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

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Supplementary material

**Table S1.** Questionnaire on consumers’ perceptions about sustainable “healthy eating” and “healthy eating advertisements” in Greece today

**Demographics**

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| 1. Sex
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| Male |
| Female |

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| 1. Age
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| 18-25 |
| 26-35 |
| 36-55 |
| 46-55 |
| 56+ |

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| 1. Civil state
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| Single |
| Married |
| Divorced |

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| 1. Job situation
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| Employee |
| Unemployed |
| Student |
| Retired |

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| 1. Education level
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| 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 ABOYT**

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|  | Not all important | Less important | Moderately important | Quit important  | Very important |
| 1. Keeping the body in good condition (fitness)
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| 1. Having the energy to do the things I want to do
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| 1. Having no physical health problems
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| 1. Looking good
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| 1. Protecting my body against harmful influences
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| 1. Emotional well-being, feeling good mentally
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1. **DEFINITION OF “HEALTHY EATING”**

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|  | Not all important | Less important | Moderately important | Quit important  | Very important |
| 1. Eating vegetables and fresh fruit
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| 1. Balanced diet/eating food from all five food groups (fruits & vegetables, grains, protein foods and dairy products)
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| 1. Eating to stay healthy
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| 1. Not eating junk food
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| 1. Eating vitamins
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| 1. Eating protein
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1. **INFLUENCES ON HEALTHY EATING**

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|  | Not all important | Less important | Moderately important | Quit important  | Very important |
| 1. Food manufacturers
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| 1. Supermarkets
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| 1. Fast-food restaurants
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| 1. Food packaging
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| 1. Government
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| 1. Family and friends
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| 1. Doctor or health care provider
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1. **SOURCES OF INFORMATION ABOUT HEALTHY EAYTING**

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|  | Not all important | Less important | Moderately important | Quit important  | Very important |
| 1. Books, Magazines, Newspapers
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| 1. Internet
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| 1. Commonsense/upbringing
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| 1. School/University
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| 1. Professionals (doctors, dietitians)
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| 1. Don’t use any sources
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1. **OBJECTIVES OF ADVERTISEMENTS ON HEALTHY FOOD**

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|  | Not all important | Less important | Moderately important | Quit important  | Very important |
| 1. Aim is to inform
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| 1. Essential information
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| 1. Concerned with making money
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| 1. Consumers’ best interests
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1. **SUITABLE ORGANISATIONS FOR DEVELOPING AND RUNNING HEALTHY EATING CAMPAIGNS**

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|  | Not all important | Less important | Moderately important | Quit important  | Very important |
| 1. Non-government health organisations
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| 1. The government
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| 1. Food manufacturers
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| 1. Supermarkets
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| 1. Fast food retailers
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1. **WHO SHOULD BE RESPONSIBLE FOR REGULATING HEALTHY EATING CAMPAIGNS?**

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|  | Not all important | Less important | Moderately important | Quit important  | Very important |
| 1. Government
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| 1. Independent bodies
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| 1. Medical professionals
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| 1. Health organizations
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