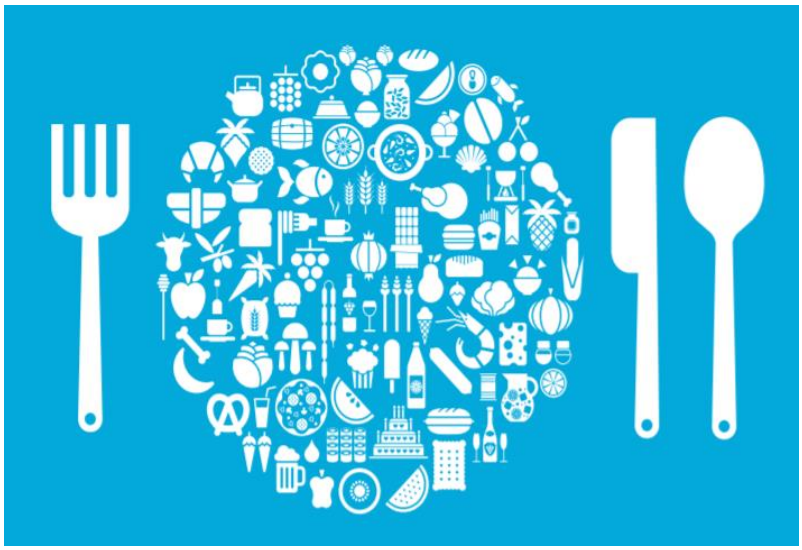
FOOD SUSTAINABILITY

- An eleven-country Online Survey -



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Elaborated by EUROCONSUMERS Statistical Surveys Department (SSD)

SSD Supervising Project Officer: Christian Rousseau (Test-Achats - BELGIUM)

SSD management and coordination: Guy Sermeus, Marco Anelli, Carlos Morgado

SSD Project Officers: Ruben Cabrerizo (OCU - SPAIN)
Flavio Pelegrinuzzi (Altroconsumo - ITALY)
Bruno Carvalho (Deco Proteste - PORTUGAL)

BEUC Food Officers:
Camille Perrin (BEUC)
Bertrand Crosset (BEUC)

Food experts:
Johannes Heiml (Arbeiterkammer – AUSTRIA)
Else Meijer (Consumentenbond - THE NETHERLANDS)
Marjana Peterman (ZPS – SLOVENIA)
Argyro Stavroulaki (Ekpizo – GREECE)
Evangelia Kekeleki - Anna Dragatsika (KEPKA - GREECE)
Petra Cakovska (SOS – SLOVAKIA)
Kestutis Kupsys (ALCO – LITHUANIA)
Anne Markwardt (VZBV - GERMANY)

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Objectives of the survey

Growing scientific evidence has emerged regarding food's impact on health, the environment and society. Food production is a significant consumer of water and energy and emitter of pollutants, being responsible for approximately 11.3% of EU greenhouse gas emissions. There is mounting consensus on the need to change the way we produce, process, pack, transport, trade, sell, prepare, store and consume food. However, consensus is lacking on the how.

Without the strong presence of consumer organisations in the debate on the future of food, the food system transformation may not necessarily reflect consumers' best interests and expectations. But because certain issues might be delicate to address from a consumer perspective (e.g. the place of meat/dairy in the diet, the health/environmental/societal cost of 'cheap' food vs. the need to keep food affordable, etc.), the need was felt to conduct a consumer survey across several European countries to inform BEUC and its members' advocacy and policy work.

The survey aims at better understanding the expectations and attitudes of consumers in relation to food sustainability, the obstacles they face in making more sustainable food choices and the measures which they think are needed to make the sustainable choice easier. It will feed into BEUC's and its members' advocacy on the European Commission's 'Farm to Fork' strategy for sustainable food (expected by end March 2020) and its implementing measures (to be developed over the coming years).

Methodology and sample description

Sampling and data collection

The survey has been conducted in parallel in Austria, Belgium, Germany, Greece, Italy, Lithuania, The Netherlands, Portugal, Slovakia, Slovenia and Spain during OCTOBER-NOVEMBER 2019. A common English questionnaire was first elaborated. Afterwards it has been translated and adapted to the countries involved in this study. Data were collected through an online questionnaire distributed to panelists from an external specialized company (on basis of pre-defined quotas for age, gender, region according to the distribution of the general population). The following table shows information about valid answers received by sample.

TABLE 1 –Total number of valid answers by sample

	Belgium Count	Italy Count	Portugal Count	Spain Count	Austria Count	Germany Count	Greece Count	Lithuania Count	Netherlands Count	Slovakia Count	Slovenia Count
Sample	1018	1025	1009	1011	1005	1016	1009	1000	1001	1010	1039

Base: full sample

Sample weightings

A weighting procedure based on combined NIS universe quota for age categories, gender, educational level, and geographical regions has been applied. For these variables, different segmentations are used in the different countries depending on the distribution of the sample, in order to guarantee a sufficient weighting efficiency; for instance for some countries the educational level is segmented into 3 categories (low, medium and high) while for some other into 2 categories (low+medium and high).

Educational levels were recoded from the levels in the national survey to 3 standardized levels (low-medium-high), based on ISCED classification:

Food survey	Level	ISCED 2011
1 = low	0	Early childhood Education
	1	Primary education
	2	Lower secondary education
2 = medium	3	Upper secondary education
	4	Post-secondary non-tertiary education
	5	Short-cycle tertiary education
3 = high	6	Bachelor or equivalent
	7	Master or equivalent
	8	Doctoral or equivalent

The following tables report the correspondence country by country between the national questionnaire and how it was grouped into low, medium and high educational levels.

	BELGIUM FR / NL
1	1 = Enseignement primaire ou secondaire inférieur / lager onderwijs of lager secundair onderwijs
2	2 = Enseignement secondaire supérieur / hoger secundair onderwijs
3	3 = Enseignement supérieur ou universitaire / hoger onderwijs of universitair onderwijs

	PORTUGAL
1	1= ensino básico (até ao 9.º ano)
2	2= ensino secundário (ou equivalente)
3	3= ensino superior

	ITALY
1	0 = nessuno/licenza elementare
1	1 = licenza di scuola media inferiore (o di avviamento professionale)
2	2 = licenza di scuola media superiore
3	3 = laurea (o superiore)

	SPAIN
1	0 = No tengo estudios terminados
1	1 = Estudios primarios (EGB / 2º ESO)
2	2 = Estudios secundarios (4º ESO / BUP / FP grado medio o superior / Bachillerato / COU)
3	3 = Estudios universitarios (Diplomatura/Licenciatura o superiores)

	AUSTRIA
1	1= kein Pflichtschulabschluss
1	2= Pflichtschule
2	3= Lehrabschluss
2	4= Berufsbildende mittlere Schule ohne Matura
2	5= Allgemeinbildende oder berufsbildende höhere Schule mit Matura
3	6= Universität / Fachhochschule
1	7= Sonstiges

	GERMANY
1	1= kein Schulabschluss
1	2= Hauptschulabschluss
2	3= Mittlere Reife
3	4= Abitur
3	5= Hochschulabschluss
exclude	6= Sonstiges

	GREECE
1	1 Πρωτοβάθμια εκπαίδευση (Δημοτικό)
1	2 Δευτεροβάθμια εκπαίδευση (Γυμνάσιο, Λύκειο,)
2	3 Μεταδευτεροβάθμια (ΙΕΚ, ΤΕΛ κλπ)
3	4 Τριτοβάθμια εκπαίδευση (Πανεπιστήμιο, Πολυτεχνείο, ΤΕΙ)
3	5 Μεταπτυχιακό – Διδακτορικό

	LITHUANIA
1	1 = Nebaigtas vidurinis
2	2 = Vidurinis
2	3 = Aukštesnysis
3	4 = Aukštasis

	NETHERLANDS (THE)
1	1 Basisonderwijs
1	2 LBO/V(M)BO
1	3 MAVO
2	4 MBO
2	5 HAVO/VWO
3	6 HBO
3	7 WO/universiteit
1	8 Anders

	SLOVAKIA
1	1 Základné
1	2 Stredoškolské bez maturity
2	3 Stredoškolské s maturitou
3	4 Bakalár
3	5 Ukončené vysokoškolské vzdelanie II. stupňa
3	6 Doktorandské

	SLOVENIA
1	1 Osnovna šola
2	2 Poklicna ali srednja šola
2	3 Višja šola
3	4 Visoka strokovna ali univerzitetna izobrazba
3	5 Magisterij
3	6 Doktorat znanosti
1	7 Nič od navedenega

Results (weighted by gender, age, educational level and geographical distribution) can be considered as representative trends for the national populations.

Weighting coefficients applied

BELGIUM	Age	18-34		35-54		55-74	
REGION	Education	male	female	male	female	male	female
Vlaanderen	lower	1,47	1,43	2,13	1,36	1,91	2,06
	medium	1,13	1,40	0,92	1,03	1,45	0,73
	higher	1,00	0,81	0,96	1,07	0,59	0,70
Brussels	lower	1,75	2,00	1,70	1,18	0,86	1,08
	medium	0,66	0,76	0,64	0,57	0,31	0,63
	higher	0,39	0,59	0,43	0,49	0,58	0,66
Wallonie	lower	2,67	1,94	1,47	2,01	1,37	2,63
	medium	0,96	1,06	1,12	0,78	1,27	0,71
	higher	0,51	0,55	1,00	0,99	0,72	0,68
ITALY		18-34		35-54		55-74	
REGION		male	female	male	female	male	female
North-West	lower	2,84	3,41	3,77	4,01	3,55	3,53
	medium	1,78	1,00	0,50	0,61	0,45	0,28
	higher	0,37	0,42	0,37	0,34	0,26	0,49
North-East	lower	2,48	2,00	5,78	2,00	4,00	6,32
	medium	1,09	0,61	0,59	1,19	0,31	0,20
	higher	0,21	0,45	0,37	0,32	0,40	0,32
Center	lower	2,00	2,00	6,00	2,00	2,43	2,66
	medium	1,29	0,91	0,91	0,74	0,46	0,33
	higher	0,31	0,73	0,36	0,41	0,31	0,26
South + Islands	lower	6,00	2,53	5,69	4,95	8,00	3,19
	medium	0,69	1,62	0,57	0,62	0,39	0,31
	higher	0,25	0,32	0,33	0,29	0,35	0,30
PORTUGAL		18-34		35-54		55-74	
REGION		male	female	male	female	male	female
Norte	Lower + med	1,55	1,39	1,52	2,19	2,51	3,06
	higher	0,78	0,70	0,33	0,29	0,18	0,27
Centro	Lower + med	1,46	1,26	2,41	1,49	1,46	1,84
	higher	0,44	0,54	0,35	0,39	0,24	0,13
Lisboa e VT	Lower + med	1,01	1,87	1,05	1,49	1,20	1,66
	higher	0,45	0,66	0,38	0,62	0,33	0,21
Alentejo	Lower + med	1,54	1,00	2,00	2,23	2,00	2,44
	higher	0,00	2,00	0,36	2,00	0,74	0,15
Algarve	Lower + med	0,40	0,81	1,85	1,77	0,66	0,79
	higher	0,70	0,32	0,25	0,31	0,15	0,06
SPAIN		18-34		35-54		55-74	
REGION		male	female	male	female	male	female
Noroeste	Lower + med	1,75	1,22	1,78	1,70	2,13	2,03
	higher	0,27	0,43	0,49	0,37	0,19	0,22
Norte	Lower + med	3,67	2,86	1,49	1,40	2,31	1,61
	higher	0,49	0,74	0,37	1,36	0,31	0,21
Noreste	Lower + med	1,58	1,77	1,76	1,01	1,62	1,28
	higher	0,35	1,25	0,38	0,59	0,31	0,34
Centro	Lower + med	1,28	1,44	1,90	1,77	2,03	2,08
	higher	0,31	0,39	0,35	0,50	0,29	0,17
Este	Lower + med	1,81	2,02	1,53	1,41	1,97	1,34
	higher	0,41	0,39	0,26	0,78	0,20	0,33
Sur + Canarias	Lower + med	1,56	2,37	1,37	1,58	1,51	2,24
	higher	0,28	0,38	0,44	0,30	0,32	0,24

AUSTRIA	Age	18-34		35-54		55-74	
REGION	Education	male	female	male	female	male	female
Westösterreich	lower	1,29	1,44	1,40	2,28	2,00	6,00
	medium	0,97	0,74	1,21	0,72	1,00	0,92
	higher	0,58	1,02	1,13	0,79	0,96	2,00
Ostösterreich	lower	1,66	1,46	1,39	2,37	0,00	3,12
	medium	1,03	0,74	0,81	0,75	1,12	0,73
	higher	0,89	1,36	0,89	0,96	1,37	1,18
Südösterreich	lower	0,97	1,80	2,00	6,84	0,00	4,00
	medium	0,92	0,90	0,85	1,44	0,80	0,76
	higher	0,43	0,64	0,67	0,46	1,13	0,68
GERMANY		18-29		30-49		50-74	
REGION		male	female	male	female	male	female
North	lower	0,36	0,23	2,00	0,36	0,27	1,63
	medium	4,00	1,53	1,19	1,23	1,92	0,90
	higher	0,93	0,42	0,68	1,10	0,72	1,23
West	lower	2,00	0,71	0,73	0,73	0,20	0,16
	medium	3,29	2,88	4,39	1,86	2,21	1,17
	higher	1,06	0,63	0,45	0,64	0,64	1,01
South	lower	0,50	0,40	0,33	1,18	0,18	0,26
	medium	3,58	1,67	2,35	2,37	1,56	1,49
	higher	0,38	0,87	0,40	0,78	0,80	1,03
East	lower	0,97	0,00	0,76	0,77	0,89	0,61
	medium	4,00	1,47	1,30	1,35	1,22	1,13
	higher	0,76	0,61	0,66	0,60	0,86	0,82
GREECE		18-34		35-54		55-74	
REGION		male	female	male	female	male	female
ANATOLIKI MAKE DONIA THRAKI	Lower + med	1,64	2,00	1,29	0,87	1,89	2,92
	higher	0,28	0,40	0,22	0,33	0,15	0,08
KENTRIKI MAKEDONIA	Lower + med	3,03	2,15	1,61	1,57	5,53	3,11
	higher	0,39	0,40	0,20	0,39	0,23	0,35
DITIKI MAKEDONIA	Lower + med	1,76	2,00	0,00	1,01	1,36	0,00
	higher	0,30	0,33	0,20	0,27	0,08	0,00
IPEIROS	Lower + med	1,38	0,59	0,90	1,43	0,00	0,00
	higher	0,57	0,84	0,28	0,22	0,49	0,25
THESSALIA	Lower + med	4,00	1,08	2,38	4,00	3,58	0,00
	higher	0,35	0,71	0,19	0,16	0,15	0,43
STEREA ELLADA	Lower + med	2,00	1,97	1,54	1,08	1,12	1,36
	higher	0,27	0,30	0,16	0,17	0,17	0,30
IONIA NISIA	Lower + med	2,00	2,00	1,02	1,00	0,00	1,95
	higher	0,52	0,83	0,59	0,00	0,12	0,00
DITIKI ELLADA	Lower + med	4,00	3,97	1,03	2,25	2,00	0,00
	higher	2,00	0,42	0,63	0,23	0,74	0,39
PELOPONNISOS	Lower + med	1,94	3,14	0,83	0,81	2,07	2,00
	higher	0,40	0,43	0,27	0,31	0,25	0,39
ATTIKI	Lower + med	3,37	1,92	1,73	2,05	1,95	1,78
	higher	0,48	0,56	0,33	0,39	0,29	0,37
VOREIO AIGAIO	Lower + med	0,00	2,00	2,00	0,85	2,00	2,00
	higher	0,26	0,88	0,20	0,00	0,11	0,00
NOTIO AIGAIO	Lower + med	2,00	0,00	2,11	1,08	2,00	2,00
	higher	0,50	0,00	0,20	0,37	0,00	0,00
KRITI	Lower + med	2,00	3,96	1,13	1,14	0,00	2,00
	higher	0,27	0,52	0,34	0,30	0,41	0,47
LITHUANIA		18-34		35-54		55-74	

REGION		male	female	male	female	male	female
South	lower	0,55	1,52	0,95	1,99	0,00	0,00
	medium	1,21	1,01	0,90	1,54	2,06	2,08
	higher	0,79	0,60	0,82	0,49	0,83	0,82
West	lower	2,00	1,06	2,00	0,74	0,00	0,00
	medium	1,09	0,99	1,81	1,01	1,65	1,98
	higher	1,07	0,63	0,72	0,61	0,52	0,90
North	lower	0,00	0,00	1,22	0,00	0,00	0,00
	medium	2,79	1,23	2,95	2,34	1,08	2,93
	higher	0,41	1,22	0,55	0,52	0,58	0,54
East	lower	0,75	0,00	0,00	0,00	0,00	0,00
	medium	1,39	1,68	0,93	1,46	1,42	1,39
	higher	0,67	0,64	0,87	0,74	0,59	0,81
NETHERLANDS (THE)		18-34		35-54		55-74	
REGION		male	female	male	female	male	female
Noord	lower	2,17	2,00	1,37	2,78	0,99	1,00
	medium	0,68	1,38	0,57	0,58	0,78	1,58
	higher	0,45	0,82	0,51	0,58	1,54	2,34
Oost	lower	2,29	2,00	1,93	1,30	1,49	1,06
	medium	1,44	1,17	0,73	0,78	1,01	1,67
	higher	0,61	0,46	0,49	0,84	0,89	2,48
West	lower	6,00	4,01	1,56	1,95	1,61	0,91
	medium	1,04	1,33	0,79	0,76	0,98	1,37
	higher	0,44	0,52	0,90	0,58	1,17	1,43
Zuid	lower	1,45	4,00	2,57	3,26	2,32	0,73
	medium	1,28	0,81	1,01	0,82	0,69	0,67
	higher	0,86	0,54	0,55	0,94	1,81	2,20
SLOVAKIA		18-34		35-54		55-74	
REGION		male	female	male	female	male	female
Východné Slovensko	Lower + med	6,10	8,00	4,92	8,00	5,41	5,01
	higher	0,20	0,24	0,20	0,19	0,14	0,11
Stredné Slovensko	Lower + med	6,00	5,07	3,55	6,10	6,26	4,58
	higher	0,22	0,32	0,17	0,27	0,15	0,12
Západné Slovensko	Lower + med	5,67	8,00	4,93	4,14	4,30	5,52
	higher	0,25	0,34	0,23	0,23	0,30	0,18
SLOVENIA		18-34		35-54		55-74	
REGION		male	female	male	female	male	female
All regions	lower	6,00	1,31	3,59	4,06	8,00	5,90
	medium	1,57	0,75	1,11	1,13	1,23	0,72
	higher	0,64	0,66	0,71	1,00	0,42	0,45

Socio-demographics

The following tables report the distribution of the weighted sample according to the main sociodemographic variables.

TABLE 2 – Distribution of the sample by gender, age, educational level and financial situation – WEIGHTED – Belgium – Italy - Portugal - Spain – Austria - Germany

		Belgium		Italy		Portugal		Spain		Austria		Germany	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
Gender	Male	485	50.0%	462	50.1%	447	47.1%	483	49.5%	441	48.3%	471	49.5%
	Female	485	50.0%	459	49.9%	502	52.9%	493	50.5%	473	51.7%	480	50.5%
	Total	970	100.0%	921	100.0%	949	100.0%	976	100.0%	914	100.0%	951	100.0%
Age	18-24	110	11.3%	106	11.5%	100	10.6%	119	12.1%	100	10.9%	90	9.5%
	25-34	179	18.5%	138	14.9%	178	18.7%	137	14.0%	165	18.0%	177	18.6%
	35-44	180	18.6%	183	19.9%	189	19.9%	216	22.1%	189	20.6%	189	19.8%
	45-54	199	20.5%	202	21.9%	191	20.1%	201	20.6%	182	19.9%	203	21.3%
	55-64	162	16.7%	145	15.8%	211	22.2%	176	18.1%	131	14.3%	141	14.8%
	65-74	140	14.4%	147	16.0%	81	8.6%	127	13.0%	148	16.2%	151	15.9%
	Total	970	100.0%	921	100.0%	949	100.0%	976	100.0%	914	100.0%	951	100.0%
	Mean		45		45		44		45		45		47
Educational level	low	273	28.1%	473	51.3%	163	17.2%	123	12.6%	156	17.1%	60	6.3%
	medium	382	39.3%	324	35.2%	587	61.8%	666	68.2%	608	66.5%	558	58.7%
	high	316	32.5%	124	13.5%	199	21.0%	188	19.2%	150	16.5%	333	35.0%
	Total	970	100.0%	921	100.0%	949	100.0%	976	100.0%	914	100.0%	951	100.0%
Financial situation	Very difficult	81	8.4%	72	7.8%	69	7.3%	48	5.0%	61	6.7%	41	4.4%
	Difficult	205	21.3%	196	21.4%	180	19.0%	262	26.9%	145	15.9%	101	10.6%
	Sufficient	422	43.8%	426	46.6%	503	53.0%	443	45.4%	439	48.2%	463	48.7%
	Comfortable	234	24.3%	203	22.2%	188	19.8%	187	19.2%	246	26.9%	311	32.8%
	Very comfortable	21	2.1%	18	1.9%	9	0.9%	34	3.5%	21	2.3%	34	3.5%
	Total	963	100.0%	915	100.0%	949	100.0%	975	100.0%	911	100.0%	949	100.0%

		Belgium		Italy		Portugal		Spain		Austria		Germany	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
Family distribution (number of people living in the household)	1	204	21.0%	62	6.8%	104	11.0%	75	7.6%	209	22.9%	219	23.0%
	2	325	33.5%	238	25.9%	250	26.4%	245	25.1%	336	36.7%	396	41.6%
	3	184	19.0%	262	28.4%	284	30.0%	254	26.0%	152	16.6%	161	16.9%
	4	136	14.0%	257	27.9%	206	21.7%	269	27.6%	116	12.7%	116	12.2%
	5	55	5.6%	63	6.8%	67	7.0%	58	5.9%	43	4.7%	29	3.0%
	More than 5	67	7.0%	39	4.2%	38	4.0%	75	7.7%	57	6.2%	30	3.2%
	Total	970	100.0%	921	100.0%	949	100.0%	976	100.0%	914	100.0%	951	100.0%
	Mean		2.7		3.2		3.0		3.2		2.6		2.4

