



Special Eurobarometer 389

EUROPEANS' ATTITUDES TOWARDS FOOD SECURITY, FOOD QUALITY AND THE COUNTRYSIDE

REPORT

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This survey has been requested by the European Commission, Directorate-General for Agriculture and Rural Development and co-ordinated by Directorate-General for Communication .

http://ec.europa.eu/public_opinion/index_en.htm

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Special Eurobarometer 389 / Wave EB77.2 – TNS Opinion & Social

Special Eurobarometer 389

**Europeans' attitudes towards food security, food
quality and the countryside**

Conducted by TNS Opinion & Social at the request of
the European Commission,
Directorate-General for Agriculture and Rural Development

Survey co-ordinated by the European Commission,
Directorate-General for Communication
(DG COMM "Research and Speechwriting" Unit)

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INTRODUCTION

The aim of the survey is to understand EU citizens' experiences and perceptions of food security and self-sufficiency. The survey also looks at consumer priorities when buying food, awareness of quality labels and perceptions of the link between agriculture and the preservation of nature and countryside.

Food security is one of the most compelling global challenges. The rapid growth of the world's population puts great pressure on critical resources such as water, energy and food. Food security will become an ever greater priority for the EU and the world as the global demand for food increases and the challenges of sustainable production and equitable distribution become increasingly acute.

The system of food production and distribution must meet the challenge of ensuring food security while at the same time dealing with the current impact of climate change on agriculture and adapting agriculture to lessen its future environmental impact. Half the EU's land is farmed, so initiatives to decrease emissions, maintain biodiversity, preserve natural resources and conserve areas of ecological and scenic value are of significant and increasing importance.

In these demanding circumstances, the EU regards the promotion and assurance of food quality as an important instrument for EU farmers to increase their competitiveness and profitability. EU law already enforces strict requirements to guarantee the standard of European products. However, the Directorate-General for Agriculture and Rural Development believes that more should be done to communicate the qualities of these products to consumers. It is therefore committed to the improvement and extension of quality assurance schemes to identify and protect certain foodstuffs produced in accordance with particularly demanding criteria of quality or production method.¹

As the EU takes action to address these issues, it is necessary to ascertain levels of concern and awareness among EU citizens. The data provided by this Special Eurobarometer survey make it possible to evaluate public attitudes when buying food, awareness of quality labels and perceptions of the link between agriculture and the preservation of nature and countryside.

This survey was carried out by TNS Opinion & Social network in the 27 Member States of the European Union between the 10th and the 25th of March 2012. 26.593 respondents from different social and demographic groups were interviewed face-to-face at home in their mother tongue on behalf of Directorate-General for Agriculture and Rural Development. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Research and Speechwriting" Unit)². A technical note on the manner in which interviews were conducted by the Institutes within

¹ http://ec.europa.eu/agriculture/quality/policy/communication/index_en.htm

² http://ec.europa.eu/public_opinion/index_en.htm

the TNS Opinion & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals³.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

ABBREVIATIONS			
BE	Belgium	LV	Latvia
CZ	Czech Republic	LU	Luxembourg
BG	Bulgaria	HU	Hungary
DK	Denmark	MT	Malta
DE	Germany	NL	The Netherlands
EE	Estonia	AT	Austria
EL	Greece	PL	Poland
ES	Spain	PT	Portugal
FR	France	RO	Romania
IE	Ireland	SI	Slovenia
IT	Italy	SK	Slovakia
CY	Republic of Cyprus***	FI	Finland
LT	Lithuania	SE	Sweden
		UK	The United Kingdom
EU27	European Union – 27 Member States		
EU15	BE, IT, FR, DE, LU, NL, DK, UK, IE, PT, ES, EL, AT, SE, FI*		
NMS12	BG, CZ, EE, CY, LT, LV, MT, HU, PL, RO, SL, SK**		
EURO AREA	BE, FR, IT, LU, DE, AT, ES, PT, IE, NL, FI, EL, EE, SI, CY, MT, SK		

* EU15 refers to the 15 countries forming the European Union before the enlargements of 2004 and 2007

** The NMS12 are the 12 'new Member States' which joined the European Union during the 2004 and 2007 enlargements

*** Cyprus as a whole is one of the 27 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU27 average.

* * * * *

We would like to take the opportunity to thank all the respondents across the continent who gave their time to take part in this survey. Without their active participation, this study would not have been possible.

³ The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

EXECUTIVE SUMMARY

- EU citizens are particularly concerned that sufficient food is produced to meet the needs of the world's population. Three-quarters (76%) of all respondents expressed this view, as did a majority of respondents in most Member States.
- There are lower overall levels of concern about the ability of the EU and Member States to meet the food needs of their populations. However, there are substantial differences between respondents by Member State, particularly with respect to national capacity to meet demand. Ninety-four percent of respondents in Greece are concerned about national food production, whereas only 11% of those surveyed in Denmark or the Netherlands are.
- Levels of concern about national food production and EU food production are strongly related to one another. Eighty-three percent of those who express concern about levels of food production in their country are also concerned about levels of production in the EU.
- Concern about national and EU-level food production is higher among those who have difficulty in paying bills 'most of the time' - (60% - national; 53% - EU) than the average citizen (43%; 40%).
- A large majority of EU citizens agree that the EU should:
 - help other countries to produce more food (84%)
 - produce more food to reduce its dependence on imports (81%)
 - produce more food to meet rising demand in the EU and elsewhere (77%)
- The vast majority of EU citizens say that quality (96%) and price (91%) are important to them when buying food, while a substantial majority (71%) say that the origin of food is important. Quality, price and origin are considered important in most Member States with price being especially important for those citizens who have difficulties paying bills.
- Young EU citizens are less interested in the quality and origin of products. Sixty percent (60%) of respondents in the 15-24 age group see quality as very important, compared with the EU average of 65%. Fifty-seven percent said that origin was important for them, compared with the EU average of 71%.
- Fewer than half (47%) of EU citizens see product brands as important. Opinions on the importance of brands vary more widely between Member States than in the case of quality, price and origin. Brands are notably more important to respondents in NMS12 countries (62%) than to respondents in EU15 countries (43%).
- Two-thirds (67%) of EU citizens check food purchases to see if they have quality labels that ensure specific characteristics, although this varies substantially between Member States. Respondents who are in the 15-24 age group (58%), have fewer years of education (59%) or have difficulty paying bills (60%) are less likely to check for quality labels.

- Only a minority of EU citizens recognise logos of EU food quality assurance schemes. While just over one-third of EU citizens (36%) are aware of the non-EU Fairtrade logo, a quarter (24%) are aware of the EU's Organic farming logo and only a small minority are aware of logos symbolising the three elements of the EU's Protected Geographical Status scheme.
- A large majority of EU citizens agree that agriculture contributes to the beauty of the countryside (86%), helps to preserve and protect rural areas (89%), and is beneficial for the environment (81%). Agreement with these statements is high in most Member States and socio-demographic groups.

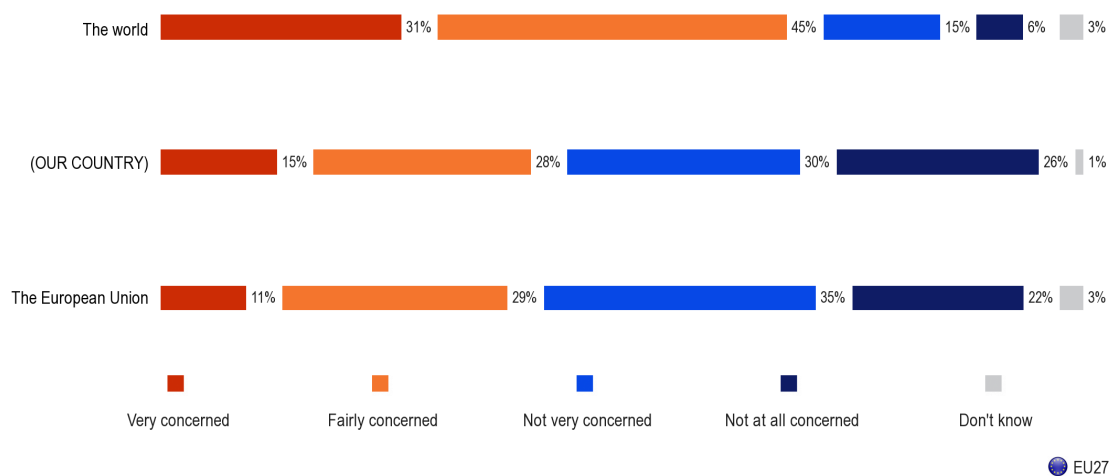
I. FOOD SECURITY

1.1 Concern

- Public concern about the sufficiency of food production varies widely between Member States –

Overall, EU citizens are more concerned about the sufficiency of food production in the world as a whole than at the EU or country level⁴. However, levels of concern vary widely between Member States.

QD1. To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?



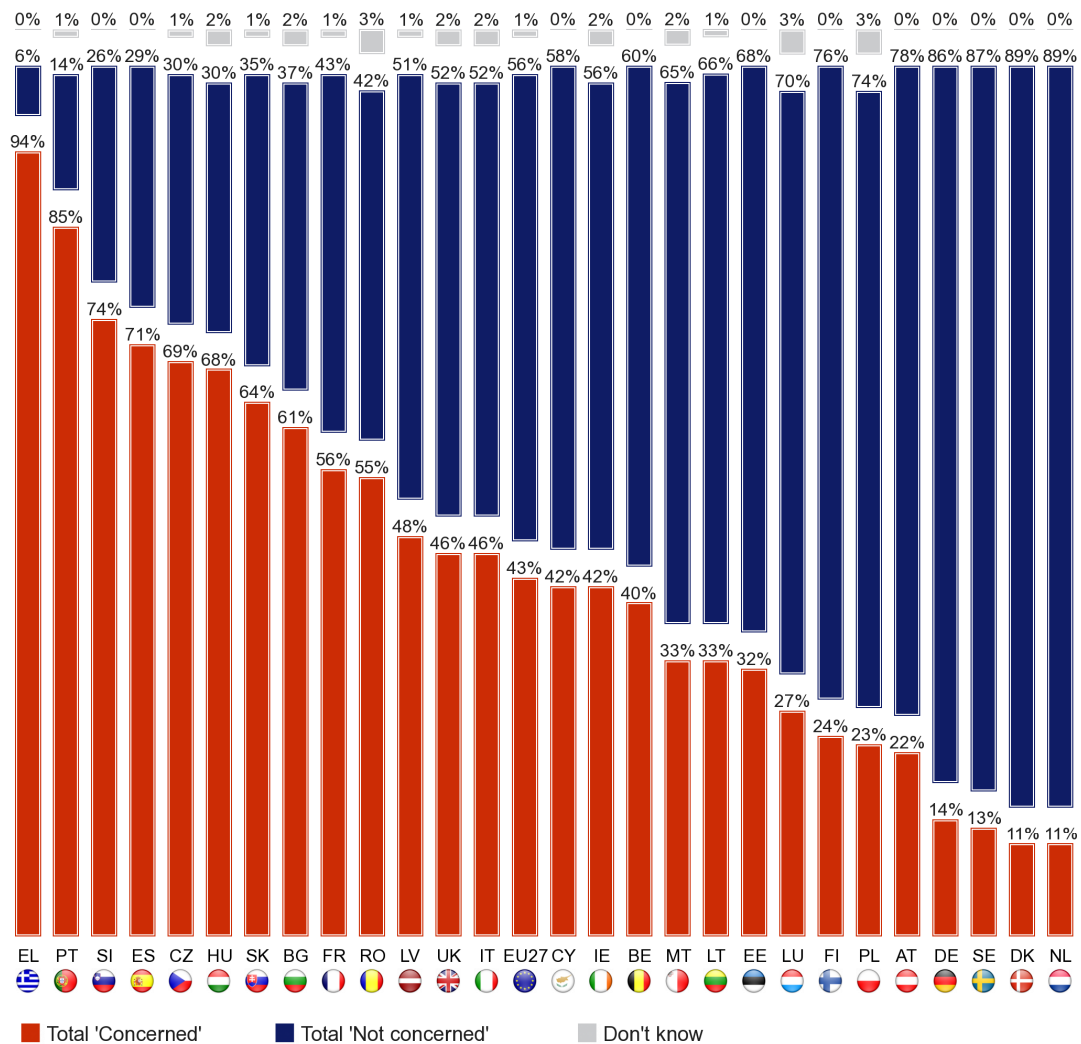
Three-quarters (76%) of EU citizens are concerned that sufficient food is produced to meet the needs of the world's population, with nearly a third (31%) of respondents very concerned about this, and only 6% not concerned at all.

