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**

|  |
| --- |
| 1. Sex |
| Male |
| Female |

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

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

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

|  |
| --- |
| 1. Education level |
| 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**

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

1. **DEFINITION OF “HEALTHY EATING”**

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

1. **INFLUENCES ON HEALTHY EATING**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not all important | Less important | Moderately important | Quit important | Very important |
| 1. Food manufacturers | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Supermarkets | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Fast-food restaurants | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Food packaging | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Government | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Family and friends | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Doctor or health care provider | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

1. **SOURCES OF INFORMATION ABOUT HEALTHY EAYTING**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not all important | Less important | Moderately important | Quit important | Very important |
| 1. Books, Magazines, Newspapers | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Internet | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Commonsense/upbringing | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. School/University | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Professionals (doctors, dietitians) | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Don’t use any sources | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

1. **OBJECTIVES OF ADVERTISEMENTS ON HEALTHY FOOD**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not all important | Less important | Moderately important | Quit important | Very important |
| 1. Aim is to inform | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Essential information | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Concerned with making money | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Consumers’ best interests | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

1. **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 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. The government | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Food manufacturers | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Supermarkets | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Fast food retailers | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |

1. **WHO SHOULD BE RESPONSIBLE FOR REGULATING HEALTHY EATING CAMPAIGNS?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not all important | Less important | Moderately important | Quit important | Very important |
| 1. Government | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Independent bodies | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Medical professionals | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |
| 1. Health organizations | |  | | --- | |  |   1 | |  | | --- | |  |   2 | |  | | --- | |  |   3 | |  | | --- | |  |   4 | |  | | --- | |  |   5 |