Base: full sample weighted – S-1,2

TABLE 3 – Distribution of the sample by gender, age, educational level and financial situation – WEIGHTED – Greece – Lithuania - Netherlands - Slovakia – Slovenia

		Greece		Lithuania		Netherlands		Slovakia		Slovenia	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
Gender	Male	465	51.5%	430	47.4%	467	49.8%	463	49.3%	513	52.2%
	Female	438	48.5%	476	52.6%	470	50.2%	476	50.7%	470	47.8%
	Total	903	100.0%	906	100.0%	937	100.0%	939	100.0%	983	100.0%
Age	18-24	137	15.1%	92	10.2%	85	9.1%	163	17.4%	83	8.5%
	25-34	199	22.0%	179	19.7%	180	19.2%	156	16.6%	178	18.1%
	35-44	195	21.6%	173	19.1%	153	16.4%	180	19.2%	189	19.2%
	45-54	189	20.9%	166	18.3%	200	21.3%	176	18.7%	223	22.7%
	55-64	152	16.8%	222	24.5%	137	14.6%	157	16.7%	221	22.5%
	65-74	32	3.6%	74	8.2%	182	19.4%	107	11.4%	88	9.0%
	Total	903	100.0%	906	100.0%	937	100.0%	939	100.0%	983	100.0%
	Mean		41		44		47		43		46
Educational level	low	383	42.4%	20	2.2%	284	30.3%	124	13.2%	149	15.2%
	medium	310	34.3%	500	55.1%	375	40.0%	634	67.6%	565	57.4%
	high	211	23.3%	387	42.7%	279	29.7%	181	19.3%	269	27.4%
	Total	903	100.0%	906	100.0%	937	100.0%	939	100.0%	983	100.0%
Financial situation	Very difficult	89	9.9%	22	2.5%	41	4.4%	68	7.2%	50	5.1%
	Difficult	347	38.5%	70	7.8%	170	18.2%	253	26.9%	133	13.6%
	Sufficient	390	43.2%	396	44.0%	488	52.3%	339	36.1%	583	59.8%
	Comfortable	73	8.1%	385	42.8%	198	21.2%	258	27.5%	201	20.6%
	Very comfortable	3	0.3%	26	2.9%	36	3.9%	21	2.3%	10	1.0%
	Total	902	100.0%	901	100.0%	932	100.0%	939	100.0%	975	100.0%

		Greece		Lithuania		Netherlands		Slovakia		Slovenia	
		Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %
Family distribution (number of people living in the household)	1	122	13.5%	134	14.8%	225	24.0%	68	7.3%	97	9.9%
	2	224	24.8%	328	36.2%	317	33.9%	240	25.5%	286	29.1%
	3	193	21.3%	206	22.7%	119	12.7%	261	27.8%	229	23.3%
	4	234	26.0%	132	14.5%	170	18.1%	188	20.0%	197	20.0%
	5	75	8.3%	64	7.1%	61	6.5%	90	9.6%	67	6.8%
	more than 5	55	6.1%	42	4.7%	45	4.8%	92	9.8%	106	10.8%
	Total	903	100.0%	906	100.0%	937	100.0%	939	100.0%	983	100.0%
	Mean		3.1		2.8		2.7		3.3		3.2

Base: full sample weighted – S-1, 2

TABLE 4 –Distribution of the sample by Region – Belgium

		Count	Column Valid N %
Region Belgium	Flanders	561	57.8%
	Brussels	99	10.2%
	Wallonia	310	32.0%
	Total	970	100.0%

Base: full sample weighted – S-3

TABLE 5 –Distribution of the sample by Region – Italy

		Count	Column Valid N %
Region Italy	North West	265	28.8%
	North East	153	16.7%
	Centre	167	18.1%
	South and Islands	335	36.4%
	Total	921	100.0%

Base: full sample weighted – S-3

TABLE 6 –Distribution of the sample by Region – Portugal

		Count	Column Valid N %
Region Portugal	Região Norte	360	38.0%
	Região Centro	223	23.5%
	Lisboa e Vale do Tejo	274	28.9%
	Alentejo	48	5.1%
	Algarve e Islands	43	4.6%
	Total	949	100.0%

Base: full sample weighted – S-3

TABLE 7 –Distribution of the sample by Region – Spain

		Count	Column Valid N %
Region Spain	Noroeste	86	8.8%
	Norte	110	11.3%
	Noreste	189	19.3%
	Centro	232	23.8%
	Este	143	14.6%
	Sur and Canarias	217	22.2%
	Total	976	100.0%

Base: full sample weighted – S-3

TABLE 8 –Distribution of the sample by Region – Austria

		Count	Column Valid N %
Regions Austria	Westösterreich	312	34.2%
	Ostösterreich	413	45.2%
	Südösterreich	189	20.6%
	Total	914	100.0%
Bundesland Austria	Wien	205	22.4%
	Niederösterreich	176	19.3%
	Oberösterreich	161	17.6%
	Salzburg	57	6.2%
	Steiermark	136	14.8%
	Tirol	62	6.8%
	Kärnten	53	5.8%
	Vorarlberg	33	3.7%
	Burgenland	32	3.5%
	Total	914	100.0%

Base: full sample weighted – S-3

TABLE 9 –Distribution of the sample by Region – Germany

		Count	Column Valid N %
Regions Germany	North	152	16.0%
	West	337	35.4%
	South	271	28.5%
	East	191	20.1%
	Total	951	100.0%
Bundesland Germany	Mecklenburg-Vorpommer	21	2.2%
	Schleswig-Holstein	25	2.7%
	Bremen	7	0.8%
	Hamburg	25	2.6%
	Berlin	42	4.4%
	Niedersachsen	94	9.9%
	Rheinland-Pfalz	52	5.5%
	Hessen	85	8.9%
	Thüringen	23	2.5%
	Sachsen	44	4.6%
	Sachsen-Anhalt	26	2.7%
	Nordrhein-Westfalen	189	19.8%
	Baden-Württemberg	128	13.5%
	Bayern	142	15.0%
	Brandenburg	35	3.7%
	Saarland	11	1.2%
	Total	951	100.0%

Base: full sample weighted – S-3

TABLE 10 –Distribution of the sample by Region – Greece

		Count	Column Valid N %
Region Greece	ANATOLIKI MAKEDONIA THRAKI	46	5.1%
	KENTRIKI MAKEDONIA	167	18.5%
	DITIKI MAKEDONIA	17	1.8%
	IPEIROS	22	2.5%
	THESSALIA	53	5.8%
	STEREA ELLADA	42	4.6%
	IONIA NISIA	14	1.6%
	DITIKI ELLADA	46	5.1%
	PELOPONNISOS	47	5.2%
	ATTIKI	382	42.2%
	VOREIO AIGAIO	13	1.4%
	NOTIO AIGAIO	17	1.9%
	KRITI	39	4.3%
	Total	903	100.0%

Base: full sample weighted – S-3

TABLE 11 –Distribution of the sample by Region – Lithuania

		Count	Column Valid N %
Region Lithuania	Region South	276	30.5%
	Region West	174	19.2%
	Region North	150	16.5%
	Region East	306	33.8%
	Total	906	100.0%
Counties Lithuania	Alytaus apskritis	37	4.1%
	Kauno apskritis	194	21.5%
	Klaipėdos apskritis	95	10.5%
	Marijampolės apskritis	45	4.9%
	Panevėžio apskritis	59	6.5%
	Šiaulių apskritis	91	10.0%
	Tauragės apskritis	33	3.7%
	Telšių apskritis	46	5.0%
	Utenos apskritis	36	4.0%
	Vilniaus apskritis	270	29.8%
	Total	906	100.0%

Base: full sample weighted – S-3

TABLE 12 –Distribution of the sample by Region – The Netherlands

		Count	Column Valid N %
Regions Netherlands	Noord	92	9.9%
	Oost	193	20.6%
	West	431	46.0%
	Zuid	220	23.5%
	Total	937	100.0%
Provinces Netherlands	Drenthe	26	2.8%
	Flevoland	14	1.5%
	Friesland	36	3.8%
	Gelderland	119	12.7%
	Groningen	31	3.3%
	Limburg	73	7.8%
	Noord-Brabant	126	13.5%
	Noord-Holland	154	16.5%
	Overijssel	60	6.4%
	Utrecht	73	7.8%
	Zeeland	20	2.2%
	Zuid-Holland	204	21.8%
	Total	937	100.0%

Base: full sample weighted – S-3

TABLE 13 –Distribution of the sample by Region – Slovakia

		Count	Column Valid N %
Regions Slovakia	Región Východné Slovensko	262	27.9%
	Región Stredné Slovensko	241	25.6%
	Región Západné Slovensko	437	46.5%
	Total	939	100.0%
Counties Slovakia	Prešovský kraj/mesto	126	13.4%
	Košický kraj/mesto	136	14.5%
	Banskobystrický kraj/mesto	103	11.0%
	Žilinský kraj/mesto	137	14.6%
	Nitriansky kraj/mesto	108	11.5%
	Trenčiansky kraj/mesto	118	12.6%
	Trnavský kraj/mesto	127	13.5%
	Bratislavský kraj/mesto	84	9.0%
	Total	939	100.0%

Base: full sample weighted – S-3

YOUR OPINION ABOUT FOOD SUSTAINABILITY

Food habits and sustainability

TABLE 14 – To what extent do you agree with each of the following statements?

		Belgium Col % (min N 958)	Italy Col % (min N 908)	Portugal Col % (min N 927)	Spain Col % (min N = 963)	Austria Col % (min N 892)	Germany Col % (min N 930)	Greece Col % (min N 886)	Lithuania Col % (min N 893)	Netherlands Col % (min N 926)	Slovakia Col % (min N 927)	Slovenia Col % (min N 956)
My food habits negatively affect the environment	no opinion	16.0%	8.5%	5.6%	9.0%	4.3%	9.3%	4.9%	11.0%	11.1%	14.3%	9.0%
	disagree	54.6%	70.2%	64.6%	61.3%	69.5%	63.4%	71.2%	64.0%	58.5%	63.9%	59.4%
	neither agree nor disagree	20.6%	12.5%	16.9%	16.7%	16.6%	17.6%	14.7%	13.6%	21.2%	11.2%	17.0%
	agree	8.8%	8.7%	12.9%	13.0%	9.6%	9.6%	9.2%	11.4%	9.2%	10.6%	14.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
When compared to car use, food habits have only little impact on the environment	no opinion	13.1%	5.9%	3.7%	7.8%	4.2%	8.6%	4.1%	7.6%	11.4%	6.4%	5.5%
	disagree	47.7%	47.7%	48.7%	47.6%	59.3%	54.6%	53.9%	44.4%	45.0%	43.3%	36.3%
	neither agree nor disagree	20.2%	21.9%	21.3%	21.6%	16.8%	16.9%	13.7%	19.1%	23.4%	16.1%	18.7%
	agree	19.0%	24.6%	26.3%	22.9%	19.8%	19.9%	28.3%	28.9%	20.2%	34.3%	39.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In relative terms, the environmental impact resulting from food habits and production in the EU is smaller than it is in countries such as China or the USA	no opinion	18.9%	10.2%	9.4%	12.8%	6.8%	12.3%	16.7%	17.8%	16.5%	12.1%	10.3%
	disagree	33.4%	31.7%	31.0%	37.0%	36.7%	35.1%	32.2%	31.4%	31.0%	36.9%	31.5%
	neither agree nor disagree	21.4%	25.0%	21.0%	21.7%	20.0%	22.8%	21.1%	15.7%	23.1%	17.1%	17.1%
	agree	26.3%	33.1%	38.6%	28.5%	36.5%	29.8%	29.9%	35.1%	29.3%	33.9%	41.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Base: full sample weighted – S-4, 5

Recoded scales: Belgium ; Italy ; Austria ; Germany ; Lithuania ; Netherlands: 1-5 disagree/ 6-7 neither agree nor disagree/ 8-10 agree / Portugal ; Spain; Greece ; Slovakia; Slovenia: 1-4 disagree/ 5-7 neither agree nor disagree / 8-10 agree-

TABLE 15 – How much attention do you pay to the impact of your food choices on the environment?

	Belgium		Italy		Portugal		Spain		Austria		Germany		Greece		Lithuania		Netherlands		Slovakia		Slovenia	
	N	Col N %	N	Col N %	N	Col N %	N	Col N %	N	Col N %	N	Col N %	N	Col N %	N	Col N %	N	Col N %	N	Col N %	N	Col N %
I do not care	86	9.1%	25	2.8%	22	2.4%	32	3.4%	110	12.5%	136	14.6%	33	3.8%	88	9.9%	167	18.1%	56	6.1%	40	4.2%
I pay few attention	302	31.8%	194	21.6%	173	18.7%	250	26.3%	168	19.0%	218	23.4%	122	13.9%	424	47.6%	281	30.5%	464	50.6%	215	22.5%
I pay some attention	429	45.2%	475	52.8%	541	58.8%	444	46.7%	435	49.3%	433	46.6%	424	48.2%	329	37.0%	373	40.4%	363	39.5%	511	53.5%
I pay a lot of attention	132	13.9%	205	22.8%	185	20.1%	225	23.7%	168	19.1%	144	15.4%	301	34.2%	49	5.5%	101	11.0%	35	3.8%	189	19.8%
Total	949	100.0%	899	100.0%	921	100.0%	952	100.0%	882	100.0%	930	100.0%	880	100.0%	889	100.0%	922	100.0%	918	100.0%	955	100.0%

Base: full sample weighted – S-6

TABLE 16 – What comes to your mind when thinking about "sustainable" food?

	Belgium Resp % (Base: Count 748)	Italy Resp % (Base: Count 697)	Portugal Resp % (Base: Count 673)	Spain Resp % (Base: Count 725)	Austria Resp % (Base: Count 685)	Germany Resp % (Base: Count 729)	Greece Resp % (Base: Count 766)	Lithuania Resp % (Base: Count 696)	Netherlands Resp % (Base Count 652)	Slovakia Resp % (Base Count 719)	Slovenia Resp % (Base Count 678)
Low environmental impact	44.4%	61.4%	58.0%	60.7%	57.5%	54.2%	48.5%	42.3%	43.2%	30.3%	33.1%
Use of pesticides and GMOs to be avoided	28.9%	40.2%	49.5%	45.5%	55.7%	49.8%	48.5%	38.3%	40.7%	40.1%	32.3%
Local supply chains	46.2%	34.0%	21.7%	24.6%	59.3%	50.3%	10.4%	20.7%	32.0%	26.0%	49.2%
Minimally processed, traditional	27.3%	22.7%	37.5%	21.7%	10.1%	10.0%	36.0%	37.0%	29.4%	18.5%	24.5%
Availability and affordability of food	19.8%	14.3%	19.2%	18.7%	17.7%	16.0%	21.0%	19.1%	15.1%	45.8%	31.4%
Healthy	20.3%	16.5%	27.6%	17.7%	13.7%	13.9%	25.6%	33.4%	15.9%	28.7%	21.5%
Fair revenue for farmers	30.5%	20.7%	18.5%	21.4%	26.8%	27.7%	12.3%	7.8%	33.8%	19.7%	14.8%
High animal welfare standards	17.7%	20.5%	19.1%	18.8%	28.2%	32.3%	22.3%	17.9%	29.3%	12.6%	8.2%
Economic growth in the agri-food sector	8.7%	13.4%	6.8%	11.3%	3.9%	4.4%	8.2%	7.2%	11.0%	14.7%	16.1%
Total	243.8%	243.6%	257.8%	240.2%	272.9%	258.5%	232.7%	223.7%	250.5%	236.3%	231.0%

Base: full sample weighted – S-7
MULTIPLE RESPONSE ANSWER

Most prevalent answer / 2° most prevalent answer / 3° most prevalent answer

TABLE 17 – To what extent would you say that your eating habits are influenced by sustainability concerns?

		Belgium	Italy	Portugal	Spain	Austria	Germany	Greece	Lithuania	Netherlands	Slovakia	Slovenia
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
		(N = 970)	(N = 921)	(N = 949)	(N = 974)	(N = 913)	(N = 950)	(N = 903)	(N = 905)	(N = 935)	(N = 939)	(N = 982)
To what extent would you say that your eating habits are influenced by sustainability concerns?	no single influence	14.3%	2.5%	4.0%	4.8%	9.3%	12.0%	7.3%	15.5%	16.6%	8.1%	7.4%
	minor influence	28.9%	21.2%	21.3%	20.8%	22.5%	23.5%	33.7%	34.9%	27.4%	35.3%	23.5%
	some influence	41.6%	51.8%	55.4%	47.7%	39.1%	44.5%	40.0%	24.6%	42.0%	30.4%	50.0%
	big influence	10.2%	22.8%	16.8%	25.7%	25.3%	17.2%	12.9%	10.4%	11.1%	11.1%	16.7%
	I dont know	5.0%	1.7%	2.5%	0.9%	3.9%	2.8%	6.1%	14.5%	2.9%	15.1%	2.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Base: full sample weighted – S-8

TABLE 18 – Answer tree for 'Influence of Sustainability on eating habits' (recoded from Q4)

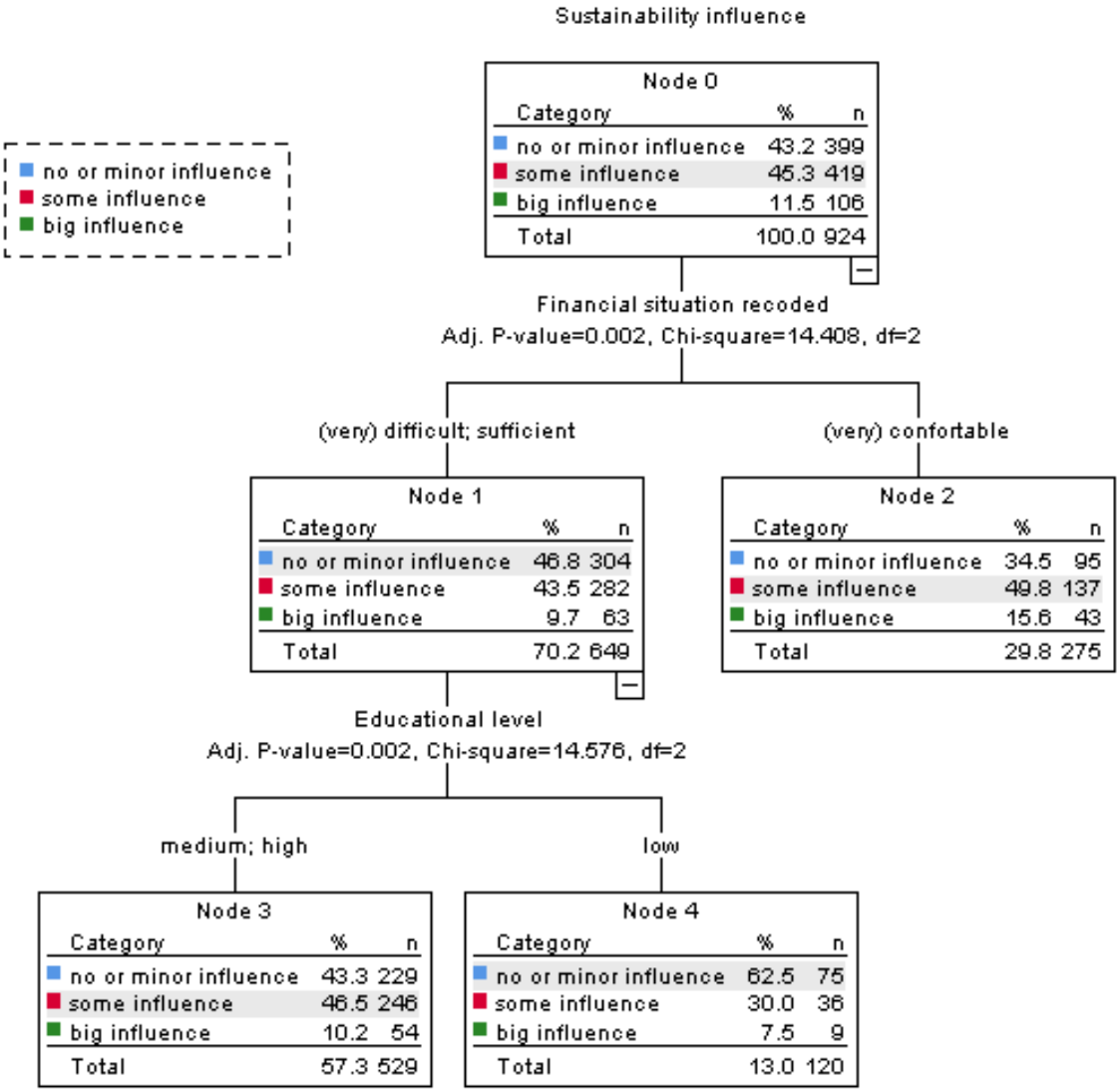
Model Summary

Dependent Variable	Sustainability influence
Independent Variables	Age , Gender, Educational level, Financial situation recoded

Base: Respondents excluding those who don't know - unweighted
S-9

BELGIUM

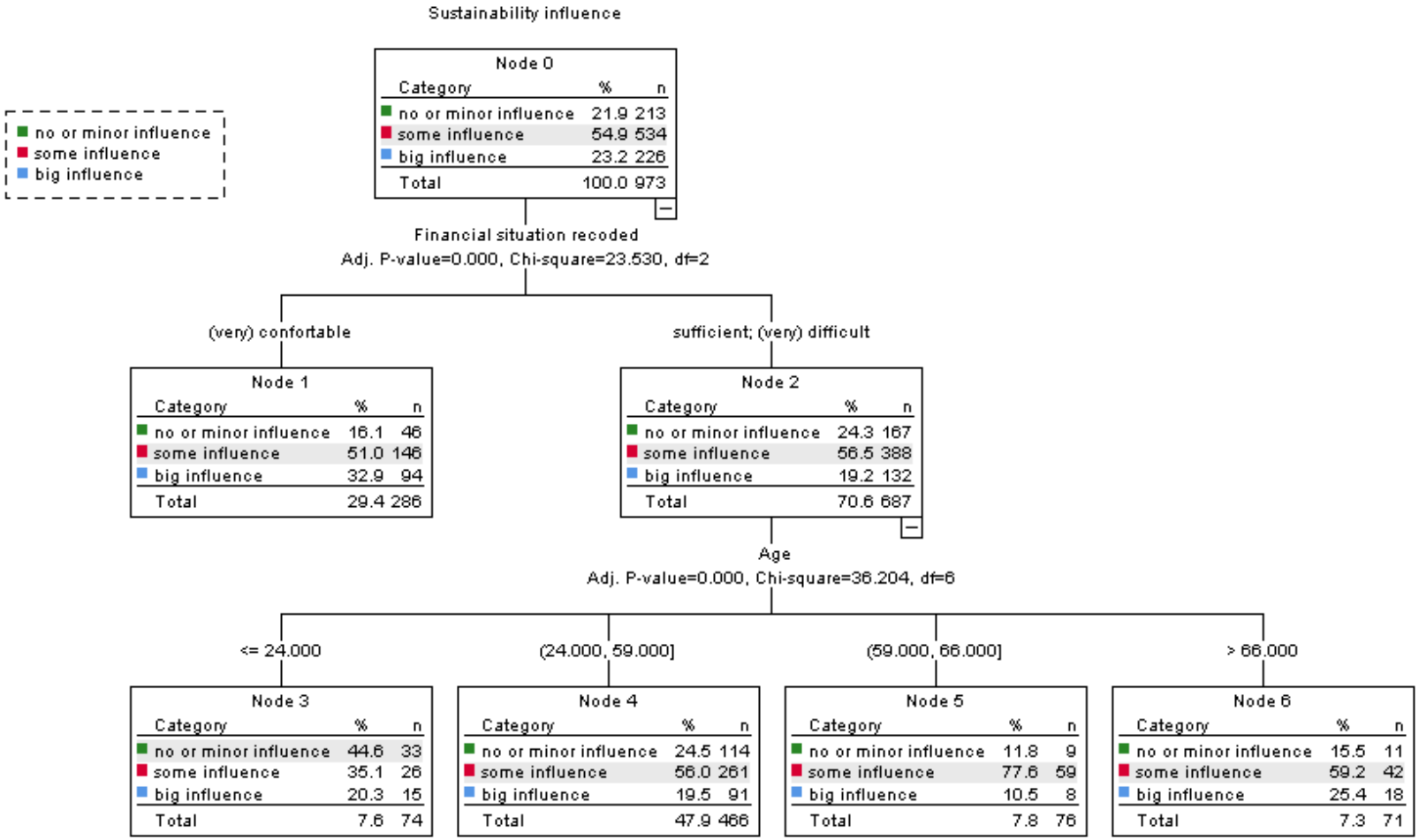
The financial situation is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: respondents with a (very) comfortable financial situation tend more to be influenced by sustainability concerns.