The picture is rather different at the EU level. Only two out of five (40%) respondents are concerned about food security at EU level, while more than half (57%) are either not very concerned or not at all concerned.

The proportions are similar at the national level. Forty-three percent of respondents express some degree of concern that sufficient food is produced to meet the needs of their country, while 56% are not concerned. However, a slightly larger proportion (15%) of respondents is very concerned about the situation in their own country compared with the proportion who is very concerned about the situation in the EU (11%).

⁴ QD1. To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?: (OUR COUNTRY); The European Union; The world





























QD1.1. To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?
(OUR COUNTRY)



In 17 out of 27 Member States the proportion of respondents who are not concerned about food production in their own country is greater than the proportion of those who are concerned. However, EU-wide attitudes to country-level food security conceal extremely wide differences between the attitudes of those surveyed in particular countries.

The vast majority (94%) of those polled in Greece are concerned about national food security. Concern about this is also particularly high in Portugal, where 85% of respondents express concern.

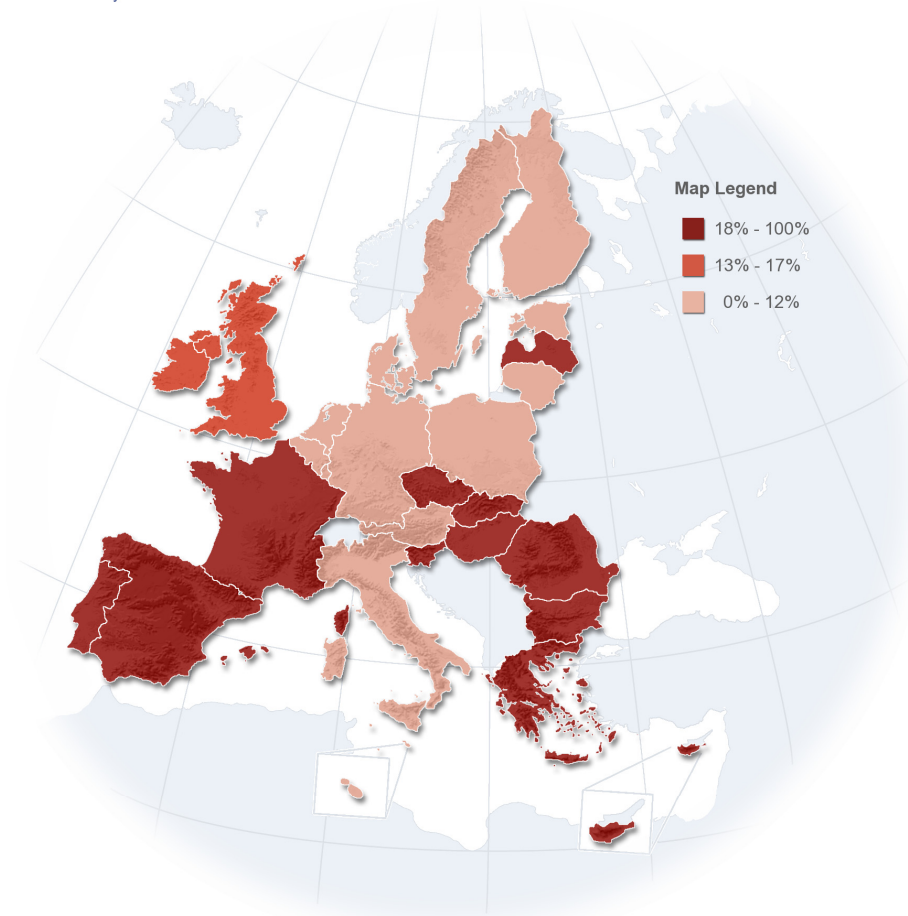
At the other extreme, there are particularly low levels of concern in the Netherlands (11%), Denmark (11%), Sweden (13%) and Germany (14%). Attitudes in other countries cover a wide range of values around the EU average of 43%. There are no significant differences between EU15 and NMS12 countries on this question.

 EL	61%
 SI	41%
 PT	34%
 ES	32%
 CZ	30%
 BG	28%
 RO	26%
 HU	26%
 SK	25%
 CY	22%
 LV	19%
 FR	19%
 IE	16%
 EU	15%
 UK	13%
 LT	11%
 EE	11%
 MT	10%
 IT	10%
 BE	9%
 LU	7%
 PL	5%
 AT	5%
 DE	4%
 FI	4%
 SE	3%
 DK	2%
 NL	2%

Question: QD1.1. To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

Option: (OUR COUNTRY)

Answers: Very concerned



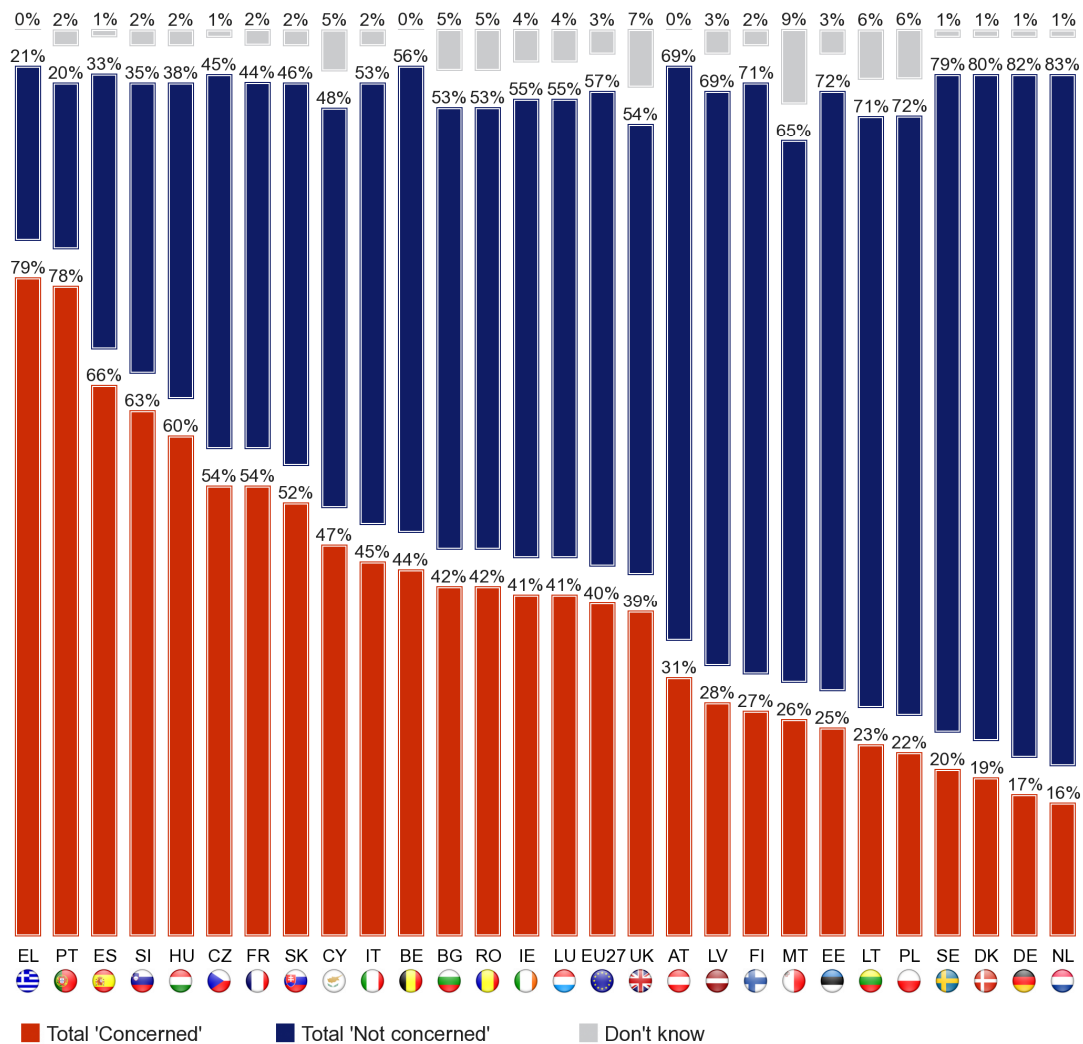
When only high levels of concern are considered, differences between Member States are less prominent. Greece stands out as the only country in which a majority (61%) of respondents are very concerned about national food production. In most countries, fewer than a third (33%) of respondents are very concerned.

Respondents in Denmark and the Netherlands are least likely to be very concerned, with only 2% in each country holding this view.

In most of those Member States where overall levels of concern are above the EU average, high levels of concern are also above the average. The exceptions are Italy (10%) and the United Kingdom (13%), where high levels of concern are lower than the EU average of 15%. There are no significant differences between EU15 and NMS12 countries on this question.

QD1.2. To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

The European Union



There are substantial differences between those polled in particular Member States on the question of food production in the EU as a whole. However, the range of differences is less extreme than in the case of national food production. Again, the highest levels of concern are in Greece (79%) and Portugal (78%), while the lowest are in the Netherlands (16%), Germany (17%), Denmark (19%) and Sweden (20%).

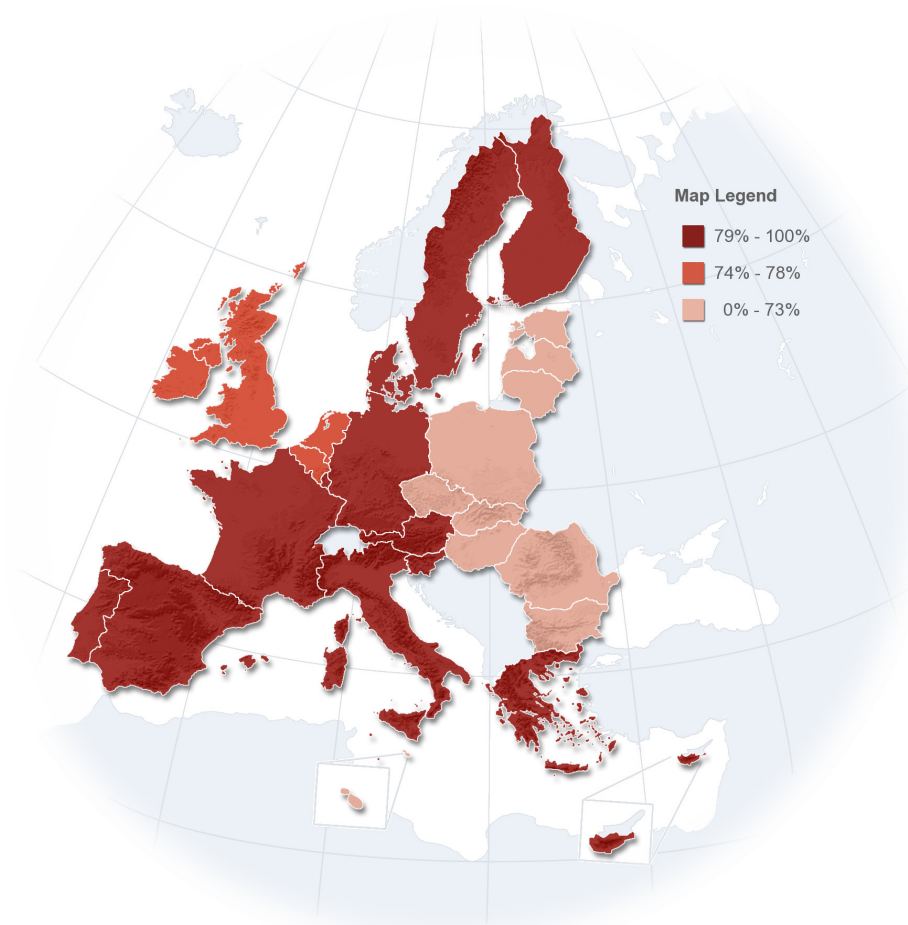
In 19 out of 27 Member States the proportion of respondents who are not concerned is greater compared to the proportion who are concerned. There are no significant differences between EU15 and NMS12 countries on this question.

