

Importance of reasons for buying certain foods

Level of importance	Food from your family's background	Food that's easy to prepare	Food that stays fresh longer	Brand name foods	Organic food
Very important	17.27%	43.64%	54.55%	14.55%	19.09%
Somewhat important	21.82%	33.64%	30.91%	32.73%	28.18%
Not too important	31.82%	13.64%	10.00%	30.00%	29.09%
Not at all important	28.18%	9.09%	4.55%	22.73%	22.73%
Don't know/ refused	0.91%	0.00%	0.00%	0.00%	0.91%

No. of responses	110	110	110	110	110
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