ITALY

The financial situation is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: respondents with a (very) comfortable financial situation tend more to be influenced by sustainability concerns.

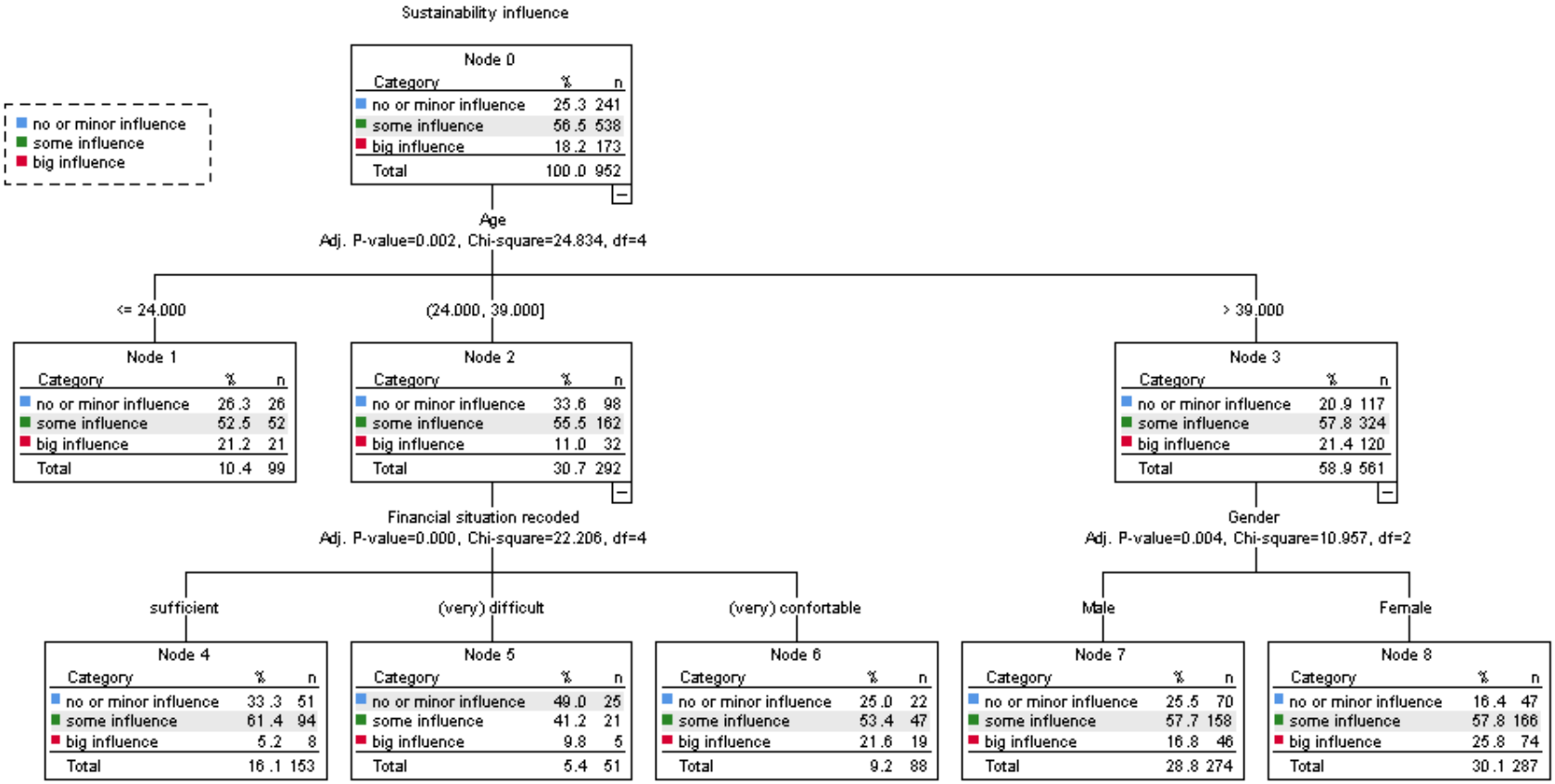
Among respondents with a sufficient or (very) difficult financial situation, the group being more influenced by sustainability concerns is the one of respondents aged 67 y.o. and over.



PORTUGAL

The age is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: respondents aged 24 y.o. and under, or 40 and over, tend more to be influenced by sustainability concerns.

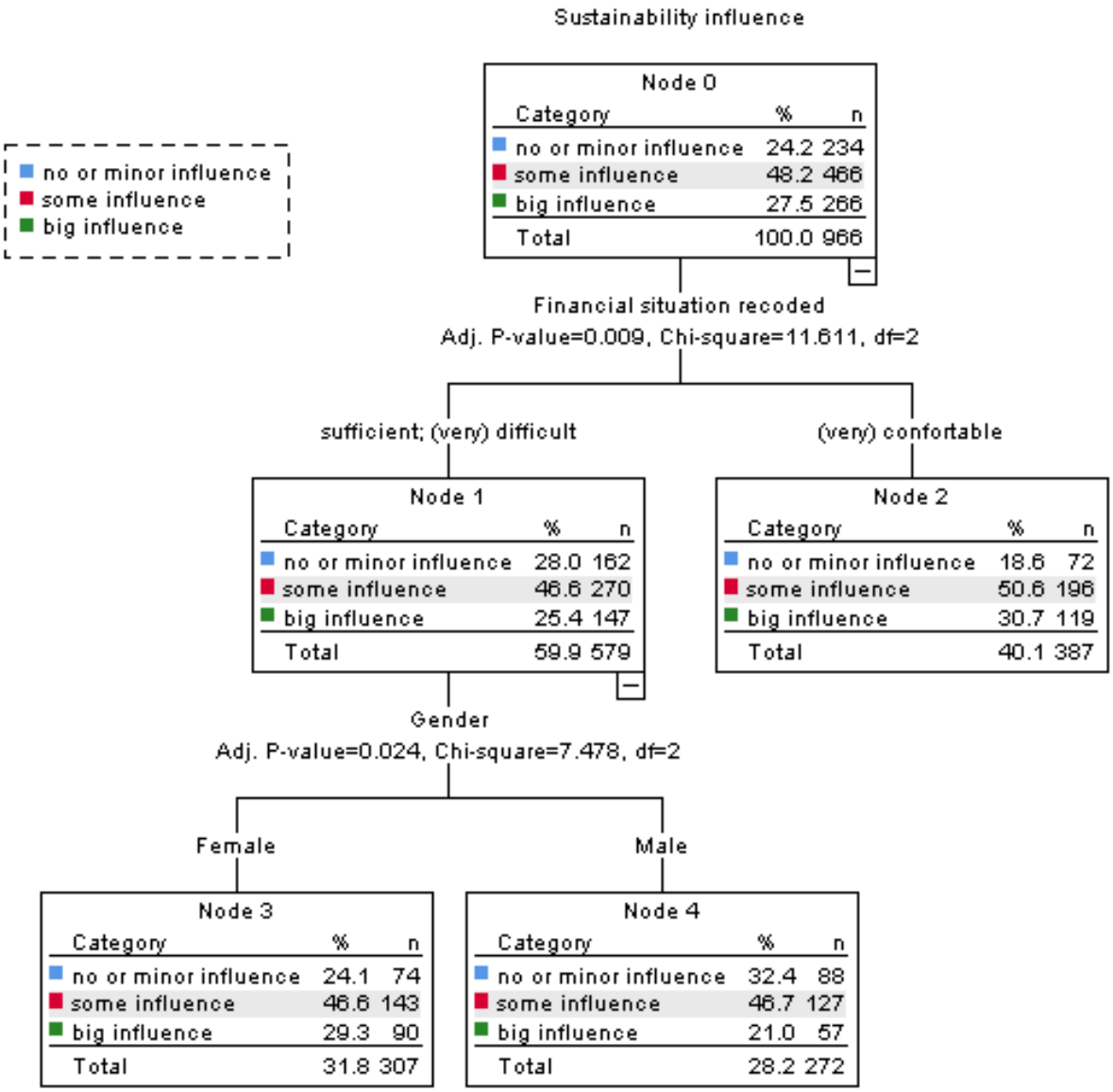
Among respondents between 25 and 39 y.o., the group being more influenced by sustainability concerns is the one of respondents with a (very) comfortable financial situation.



SPAIN

The financial situation is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: respondents with a (very) comfortable financial situation tend more to be influenced by sustainability concerns.

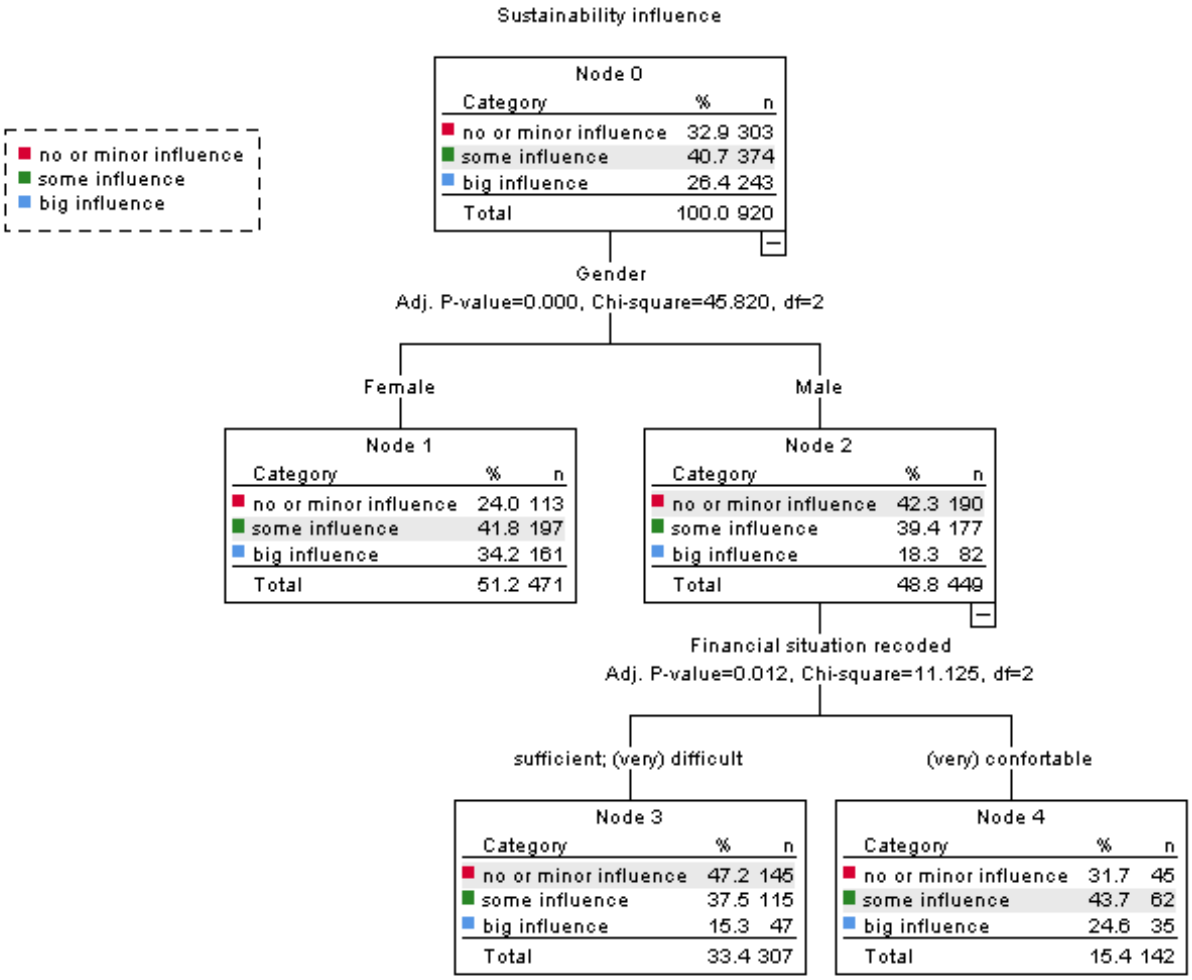
Among respondents with a sufficient or (very) difficult financial situation, the group being more influenced by sustainability concerns is the female respondents.



AUSTRIA

The gender is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: female respondents tend more to be influenced by sustainability concerns.

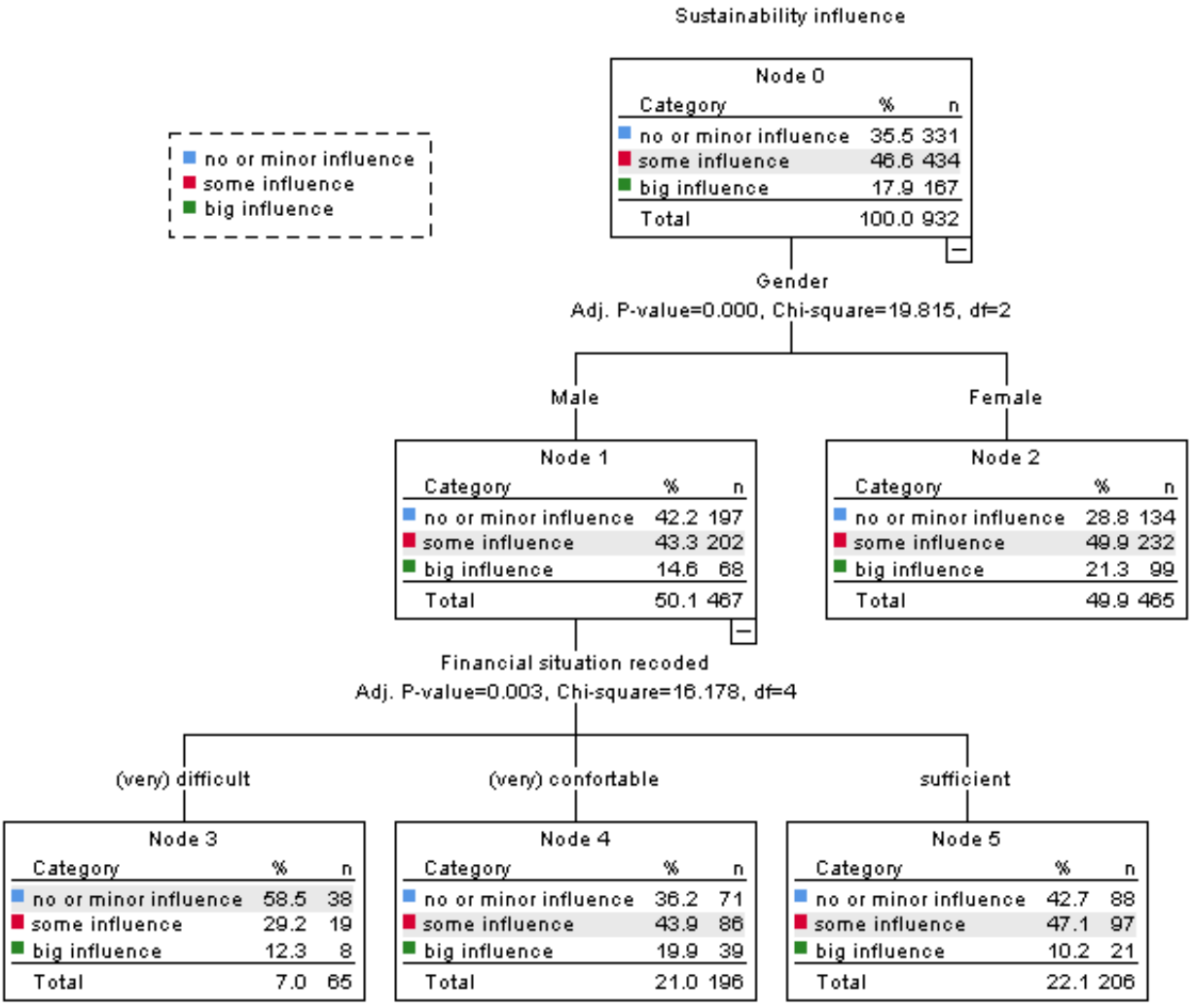
Among male respondents, the group being more influenced by sustainability concerns is the one of respondents with a (very) comfortable financial situation.



GERMANY

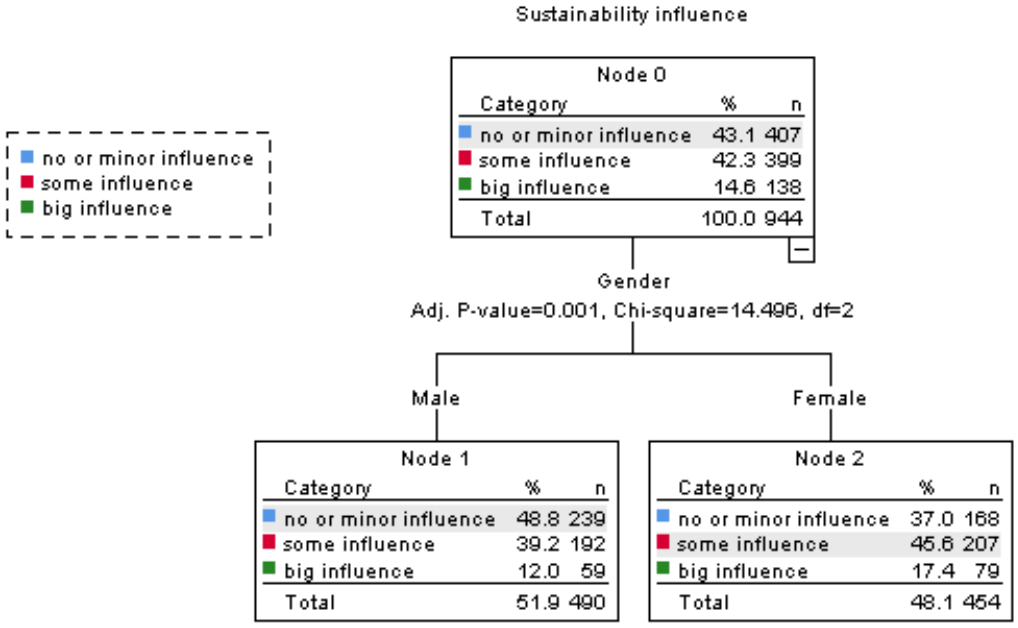
The gender is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: female respondents tend more to be influenced by sustainability concerns.

Among male respondents, the group being more influenced by sustainability concerns is the one of respondents with a (very) comfortable financial situation.



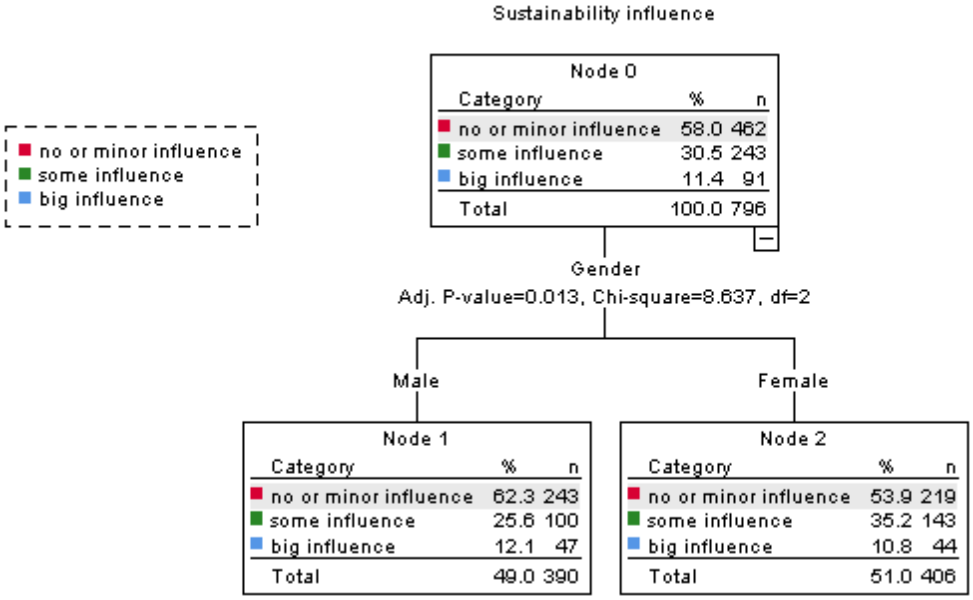
GREECE

The gender is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: female respondents tend more to be influenced by sustainability concerns.