 ES	86%
 DE	85%
 FI	84%
 EL	82%
 PT	81%
 CY	80%
 SE	80%
 SI	80%
 LU	80%
 FR	80%
 AT	80%
 DK	79%
 IT	79%
 IE	77%
 BE	76%
 EU	76%
 NL	75%
 UK	74%
 SK	70%
 MT	65%
 HU	64%
 CZ	61%
 PL	60%
 EE	58%
 LT	49%
 RO	47%
 BG	47%
 LV	44%

Question: QD1.3. To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

Option: The world

Answers: Total 'Concerned'



In most Member States (23 out of 27) over half of the respondents express concern about worldwide food security. Concern is especially high in Spain (86%), Germany (85%) and Finland (84%).

Only ten percentage points separate the fifteen Member States where the proportion of concerned respondents is higher than the EU average of 76%. However, there are more substantial differences in Member States where proportions of concerned respondents are below the EU average. In the Netherlands, 75% of respondents express concern about world food security, yet in Latvia the figure is only 44%.

Notably, in the majority of NMS12 Member States – the exceptions are Slovenia and Cyprus – the proportion of concerned respondents is lower than the EU average. The average proportion of concerned respondents in NMS12 Member States is 57%, compared with 80% in EU15 countries.

Breaking down these results by socio-demographic groups reveals no significant differences on the question of world food production. However, concerns about national and EU food production vary according to education levels and the economic status of respondents.

QD1 To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

	(OUR COUNTRY)		The European Union		The world	
	Total 'Concerned'	Total 'Not concerned'	Total 'Concerned'	Total 'Not concerned'	Total 'Concerned'	Total 'Not concerned'
EU27	43%	56%	40%	57%	76%	21%
Education (End of)						
15-	49%	50%	46%	50%	77%	20%
16-19	44%	55%	42%	55%	74%	23%
20+	39%	60%	37%	61%	78%	20%
Still studying	36%	63%	34%	64%	75%	22%
Difficulties paying bills						
Most of the time	60%	39%	53%	43%	75%	22%
From time to time	51%	48%	47%	50%	73%	24%
Almost never	37%	62%	36%	61%	77%	20%
Sufficient food prod - COUNTRY						
Total 'Concerned'	-	-	83%	15%	86%	12%
Total 'Not concerned'	-	-	9%	89%	68%	29%
Sufficient food prod - EU						
Total 'Concerned'	87%	13%	-	-	94%	6%
Total 'Not concerned'	12%	88%	-	-	65%	33%
Sufficient food prod - World						
Total 'Concerned'	49%	50%	51%	48%	-	-
Total 'Not concerned'	24%	76%	11%	88%	-	-

Concern about sufficient food production at national and EU level is higher among respondents with 15 or fewer years of education, compared to those with 20 or more years (49% and 46% vs. 39% and 37% respectively). There is little difference in terms of concern about sufficient food production in the world.

Respondents who declare that they have difficulty in paying bills 'most of the time' are more likely to be concerned about national food production (60%) and EU food production (53%) than respondents who 'almost never' have difficulty paying bills (37% and 36% respectively). These results indicate that attitudes to food security are, to some extent, affected by respondents' consciousness of their own economic security.

Eighty-three percent of those who express concern about national levels of food production are also concerned about levels of production in the EU as a whole.

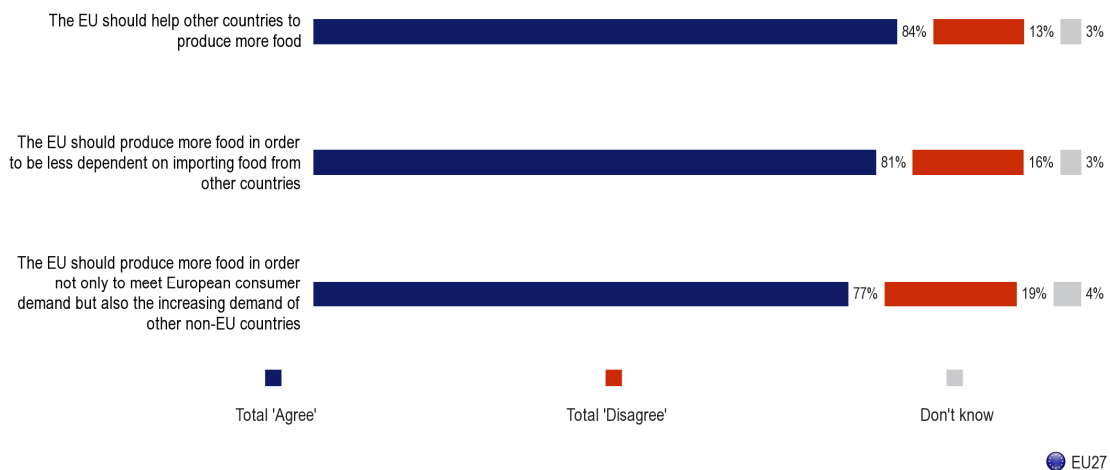
However, those concerned about national level or EU level food production are less likely to be concerned about world food production (49% and 51% respectively).

1.2 Perceptions of EU and food production

- Most EU citizens agree that the EU should produce more food and help other countries to do the same -

A large majority of EU citizens agree that the EU should produce more food to satisfy its own needs and to meet non-EU demand, and also that it should help non-EU countries to produce more food themselves⁵.

QD2. Please tell me to what extent you agree or disagree with each of the following statements.

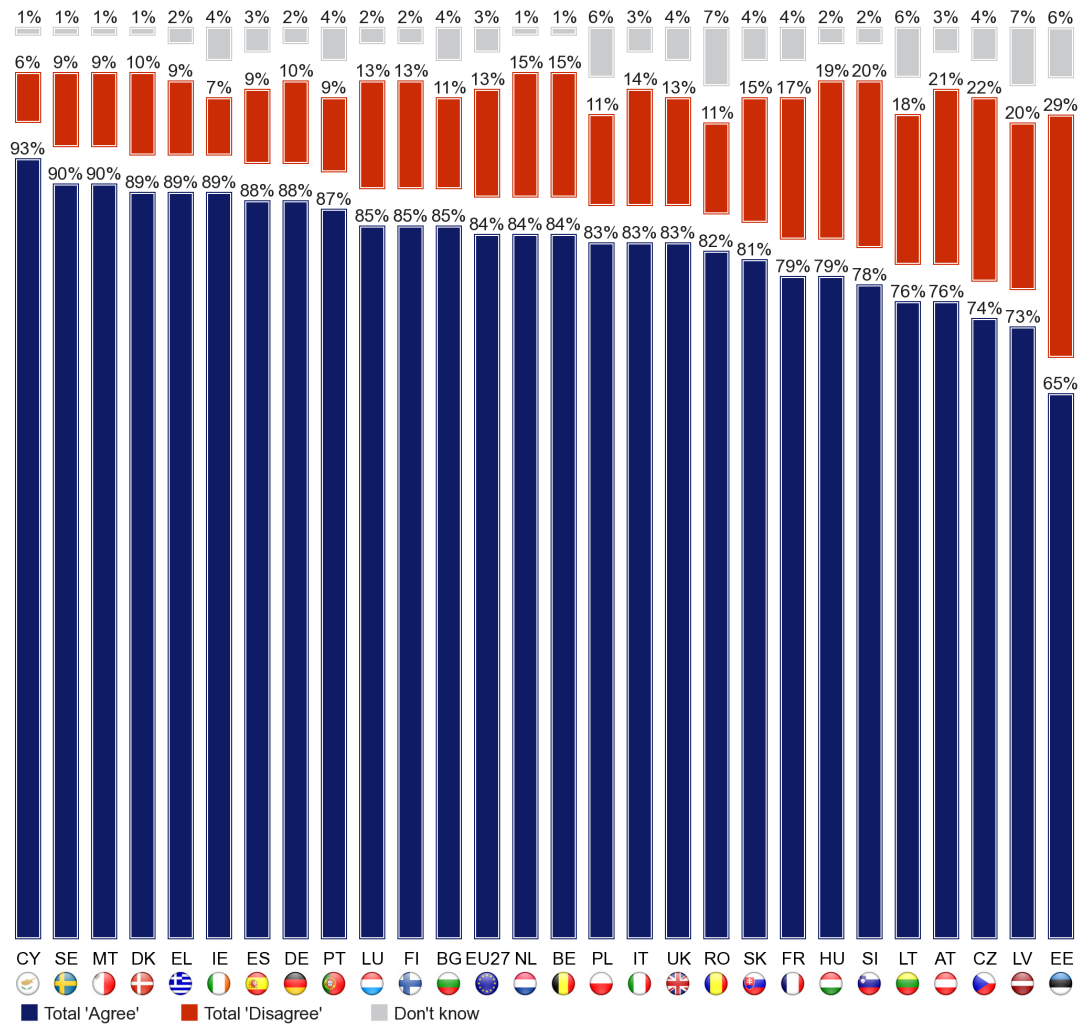


Over four-fifths (84%) of EU citizens agree that the EU should help other countries to produce more food. A similar proportion of respondents (81%) agree that the EU should produce more food to reduce its dependence on imports. Three-quarters (77%) of respondents agree that the EU should produce more food to satisfy its own needs and to take advantage of rising demand in other countries.

⁵ QD2. Please tell me to what extent you agree or disagree with each of the following statements: The EU should help other countries to produce more food; The EU should produce more food in order to be less dependent on importing food from other countries; The EU should produce more food in order not only to meet European consumer demand but also the increasing demand of other non-EU countries

QD2.1. Please tell me to what extent you agree or disagree with each of the following statements.

The EU should help other countries to produce more food



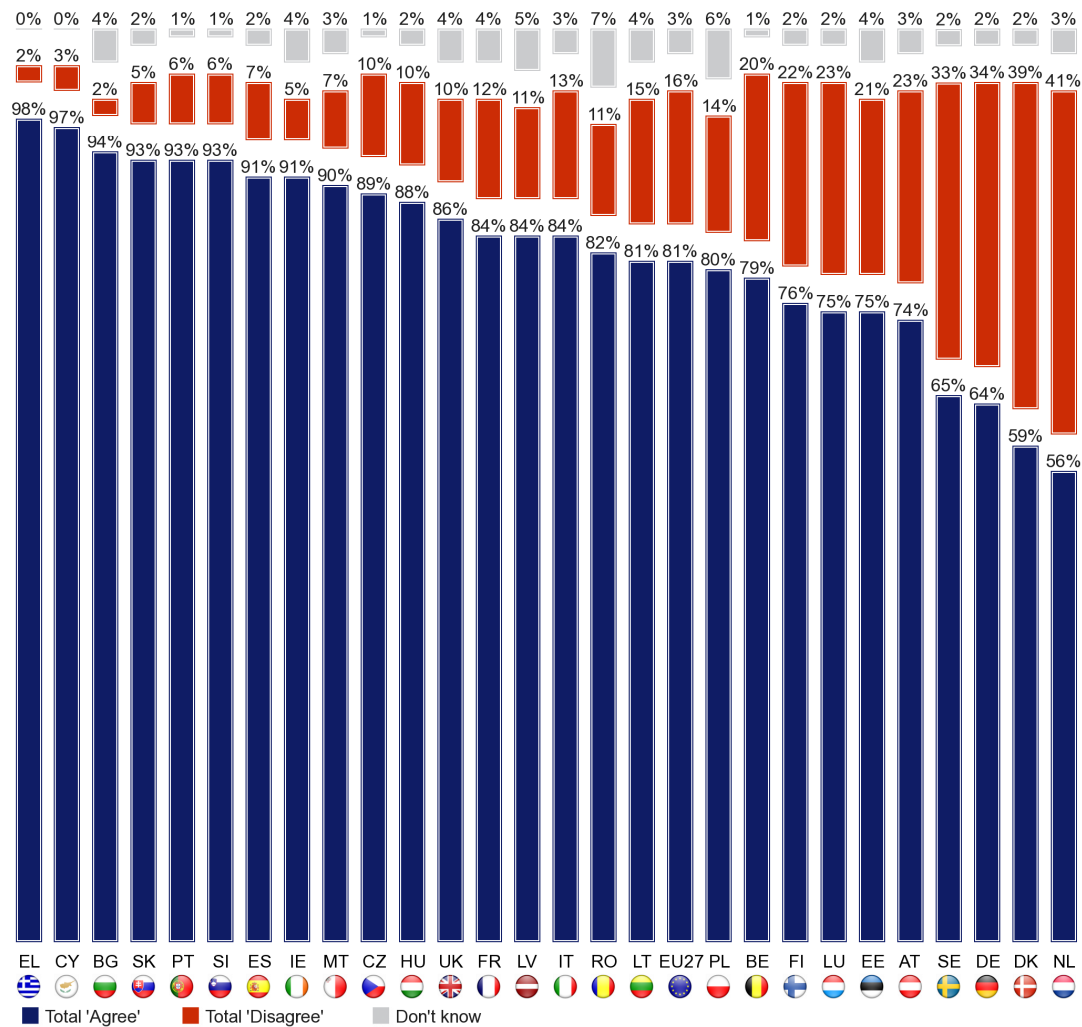
While there are some differences in response between individual Member States, in all cases a majority agree that the EU should help other countries to produce more food. The vast majority of respondents in Cyprus (93%) agree with this, and in most other Member States more than three-quarters of respondents agree. However, the proportion is noticeably lower in Estonia, where 29% of respondents disagree with the proposal; nine percent more than in any other Member State.

