

Questionnaire S1:

Consumers' Perceptions for an Outdoor Ornamental Plant: Exploring the Influence of Novel Plant Diseases Diagnostics and Sustainable Nurseries Cultivation Management

Introduction:

This survey, funded by Apulia region (southern Italy) under the measure 16.2 of the *PSR Puglia* 2014-2020, aims to promote the production of ornamental plants using (i) eco-friendly cultivation techniques and, (ii) innovative phytosanitary monitoring and surveillance methods.

As such, the questionnaire is divided into 3 sections. In the first section, you will be asked questions about the habits and propensity to purchase ornamental plants. In the second section, you will be presented with purchase options. The third section is aimed to acquire some demographic and socio-economic information. All provided information will be anonymous and used exclusively for the purpose of this research.

Ethical requirements:

In this context, we kindly ask for your collaboration to participate at this survey. By clicking on “*I accept*”, you will give your informed consent to participate at the survey. The owner of the data, in compliance with UE Regulation (EU 2016/679), is SINAGRI s.r.l. (Spin Off of the University of Bari Aldo Moro) which will use them exclusively anonymously and, in the guarantee that any information provided will be treated in absolute compliance with statistical confidentiality and presented in an aggregate form.

☐ I accept (i.e., I give my informed consent to participate at this survey)

☐ I do not accept

Section 1: Behaviour and propensity to purchase ornamental plants

1.1. Have you ever purchased ornamental plants for your home or garden? How often?

- ☐ Never
- ☐ Rarely
- ☐ Once a year
- ☐ More than once a year
- ☐ Once a month
- ☐ More than once a month

1.2. Where you usually buy horticultural products

- ☐ Nursery (direct producer)
- ☐ Garden centre
- ☐ Specialist shop/Florist
- ☐ Shopping mall/hypermarket
- ☐ Itinerant
- ☐ Online purchase (e-commerce)
- ☐ I do not buy horticultural products
- ☐ Other (specify): -----

1.3. When buying ornamental plants, how much attention do you pay to the following characteristics?

	Low	Medium	High
Water requirements of the chosen species			
Cultivation method used by the manufacturer			
Plant luxuriance			
State of health of the plant			
Absence of visible defects on leaves and stem			
Plant price			
Care requirements of the chosen species			

1.4. Which sentence identifies better your behaviour in relation to the plants that you have at your home and/or in your garden

- ☐ A maintenance worker or gardener takes care of it
- ☐ I take care of it personally, but I ask for some advice from specialized people
- ☐ I solicit the expertise of a trusted expert/consultant/shopkeeper
- ☐ No one takes care of the plants that I have at my home and/or in my garden
- ☐ I personally take care of the plants that I have at my home and/or in my garden

1.5. Where do you live?

- ☐ Apartment or villa in condominium with private outdoor space (terrace or garden)
- ☐ Apartment or villa in condominium with common outdoor space
- ☐ Apartment or villa in condominium without outdoor space
- ☐ Detached house with private outdoor space
- ☐ Detached house without private outdoor space
- ☐ Other (specify): -----







Section 2: Simulation purchase of potted ornamental plants

You will be presented with 8 purchase simulations in which you can choose to buy one of the two plants proposed in pots of ø16 cm in diameter (i.e., Option A and Option B) with different characteristics and price OR not to buy any of the options proposed (i.e., Option C).

Legend:

In Italian	In English
Tecniche sostenibili di coltivazione	Sustainable cultivation technique
Tecniche convenzionali di coltivazione	Conventional cultivation technique
Nessuna diagnostic fitosanitaria	Without phytosanitary diagnostic
Diagnosi fitosanitaria con tecniche innovative	Phytosanitary diagnostic with innovative techniques
Non acquisto	No buy (neither option A nor option B)

Choice set N°1:

 	 	 Non acquisto
 Tecniche sostenibili di coltivazione	 Diagnosi fitosanitaria con tecniche innovative	

I opt for:

☐ Option A

☐ Option B

☐ Option C

Choice set N°2:

 	 Non acquisto	 
 Tecniche sostenibili di coltivazione		 Nessuna diagnosi fitosanitaria

I opt for:

☐ Option A

☐ Option C

☐ Option B

Choice set N°3:

 Non acquisto				
	 Tecniche sostenibili di coltivazione	Nessuna diagnosi fitosanitaria	 Tecniche sostenibili di coltivazione	Nessuna diagnosi fitosanitaria

I opt for:

☐ Option C

☐ Option B

☐ Option C

Choice set N°4:

 Non acquisto				
	 Tecniche sostenibili di coltivazione	Nessuna diagnosi fitosanitaria	Tecniche convenzionali di coltivazione	Nessuna diagnosi fitosanitaria

I opt for:

☐ Option C

☐ Option A

☐ Option B

Choice set N°5:

		 Non acquisto		
 Tecniche sostenibili di coltivazione	Nessuna diagnosi fitosanitaria		Tecniche convenzionali di coltivazione	 Diagnosi fitosanitaria con tecniche innovative

I opt for:

☐ Option B

☐ Option C

☐ Option A

Choice set N°6:

 Non acquisto				
	Tecniche convenzionali di coltivazione	 Diagnosi fitosanitaria con tecniche innovative	 Tecniche sostenibili di coltivazione	 Diagnosi fitosanitaria con tecniche innovative

I opt for:

☐ Option C

☐ Option B

☐ Option A

Choice set N°7:

				 Non acquisto
Tecniche convenzionali di coltivazione	 Diagnosi fitosanitaria con tecniche innovative	 Tecniche sostenibili di coltivazione	Nessuna diagnosi fitosanitaria	

I opt for:

☐ Option B

☐ Option A

☐ Option C

Choice set N°8:

		 Non acquisto		
Tecniche convenzionali di coltivazione	 Diagnosi fitosanitaria con tecniche innovative		Tecniche convenzionali di coltivazione	Nessuna diagnosi fitosanitaria

I opt for:

☐ Option B

☐ Option C

☐ Option A

Section 3: Demographic and socio-economic characteristics

We remind you that based on the laws on privacy, all the information that you provide will be anonymous and used exclusively for the purposes of this research.

1. Your age ----- years old
2. Your gender:
 - ☐ Male
 - ☐ Female
3. Your level of education:
 - ☐ Not educated
 - ☐ Elementary school diploma
 - ☐ Lower secondary school diploma
 - ☐ High secondary school diploma
 - ☐ University - Bachelor
4. Current occupation/position:
 - ☐ Farmer
 - ☐ Entrepreneur
 - ☐ Dependent employee
 - ☐ Free-lance
 - ☐ Manual worker
 - ☐ Student
 - ☐ Housekeeper
 - ☐ Retired
 - ☐ other (specify): -----
5. Your sector of activity:
 - ☐ Agriculture
 - ☐ Commerce
 - ☐ Communication
 - ☐ Finance/insurance
 - ☐ Army/security
 - ☐ Construction
 - ☐ Industry
 - ☐ Education
 - ☐ Transport
 - ☐ Tourism
 - ☐ other (specify): -----
6. Your household's annual gross income (in EUR 1000, before taxation)
 - ☐ < 20
 - ☐ Between 20 and 40
 - ☐ Between 40 and 60
 - ☐ > 60

THANK YOU FOR YOUR ANSWERS!