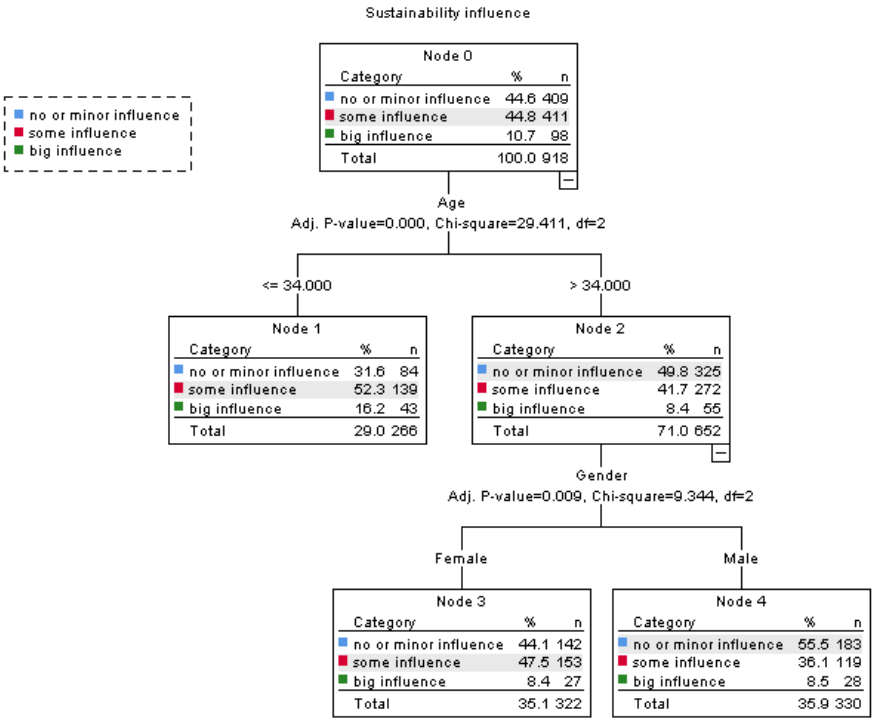
LITHUANIA

The gender is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: female respondents tend more to be influenced by sustainability concerns.



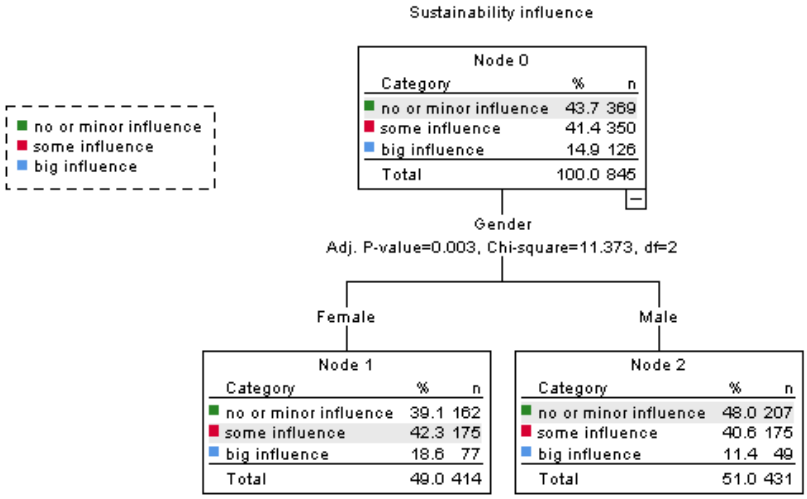
THE NETHERLANDS

The age is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: respondents aged 34 y.o. and under tend more to be influenced by sustainability concerns. Among respondents aged 35 y.o. and over, the group being more influenced by sustainability concerns is the one of female respondents.



SLOVAKIA

The gender is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: female respondents tend more to be influenced by sustainability concerns.



SLOVENIA

The age is the most important socio-demographic variable for explaining differences in eating habits due to sustainability concerns: respondents aged 42 y.o. and over tend more to be influenced by sustainability concerns. Among these respondents, the group being more influenced by sustainability concerns is the one of respondents with a high education level.

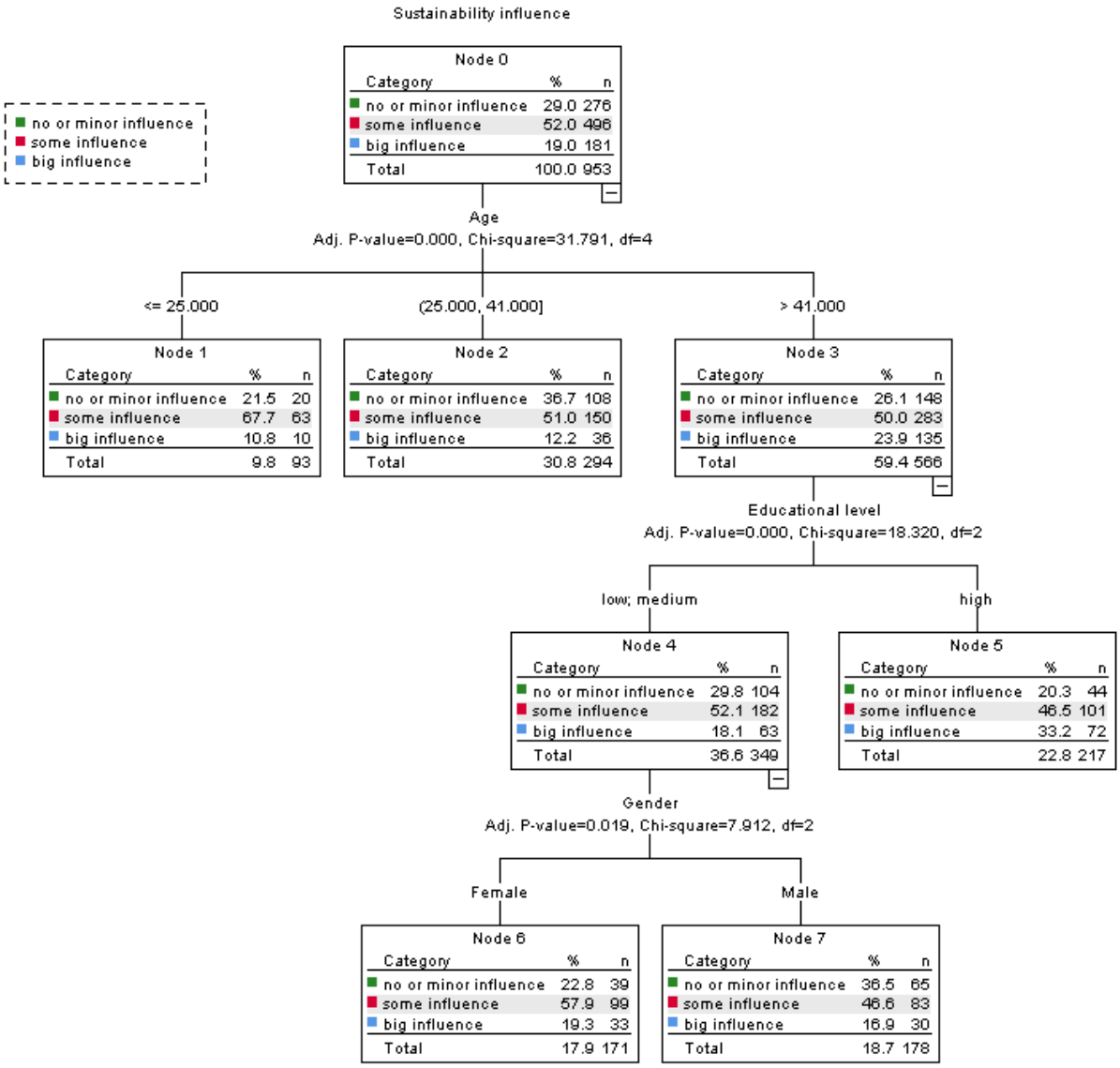


TABLE 19 – What are the main reasons preventing you from eating (more) sustainably?

	Belgium Resp % (Base: Count 871)	Italy Resp % (Base: Count 711)	Portugal Resp % (Base: Count 790)	Spain Resp % (Base: Count 724)	Austria Resp % (Base: Count 682)	Germany Resp % (Base: Count 787)	Greece Resp % (Base: Count 787)	Lithuania Resp % (Base: Count 811)	Netherlands Resp % (Base: Count 831)	Slovakia Resp % (Base: Count 835)	Slovenia Resp % (Base: Count 818)
Too expensive	59.1%	43.9%	70.2%	54.5%	55.4%	52.7%	49.2%	41.6%	61.5%	47.2%	61.5%
Lack of information on how to do so	32.3%	38.5%	42.3%	40.3%	26.9%	27.1%	60.5%	49.9%	22.4%	45.2%	39.9%
Lack of clear labelling	31.9%	41.2%	37.4%	36.2%	38.4%	40.3%	34.4%	27.7%	25.0%	42.9%	28.9%
Lack of sustainable food in usual shopping / eating places	24.4%	28.1%	36.3%	32.9%	31.3%	28.2%	41.4%	18.2%	16.7%	25.8%	28.7%
Lack of time (to buy it, to cook it, etc.)	15.2%	18.1%	19.0%	19.6%	19.0%	12.0%	15.5%	22.2%	16.5%	15.2%	23.5%
I'm not willing to change my eating habits	14.5%	12.9%	8.2%	7.0%	13.5%	13.1%	10.1%	13.9%	18.1%	11.0%	11.6%
I'm not concerned with sustainability	18.2%	6.0%	4.9%	5.4%	10.1%	8.3%	6.4%	18.4%	21.8%	11.1%	5.9%
Other reason	5.2%	7.5%	6.7%	4.6%	8.6%	6.3%	2.3%	4.8%	9.9%	7.0%	6.1%
Total	200.9%	196.3%	225.0%	200.5%	203.2%	188.0%	219.8%	196.6%	191.9%	205.4%	206.2%

Base: full sample weighted – S-10
MULTIPLE RESPONSE ANSWER

Most prevalent answer / 2° most prevalent answer / 3° most prevalent answer

TABLE 20 – To what extent do you agree with each of the following statements?

		Belgium Col % (min N 937)	Italy Col % (min N 874)	Portugal Col % (min N 898)	Spain Col % (min N 938)	Austria Col % (min N 856)	Germany Col % (min N 905)	Greece Col % (min N 864)	Lithuania Col % (min N 842)	Netherlands Col % (min N 899)	Slovakia Col % (min N 890)	Slovenia Col % (min N 878)
I m willing to buy mainly seasonal fruit and vegetables	no opinion	6.2%	2.2%	0.7%	2.4%	1.8%	4.2%	0.5%	1.6%	6.5%	2.6%	1.2%
	disagree	18.7%	12.1%	16.1%	13.2%	17.0%	18.9%	12.3%	15.3%	20.9%	25.0%	20.9%
	neither agree nor disagree	24.8%	20.1%	21.3%	22.4%	17.7%	23.2%	16.9%	15.3%	29.9%	14.3%	19.3%
	agree	50.2%	65.6%	61.9%	62.0%	63.4%	53.7%	70.4%	67.9%	42.7%	58.1%	58.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
I'm willing to spend more money for sustainable food	no opinion	8.1%	2.9%	2.0%	3.3%	2.0%	3.8%	2.1%	8.2%	6.5%	6.3%	3.6%
	disagree	54.6%	38.4%	55.5%	46.3%	46.7%	48.9%	62.7%	55.9%	54.5%	45.9%	56.1%
	neither agree nor disagree	25.0%	29.8%	25.2%	27.0%	25.9%	26.6%	19.7%	21.3%	25.4%	22.7%	24.6%
	agree	12.4%	29.0%	17.3%	23.4%	25.4%	20.8%	15.5%	14.5%	13.6%	25.1%	15.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
I'm willing to spend more money on food for which I'm sure that farmers get a fair price in return	no opinion	7.7%	3.4%	2.1%	2.9%	2.0%	3.1%	3.2%	6.0%	6.5%	8.5%	2.6%
	disagree	41.7%	33.2%	41.7%	36.5%	33.0%	33.9%	45.0%	49.2%	39.0%	37.7%	36.0%
	neither agree nor disagree	27.8%	28.8%	29.4%	29.0%	27.1%	32.2%	26.3%	23.5%	31.2%	23.8%	24.1%
	agree	22.7%	34.6%	26.7%	31.5%	37.9%	30.8%	25.4%	21.4%	23.3%	30.0%	37.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
I'm willing to cut down on red meat (beef, lamb and pork)	no opinion	7.3%	3.4%	1.9%	2.5%	3.2%	4.9%	1.3%	4.5%	6.0%	4.9%	6.0%
	disagree	41.5%	26.0%	36.9%	45.0%	39.2%	44.4%	73.6%	58.9%	41.7%	54.0%	51.7%
	neither agree nor disagree	19.0%	25.5%	23.2%	20.9%	17.7%	19.5%	11.0%	15.8%	21.4%	17.1%	17.3%
	agree	32.2%	45.1%	38.0%	31.6%	39.9%	31.2%	14.2%	20.9%	30.9%	24.0%	25.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Belgium Col % (min N 937)	Italy Col % (min N 874)	Portugal Col % (min N 898)	Spain Col % (min N 938)	Austria Col % (min N 856)	Germany Col % (min N 905)	Greece Col % (min N 864)	Lithuania Col % (min N 842)	Netherlands Col % (min N 899)	Slovakia Col % (min N 890)	Slovenia Col % (min N 878)
I'm willing to cut down on dairy	no opinion	7.1%	3.3%	2.1%	2.8%	2.7%	3.4%	1.6%	3.8%	5.5%	5.2%	5.7%
	disagree	52.8%	40.9%	48.8%	55.3%	51.4%	57.6%	79.5%	62.6%	52.4%	61.2%	56.7%
	neither agree nor disagree	22.2%	25.5%	21.0%	22.0%	21.2%	19.9%	10.4%	14.1%	21.5%	17.4%	18.7%
	agree	17.9%	30.3%	28.1%	19.9%	24.7%	19.1%	8.5%	19.5%	20.5%	16.2%	18.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
I'm willing to waste less food at home	no opinion	6.2%	2.1%	0.8%	2.1%	2.9%	3.8%	1.5%	2.7%	5.9%	4.3%	3.4%
	disagree	12.6%	10.0%	9.7%	14.5%	9.8%	11.1%	45.7%	16.4%	12.0%	19.8%	13.5%
	neither agree nor disagree	17.4%	15.1%	13.8%	16.1%	11.8%	17.4%	18.1%	13.3%	22.2%	10.8%	12.6%
	agree	63.8%	72.7%	75.7%	67.3%	75.4%	67.7%	34.7%	67.5%	59.9%	65.1%	70.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
I'm willing to eat more vegetables/plant-based food	no opinion	10.0%	2.6%	2.0%	2.6%	2.4%	4.0%	1.0%	2.7%	7.0%	4.8%	3.3%
	disagree	31.9%	17.6%	24.3%	25.8%	24.7%	26.4%	40.5%	25.2%	37.2%	25.4%	25.1%
	neither agree nor disagree	25.5%	25.2%	22.4%	26.0%	23.6%	24.6%	24.4%	19.4%	25.9%	20.2%	22.6%
	agree	32.5%	54.6%	51.2%	45.6%	49.2%	45.0%	34.1%	52.6%	30.0%	49.6%	49.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
I'm not willing to change my eating habits, even if they are not environment-friendly	no opinion	12.2%	5.5%	3.8%	3.9%	4.7%	6.0%	2.5%	7.0%	8.6%	12.5%	8.1%
	disagree	59.5%	68.1%	74.8%	70.5%	70.6%	61.0%	75.9%	63.9%	60.6%	59.0%	71.1%
	neither agree nor disagree	15.7%	16.7%	9.6%	14.4%	12.4%	17.9%	13.7%	14.5%	15.9%	12.8%	11.5%
	agree	12.6%	9.7%	11.9%	11.2%	12.4%	15.2%	8.0%	14.6%	14.9%	15.8%	9.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Base: full sample weighted – S-11

Recoded scales: Belgium ; Italy ; Austria ; Germany ; Lithuania ; Netherlands: 1-5 disagree/ 6-7 neither agree nor disagree/ 8-10 agree / Portugal ; Spain; Greece ; Slovakia; Slovenia: 1-4 disagree/ 5-7 neither agree nor disagree / 8-10 agree

TABLE 21 – Answer tree for 'I'm not willing to change my eating habits, even if they are not environment-friendly' (recoded from Q6_A8)

Model Summary

Dependent Variable	Reluctance to change eating habits
Independent Variables	Gender, Educational level, Age , Financial situation recoded

Base: All respondents, excluding those with 'no opinion' - unweighted

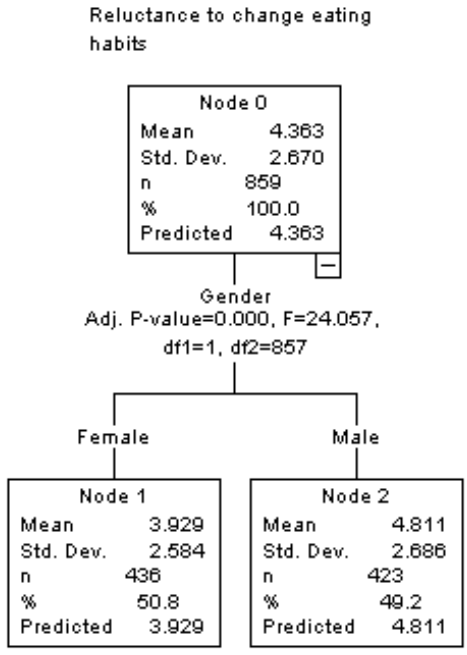
S-12

The higher the Mean value, the more reluctant respondents are.

In all countries but Slovakia, the gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly.

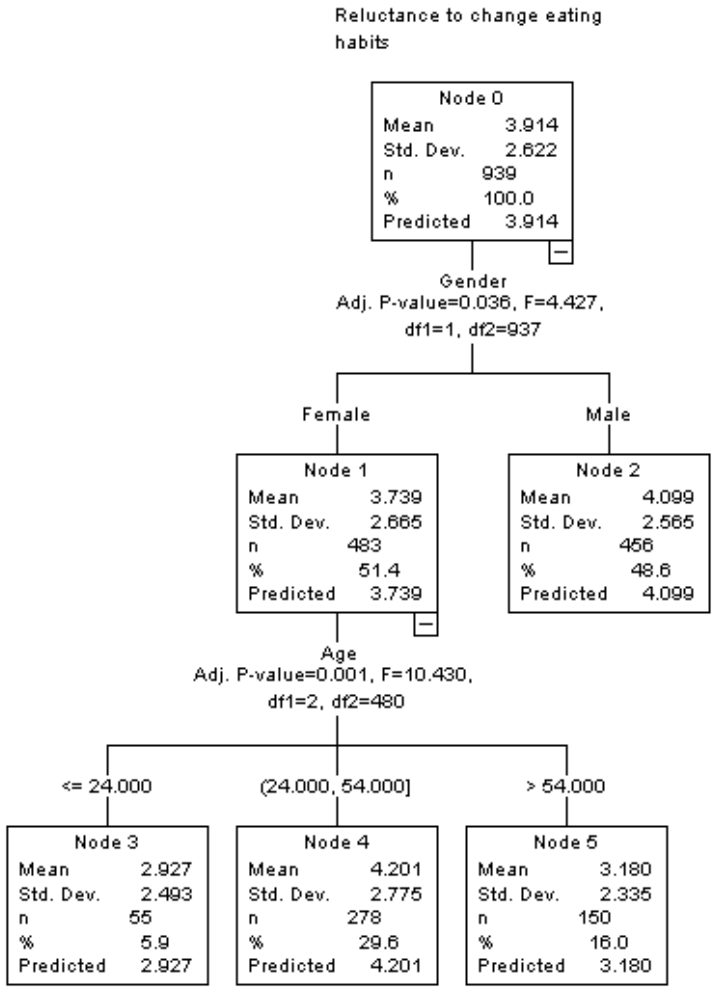
BELGIUM

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly.



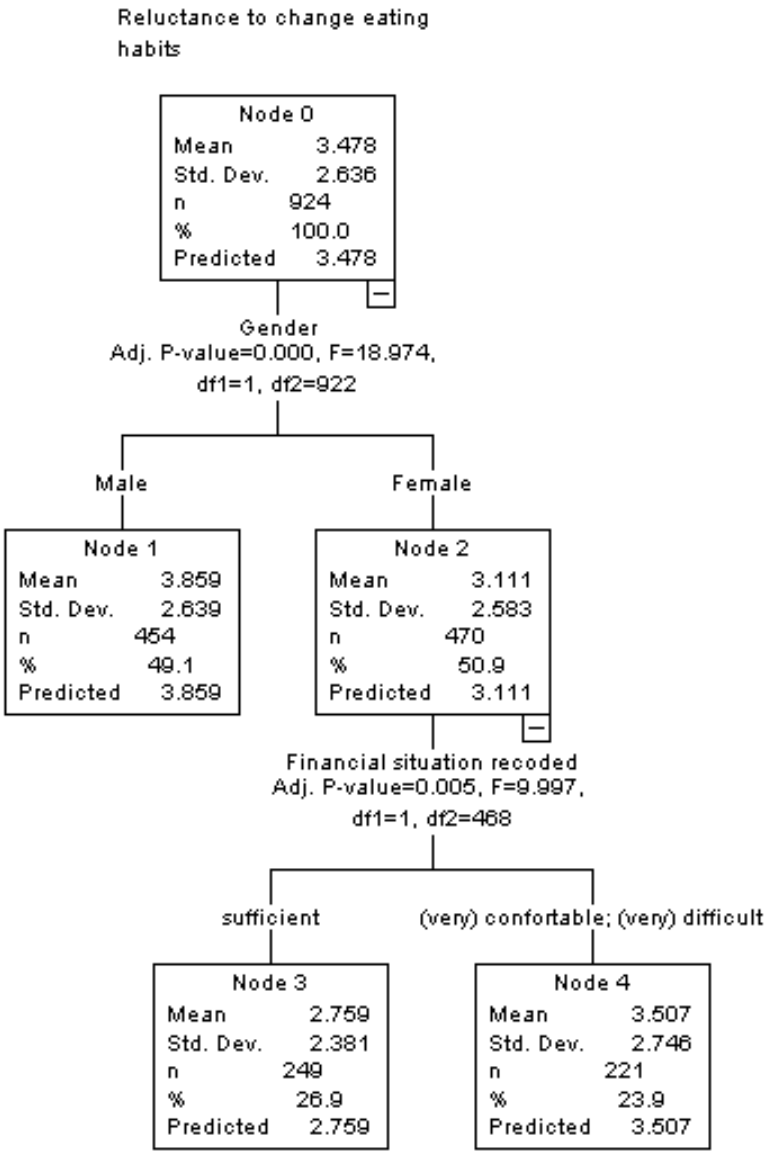
ITALY

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly. Among females, respondents in the central age group (25-54 y.o.) tend more to be reluctant to change their eating habits.