No strong regional patterns emerge from the data, although the majority of Member States where agreement is lower than average are NMS12 countries.

There are no distinct socio-demographic patterns. However, respondents’ political sympathies have a moderate effect on attitudes, with 88% of those identifying themselves as left-wing agreeing that the EU should help other countries produce food, compared with 82% of those identifying themselves as right-wing.

QD2.2. Please tell me to what extent you agree or disagree with each of the following statements.

The EU should produce more food in order to be less dependent on importing food from other countries



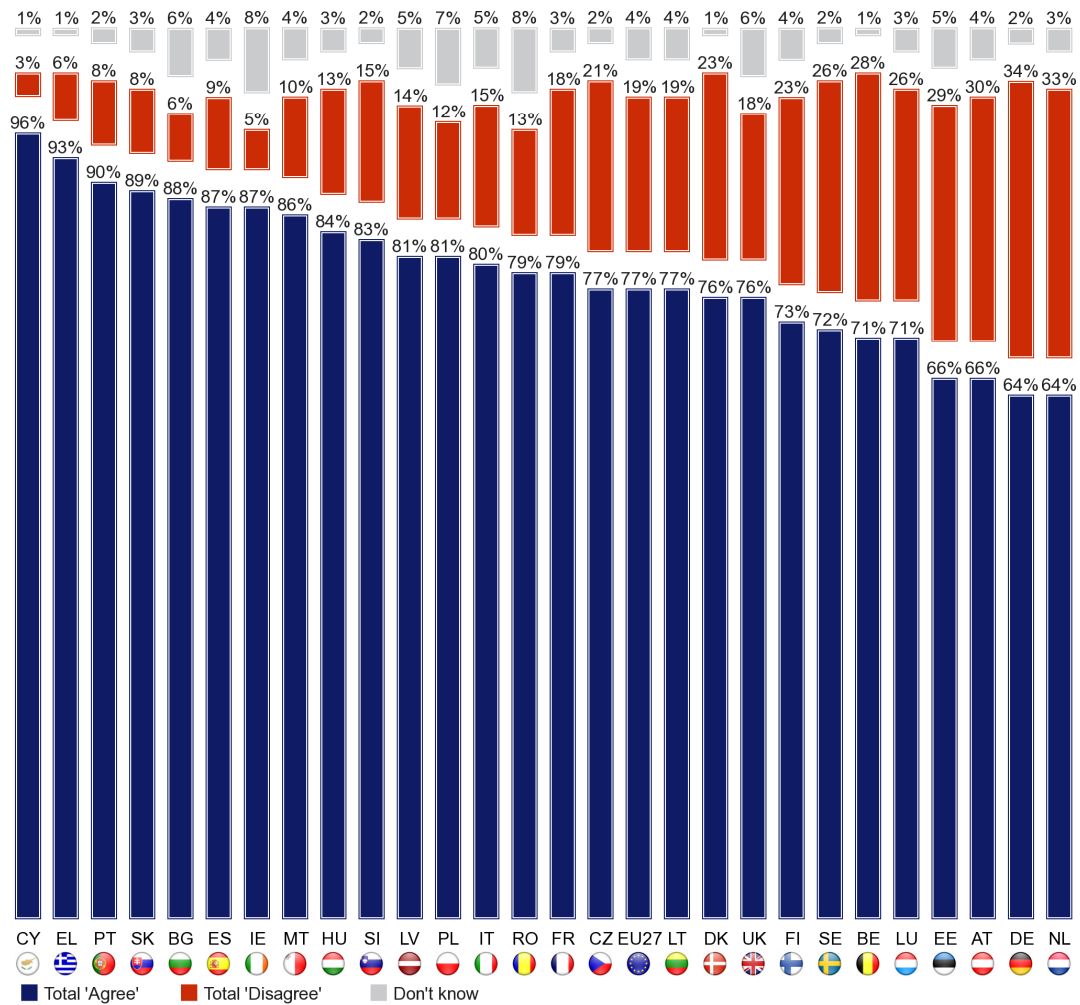
In all Member States the majority of respondents support the view that the EU should produce more food to reduce its dependence on imports. Levels of agreement exceed the EU average of 81% in 17 of 27 Member States.

The highest levels of agreement are found in Greece (98%) and Cyprus (97%), and the lowest in the Netherlands (56%) and Denmark (59%). Respondents in Germany (64%) and Sweden (65%) are also significantly less likely to agree. On average, respondents in NMS12 countries are more likely to agree (85%) than their EU15 counterparts (79%).

The most prominent socio-demographic difference is economic status. Eighty-six percent of those who have difficulty paying bills agree that the EU should protect itself against dependency on food imports, compared with 78% of respondents who almost never have difficulty paying bills.

QD2.3. Please tell me to what extent you agree or disagree with each of the following statements.

The EU should produce more food in order not only to meet European consumer demand but also the increasing demand of other non-EU countries



In all but two Member States, over two-thirds (66%) of respondents agree that the EU should produce more food to satisfy internal and external demand, and in almost half the Member States (13 of 27) at least four-fifths (80%) are in agreement. Again, Cyprus (96%) and Greece (93%) see the highest levels of agreement. The lowest proportions are found in Germany and the Netherlands (64%). In both of these countries slightly more than a third (34% and 33% respectively) of respondents disagreed with the notion.

Respondents in NMS12 countries are on average (81%) slightly more likely to agree than their EU15 counterparts (76%).

Economic security is in this case less significant. Eighty-one percent of respondents who have difficulty paying bills most of the time agree that the EU should produce more food, compared with 76% of those who almost never have this problem.

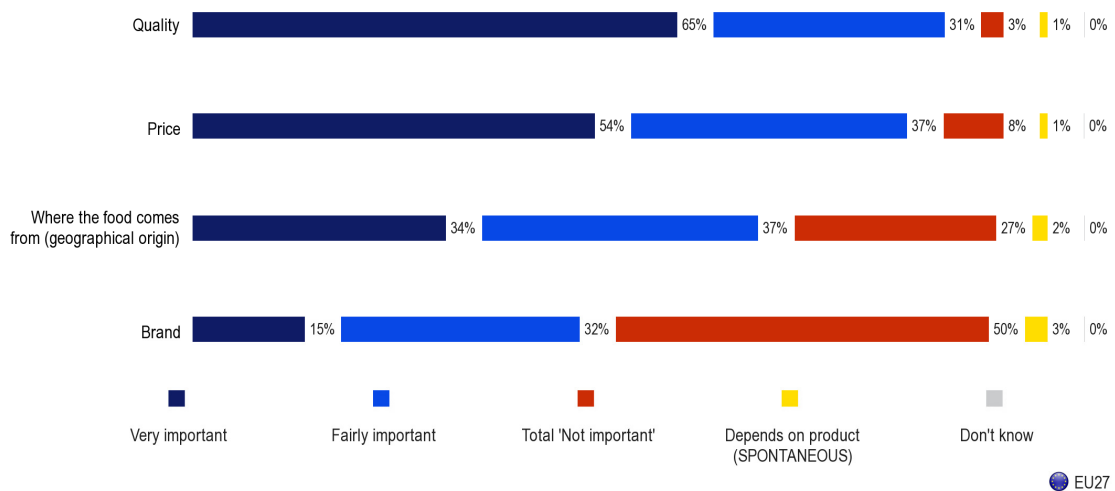
II. FOOD QUALITY

2.1 Consumer priorities

- Food quality, price and origin matter to the majority of EU citizens, but attitudes to brands vary –

The majority of EU citizens take quality, price and origin into consideration when buying food, but only a minority are interested in brand information⁶.

QD3. When buying food, how important are the following for you personally...?

















The quality of food is the most important factor for EU citizens. Ninety-six percent of respondents regard quality as important, with nearly two-thirds (65%) considering it very important. A substantial majority also prioritise price, with 91% seeing it as important and just over half (54%) as very important. Somewhat fewer respondents emphasise the origin of food, with over two-thirds (71%) seeing it as important but only one-third (34%) as very important.

Brand information is clearly less important for those purchasing food. Half (50%) of EU citizens see this information as unimportant, with only 15% seeing it as very important.

Respondents were not directly asked whether the importance of these criteria varies depending on the product. If a respondent gave such an answer spontaneously, it was recorded. However, very few respondents did, with the highest proportion – in the case of brand information – only 3%.

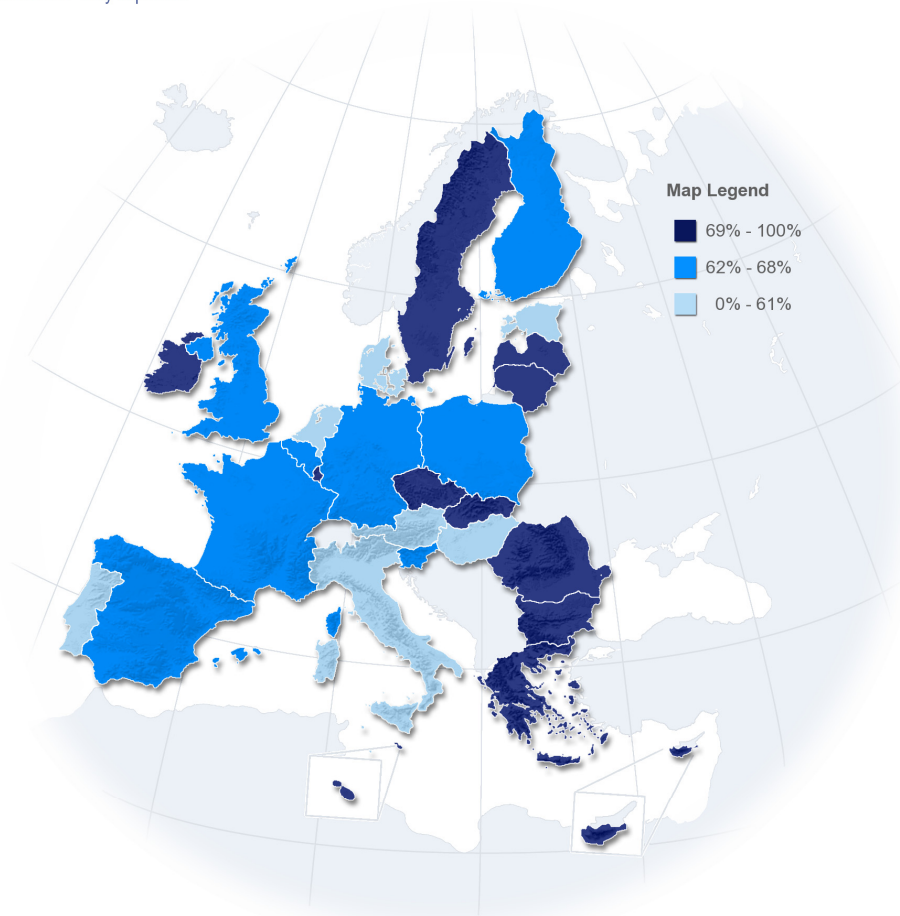
⁶ QD3. When buying food, how important are the following for you personally...?: Quality; Price; Where the food comes from (geographical origin); Brand

 MT	86%
 CY	84%
 BG	78%
 EL	78%
 IE	76%
 LV	76%
 LU	73%
 CZ	73%
 LT	73%
 SE	71%
 SK	71%
 RO	70%
 SI	68%
 DE	67%
 UK	66%
 PL	66%
 EU	65%
 ES	63%
 BE	62%
 FR	62%
 FI	62%
 IT	61%
 HU	60%
 DK	58%
 EE	55%
 AT	53%
 NL	52%
 PT	49%

Question: QD3.1. When buying food, how important are the following for you personally...?

