



Università di Torino

Dipartimento di Scienze Veterinarie

## Questionnaire: how is pet food quality assessed?

### Part 1: Participant's profile

**Gender:**

- Female
- Male

**Age:**

- 18–34 years
- 35–50 years
- 51–64 years
- More than 64 years

**Geographical area:**

- North-West
- North-East
- Center
- South and Islands

**Education:**

- Primary / Secondary school
- High school / Professional qualification
- Degree / Postgraduate specialization

**Occupation:**

- Student
- Work at home
- Retired
- Worker
- Other (specify)

**Animal owned:**

- Dogs
- Cats
- Dogs and cats

**Type of purchased pet food:**

- Dry food only (kibbles)
- Wet food only (cans / trays)
- Both kibble and cans

**Preferred marketing channel (give only one answer):**

- Supermarket
- Pet store
- Online

**Where do you find the information you need to make your purchase decision? (give only one answer)**

- Online – Blog
- Online – Brand website
- Veterinarian
- Relatives and friends' advice
- Other (specify)

## Part 2: Pet food characteristics seen as quality indicators

Score the following characteristics, indicating how important they are to you to ensure your pet food products a high level of quality.

### Score from 1 to 5

1 = not important at all

2 = not very important

3 = quite important

4 = very important

5 = fundamental

### Question: "To be a quality pet food product, it must..."

readily consumed by my dog/cat	1	2	3	4	5
give my dog / cat a nice coat	1	2	3	4	5
allow my dog / cat to produce normal stools	1	2	3	4	5
have a good smell	1	2	3	4	5
look good	1	2	3	4	5
clearly indicate where it is produced	1	2	3	4	5
be cruelty-free	1	2	3	4	5
label comprehension	1	2	3	4	5
contain natural ingredients	1	2	3	4	5
have meat at its main ingredients	1	2	3	4	5
contain fresh meat	1	2	3	4	5
have a high percentage of protein	1	2	3	4	5
not contains cereals	1	2	3	4	5
be of a well-known brand	1	2	3	4	5
cost more than the others	1	2	3	4	5
come in recyclable packaging	1	2	3	4	5