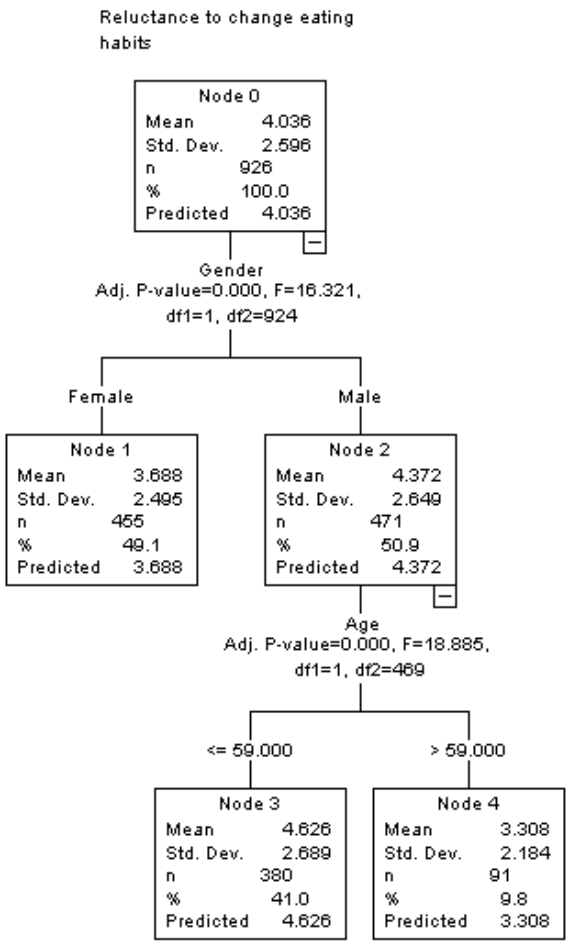
PORTUGAL

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly. Among females, respondents with either a (very) difficult or (very) comfortable financial situation tend more to be reluctant to change their eating habits.



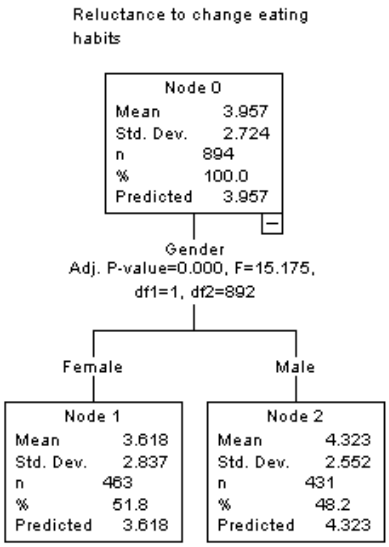
SPAIN

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly. Among them, respondents younger than 60 y.o. are even more reluctant to change their eating habits.



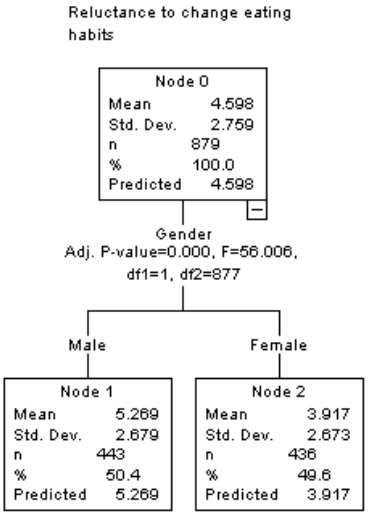
AUSTRIA

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly.



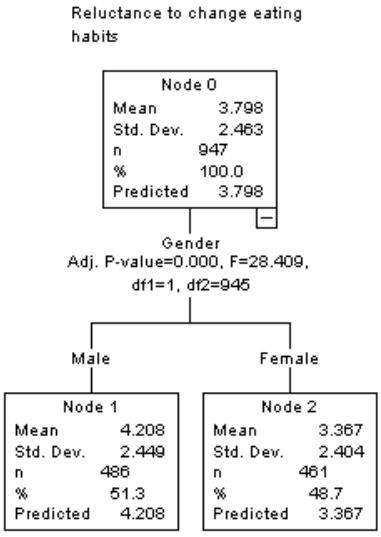
GERMANY

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly.



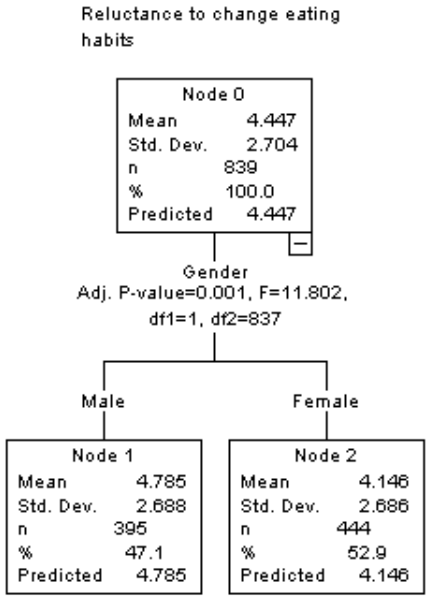
GREECE

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly.



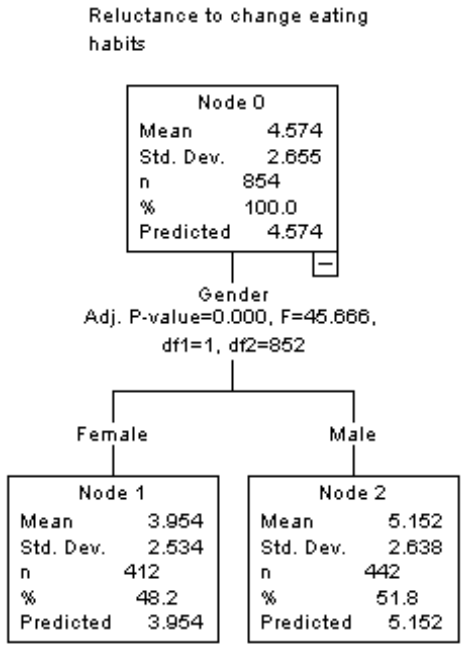
LITHUANIA

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly.



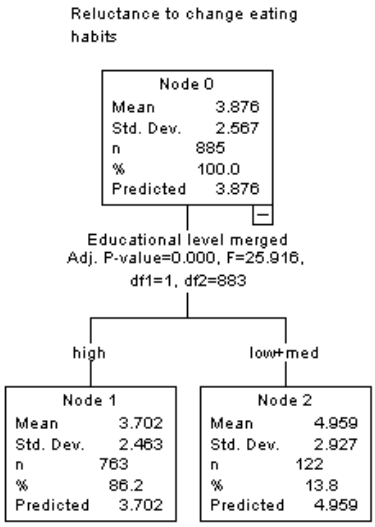
THE NETHERLANDS

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly.



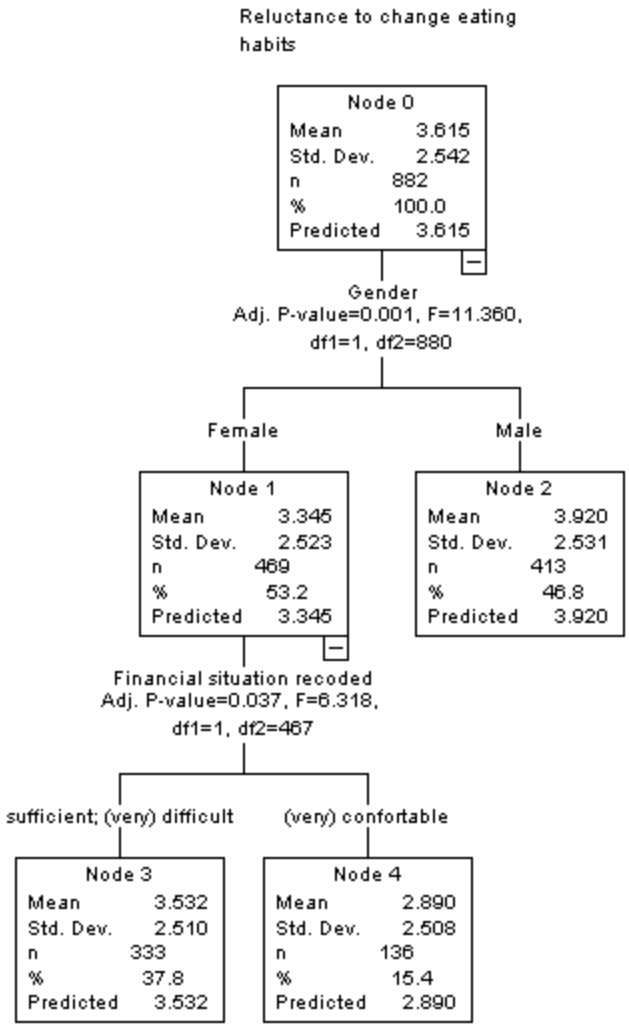
SLOVAKIA

The educational level is the most important socio-demographic variable for explaining differences: respondents with a low or medium educational level tend more to be reluctant to change their eating habits even if they are not environment-friendly.



SLOVENIA

The gender is the most important socio-demographic variable for explaining differences: male respondents tend more to be reluctant to change their eating habits even if they are not environment-friendly. Among females, respondents with a sufficient or (very) difficult financial situation tend more to be reluctant to change their eating habits.



Red meat consumption

TABLE 22 – Have you reduced (or do you intend to reduce) your red meat (beef, lamb and pork) consumption due to environmental reasons?

	Belgium Col % (N = 970)	Italy Col % (N = 921)	Portugal Col % (N = 949)	Spain Col % (N = 976)	Austria Col % (N = 914)	Germany Col % (N = 951)	Greece Col % (N = 903)	Lithuania Col % (N = 906)	Netherlands Col % (N = 937)	Slovakia Col % (N = 939)	Slovenia Col % (N = 983)
I don t eat meat, because I m vegetarian/vegan	5.4%	5.8%	3.0%	2.9%	7.2%	5.9%	3.1%	2.6%	6.6%	1.4%	5.6%
Yes, I ve stopped eating red meat (though I m not vegetarian/vegan) due to environmental reasons	5.8%	7.5%	7.4%	8.2%	6.6%	4.9%	4.1%	4.8%	6.9%	7.5%	5.0%
Yes, I ve reduced red meat consumption (but still eat it) due to environmental reasons	38.1%	45.1%	39.2%	34.1%	41.6%	37.1%	29.5%	23.9%	35.2%	29.3%	36.4%
Yes, I m intending to reduce red meat consumption due to environmental reasons	14.2%	17.8%	22.7%	20.1%	12.4%	15.2%	17.3%	17.3%	14.1%	17.3%	12.0%
Yes, I m intending to stop eating red meat due to environmental reasons	2.2%	2.7%	3.6%	5.9%	3.1%	2.4%	5.2%	3.4%	3.3%	3.5%	1.9%
No, I didn t reduce red meat consumption, nor do I intend to do it due to environmental reasons	34.3%	21.1%	24.1%	28.9%	29.1%	34.4%	40.7%	48.0%	34.1%	40.9%	39.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Base: full sample weighted – S-13

TABLE 23 – Answer tree for 'Reducing (intending to reduce) red meat consumption' (recoded from Q7)

Model Summary

Dependent Variable	Eating red meat
Independent Variables	Age , Gender, Educational level, Financial situation recoded

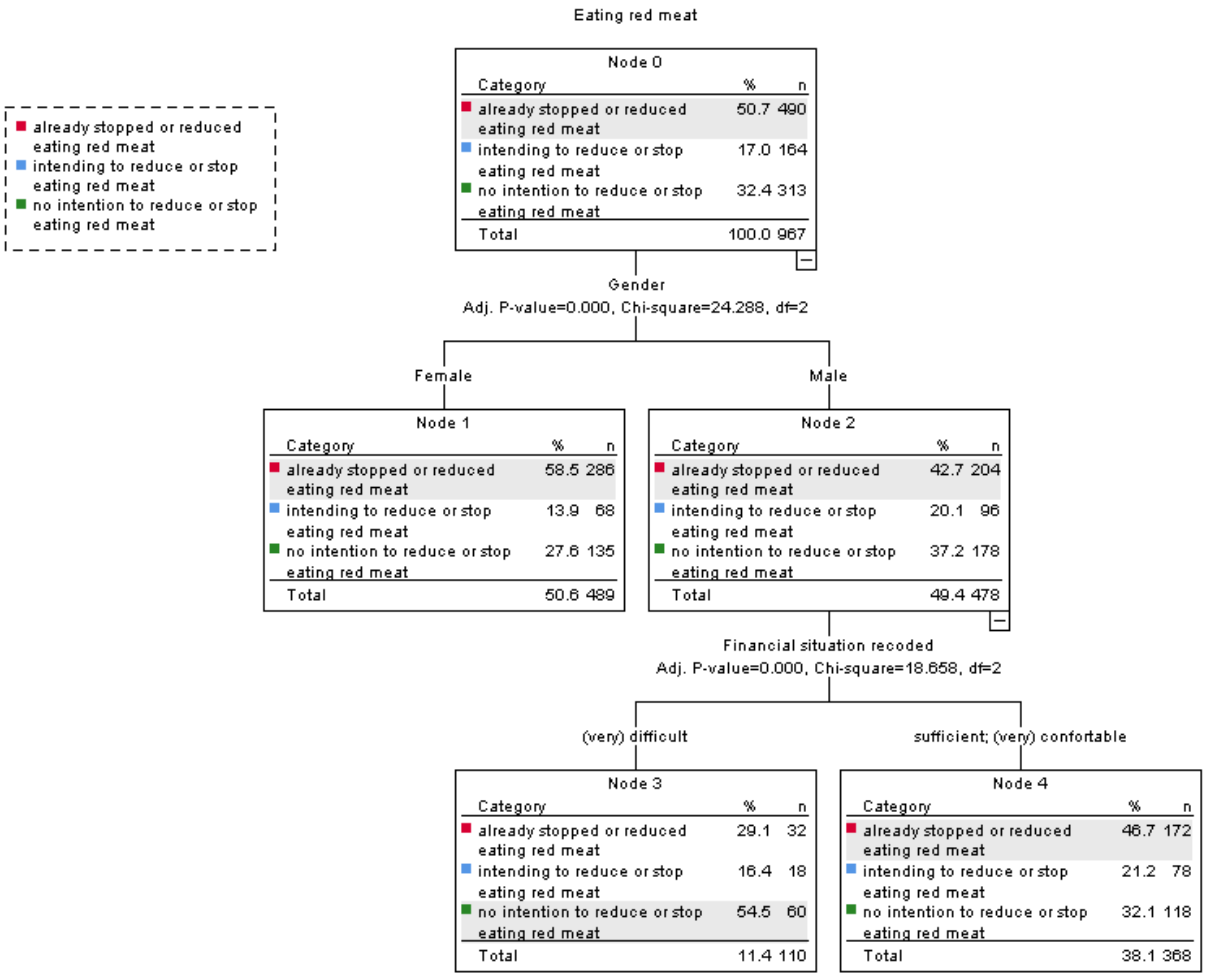
Base: All respondents - unweighted

S-14

BELGIUM

The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.

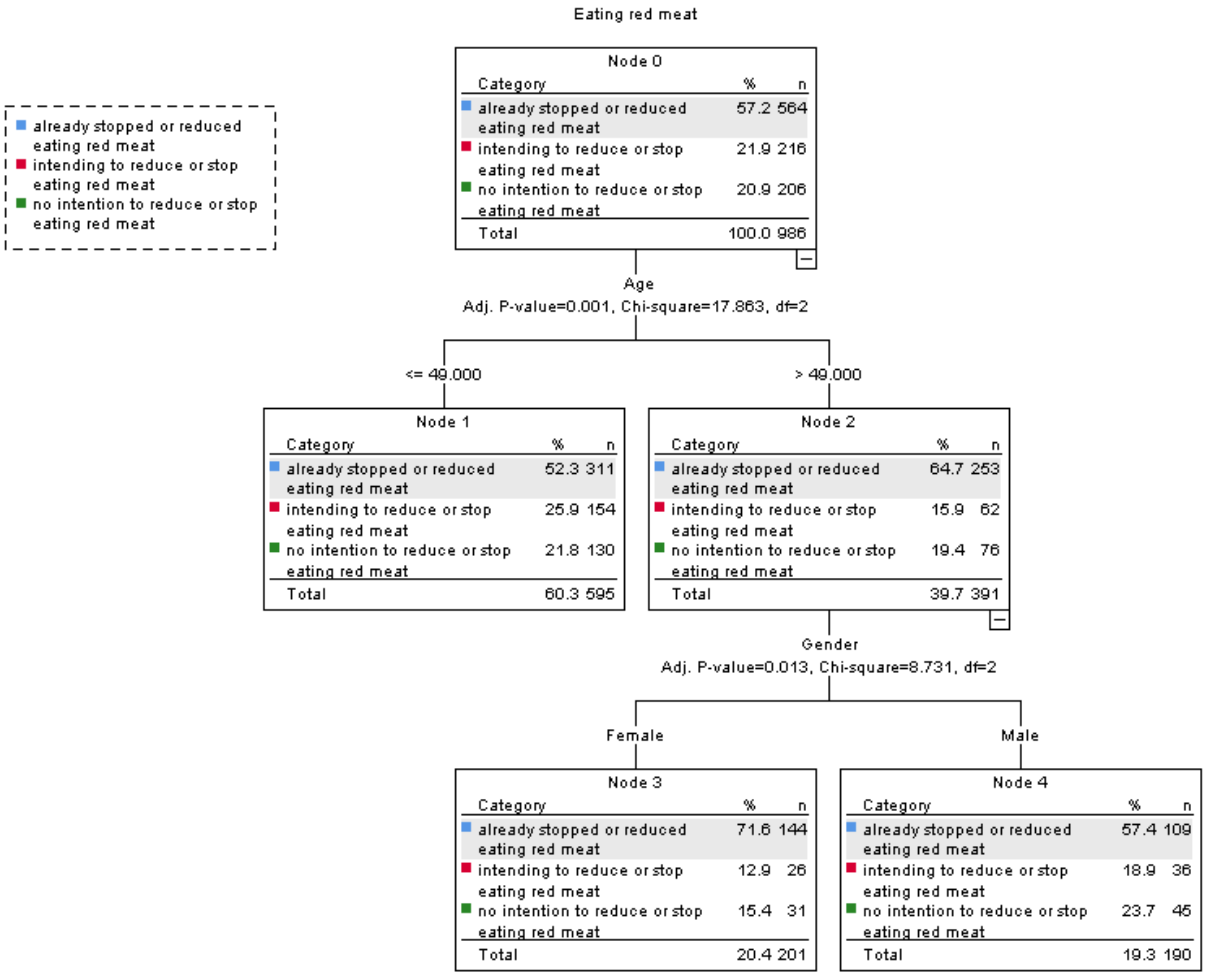
Among male respondents, the group who intends more to stop or reduce the consumption of red meat is the one of people with a sufficient or (very) comfortable financial situation.



ITALY

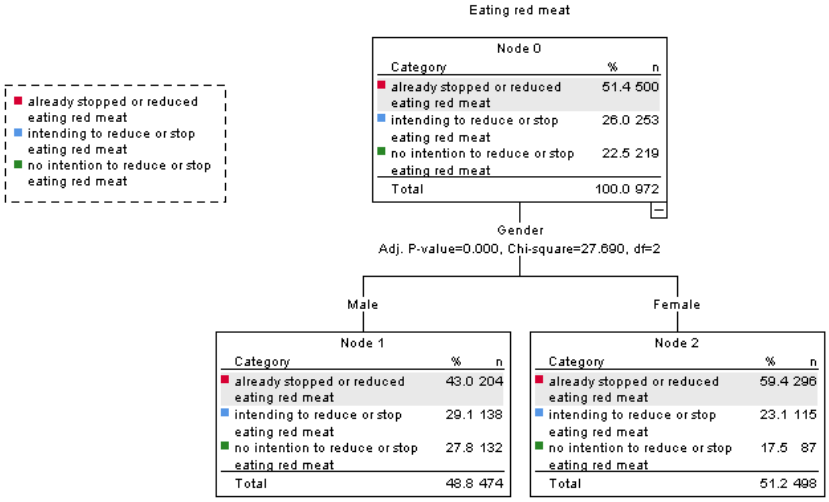
The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the age: respondents aged 50 y.o. and over tend more to have already stopped or reduced red meat consumption.

Among them, the group who intends more to stop or reduce the consumption of red meat is the one of female respondents.