Option: Quality


Answers: Very important



In all Member States except Portugal (49%), more than half of those surveyed regard quality as a very important consideration when buying food. However, there is significant variation in levels of agreement between respondents in Member States. Both Malta (86%) and Cyprus (84%) stand out for the particularly high proportion of respondents for whom quality is a priority. By contrast, in the Netherlands (52%) and Austria (53%) only a small majority see quality as very important.

Respondents in the NMS12 countries are slightly more likely (69%) than those polled in EU15 countries (63%) to see quality as very important.

QD3.1 When buying food, how important are the following for you personally...?

Quality					
	Very important	Fairly important	Not very important	Not at all important	It depends on the product (SPONTANEOUS)
EU27	65%	31%	2%	1%	1%
 Age					
15-24	60%	34%	4%	1%	1%
25-39	63%	33%	3%	1%	-
40-54	66%	30%	2%	1%	1%
55 +	66%	30%	2%	1%	1%

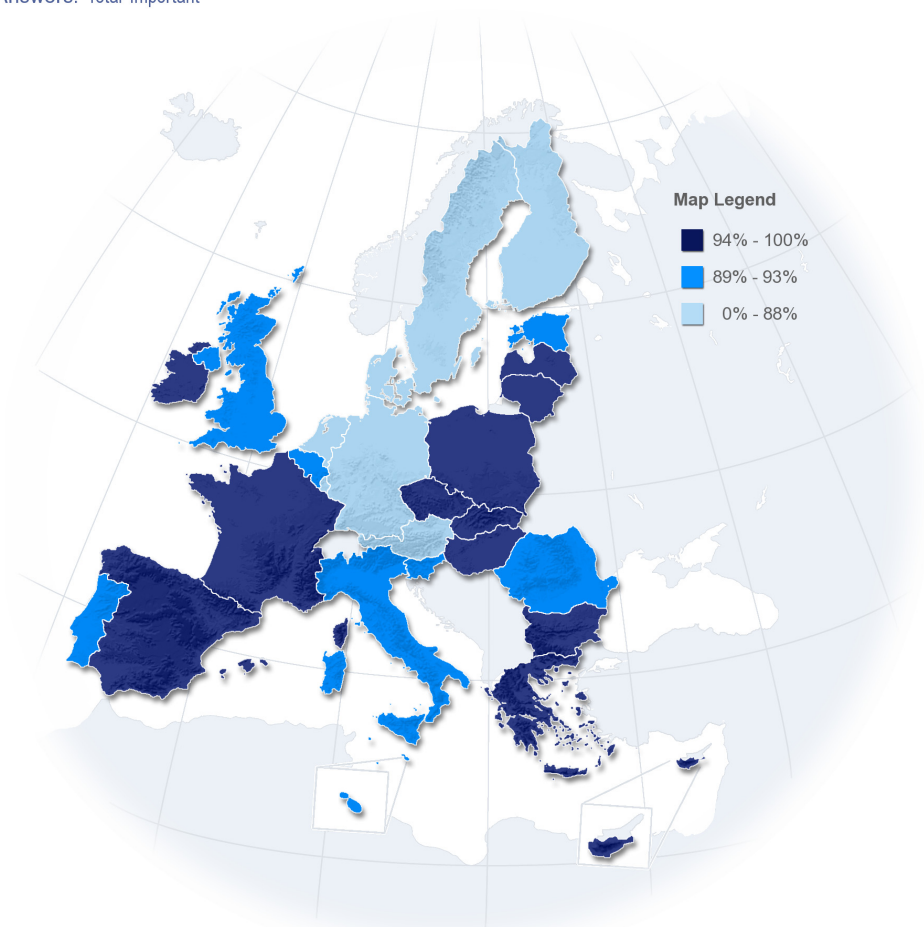
Quality is less important to younger people, 60% of respondents in the 15-24 age group regarding it as very important, compared with the EU average of 65%.

 BG	98%
 EL	98%
 HU	97%
 CY	97%
 SK	97%
 ES	96%
 CZ	96%
 IE	96%
 LT	95%
 FR	94%
 LV	94%
 PL	94%
 PT	93%
 RO	93%
 EE	92%
 UK	92%
 EU	91%
 IT	91%
 SI	91%
 BE	90%
 MT	89%
 AT	87%
 FI	86%
 DE	83%
 DK	81%
 SE	76%
 LU	76%
 NL	72%

Question: QD3.2. When buying food, how important are the following for you personally...?

Option: Price

Answers: Total 'Important'



In almost all Member States, more than four-fifths (80%) of respondents regard price as an important factor when buying food. In Bulgaria (98%) and Greece (98%) this proportion is particularly high. There are more substantial differences between Member States below the EU average (91%). Ninety percent of Belgian respondents see price as important but only 72% of respondents in the Netherlands hold that view.

At the regional level, with the exception of Malta (89%) responses in the NMS12 Member States are equal to or above the EU average. Ninety-five percent of respondents in NMS12 countries consider price to be important, compared with 90% in the EU15.

QD3.2 When buying food, how important are the following for you personally...?

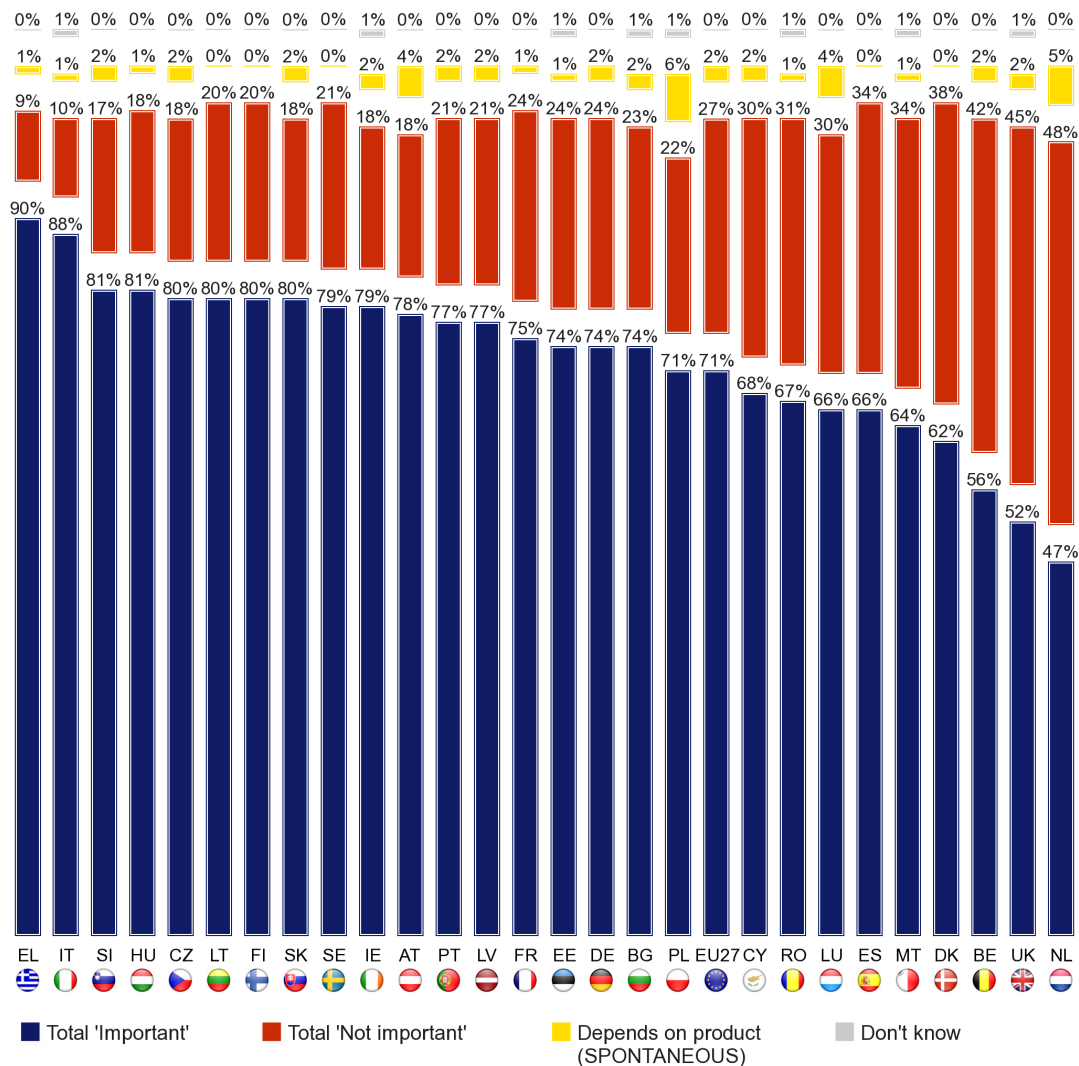
The price

	Very important	Fairly important	Not very important	Not at all important	It depends on the product (SPONTANEOUS)	Total 'Important'	Total 'Not important'
EU27	54%	37%	7%	1%	1%	91%	8%
Difficulties paying bills							
Most of the time	76%	21%	2%	-	1%	97%	2%
From time to time	64%	30%	4%	1%	1%	94%	5%
Almost never	46%	42%	10%	1%	1%	88%	11%

Unsurprisingly, price is a more important consideration for those who have difficulty paying bills most of the time (97%) than it is for those who almost never have this problem (88%). These differences are particularly clear among those who classed price as 'very important'. Three-quarters (76%) of those who very often have difficulty paying bills regard price as very important, while less than half of those who almost never have problems paying bills hold this view (46%).

QD3.3. When buying food, how important are the following for you personally...?

Where the food comes from (geographical origin)




In every Member State except the Netherlands (47%), more than half the respondents regard the geographical origin of food products as important. Again, there are significant differences between levels of importance in individual Member States.

The vast majority of respondents in Greece (90%) and Italy (88%) consider origin to be important, while in the United Kingdom (52%) and Belgium (56%) these proportions are substantially lower. There are no significant differences between EU15 and NMS12 countries on this question.

QD3.3 When buying food, how important are the following for you personally...?

