

Consumer Survey

General Questions	
1. Gender	☐ Male ☐ Female
2. Age	☐ 15 – 17 years old ☐ 18 – 25 years old ☐ 26 – 35 years old ☐ 36 – 64 years old
3. Marital Status	☐ Single ☐ Married ☐ Divorced ☐ Widowed
4. Education	☐ Elementary school ☐ Secondary school ☐ Higher education (university) ☐ No formal education
5. Profession	☐ Student ☐ Government sector ☐ Private sector ☐ Self-employed ☐ Unemployed
6. Self-reported Financial Status	☐ Very good ☐ Good ☐ Average ☐ Bad ☐ Prefer not to answer
7. Have you ever visited Batroun during this time of the year?	☐ Yes ☐ No
Consumers' Purchasing Behavior	
8. How often do you buy street food?	☐ Daily ☐ 2-3 times per week ☐ Once per week ☐ 2-3 times per month ☐ Once per month ☐ Rarely or never* (Check the end of the survey)
9. What meal of the day do you typically buy street food for? (Respondents can choose more than one answer)	☐ Breakfast ☐ Lunch ☐ Dinner ☐ Snacks
10. What type of street food do you usually consume?	☐ Fast Food (Burgers, sandwiches, ...) ☐ Seafood ☐ Desserts (Ice cream, cake, cookies, ...) ☐ Beverages

Consumer Survey

(Respondents can choose more than one answer)	☐ Other: -----
11. Do you usually buy street food	☐ Alone ☐ With Others (friends, colleagues, ...)
12. Do you feel more compelled to buy street food when you're with company?	☐ Yes ☐ No ☐ Maybe
13. How do you typically find out about street food settings? (Respondents can choose more than one answer)	☐ By receiving recommendations from others ☐ Discovering food places while walking by ☐ Seeing advertisements on social media ☐ Online search of nearby food settings
14. What are the main reasons for buying street food? (Respondents can choose more than one answer)	☐ Affordability ☐ Convenience ☐ Time efficiency ☐ Tasty food ☐ Other: -----
15. Do you find the ambiance in Batroun more appealing and encouraging to buy street food?	☐ Yes ☐ No ☐ Maybe
16. How would you rate the street food in Batroun compared to other places you've visited?	☐ Excellent ☐ Good ☐ Average ☐ Poor
17. Follow-up Question	☐ Explain why:
Factors considered when choosing Street Food (Likert scale)	
18. Price	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
19. Variety in Food Choices	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
20. Taste	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important

Consumer Survey

	☐ Very important
21. Portion size	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
22. Reputation	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
23. Hygiene and Safety	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
24. Good and Fast Customer Service	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
25. Food Presentation and Packaging	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
26. Nutritional Value of the product	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
27. Location and Closeness of the food setting	☐ Unimportant ☐ Moderately unimportant ☐ Neutral ☐ Moderately important ☐ Very important
28. Follow-up Question: Which factor from the above ones is the most important when choosing street food?	☐ Elaborate:
Consumers' Perception on the Sanitary Conditions of Street Food	
29. Do you generally consider street food a	☐ Yes ☐ No

Consumer Survey

safe consumption choice?	☐ Do not know
30. Do you find the food preparation and handling area in good condition? (Clean, undamaged)	☐ Yes ☐ No ☐ Do not recall
31. Do food handlers have appropriate working clothes?	☐ Yes ☐ No ☐ Do not recall
32. Do food handlers cover their hair?	☐ Yes ☐ No ☐ Do not recall
33. Do food handlers wash their hands properly (by observation)?	☐ Yes ☐ No ☐ Do not recall
34. Do food handlers wear disposable gloves?	☐ Yes ☐ No ☐ Do not recall
35. During food preparation, do food handlers touch their face, hair, nose, or ears?	☐ Yes ☐ No ☐ Do not recall
36. Is the payment process properly separated from production?	☐ Yes ☐ No ☐ Do not recall
Post-consumption Experience	
37. Have you ever had any illness or experienced any GI symptoms after consuming street food?	☐ Yes ☐ No If yes, specify:
38. Do you have any recommendations to improve the street food sector?	☐ Yes ☐ No If yes, specify:

- **For participants who responded by “Rarely or never”:**

8. Do you have any specific concerns about consuming street food?	☐ Yes ☐ No If yes, specify:
9. Are there any dietary restrictions or preferences	☐ Yes ☐ No

Consumer Survey

limiting your street food consumption?	If yes, specify:
10. Have you had any negative experiences with street food that have influenced your perception?	☐ Yes ☐ No If yes, specify:
11. Are there specific occasions or situations when you might consider consuming street food?	☐ Yes ☐ No If yes, specify:
12. Do you find the ambiance in Batroun more appealing and encouraging to buy street food?	☐ Yes ☐ No ☐ Maybe
13. Do you have any recommendations to improve the street food sector?	☐ Yes ☐ No If yes, specify: