
















Beginning

*** 1. Are you responsible for buying fruits and vegetables in your family?**

- ☐ No, not at all
- ☐ Occasionally
- ☐ Yes, but sometimes
- ☐ Yes, all the time

Supplementary 1: Survey for Imported Fruits and Vegetables

Second Part

<p>(A) Bell Pepper</p> 	<p>(B) Strawberry</p> 	<p>(C) Papaya</p> 	<p>(D) Tomatoes</p> 
<p>(E) Bite-sized Tomatoes</p> 	<p>(F) Mushroom</p> 	<p>(G) Grapes</p> 	<p>(H) Bitter Squash</p> 
<p>(I) Mango</p> 	<p>(J) Asian Pear</p> 	<p>(K) Wax Apple</p> 	<p>(L) Banana</p> 
<p>(M) Peach</p> 	<p>(N) Cantaloupe</p> 	<p>(O) Muskmelon</p> 	<p>(P) Others</p>

*** 2. Above produces are imported from other countries. Which produces you would like to buy in your grocery store?**

(check all that apply)

☐ (A) Bell
Pepper

☐ (B)
Strawberry

☐ (C)
Papaya

☐ (D) Tomatoes

☐ (E) Bite-sized
Tomatoes

☐ (F) Mushroom

☐ (G)
Grapes

☐ (H) Bitter
Squash

☐ (I)
Mango

☐ (J) Asian Pear

☐ (K) Wax
Apple

☐ (L) Banana

☐ (M)
Peach

☐ (N)
Cantaloupe

☐ (O)
Muskmelon

☐ (P)
Others

Supplementary 1: Survey for Imported Fruits and Vegetables

Third Part

In this section, we will ask you to pick the most and least important factors that influence your purchasing decision for imported fruits and vegetables provided in your markets.

While more than one may be important or unimportant, please choose the **MOST Important** and the **LEAST Important** to YOU as **your purchasing decision for imported fruits and vegetables**. There are 7 sets of individual groups of statements in this section. Please separately consider each scenario for your MOST and LEAST important factors.

	Most Important	Example	Least Important
How the produce was grown	<input type="radio"/>		<input checked="" type="radio"/>
Freshness	<input type="radio"/>		<input type="radio"/>
Food safety certified	<input checked="" type="radio"/>		<input type="radio"/>
High quality appearance	<input type="radio"/>		<input type="radio"/>

*** 3. S1: Which is the MOST and LEAST important factor to you in making purchasing decision for imported fruits and vegetables?**

	Most Important	Least Important
High quality appearance	<input type="radio"/>	<input type="radio"/>
Rare in domestic	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>

Supplementary 1: Survey for Imported Fruits and Vegetables

*** 4. S2: Which is the MOST and LEAST important factor to you in making purchasing decision for imported fruits and vegetables?**

	Most Important	Least Important
Food safety certified	<input type="radio"/>	<input type="radio"/>
High quality appearance	<input type="radio"/>	<input type="radio"/>
How the produce was grown	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>

*** 5. S3: Which is the MOST and LEAST important factor to you in making purchasing decision for imported fruits and vegetables?**

	Most Important	Least Important
Labeling product origin	<input type="radio"/>	<input type="radio"/>
Food safety certified	<input type="radio"/>	<input type="radio"/>
High quality appearance	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>

Supplementary 1: Survey for Imported Fruits and Vegetables

*** 6. S4: Which is the MOST and LEAST important factor to you in making purchasing decision for imported fruits and vegetables?**

	Most Important	Least Important
Labeling product origin	<input type="radio"/>	<input type="radio"/>
Food safety certified	<input type="radio"/>	<input type="radio"/>
Rare in domestic	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>

*** 7. S5: Which is the MOST and LEAST important factor to you in making purchasing decision for imported fruits and vegetables?**

	Most Important	Least Important
Labeling product origin	<input type="radio"/>	<input type="radio"/>
High quality appearance	<input type="radio"/>	<input type="radio"/>
Rare in domestic	<input type="radio"/>	<input type="radio"/>
How the produce was grown	<input type="radio"/>	<input type="radio"/>

Supplementary 1: Survey for Imported Fruits and Vegetables

*** 8. S6: Which is the MOST and LEAST important factor to you in making purchasing decision for imported fruits and vegetables?**

	Most Important	Least Important
Food safety certified	<input type="radio"/>	<input type="radio"/>
Rare in domestic	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>
How the produce was grown	<input type="radio"/>	<input type="radio"/>

Supplementary 1: Survey for Imported Fruits and Vegetables

*** 9. S7: Which is the MOST and LEAST important factor to you in making purchasing decision for imported fruits and vegetables?**

	Most Important	Least Important
Labeling product origin	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>
How the produce was grown	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>

The Last Part

*** 10. What is your gender?**

☐

Male

☐

Femal
e

*** 11. Please select one category that indicates your age.**

*** 12. What is your occupancy?**

☐

Governmen
t

☐

Services

☐

Business

☐

Studen
t

☐

Manufacture

☐

Homemake
r

☐

Agriculture,
aquaculture

☐

Retired or not
employed

Other (please defined)

*** 13. What best describes your level education?**

☐

Junior high-school or below

☐

High school

☐

Vacational school

☐

Universit
y

☐

Graduate school or above

Others (Please indicate)

*** 14. Which one of the following ranges includes your total **annual income** before taxes?**

*** 15. Which of the following best describes where you currently live?**

- ☐ City
- ☐ Suburb
- ☐ Countryside (including farm)
- ☐ Small town
- ☐ Mountain area
- ☐ Other (please defined)

*** 16. Is there any children under 18 years old at your household?**

- ☐ Yes, 1 child
- ☐ Yes, 2 child
- ☐ Yes, at least 3 children
- ☐ No