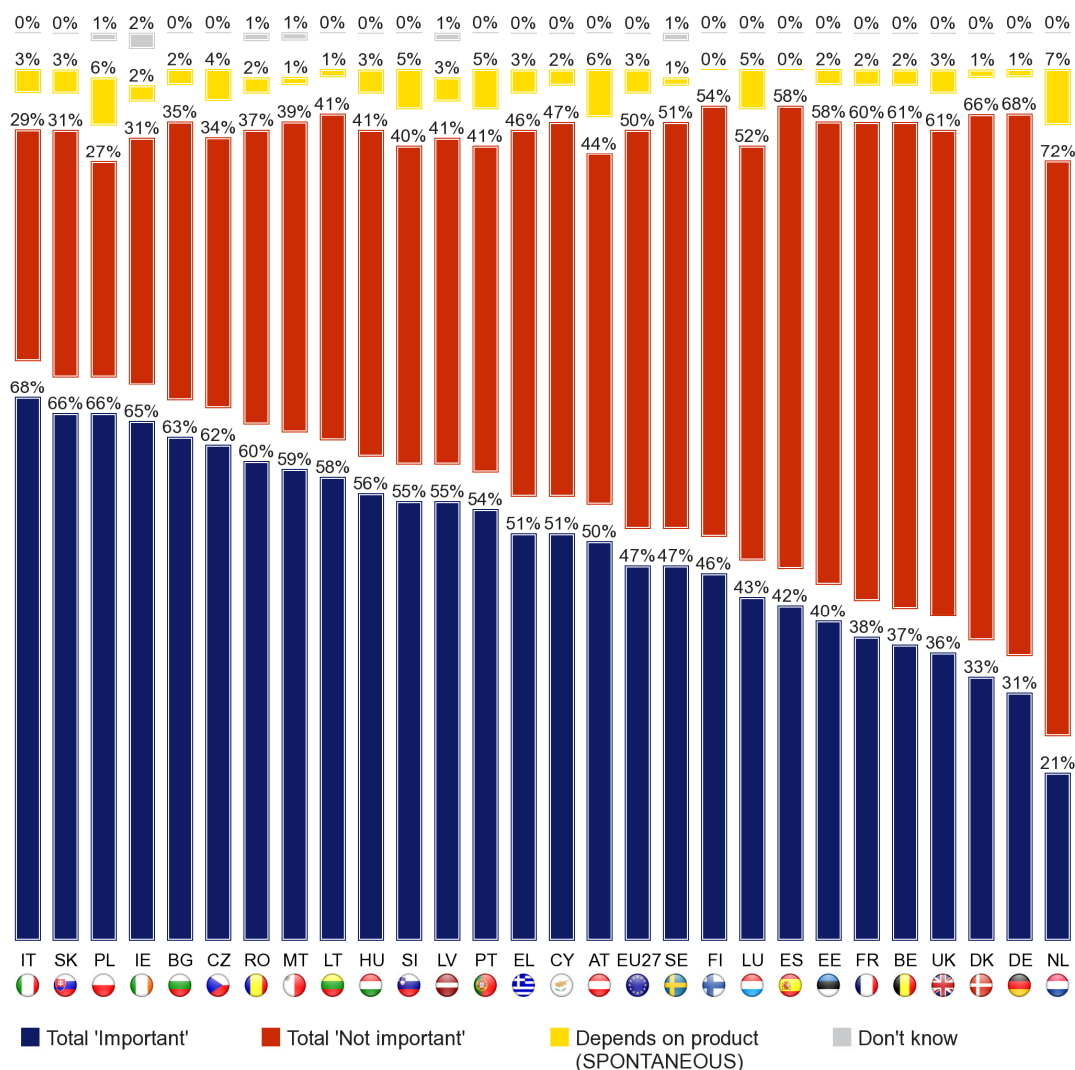
Where the food comes from (geographical origin)

	Total 'Important'	Total 'Not important'	It depends on the product (SPONTANEOUS)
EU27	71%	27%	2%
 Age			
15-24	57%	40%	2%
25-39	70%	28%	2%
40-54	75%	23%	2%
55 +	76%	22%	2%

Young EU citizens are noticeably less likely to consider the origin of food products to be important. Only 57% of respondents in the 15-24 age group said that this was important for them, compared with the EU average of 71%.

QD3.4. When buying food, how important are the following for you personally...?

Brand



The importance of food product brands varies substantially between Member States. Quality, price and origin are considered a priority in most countries, but brands are considered important in some countries and unimportant in others. In 12 Member States, fewer than half (50%) of those surveyed said that brands are important.

Brands are most important in Italy, where over two-thirds (68%) of respondents indicated this. Similar proportions are observed in Slovakia and Poland (both 66%) and Ireland (65%). Interest in brands is particularly low in the Netherlands, where only one-fifth (21%) of respondents consider them important. Less than one-third (31%) of those polled in Germany said that they prioritised brands.

While only 3% of respondents across the EU said that their view of the importance of a brand depends on the product, in several Member States – notably the Netherlands (7%) and Poland (6%) this proportion was somewhat higher.

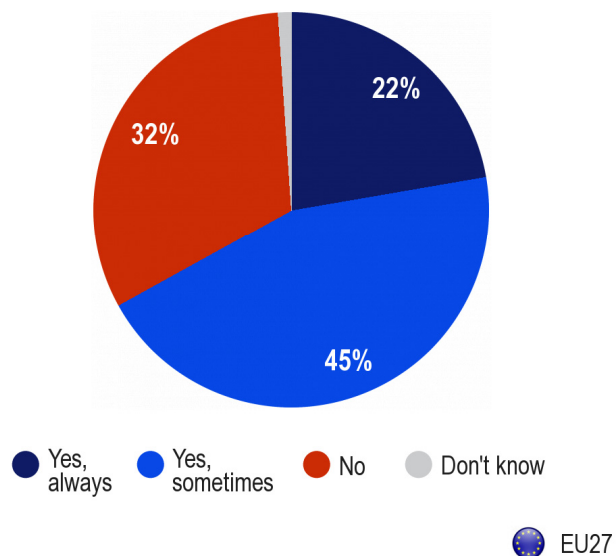
On average brands are more important in NMS12 Member States than in the EU15. With the exception of Estonia all of the NMS12 countries are above the EU average of 47% on this question, with a collective average of 62%. The corresponding figure in the EU15 is 43%.

2.1. Whether check quality labels

- Most EU citizens check food for quality labels, but few do this consistently -

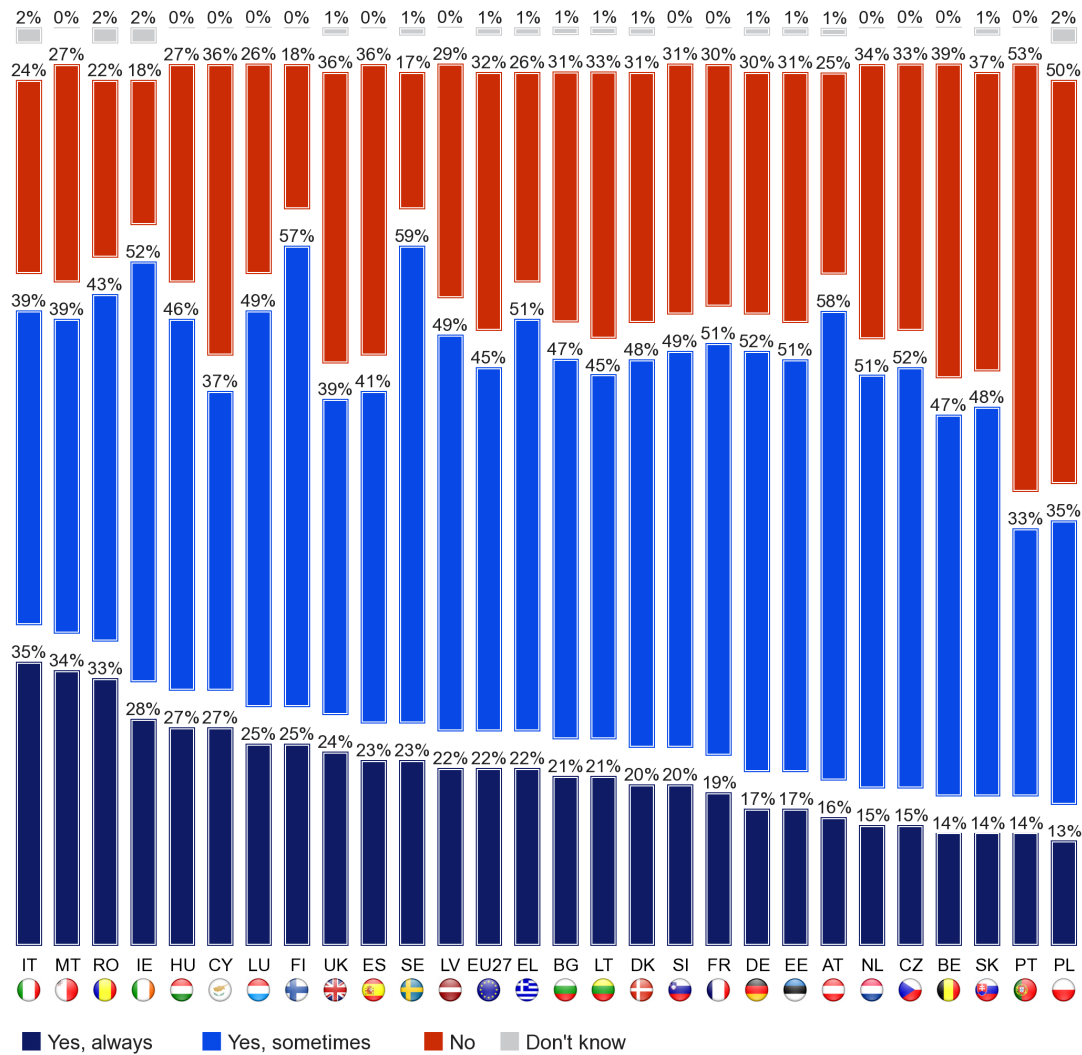
Two-thirds (67%) of EU citizens check food purchases to see if they have quality labels indicating specific characteristics⁷. However, only one-fifth (22%) of those polled say that they always check for these labels, while just under a half (45%) say that they do this sometimes. One-third (32%) of respondents never check.

QD4. When buying food, do you ever check to see if it has a quality label that ensures the food has specific characteristics?



⁷ QD4. When buying food, do you ever check to see if it has a quality label that ensures the food has specific characteristics?

QD4. When buying food, do you ever check to see if it has a quality label that ensures the food has specific characteristics?



There is clear variation between the proportions of respondents who check food products for quality labels across different Member States.

The highest proportion of respondents who always check labels can be found in Italy (35%), Malta (34%) and Romania (33%). When those who sometimes check for labels are included, Finland, Sweden (both 82%) and Ireland (80%) have the highest proportion of respondents.

The proportion of those who always check for labels is lowest in Portugal and Poland (14% and 13% respectively). In Portugal, 53% never check; in Poland this figure is 50%. In all other countries, the proportion of those who never check is less than half (50%) of those surveyed.

In the remaining Member States, the proportion of those who sometimes check labels does not vary dramatically from the EU average of 67%.

QD4 When buying food, do you ever check to see if it has a quality label that ensures the food has specific characteristics?

	Total 'Yes'	No	DK
EU27	67%	32%	1%
Age			
15-24	58%	41%	1%
25-39	69%	30%	1%
40-54	70%	29%	1%
55 +	67%	32%	1%
Education (End of)			
15-	59%	40%	1%
16-19	67%	32%	1%
20+	77%	22%	1%
Still studying	59%	40%	1%
Difficulties paying bills			
Most of the time	60%	39%	1%
From time to time	67%	32%	1%
Almost never	69%	30%	1%

Consistent with the lower general interest in food quality seen earlier, young people are also less likely to check for quality labels. Fifty-eight percent of respondents in the 15-24 age group reported checking for these labels, compared with the EU average of 67%. Propensity to check for quality labels is also related to levels of education: while only 59% of respondents with 15 or fewer years of education check for labels, 77% of those with 20 or more years do.

Finally, economic security also has an influence. Respondents who have difficulty paying bills most of the time (60%) are less likely to check for quality labels than those who almost never have this problem (69%).