PORTUGAL

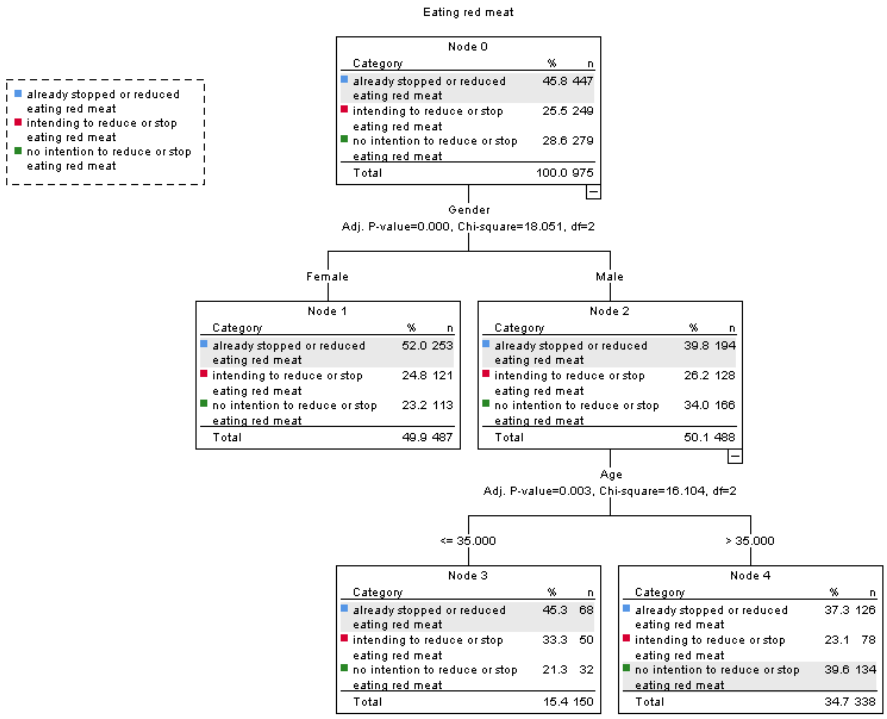
The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.



SPAIN

The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.

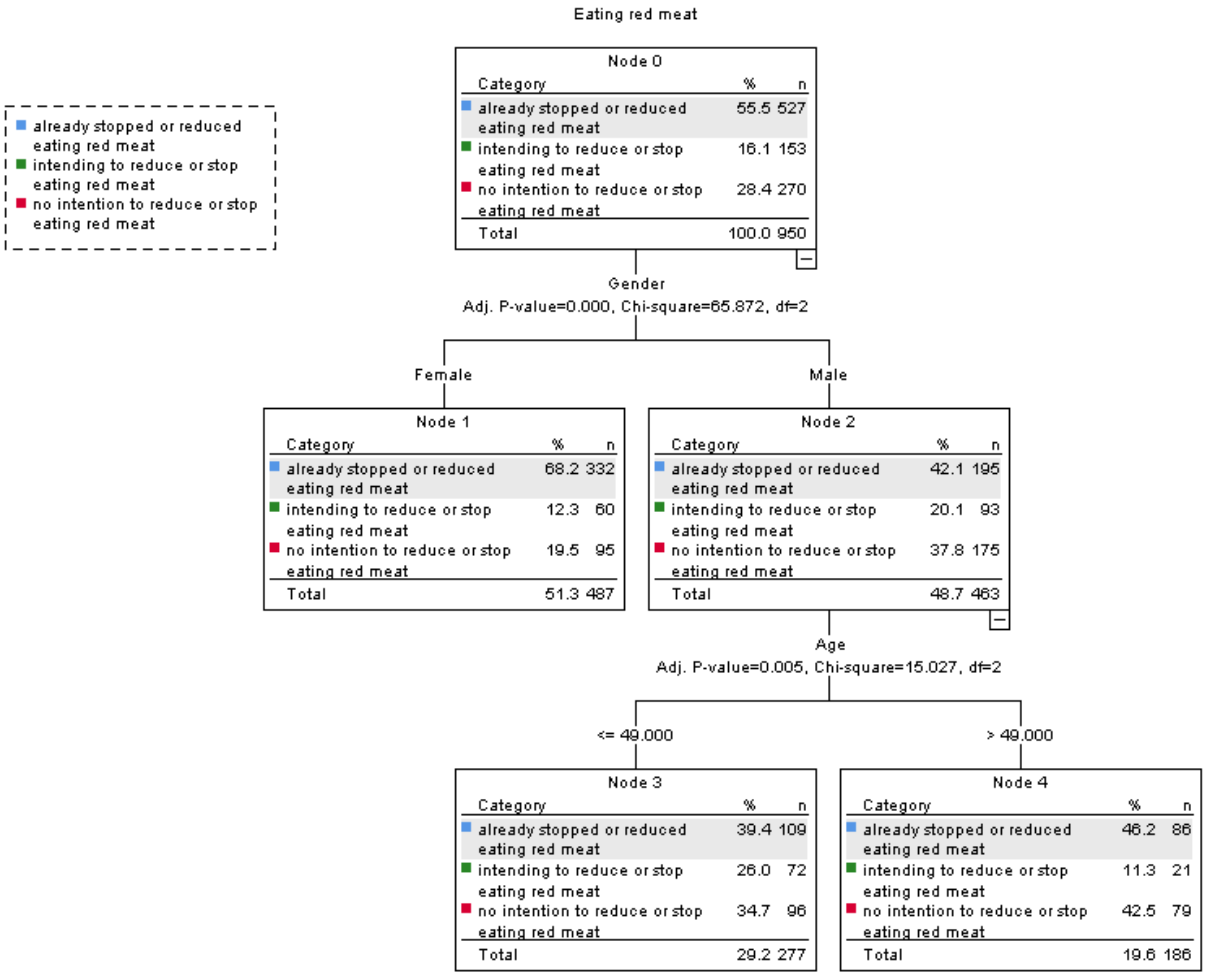
Among male respondents, the group who intends more to stop or reduce the consumption of red meat is the one of people aged 35 y.o. and younger.



AUSTRIA

The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.

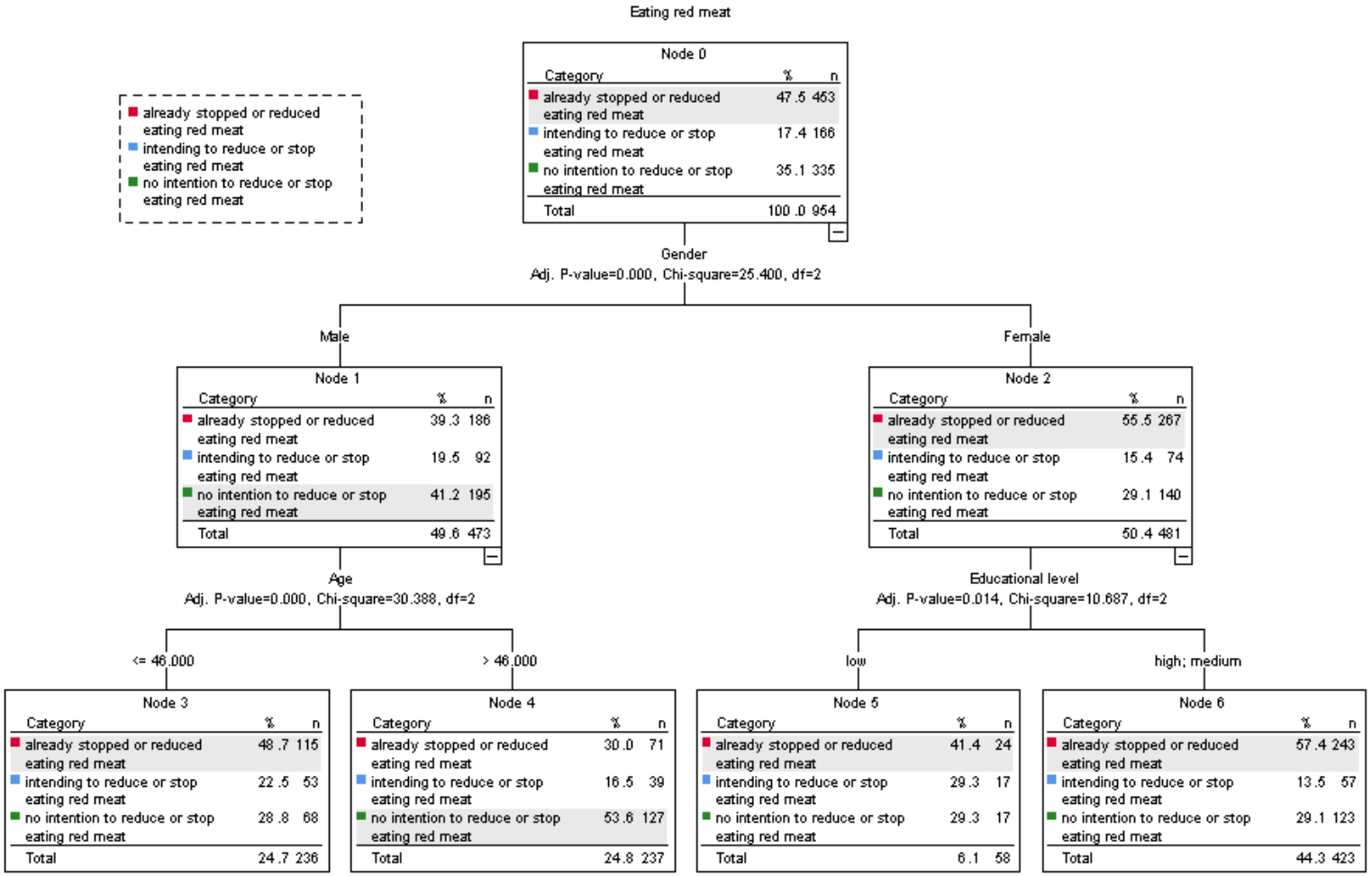
Among male respondents, the group who intends more to stop or reduce the consumption of red meat is the one of people aged 50 y.o. and over.



GERMANY

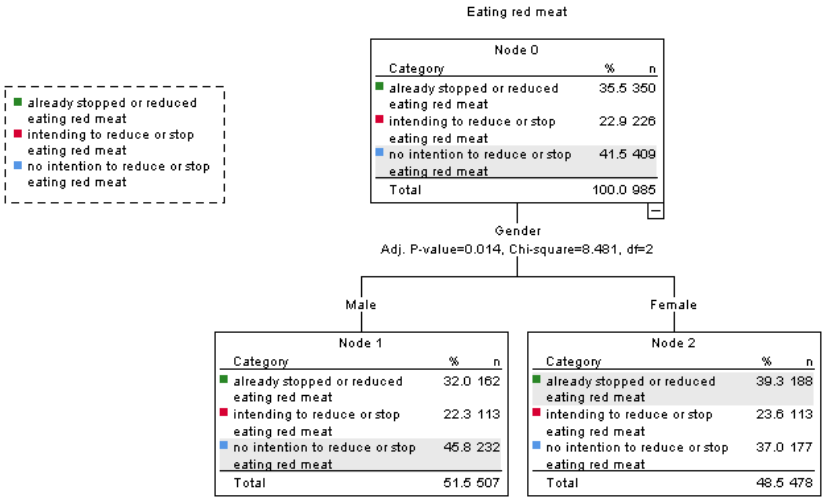
The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.

Among male respondents, the group who intends more to stop or reduce the consumption of red meat is the one of people aged 46 y.o. and younger.



GREECE

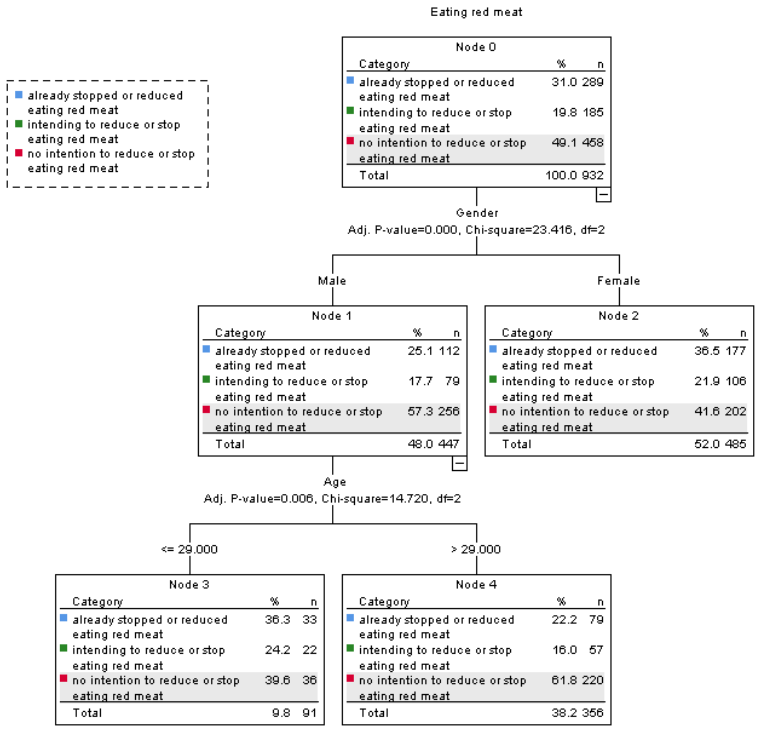
The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.



LITHUANIA

The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.

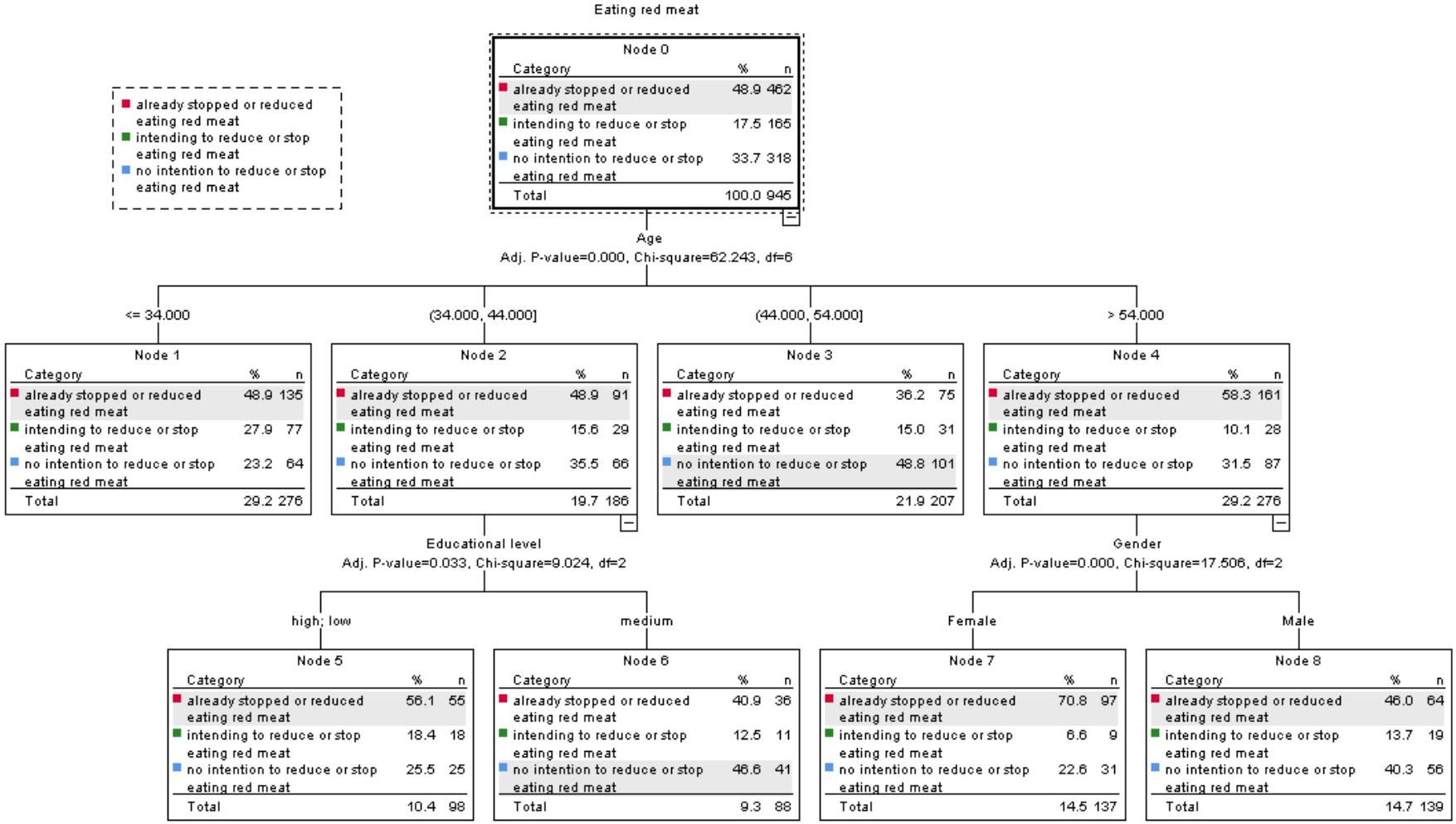
Among male respondents, the group who intends more to stop or reduce the consumption of red meat is the one of people aged 29 y.o. and younger.



THE NETHERLANDS

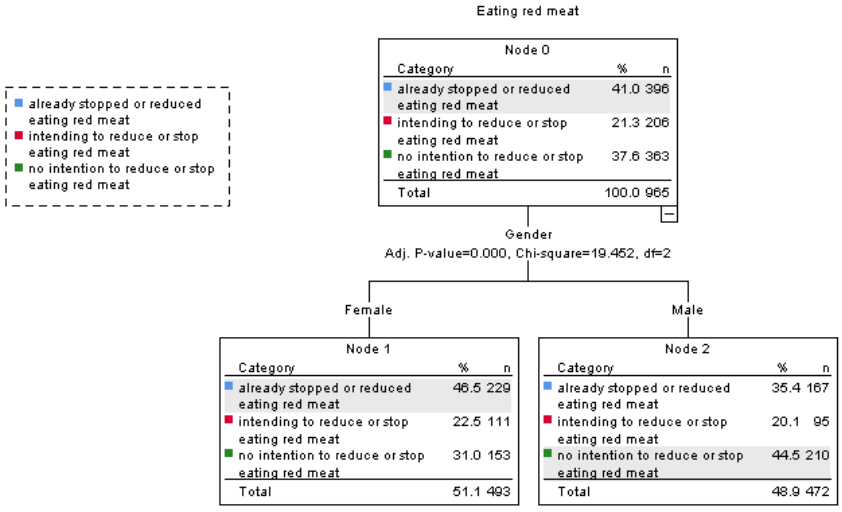
The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the age: respondents aged 55 y.o. and over tend more to have already stopped or reduced red meat consumption.

Among them, the group who intends more to stop or reduce the consumption of red meat is the one of female respondents.



SLOVAKIA

The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.



SLOVENIA

The most important variable explaining the approach to red meat (stopping or reducing the consumption, intention or not intention to do it) is the gender: female respondents tend more to have already stopped or reduced red meat consumption.

Among them, the group who intends more to stop or reduce the consumption of red meat is the one of people aged 47 y.o. and over.

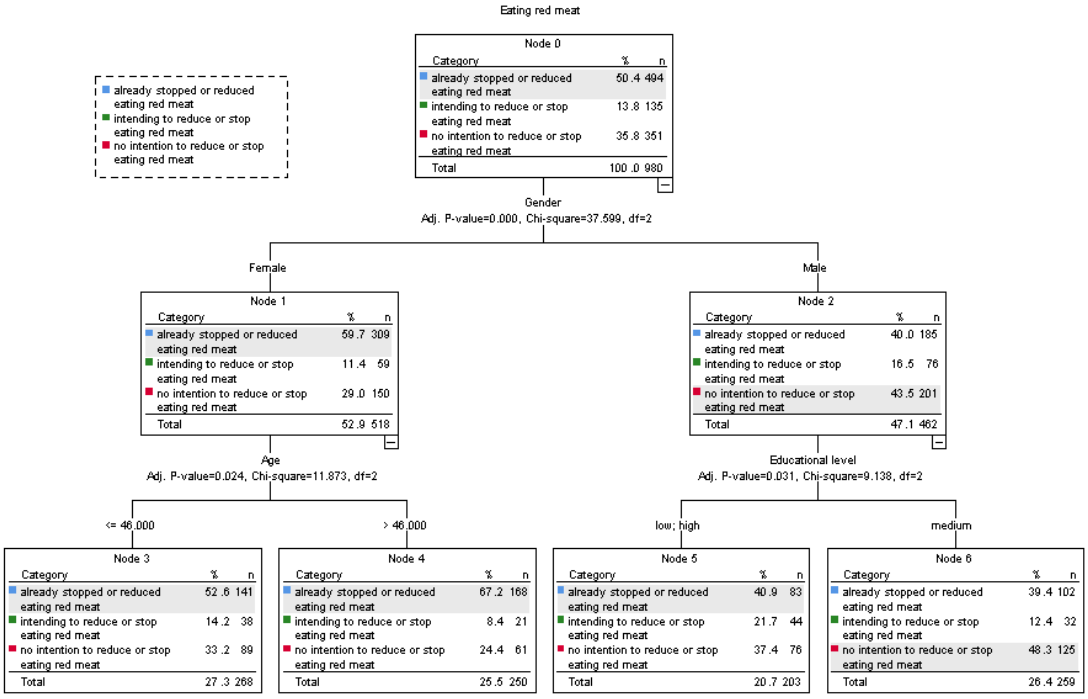


TABLE 24 – In the future, would you be willing to replace meat with each of the following food items?

