

Questions asked to consumers.

1) Are you a consumer of ready-to-eat salads?

- a) Yes, I am a consumer
- b) No, I am not a consumer
- c) No, I don't know them

In the case of being a consumer:

2) Indicate your frequency of consumption of fresh-cut salads.

- a) Less than 1 time / month
- b) 1-2 times / month
- c) 1-2 times / week
- d) 3-4 times / week
- e) Daily

3) What kind of prepared salads do you eat?

- a) With a single ingredient (only lettuce, only endive, etc.)
- b) With various ingredients (lettuce, lamb's lettuce, endive, etc.)
- c) Both types

4) Indicate the level of importance you attach to the following aspects in salads at the time of purchase: (1) Not important, (2) Little importance, (3) Medium importance, (4) Quite important (5) Very important:

- a) The variety of the product that includes
- b) The price
- c) That it is accompanied by dressing and cutlery
- d) The amount of plastic it contains
- e) Its bioactive components
- f) The sell-by-date
- g) The presence of exudates (liquid at the base of the container)
- h) The presence of brown leaves (brown spots)
- i) The presence of withered and dehydrated leaves

5) Would you buy the salad ready if some of the aspects mentioned above weren't to your liking?

- a) Yes, depending on price
- b) Yes. It depends on the aspect
- c) Yes. It depends on the sell-by-date
- d) Yes. It depends on the price, the appearance and the sell-by-date
- e) Never

6) Sometimes prepared salads are not consumed until several days after purchase. Indicate the level of importance that you attach to the following aspects when the salad is in your refrigerator for several days: (1) Not important, (2) Little importance, (3) Medium importance, (4) Quite important (5) Very important:

- a) The sell-by-date
- b) The presence of strange odours
- c) The presence of exudates (liquid at the base of the container)
- d) The presence of brown leaves (brown spots)
- e) The presence of withered and dehydrated leaves

- 7) Would you eat a prepared salad if any of the above aspects did not suit your preferences?
- a) Yes. I don't want to waste food
 - b) Yes. It depends on the sell-by-date
 - c) Yes. It depends on the appearance of the product
 - d) Never

In the case of not being a consumer of ready-to-eat salads:

8) Indicate the level of importance you attach to the following aspects for which you do not consume prepared salads. (1) Not at all important, (2) Little importance, (3) Medium importance, (4) Quite important (5) Very important:

- a) For its price they are very expensive
- b) They are not as healthy as fresh produce
- c) I don't like their appearance
- d) For the use of plastics in its packaging

9) Select your gender.

- a) Man
- b) Woman

10) What age range are you in?

- a) Less than 18 years
- b) Between 18-24 years
- c) Between 25-35 years
- d) Between 36-50 years
- e) Between 51-65 years
- f) More than 65 years

11) Indicate your family situation.

- a) Couple with children
- b) Childless couple
- c) Single parent family
- d) Single without children

12) Indicate your employment status.

- a) Student
- b) Employed (permanently)
- c) Employed (temporary)
- d) Unemployed
- e) Pensioner

13) Indicate your level of studies.

- a) Primary school
- b) Secondary school
- c) Technical education
- d) University studies