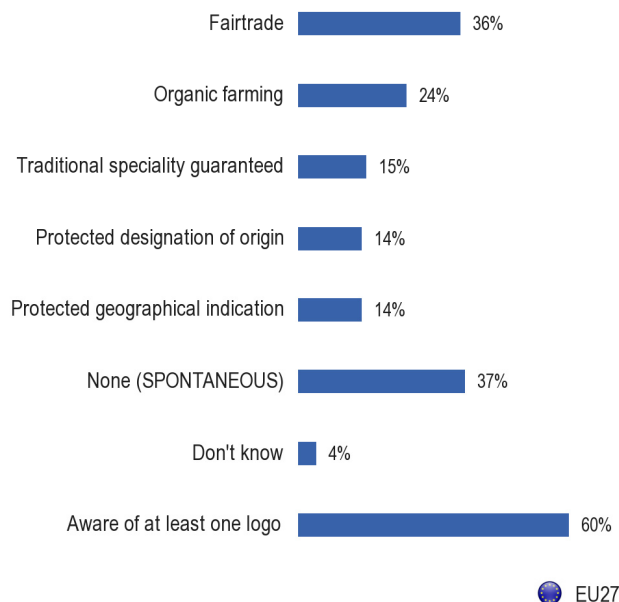
2.2 Awareness of food logos

- Overall awareness of food logos is low, while specific awareness varies between Member States –

Respondents were shown five logos giving information about the nature of food products⁸. With the exception of the Fairtrade logo, which indicates that a product is produced, processed, packaged and traded in accordance with fair-trade standards, these logos indicate that products conform to specific EU standards.

The Organic farming logo indicates that a product has been produced in accordance with EU organic farming regulations. The three other logos represent EU schemes promoting and protecting names of quality agricultural products and foodstuffs. 'Traditional speciality guaranteed' (TSG) indicates that a product has been made in accordance with traditional production methods or is characterised by a traditional composition. 'Protected designation of origin' (PDO) indicates that a product is prepared, processed and produced within a specific region and that the quality is essentially due to the natural and human factors present in the region. 'Protected geographical indication' (PGI) indicates that a product is the quality or reputation of the product is attributable to a specific region, with at least one of the stages of preparation, processing or production taking place in that area.⁹

QD5. Which of the logos on this card are you aware of?



⁸ QD5. Which of the logos on this card are you aware of?

⁹ http://ec.europa.eu/agriculture/quality/schemes/index_en.htm





























Three-fifths (60%) of EU citizens recognise at least one of these logos. However, overall recognition of individual food logos is rather low. Just over one-third of EU citizens (36%) recognise the Fairtrade logo, and a quarter (24%) is aware of the new Organic farming logo. Only a small minority are aware of the three other logos with 15% aware of the 'Traditional speciality guaranteed' logo, and 14% who recognise the 'Protected designation of origin' and 'Protected geographical indication' logos. However, one can see an increase in the recognition of the PDO and PGI logos.¹⁰

Both overall and individual knowledge of these logos varies widely between Member States. In the United Kingdom, a large majority (86%) recognise at least one of the logos, compared with only one-third (34%) of respondents in Bulgaria and Poland. There is a clear division between respondents in the EU15 Member States, where two-thirds (66%) of respondents recognise at least one logo, compared with only one-third (35%) in NMS12 countries.

Four-fifths (81%) of those surveyed in the United Kingdom recognise the Fairtrade logo, compared with a mere 3% in Spain. Recognition of this logo varies considerably between Member States, but in 17 of 27 Member States fewer than half of the respondents give a positive answer. Regional differences are substantial, with 43% of respondents in EU15 Member States who recognise the Fairtrade logo, compared with only 6% in NMS12 countries.

¹⁰ In 2008, a study ([Evaluation of the CAP policy on PDO and PGI](http://ec.europa.eu/agriculture/eval/reports/pdopgi/report_en.pdf)) estimated the recognition of PDO/PGI logos at 8%. See: http://ec.europa.eu/agriculture/eval/reports/pdopgi/report_en.pdf - p.154

QD5 Which of the logos on this card are you aware of?

	Fairtrade	Organic farming	Traditional speciality guaranteed	Protected designation of origin	Protected geographical indication	None (SPONTANEOUS)	Don't know	Aware of at least one logo
 EU27	36%	24%	15%	14%	14%	37%	4%	60%
 BE	54%	20%	11%	8%	10%	31%	3%	67%
 BG	6%	13%	15%	14%	15%	57%	9%	34%
 CZ	12%	21%	20%	14%	13%	47%	7%	46%
 DK	75%	39%	5%	3%	6%	18%	0%	81%
 DE	57%	33%	11%	8%	9%	29%	2%	68%
 EE	17%	34%	22%	8%	10%	39%	6%	56%
 IE	78%	27%	8%	6%	7%	15%	4%	81%
 EL	5%	17%	16%	16%	15%	58%	6%	36%
 ES	3%	14%	25%	14%	14%	53%	4%	43%
 FR	29%	38%	19%	25%	17%	32%	3%	65%
 IT	17%	24%	22%	36%	32%	35%	5%	60%
 CY	7%	18%	20%	7%	10%	64%	0%	36%
 LV	6%	33%	14%	7%	14%	47%	4%	48%
 LT	5%	26%	21%	4%	7%	27%	29%	44%
 LU	76%	37%	15%	16%	11%	15%	0%	85%
 HU	6%	19%	11%	7%	9%	62%	2%	36%
 MT	28%	19%	10%	5%	7%	45%	11%	45%
 NL	78%	21%	5%	6%	6%	17%	1%	82%
 AT	72%	36%	15%	19%	16%	15%	2%	83%
 PL	5%	12%	15%	6%	11%	63%	4%	34%
 PT	16%	21%	15%	17%	18%	59%	5%	36%
 RO	5%	10%	9%	5%	6%	60%	16%	25%
 SI	11%	32%	13%	13%	16%	52%	3%	45%
 SK	12%	28%	20%	14%	12%	47%	6%	47%
 FI	54%	33%	12%	5%	5%	30%	1%	69%
 SE	74%	33%	10%	10%	9%	18%	1%	81%
 UK	81%	22%	13%	7%	10%	13%	1%	86%
Highest percentage per country		<i>Lowest percentage per country</i>						
Highest percentage per item		<i>Lowest percentage per item</i>						

There is less variation between Member States over recognition of the Organic farming logo. In all cases, only a minority of those polled are aware of this logo, with the highest proportion in Denmark (39%) and the lowest in Romania (10%). On average, respondents in NMS12 Member States (16%) are less likely to recognise this logo than their EU15 counterparts (27%).

There is slightly more variation between Member States over recognition of the PDO, PGI and TSG logos, but again only a minority in any of the Member States recognise them.

The 'Traditional speciality guaranteed' logo is recognised by a quarter (25%) of respondents in Spain but only by 5% in Denmark and the Netherlands. Recognition of the 'Protected designation of origin' logo is notably higher in Italy than elsewhere, although only just over one-third (36%) of respondents recognise it. In several countries

awareness of this logo is particularly low: in Denmark, only 3% recognise it. Proportionally twice as many respondents are aware of this logo in EU15 Member States (16%) than in NMS12 countries (8%). Italy again stands out for awareness of the 'Protected geographical indication' logo, with one-third (32%) of respondents recognising it. In all other Member States fewer than one-fifth (20%) of those surveyed recognise this logo, and in Finland only 5% do.

QD5 Which of the logos on this card are you aware of?
(MULTIPLE ANSWERS POSSIBLE)

	Aware of at least one logo	None (SPONTANEOUS)	DK
EU27	60%	37%	4%
Education (End of)			
15-	44%	52%	4%
16-19	59%	37%	4%
20+	71%	27%	3%
Still studying	69%	27%	4%
Respondent occupation scale			
Self-employed	62%	34%	4%
Managers	75%	22%	3%
Other white collars	66%	30%	4%
Manual workers	59%	37%	4%
House persons	52%	44%	4%
Unemployed	54%	42%	4%
Retired	51%	45%	4%
Students	69%	27%	4%
Use of the Internet			
Everyday	70%	27%	3%
Often/ Sometimes	61%	34%	5%
Never	42%	54%	5%
Difficulties paying bills			
Most of the time	48%	47%	5%
From time to time	56%	40%	5%
Almost never	63%	33%	3%

There are also some noteworthy socio-demographic differences. Fewer than half (44%) of those with 15 or fewer years of education recognise any of the five logos, compared with 71% of those who have 20 or more years of education. Respondents who use the Internet everyday are more likely to recognize at least one of the five presented logos (70%) compared to the EU average (60%). Levels of economic security are also related to respondents' awareness of the logos. Fewer than half of respondents who have difficulty paying bills most of the time (48%) recognise at least one logo, compared with around two-thirds of those who almost never have this problem (63%). Consistent with these results, overall levels of awareness are higher in the managerial class compared with other occupational groups: three-quarters (75%) of managers said they were aware of at least one logo, compared with only 51% of retirees.

QD5 Which of the logos on this card are you aware of? (MULTIPLE ANSWERS POSSIBLE)

	Organic farming	Fairtrade	Protected designation of origin	Protected geographical indication	Traditional speciality guaranteed	None (SPONTANEOUS)	DK
EU27	24%	36%	14%	14%	15%	37%	4%
Education (End of)							
15-	16%	21%	12%	11%	13%	52%	4%
16-19	24%	34%	14%	14%	16%	37%	4%
20+	31%	46%	17%	17%	17%	27%	3%
Still studying	28%	48%	14%	14%	15%	27%	4%
Respondent occupation scale							
Self-employed	26%	36%	19%	20%	19%	34%	4%
Managers	31%	59%	17%	17%	16%	22%	3%
Other white collars	29%	38%	18%	17%	15%	30%	4%
Manual workers	23%	32%	13%	13%	16%	37%	4%
House persons	20%	28%	11%	13%	16%	44%	4%
Unemployed	23%	28%	12%	12%	18%	42%	4%
Retired	21%	28%	13%	11%	13%	45%	4%
Students	28%	48%	14%	14%	15%	27%	4%
Difficulties paying bills							
Most of the time	20%	21%	12%	12%	16%	47%	5%
From time to time	22%	28%	17%	16%	17%	40%	5%
Almost never	26%	41%	13%	13%	15%	33%	3%

Only one in five of those with 15 or fewer years of education recognise the Fairtrade label compared with almost half of those with 20 or more years of education (21% and 46% respectively). Similarly, only 16% of the less educated recognise the Organic farming logo, compared with 31% of those who have high levels of education.

Those with low economic security are notably less likely to recognise the Fairtrade logo. Only 21% of those who usually have difficulty paying bills recognise it, compared with 41% of those who almost never have this problem.

Managers and students are notably more likely than other occupational groups to be aware of the Fairtrade logo: nearly half (48%) of students and three-fifths (59%) of managers recognise it, compared with an average of 36%.

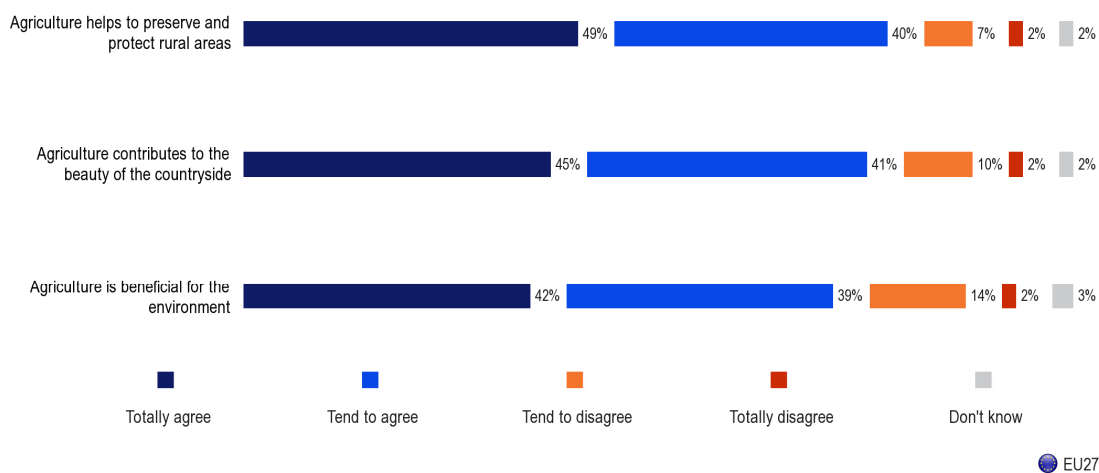
The low overall recognition of the PDO, PGI and TSG logos is reflected by the absence of any distinct and consistent socio-demographic differences across these three cases.

III. AGRICULTURE AND THE COUNTRYSIDE

- Most EU citizens have a positive view of the contribution agriculture makes to rural areas, regardless of Member State –









A large majority of EU citizens agree that agriculture has a positive influence on the maintenance of rural areas¹¹.