		Belgium Col % (min N 900)	Italy Col % (min N 851)	Portugal Col % (min N 899)	Spain Col % (min N 941)	Austria Col % (min N 831)	Germany Col % (min N 876)	Greece Col % (min N 860)	Lithuania Col % (min N 866)	Netherlands Col % (min N 859)	Slovakia Col % (min N 922)	Slovenia Col % (min N 904)
Insects and insect derivates	no	65.5%	79.6%	71.4%	76.3%	73.1%	74.9%	85.7%	83.1%	69.0%	85.6%	81.9%
	yes	16.7%	7.1%	7.3%	10.8%	16.6%	13.6%	5.2%	6.0%	16.9%	5.9%	7.4%
	I don t know / I m not sure	17.8%	13.3%	21.3%	12.9%	10.2%	11.5%	9.2%	10.9%	14.1%	8.5%	10.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Lab-grown meat (from cell culture)	no	65.2%	66.9%	60.8%	57.5%	74.3%	66.8%	74.5%	70.5%	54.2%	79.3%	78.5%
	yes	14.6%	12.0%	15.8%	17.4%	16.2%	15.7%	8.3%	10.1%	19.7%	7.7%	8.3%
	I don t know / I m not sure	20.2%	21.1%	23.5%	25.1%	9.5%	17.5%	17.3%	19.4%	26.1%	13.0%	13.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Plant-based meat alternatives, only made from ingredients that are not derived from GMOs	no	42.7%	38.2%	27.0%	34.1%	40.4%	57.6%	42.5%	52.8%	42.8%	55.7%	46.2%
	yes	36.1%	41.1%	51.2%	42.8%	47.7%	25.6%	35.5%	24.1%	40.0%	22.5%	33.8%
	I don t know / I m not sure	21.2%	20.7%	21.8%	23.1%	11.9%	16.9%	22.0%	23.1%	17.2%	21.8%	20.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Plant-based meat alternatives, even if made from ingredients derived from GMOs	no	59.9%	66.8%	57.7%	56.8%	77.6%	70.1%	82.3%	78.9%	54.4%	72.0%	82.2%
	yes	18.0%	10.2%	15.0%	20.7%	13.3%	14.2%	8.7%	7.0%	24.2%	7.9%	7.2%
	I don t know / I m not sure	22.1%	23.0%	27.3%	22.5%	9.1%	15.7%	9.1%	14.0%	21.4%	20.1%	10.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Traditional vegetarian food (e.g. vegetable stew)	no	30.1%	14.3%	20.5%	21.0%	20.4%	22.1%	28.3%	25.9%	32.4%	30.0%	23.3%
	yes	54.5%	75.1%	62.8%	64.4%	72.9%	63.1%	49.1%	50.1%	54.3%	52.2%	63.8%
	I don t know / I m not sure	15.4%	10.6%	16.8%	14.6%	6.7%	14.8%	22.7%	24.0%	13.3%	17.7%	12.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Base: full sample weighted – S-15

TABLE 25 – To what extent do you agree that companies use meat-related names like sausage and burger to describe meat-free vegetarian products (e.g. a veggie burger)?

	Belgium Col % (N = 936)	Italy Col % (N = 898)	Portugal Col % (N = 919)	Spain Col % (N = 969)	Austria Col % (N = 895)	Germany Col % (N = 939)	Greece Col % (N = 814)	Lithuania Col % (N = 886)	Netherlands Col % (N = 921)	Slovakia Col % (N = 935)	Slovenia Col % (N = 949)
It should never be allowed for vegetarian products	20.5%	13.1%	12.4%	16.8%	29.4%	33.8%	15.8%	18.3%	22.1%	21.8%	21.6%
It should be allowed only if it is clearly labelled it s a vegetarian product	38.0%	47.0%	37.8%	49.1%	44.3%	43.9%	52.8%	33.3%	39.7%	34.1%	44.9%
I don t see any problem for using such names	27.5%	24.3%	40.8%	26.3%	19.4%	15.2%	24.3%	35.6%	23.4%	23.6%	27.2%
I have no opinion	14.0%	15.6%	9.0%	7.7%	6.8%	7.1%	7.1%	12.8%	14.9%	20.5%	6.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Base: full sample weighted – S-16

Food sustainability and regulation

TABLE 26 – To what extent do you agree with each of the following statements?

		Belgium Col % Min N = 929	Italy Col % Min N = 867	Portugal Col % Min N = 906	Spain Col % Min N = 933	Austria Col % Min N = 851	Germany Col % Min N = 871	Greece Col % Min N = 875	Lithuania Col % Min N = 865	Netherlands Col % Min N = 871	Slovakia Col % Min N = 896	Slovenia Col % Min N = 936
Sustainability information should be compulsory on food labels	no opinion	9.7%	2.3%	3.1%	3.4%	3.3%	4.8%	4.1%	8.2%	7.5%	3.7%	4.9%
	disagree	20.7%	10.8%	17.1%	14.8%	14.8%	17.3%	17.1%	20.3%	26.5%	23.2%	20.9%
	neither agree nor disagree	23.9%	20.9%	17.1%	21.2%	14.0%	21.3%	17.5%	16.3%	22.8%	17.6%	20.4%
	agree	45.7%	66.0%	62.7%	60.6%	68.0%	56.6%	61.3%	55.2%	43.2%	55.5%	53.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Food which is less sustainable should be more taxed (and be more expensive)	no opinion	11.8%	5.2%	5.4%	6.0%	4.3%	6.8%	9.7%	10.7%	8.6%	8.6%	6.3%
	disagree	48.7%	34.5%	43.5%	42.3%	47.3%	57.6%	60.1%	62.3%	48.9%	56.8%	40.2%
	neither agree nor disagree	18.5%	22.1%	18.6%	22.2%	16.9%	15.3%	15.0%	13.5%	21.4%	16.0%	16.3%
	agree	21.1%	38.2%	32.5%	29.5%	31.5%	20.3%	15.3%	13.5%	21.0%	18.6%	37.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Unsustainable food products should be pulled from shelves	no opinion	10.2%	3.3%	4.9%	5.4%	3.8%	5.5%	6.5%	9.7%	7.7%	5.5%	5.5%
	disagree	44.2%	35.1%	46.7%	43.5%	45.6%	45.4%	40.3%	58.6%	53.6%	45.0%	44.9%
	neither agree nor disagree	20.7%	20.8%	21.0%	23.1%	20.5%	23.1%	21.6%	16.9%	20.6%	17.7%	19.1%
	agree	24.9%	40.8%	27.4%	28.0%	30.2%	26.0%	31.7%	14.8%	18.1%	31.7%	30.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
I do not want someone to tell me or decide for me what I should eat or not	no opinion	7.0%	5.0%	3.6%	3.5%	3.4%	4.8%	1.6%	2.6%	5.3%	5.6%	2.1%
	disagree	20.1%	29.4%	26.8%	27.1%	24.5%	21.1%	36.2%	13.4%	20.9%	22.7%	19.2%
	neither agree nor disagree	20.1%	23.1%	20.6%	23.1%	15.7%	21.4%	15.9%	11.0%	23.1%	12.9%	13.0%
	agree	52.7%	42.5%	49.0%	46.3%	56.5%	52.7%	46.3%	73.1%	50.7%	58.8%	65.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		Belgium Col % Min N = 929	Italy Col % Min N = 867	Portugal Col % Min N = 906	Spain Col % Min N = 933	Austria Col % Min N = 851	Germany Col % Min N = 871	Greece Col % Min N = 875	Lithuania Col % Min N = 865	Netherlands Col % Min N = 871	Slovakia Col % Min N = 896	Slovenia Col % Min N = 936
Regulations should force farmers and food producers to meet more stringent sustainability standards	no opinion	13.4%	3.5%	4.1%	5.5%	4.3%	7.4%	5.5%	8.1%	11.3%	8.9%	5.1%
	disagree	29.9%	15.0%	24.5%	22.5%	30.9%	32.3%	29.9%	33.5%	41.7%	27.9%	31.0%
	neither agree nor disagree	27.7%	27.0%	22.3%	29.1%	27.7%	28.1%	23.9%	21.3%	26.1%	24.0%	20.2%
	agree	28.9%	54.5%	49.0%	43.0%	37.0%	32.2%	40.8%	37.1%	20.9%	39.2%	43.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Farmers should be given incentives (e.g. through subsidies) to produce food more sustainably	no opinion	10.0%	2.7%	2.3%	4.2%	3.3%	6.1%	2.0%	5.9%	8.3%	5.5%	3.0%
	disagree	21.7%	11.5%	16.8%	18.2%	17.7%	23.9%	19.8%	23.7%	24.3%	19.5%	16.6%
	neither agree nor disagree	26.0%	23.5%	20.0%	28.2%	25.2%	25.5%	17.6%	20.0%	30.4%	15.3%	16.9%
	agree	42.3%	62.3%	60.9%	49.4%	53.8%	44.5%	60.6%	50.3%	37.0%	59.6%	63.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
The EU should not be more proactive on sustainable food policies unless other countries do the same	no opinion	19.8%	7.3%	8.2%	8.9%	4.8%	6.4%	9.6%	17.8%	14.1%	10.3%	9.1%
	disagree	41.5%	49.4%	52.4%	48.8%	74.9%	64.7%	57.8%	49.3%	41.1%	43.8%	55.4%
	neither agree nor disagree	19.8%	21.1%	16.4%	21.9%	8.2%	14.3%	15.5%	13.6%	20.5%	16.3%	15.0%
	agree	18.8%	22.1%	23.0%	20.5%	12.0%	14.6%	17.1%	19.3%	24.2%	29.5%	20.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
The government is doing enough in encouraging/promoting food sustainability (e.g. public campaigns)	no opinion	17.1%	7.9%	0.0%	7.9%	7.0%	8.7%	7.2%	18.8%	14.2%	14.4%	7.7%
	disagree	51.0%	62.1%	0.0%	62.8%	61.9%	60.3%	73.2%	62.2%	45.1%	56.9%	24.6%
	neither agree nor disagree	19.9%	16.7%	0.0%	16.7%	18.0%	18.2%	11.4%	11.7%	22.7%	12.2%	19.0%
	agree	11.9%	13.3%	0.0%	12.6%	13.1%	12.8%	8.3%	7.3%	18.1%	16.5%	48.7%
	Total	100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Base: full sample weighted – S-17

Recoded scales: Belgium ; Italy ; Austria ; Germany ; Lithuania ; Netherlands: 1-5 disagree/ 6-7 neither agree nor disagree/ 8-10 agree / Portugal ; Spain; Greece ; Slovakia; Slovenia: 1-4 disagree/ 5-7 neither agree nor disagree / 8-10 agree

A factor analysis has been performed (extraction method: principal components analysis – Rotation method: Varimax with Kaiser normalization) on the 9 items presented to the respondents. The model reduced the 9 items into three factors, of which the first one is deemed relevant. It highly correlates with items related to regulations, so high scores on this factor identify people in favor of regulations regarding food sustainability.

Rotated Component Matrix[a]

	Component		
	1	2	3
Sustainability information should be compulsory on food labels	.768		
Food which is less sustainable should be more taxed (and be more expensive)	.734		
Unsustainable food products should be pulled from shelves (e.g. no strawberries in winter, supermarkets should only sell fish sourced sustainably, etc.)	.776		
I do not want someone to tell me or decide for me what I should eat or not			.923
Regulations should force farmers and food producers to meet more stringent sustainability standards (in terms of greenhouse gas emissions, water use, biodiversity impact, etc.)	.813		
Farmers should be given incentives (e.g. through subsidies) to produce food more sustainably	.769		
The EU should not be more proactive on sustainable food policies unless other countries such as China or the USA do the same		.823	
The government is doing enough in encouraging/promoting food sustainability (e.g. public campaigns, incentives)		.861	

Base: full sample – S-18

The factor analysis has also been performed separately for each country.

The factor scores generated by this analysis represent a kind of index (the higher the value the more respondents are in favor of regulations). They are not easily interpretable, but they can be used, through Answer Tree analyses, to identify the socio-demographic profile of people who are in favor of regulations regarding food sustainability.

TABLE 27 – Answer tree for factor Q10 component 1 (Pro-Regulation attitude)

Model Summary

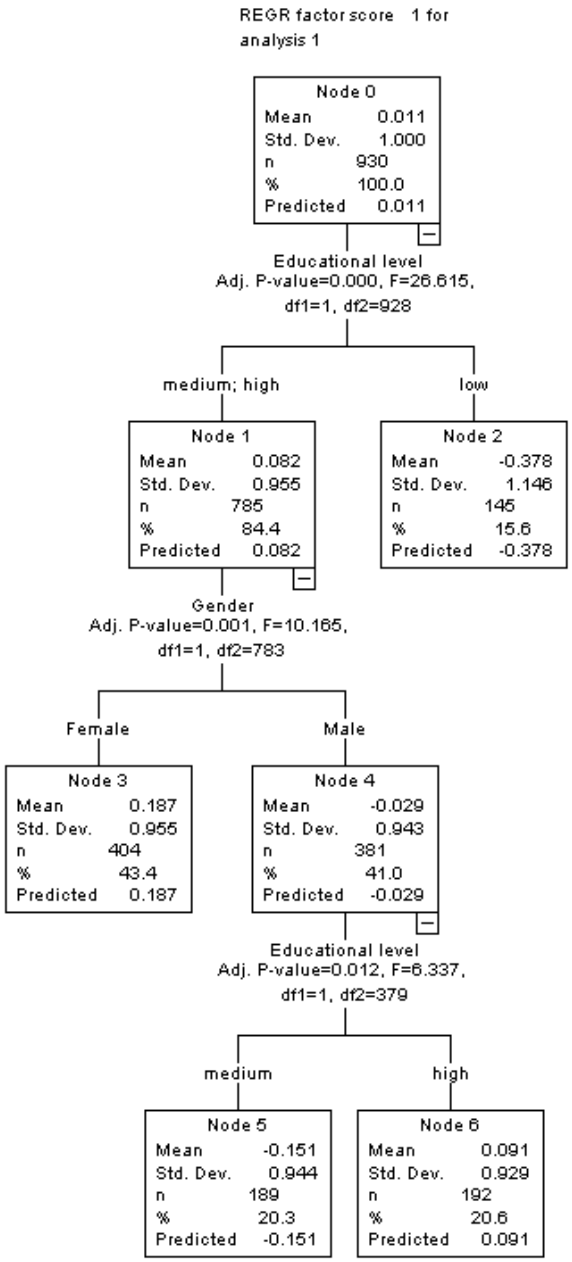
Dependent Variable	REGR factor score 1 (analysis country by country)
Independent Variables	Gender, Educational level, Age , Financial situation recoded

Base: full sample – unweighted – S-19

In 7 countries out of 11, the gender is the most important socio-demographic variable for explaining differences: female respondents tend more to be in favor of regulation in the area of food sustainability.

BELGIUM

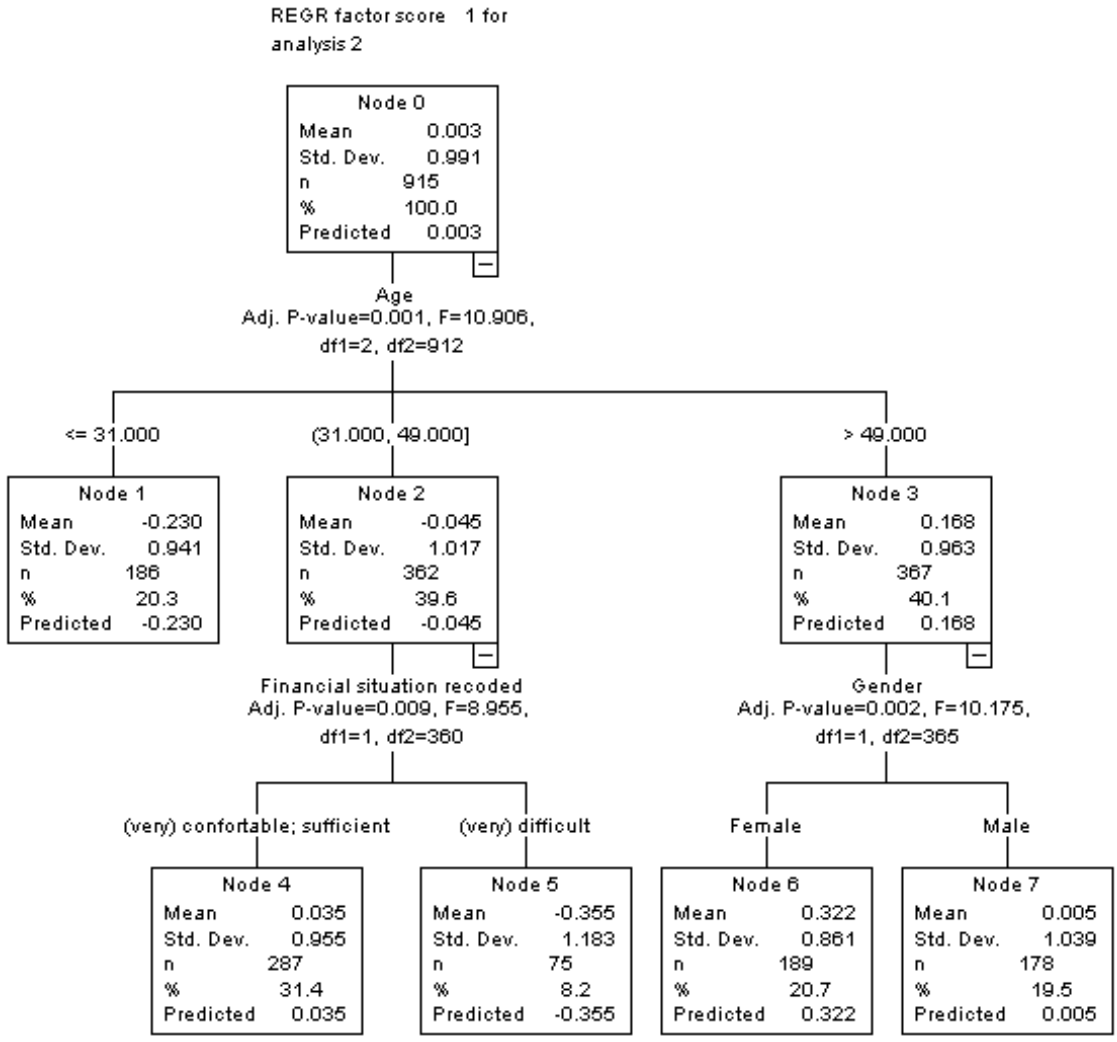
The education is the most important socio-demographic variable for explaining differences: respondents with medium or high educational level tend more to be in favor of regulation in the area of food sustainability. Among these respondents, the group being more pro-regulation is the one of female respondents.



ITALY

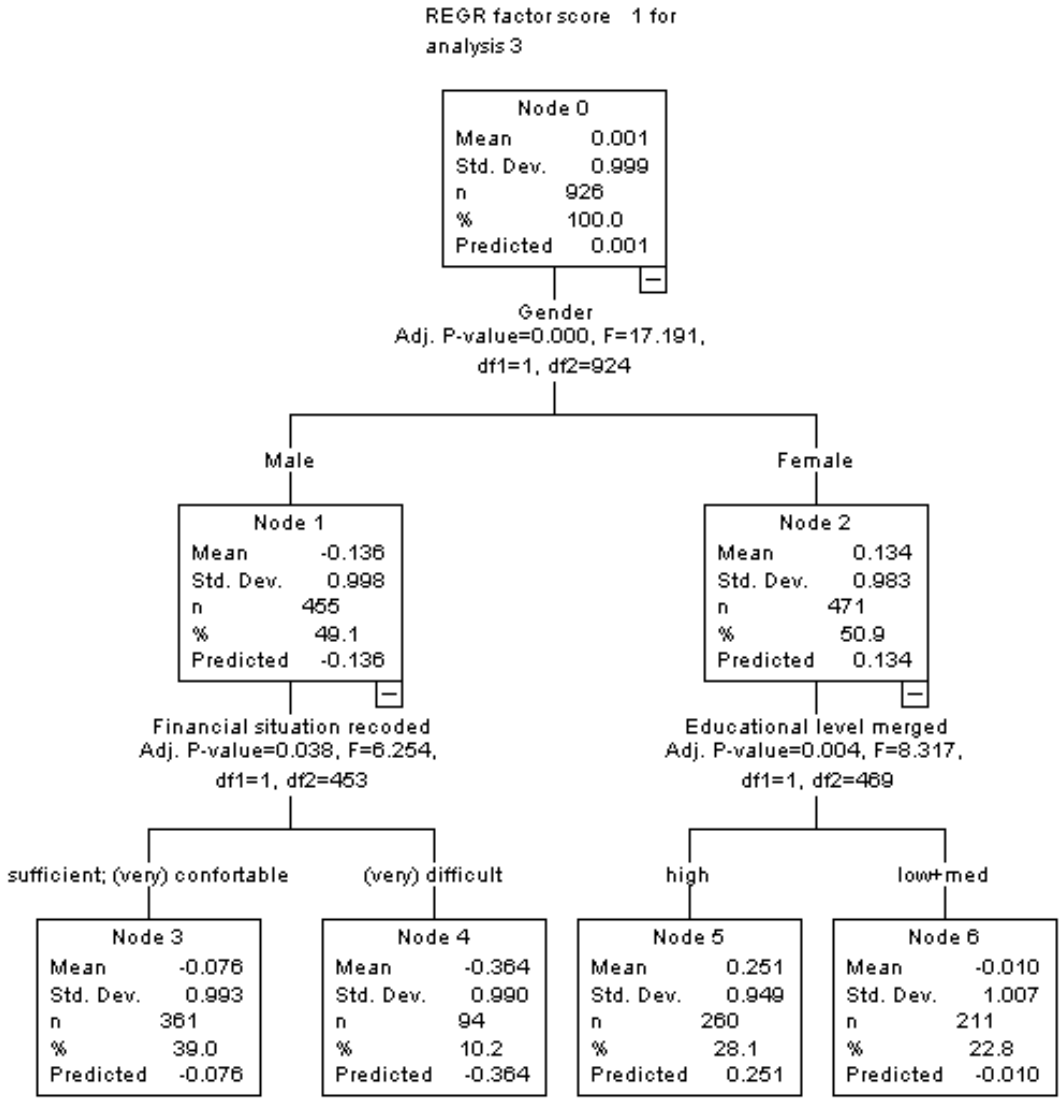
The age is the most important socio-demographic variable for explaining differences: respondents aged 50 and over tend more to be in favor of regulation in the area of food sustainability.

Among these, the group being more pro-regulation is the one of female respondents.



