop

☐ Tablet

☐ Mobile phone or smartphone

☐ Other devices (e.g. smart TV, smart speakers, game console, e-book reader, smart watch)

Q5. How do you use the Internet [allow multiple choice]

☐ to send and receive e-mails

☐ to find information about goods and services

☐ to buy goods and services

☐ for instant messaging

☐ for online news

☐ for banking

☐ to participate in social networks

☐ to look for health information

☐ to listen to music

☐ for telephoning or video calls

Q6. Have you ever scanned a QR code with your smartphone?

☐ Yes, regularly

☐ Yes, occasionally

☐ Yes, very rarely

☐ No

ASK IF ANSWERED YES TO Q5 [single response]

Q7. How many times have you scanned a QR code in the last 30 days?

☐ More than 2 times

☐ 1 time

☐ I have not scanned a QR code in the last 30 days

Q8. Have you ever scanned a QR code <u>for a food product</u>?

☐ Yes

☐ No

Q9. Do you like the idea of QR codes on food product in order to access food information that is not on the label?

☐ Yes
☐ No

Q10. What would be a problem with having QR codes on food products? [allow multiple answers]

☐ It would take too much time and effort to scan them

☐ I would have to go online to get information

☐ The producer would be able to identify me and advertise other products

☐ I would have to read additional information about the product

☐ It would be difficult to read information on my phone

☐ I do not have a smartphone, or I often do not have my phone with me

☐ For another reason (write down):_____

☐ I cannot think of any problem with QR codes

Q11. What would be a benefit of having QR codes on food products? [allow multiple answers]

☐ It would be easier to get, store, and share information about the product

☐ I would get more information from the digital label than from a printed one

☐ I would be able to use the digital label to learn more about products or interact with the manufacturer

☐ It would be easier to read the information compared to printed letters on the label

☐ I would be able to read product information in my own language

☐ For another reason (write down)

☐ I cannot think of any benefit of QR codes

Block 3. Dietary and food-related habits

ASK ALL [single response]
Q1. What is your height? (In cm)

ASK ALL [single response]
Q2. What is your weight? (In kg)

ASK ALL [single response]
Q3. How often do you PERSONALLY buy groceries for your household?

☐ Daily or almost daily

☐ About once a week

☐ Once or twice a month

☐ Once every two months

☐ Never or almost never

ASK ALL [single response]
Q4. Have you ever purchased groceries online?

☐ No, never

☐ Yes, one time

☐ Yes, a few times

☐ Yes, regularly

ASK ALL [single response]
Q5. How often do you cook your own meals and eat them at home?

☐ Daily or almost daily

☐ About once a week

☐ Once or twice a month

☐ Once every two months

☐ Never or almost never

ASK ALL [single response]

Q6. What is your average daily consumption of fresh fruits and vegetables? (A portion is for example one tomato, or one apple)
☐ 0 portions
☐ 1 to 4 portions
☐ 5 or more portions

ASK ALL [single response]
Q7. How often do you read the labels on the food products you purchase?
☐ Always
☐ Frequently
☐ Sometimes
☐ Rarely
☐ Never or almost never
☐ I don't know / I am not sure

ASK ALL [single response]
Q8. When buying food, how much do you rely on, and trust, the information provided on the label?
Scale from 0 to 10 (0 = means you do not trust at all; 10 = you have complete trust)

ASK ALL [multiple response]
Q9. When you buy food, which of the following are the most important to you? Select a maximum of <u>three</u>.
☐ My ethics and beliefs (whether the item complies with your ethics and beliefs, e.g. in terms of religion, animal welfare or fair payment of producers)
☐ Food safety
☐ Cost
☐ Nutrient content (e.g., the amount of vitamins, fiber, proteins, sugar, or fats)
☐ Taste
☐ Where the food comes from (e.g., geographical origin)
☐ Convenience (e.g., the easiness to use, prepare)
☐ That the product has not been processed or only minimally processed
☐ The amount of shelf-life available
☐ The product's impact on the environment and climate (e.g., carbon footprint)
☐ Other [please specify]
☐ I don't know

Block 4. Consumer vulnerability

ASK ALL [single response]
Q1. What is your native language?
List of languages.

ASK ALL [single response]
Q2. How do you perceive your health in general?
☐ Very good
☐ Good
☐ Fair
☐ Bad
☐ Very bad

ASK ALL [single response]
Q3. Thinking about your household's financial situation, how easy or difficult would you say it is to make ends meet?
☐ Very easy
☐ Fairly easy

☐ Neither easy nor difficult
☐ Fairly difficult
☐ Very difficult
☐ I don't know

ASK ALL (all responses on the 1-5 scale, 1 = "corresponds to me perfectly" to 5 = "does not correspond to me at all")

Q4. In the following, please indicate if the statement corresponds to your experience or not:

☐ There are too many similar products to choose from
☐ There is too much information to consider when choosing products
☐ Product information is often unclear and confusing
☐ It takes me a long time to decide what product to buy
☐ I always buy the same products when I go shopping

ASK ALL (all responses on the 1-5 scale, 1 = "corresponds to me perfectly" to 5 = "does not correspond to me at all")

Q5. In the following, please indicate if the statement corresponds to you or not:

1. I prefer complex to simple problems.
2. I like handling situations that requires a lot of thinking.
3. Thinking is not my idea of fun. (R)
4. I would rather do something that requires little thought than something that is sure to challenge my thinking abilities. (R)
5. I really enjoy a task that involves coming up with new solutions to problems.
6. I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.