

# Perceptions from member-consumers of a University Community for sustainable and healthy eating: Evidence from Greece

Athina Mastora <sup>1</sup>, Fotios Chatzitheodoridis <sup>2</sup> and Dimitris Skalkos <sup>1,\*</sup>

<sup>1</sup> Laboratory of Food Chemistry, Department of Chemistry, University of Ioannina, 45110 Ioannina, Greece; [pch01443@uoi.gr](mailto:pch01443@uoi.gr) (A.M)

<sup>2</sup> Department of Management Science and Technology, University of Western Macedonia, 50100 Kozani, Greece; [fxtheodoridis@uowm.gr](mailto:fxtheodoridis@uowm.gr)

Correspondence: [dskalkos@uoi.gr](mailto:dskalkos@uoi.gr); Tel.: +30-2651008345

Supplementary material

**Table S1.** Questionnaire on consumers' perceptions about sustainable "healthy eating" and "healthy eating advertisements" in Greece today

Demographics	
<b>1. Sex</b>	
Male	
Female	
<b>2. Age</b>	
18-25	
26-35	
36-55	
46-55	
56+	
<b>3. Civil state</b>	
Single	
Married	
Divorced	
<b>4. Job situation</b>	
Employee	
Unemployed	
Student	
Retired	
<b>5. Education level</b>	
None / Primary School	
Secondary School	
High School	
University	

Choose in the scale between «Not all important» and «Very important» regarding the following sentences.

(Mark your answer with X).

### 1. FOR ME, HEALTH IS MAINLY ABOUT

	Not all important	Less important	Moderately important	Quit important	Very important
1. Keeping the body in good condition (fitness)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. Having the energy to do the things I want to do	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Having no physical health problems	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Looking good	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Protecting my body against harmful influences	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
6. Emotional well-being, feeling good mentally	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

### 2. DEFINITION OF “HEALTHY EATING”

	Not all important	Less important	Moderately important	Quit important	Very important
1. Eating vegetables and fresh fruit	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. Balanced diet/eating food from all five food groups (fruits & vegetables, grains, protein foods and dairy products)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Eating to stay healthy	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Not eating junk food	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Eating vitamins	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

6. Eating protein	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
-------------------	----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

### 3. INFLUENCES ON HEALTHY EATING

	Not all important	Less important	Moderately important	Quit important	Very important
1. Food manufacturers	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. Supermarkets	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Fast-food restaurants	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Food packaging	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Government	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
6. Family and friends	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
7. Doctor or health care provider	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

### 4. SOURCES OF INFORMATION ABOUT HEALTHY EATING

	Not all important	Less important	Moderately important	Quit important	Very important
1. Books, Magazines, Newspapers	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. Internet	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Commonsense/upbringing	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

4. School/University	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Professionals (doctors, dietitians)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
6. Don't use any sources	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

## 5. OBJECTIVES OF ADVERTISEMENTS ON HEALTHY FOOD

	Not all important	Less important	Moderately important	Quit important	Very important
1. Aim is to inform	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. Essential information	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Concerned with making money	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Consumers' best interests	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

## 6. SUITABLE ORGANISATIONS FOR DEVELOPING AND RUNNING HEALTHY EATING CAMPAIGNS

	Not all important	Less important	Moderately important	Quit important	Very important
1. Non-government health organisations	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. The government	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Food manufacturers	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

4. Supermarkets	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
5. Fast food retailers	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

#### 7. WHO SHOULD BE RESPONSIBLE FOR REGULATING HEALTHY EATING CAMPAIGNS?

	Not all important	Less important	Moderately important	Quit important	Very important
1. Government	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
2. Independent bodies	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
3. Medical professionals	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
4. Health organizations	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>