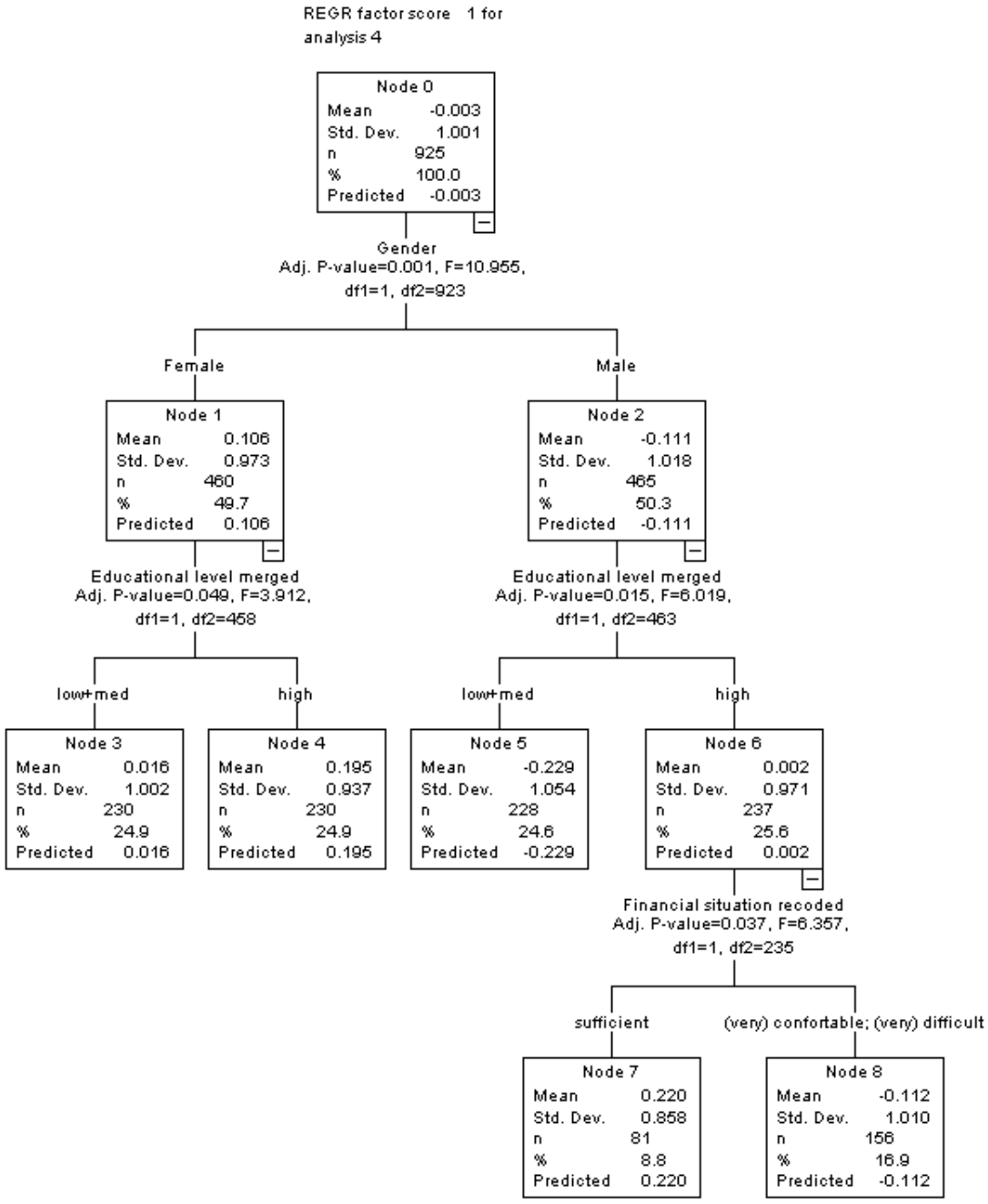
PORTUGAL

The gender is the most important socio-demographic variable for explaining differences: female respondents tend more to be in favor of regulation in the area of food sustainability. Among these, the group being more pro-regulation is the one of respondents with high educational level.



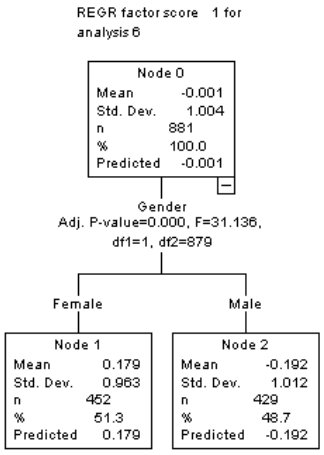
SPAIN

The gender is the most important socio-demographic variable for explaining differences: female respondents tend more to be in favor of regulation in the area of food sustainability. Among these, the group being more pro-regulation is the one of respondents with a high educational level.



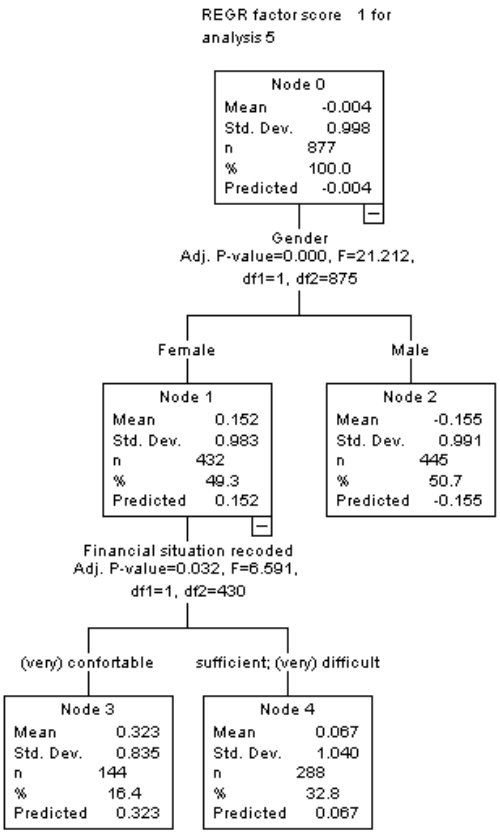
AUSTRIA

The gender is the most important socio-demographic variable for explaining differences: female respondents tend more to be in favor of regulation in the area of food sustainability.



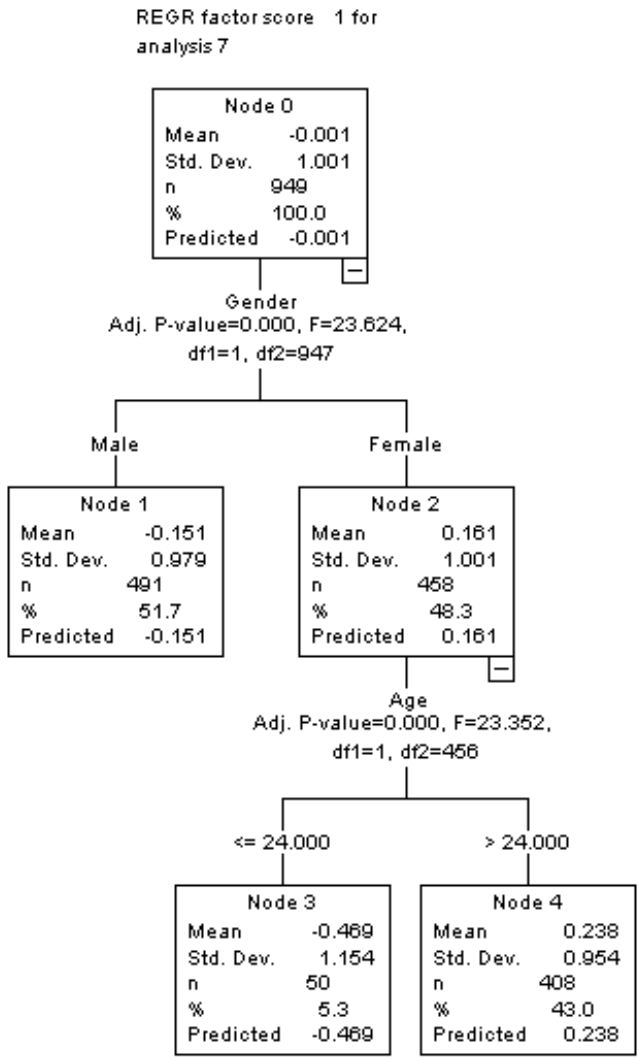
GERMANY

The gender is the most important socio-demographic variable for explaining differences: female respondents tend more to be in favor of regulation in the area of food sustainability. Among these, the group being more pro-regulation is the one of respondents with a (very) comfortable financial situation.



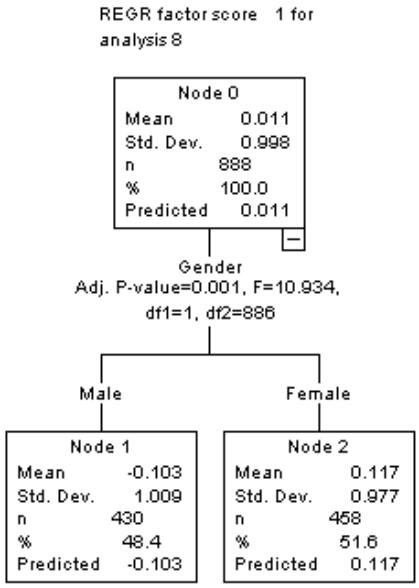
GREECE

The gender is the most important socio-demographic variable for explaining differences: female respondents tend more to be in favor of regulation in the area of food sustainability. Among these, the group being more pro-regulation is the one of respondents aged 25 and over.



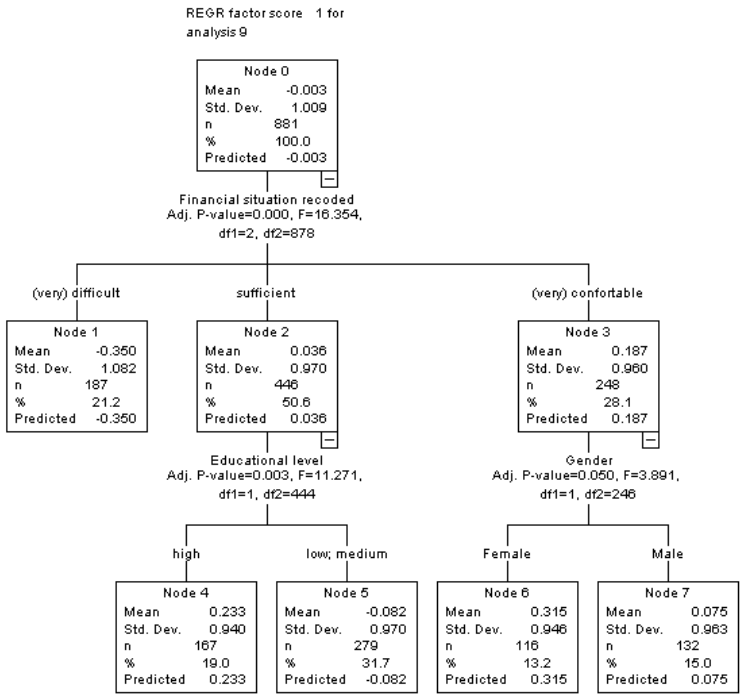
LITHUANIA

The gender is the most important socio-demographic variable for explaining differences: female respondents tend more to be in favor of regulation in the area of food sustainability.



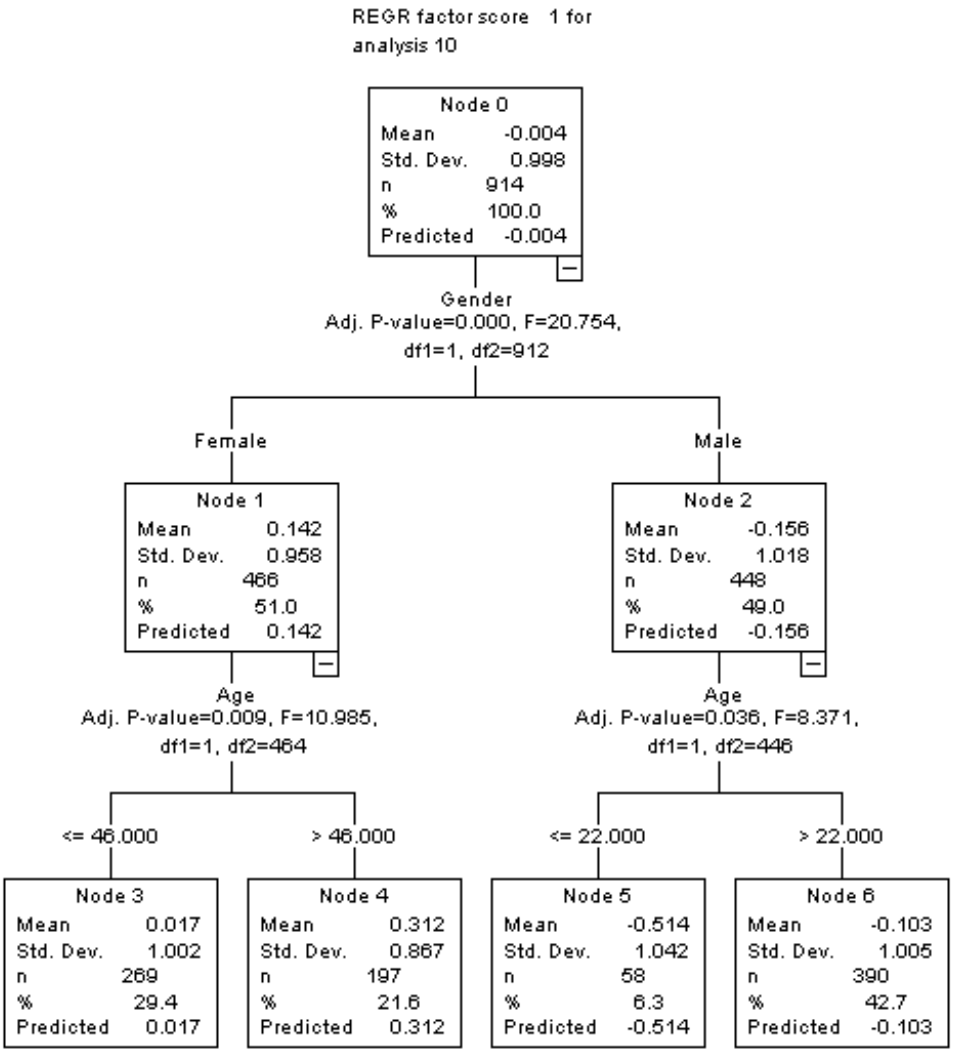
THE NETHERLANDS

The financial situation is the most important socio-demographic variable for explaining differences: respondents with a (very) comfortable situation tend more to be in favor of regulation in the area of food sustainability. Among these, the group being more pro-regulation is the one of female respondents.



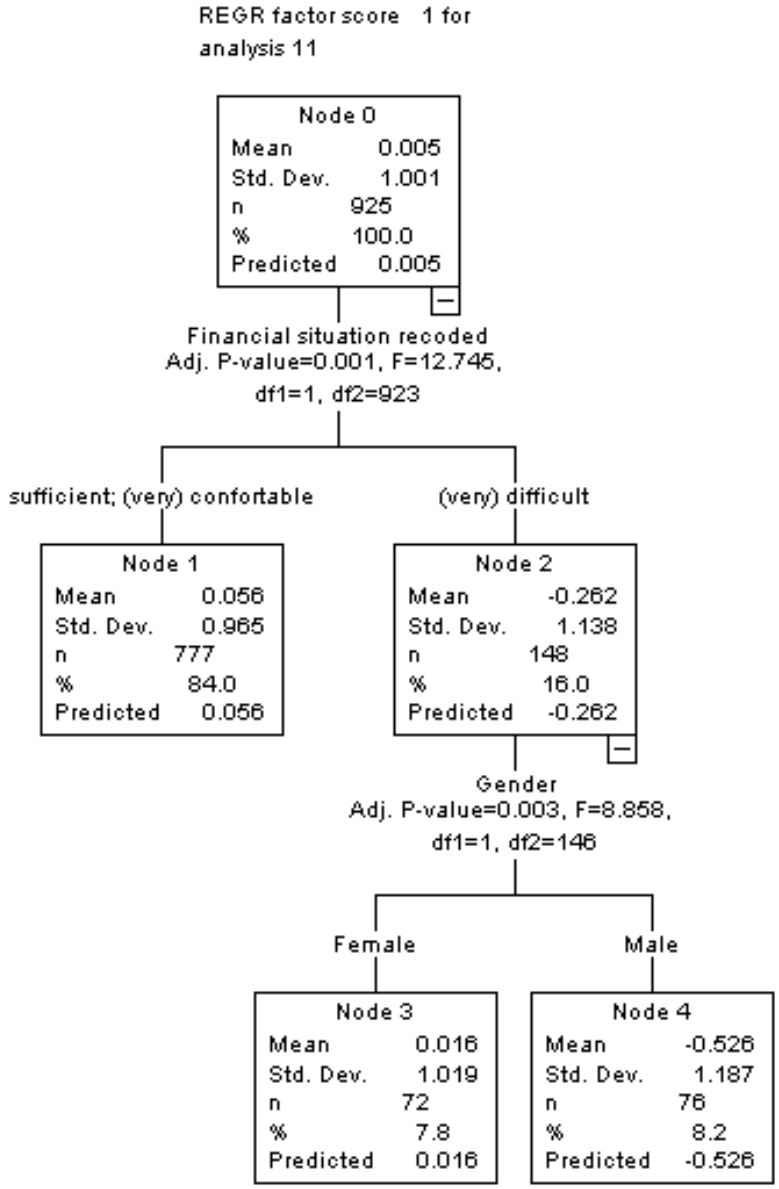
SLOVAKIA

The gender is the most important socio-demographic variable for explaining differences: female respondents tend more to be in favor of regulation in the area of food sustainability. Among these, the group being more pro-regulation is the one of respondents aged 47 and over.



SLOVENIA

The financial situation is the most important socio-demographic variable for explaining differences: respondents with a sufficient or (very) comfortable situation tend more to be in favor of regulation in the area of food sustainability. Among people in a (very) difficult financial situation, males are even less in favor of regulations.



Annex - Questionnaire

YOUR OPINION ABOUT FOOD SUSTAINABILITY

Every person can answer this questionnaire, no matter the food habits or diet. Your participation is very important since it allows gathering information useful to all consumers.

1. To what extent do you agree with each of the following statements?
[answer from 1 (strongly disagree) to 10 (strongly agree).]

a. My food habits negatively affect the environment
b. When compared to car use, food habits have only little impact on the environment
c. In relative terms, the environmental impact resulting from food habits and food production in the European Union is smaller than it is in countries such as China or the USA

No opinion

1a. How much attention do you pay to the impact of your food choices on the environment?

0 = I do not care about whether my food choices affect the environment or not
1 = I pay few attention
2 = I pay some attention
3 = I pay a lot of attention

2. What comes to your mind when thinking about "sustainable" food? [Tick maximum 3 items.]

a. Low environmental impact
b. Availability and affordability of food for all
c. Use of pesticides and GMOs to be avoided
d. Local supply chains
e. Fair revenue for farmers
f. High animal welfare standards
g. Economic growth in the agri-food sector
h. Minimally processed, traditional
i. Healthy

3. To what extent would you say that your eating habits are influenced by sustainability concerns?

0 = no single influence
1 = minor influence
2 = some influence
3 = big influence (Filter to Q5)
4 = I don't know

4. **What are the main reasons preventing you from eating (more) sustainably?** [Tick maximum 3 reasons.]

    a. Lack of information on how to do so
    b. Lack of clear labelling
    c. I'm not concerned with sustainability
    d. Lack of sustainable food products in my usual shopping places / eating places
    e. Too expensive
    f. I'm not willing to change my eating habits
    g. Lack of time (to buy it, to cook it, etc.)
    h. Other reason

5. **To what extent do you agree with each of the following statements?**
[answer from 1 (strongly disagree) to 10 (strongly agree).]

    a. I'm willing to buy mainly seasonal fruit and vegetables
    b. I'm willing to spend more money for sustainable food
    c. I'm willing to spend more money on food for which I'm sure that farmers get a fair price in return
    d. I'm willing to cut down on red meat (beef, lamb and pork)
    e. I'm willing to cut down on dairy
    f. I'm willing to waste less food at home
    g. I'm willing to eat more vegetables/plant-based food
    h. I'm not willing to change my eating habits, even if they are not environment-friendly

    No opinion

6. **Have you reduced (or do you intend to reduce) your red meat (beef, lamb and pork) consumption due to environmental reasons?**

    a. I don't eat meat, because I'm vegetarian/vegan (Filter to Q8)
    b. Yes, I've stopped eating red meat (though I'm not vegetarian/vegan) due to environmental reasons
    c. Yes, I've reduced red meat consumption (but still eat it)
    d. Yes, I'm intending to reduce red meat consumption due to environmental reasons
    e. Yes, I'm intending to stop eating red meat due to environmental reasons
    f. No, I didn't reduce red meat consumption, nor do I intend to do it due to environmental reasons

7. In the future, would you be willing to replace meat with each of the following food items?

0 = no
1 = yes
2 = I don't know / I'm not sure

a. Insects and insect derivates
b. Lab-grown meat (from cell culture)
c. Plant-based meat alternatives, only made from ingredients that are not derived from Genetically Modified Organisms
d. Plant-based meat alternatives, even if made from ingredients derived from Genetically Modified Organisms
e. Traditional vegetarian food (e.g. vegetable stew)

8. To what extent do you agree that companies use meat-related names like 'sausage' and 'burger' to describe meat-free vegetarian products (e.g. a veggie 'burger')?

a. It should never be allowed for vegetarian products
b. It should be allowed only if it is clearly labelled it's a vegetarian product
c. I don't see any problem for using such names
d. I have no opinion

9. To what extent do you agree with each of the following statements?
[answer from 1 (strongly disagree) to 10 (strongly agree).]

a. Sustainability information should be compulsory on food labels
b. Food which is less sustainable should be more taxed (and be more expensive)
c. Unsustainable food products should be pulled from shelves (e.g. no strawberries in winter, supermarkets should only sell fish sourced sustainably, etc.)
d. I do not want someone to tell me or decide for me what I should eat or not
e. Regulations should force farmers and food producers to meet more stringent sustainability standards (in terms of greenhouse gas emissions, water use, biodiversity impact, etc.)
f. Farmers should be given incentives (e.g. through subsidies) to produce food more sustainably
g. The EU should not be more proactive on sustainable food policies unless other countries such as China or the USA do the same
h. The government is doing enough in encouraging/promoting food sustainability (e.g. public campaigns, incentives)

No opinion

10. In general, how much do you enjoy eating?
[answer from 1 = “Not at all” to 10 = “A lot”.]

TO FINISH

Your gender:
1 = female
2 = male

Your age: year old

Your educational level: … [Indicate the level that you fully completed (until now)] ADAPT BY COUNTRY

Your household composition (people living with you):?
Total nr. of adults (including yourself): __
Total nr. of minors (<18 years old): __

Your financial situation:
1 = Very difficult
2 = Difficult
3 = Sufficient to make ends meet
4 = Comfortable
5 = Very comfortable

Your province / region? ADAPT BY COUNTRY