Supplementary Table 3. Opinions and attitudes about organic products across clusters

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **%** | Cluster 1 | Cluster 2 | Cluster 3 | Cluster 4 | Cluster 5 | Total |
|  | Not interested | Avoidance | Too expensive | OCOP  | RCOP |  |
| ***What is your opinion about?*** |  |  |  |  |  |  |
| **Prices of organic products** |  |  |  |  |  |  |
| Expensive -will not buy them | 61.7 | 67.1 | 98.6 | 49.8 | 2.3 | 51.0 |
| Expensive –but will buy them | 10.3 | 7.0 | 0.6 | 36.3 | 73.2 | 31.1 |
| Price is similar | 5.8 | 4.1 | 0.2 | 8.8 | 22.2 | 9.0 |
| Less expensive | 0.1 | 0.2 | 0.1 | 0.0 | 0.2 | 0.1 |
| No opinion | 22.1 | 21.6 | 0.5 | 5.0 | 2.2 | 8.8 |
| **Nutritional quality** |  |  |  |  |  |  |
| Less healthy | 0.2 | 1.6 | 0.4 | 0.4 | 1.3 | 0.6 |
| Sometimes less healthy | 2.7 | 3.8 | 2.1 | 2.6 | 1.7 | 2.6 |
| Equivalent | 47.3 | 37.4 | 34.3 | 34.6 | 19.5 | 34.9 |
| Sometimes more healthy | 15.8 | 12.2 | 16.2 | 22.6 | 18.8 | 19.3 |
| More healthy | 10.4 | 11.9 | 25.5 | 31.2 | 56.2 | 28.8 |
| No opinion | 23.5 | 33.1 | 21.6 | 8.5 | 2.6 | 13.8 |
| **Taste** |  |  |  |  |  |  |
| Less tasty | 0.8 | 2.7 | 0.8 | 0.6 | 0.7 | 0.9 |
| Sometimes less tasty | 7.5 | 6.9 | 5.6 | 7.9 | 4.1 | 7.0 |
| Equivalent | 35.9 | 28.0 | 28.0 | 27.9 | 13.2 | 27.2 |
| Sometimes better | 17.4 | 11.2 | 16.3 | 27.0 | 25.1 | 22.6 |
| Better | 10.2 | 10.5 | 19.1 | 29.3 | 56.0 | 27.1 |
| No opinion | 28.3 | 40.6 | 30.2 | 7.3 | 1.0 | 15.3 |
| **Health impact** |  |  |  |  |  |  |
| Worse | 0.8 | 1.4 | 1.0 | 1.1 | 1.1 | 1.1 |
| No influence | 27.3 | 28.8 | 15.4 | 8.6 | 1.5 | 13.4 |
| Better | 43.3 | 36.2 | 62.5 | 79.8 | 95.6 | 69.9 |
| I don't know | 28.6 | 33.7 | 21.2 | 10.6 | 1.8 | 15.6 |
| **Environmental impact** |  |  |  |  |  |  |
| Worse | 2.3 | 2.6 | 2.3 | 2.0 | 1.2 | 2.0 |
| No influence | 8.4 | 12.8 | 5.7 | 3.1 | 0.8 | 4.9 |
| Better | 72.7 | 60.1 | 78.3 | 89.4 | 97.1 | 83.7 |
| I don't know | 16.6 | 24.6 | 13.7 | 5.4 | 1.0 | 9.4 |
| **General opinion about organic products** |  |  |  |  |  |  |
| Marketing techniques overrate them | 33.3 | 33.8 | 29.2 | 19.5 | 7.1 | 23.1 |
| No opinion | 7.1 | 6.9 | 2.8 | 1.4 | 0.1 | 3.0 |
| Wary of them | 9.6 | 14.7 | 10.6 | 5.8 | 1.5 | 7.6 |
| Valuable product in the future  | 18.2 | 15.1 | 26.7 | 40.4 | 66.6 | 34.9 |
| Not enough information | 27.8 | 26.1 | 27.3 | 29.2 | 20.4 | 27.7 |
| No response | 4.0 | 3.4 | 3.5 | 3.7 | 4.5 | 3.8 |