QD6. Please tell me to what extent you agree or disagree with each of the following statements.



Eighty-six percent of respondents either tend to agree or totally agree with the statement that agriculture contributes to the beauty of the countryside, and 89% of respondents agree that it helps to protect and preserve rural areas. Around eight in ten (81%) agree that agriculture is beneficial for the environment.

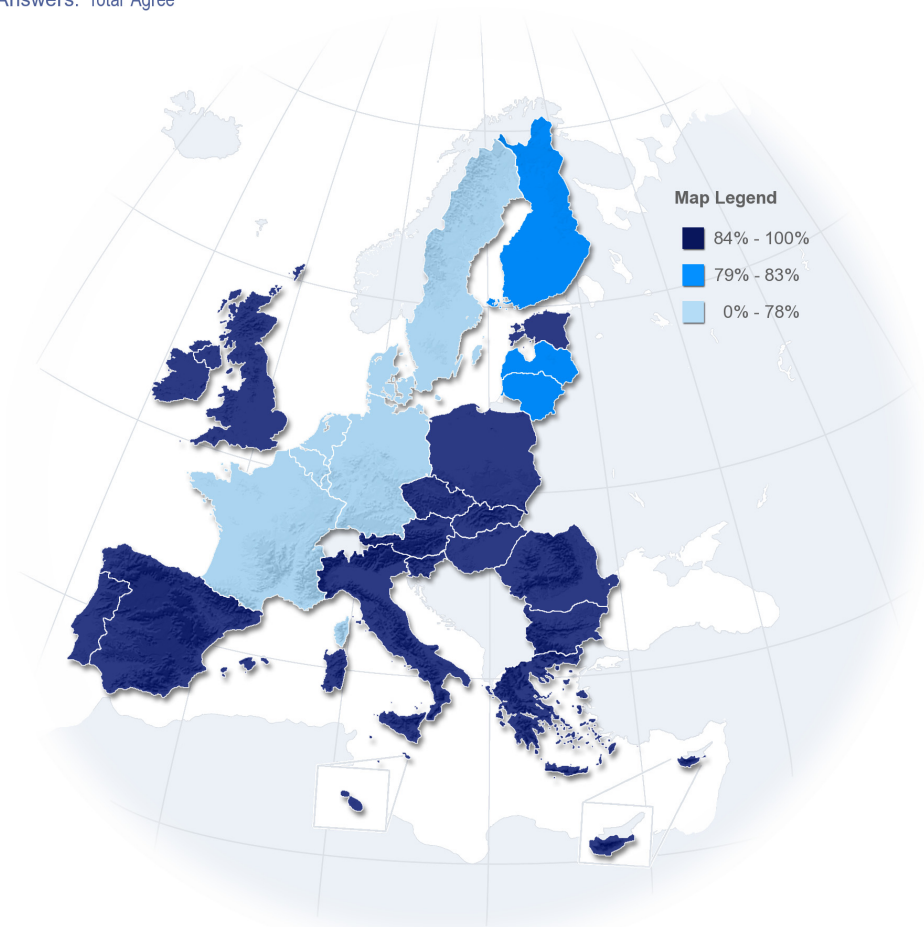
¹¹ QD6. Please tell me to what extent you agree or disagree with each of the following statements?: Agriculture is beneficial for the environment; Agriculture contributes to the beauty of the countryside; Agriculture helps to preserve and protect rural areas

 CY	99%
 MT	96%
 PT	95%
 RO	94%
 HU	93%
 ES	91%
 IT	89%
 IE	89%
 EE	89%
 EL	89%
 SK	88%
 BG	88%
 UK	87%
 PL	87%
 CZ	86%
 SI	85%
 AT	84%
 LT	83%
 LV	83%
 EU	81%
 FI	80%
 LU	75%
 BE	73%
 SE	72%
 DE	71%
 FR	66%
 NL	53%
 DK	43%

Question: QD6.1. Please tell me to what extent you agree or disagree with each of the following statements.

Option: Agriculture is beneficial for the environment

Answers: Total 'Agree'




In almost all Member States, two-thirds (66%) or more of those polled agree that agriculture benefits the environment. The exceptions are the Netherlands, where 53% agree, and Denmark, where a minority (43%) of respondents agree. In 19 of 27 Member States levels of agreement are above the EU average of 81%. Levels of agreement are especially high in Cyprus, where almost all (99%) respondents agree, and in Malta (96%) and Portugal (95%).





























The average level of agreement in NMS12 states (88%) is higher than in the EU15 (79%).

QD6.1 Please tell me to what extent you agree or disagree with each of the following statements.

Agriculture is beneficial for the environment

	Total 'Agree'	Total 'Disagree'	DK
EU27	81%	16%	3%
 Education (End of)			
15-	88%	9%	3%
16-19	83%	14%	3%
20+	73%	23%	4%
Still studying	73%	23%	4%

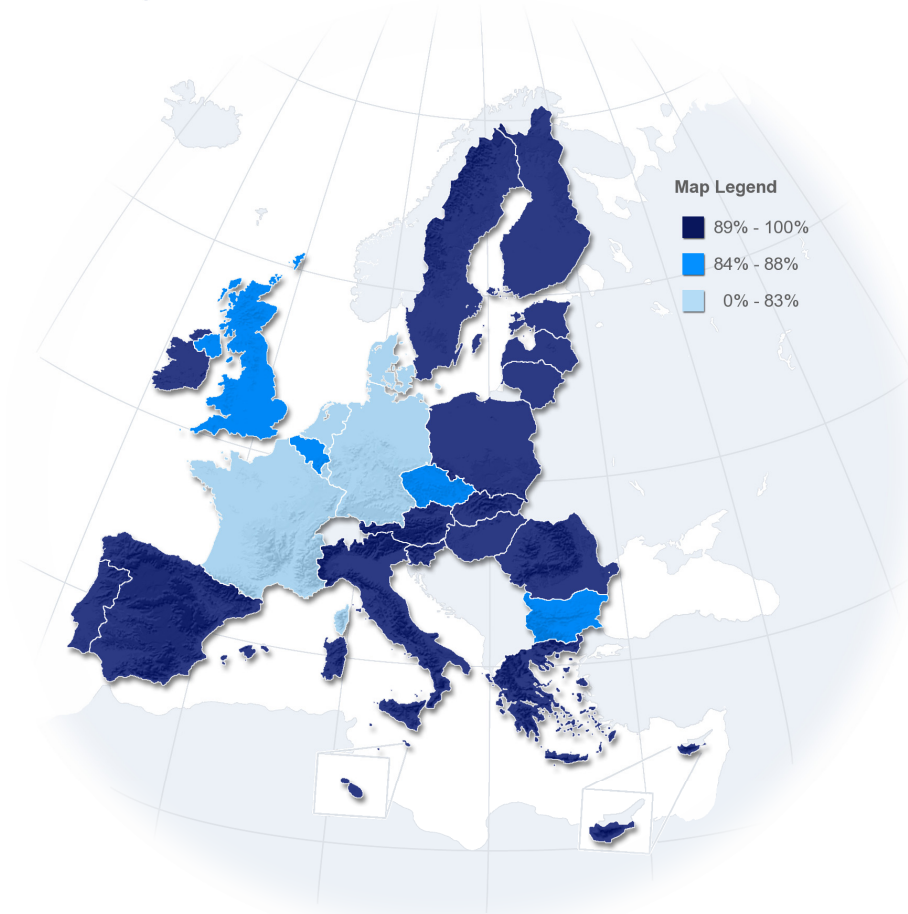
Respondents with 20 or more years of education and those who are still studying are somewhat less likely to say that agriculture is beneficial for the environment: in both groups 73% of those polled agree with this, compared with the EU average of 81%.

 CY	99%
 PT	97%
 MT	96%
 EL	96%
 SE	95%
 RO	94%
 HU	93%
 LV	93%
 EE	92%
 AT	91%
 ES	91%
 IT	91%
 FI	91%
 SI	91%
 PL	90%
 IE	90%
 LT	89%
 SK	89%
 BG	87%
 BE	87%
 EU	86%
 CZ	85%
 UK	85%
 NL	82%
 LU	80%
 FR	80%
 DK	75%
 DE	73%

Question: QD6.2. Please tell me to what extent you agree or disagree with each of the following statements.

Option: Agriculture contributes to the beauty of the countryside

Answers: Total 'Agree'










A large majority of respondents in all Member States agree that agriculture contributes to the beauty of the countryside. Aside from in Germany (73%) and Denmark (75%), four-fifths (80%) or more of those surveyed agree with this statement, and in 20 of 27 Member States levels of agreement are above the EU average of 86%.

Again, there is nearly unanimous agreement in Cyprus (99%), followed by Portugal (97%), Greece and Malta (both 96%).

Levels of agreement are slightly higher on average in NMS12 countries (90%) than those of the EU15 (84%).

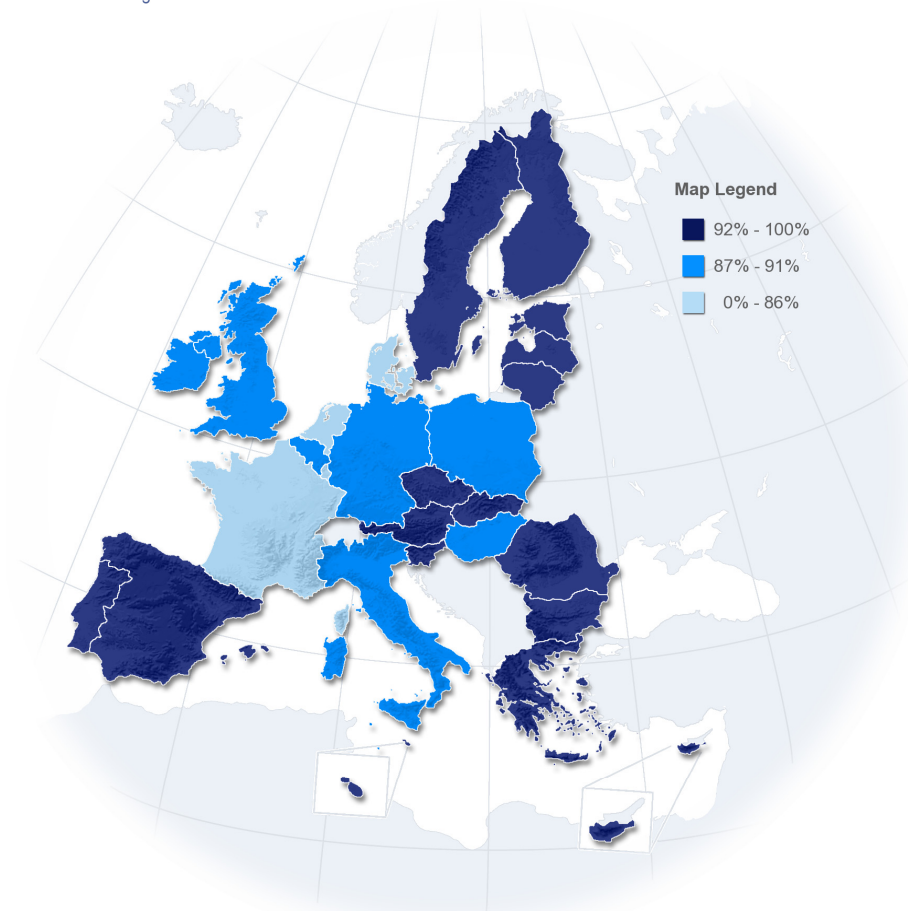
There are no socio-demographic differences of any clear significance.

 CY	99%
 EL	98%
 EE	96%
 PT	95%
 FI	95%
 SK	95%
 BG	95%
 SI	94%
 LV	94%
 CZ	94%
 SE	93%
 ES	93%
 AT	93%
 LT	93%
 RO	92%
 MT	92%
 PL	91%
 HU	91%
 IT	90%
 IE	90%
 EU	89%
 BE	88%
 DE	88%
 UK	88%
 LU	86%
 FR	86%
 NL	79%
 DK	60%

Question: QD6.3. Please tell me to what extent you agree or disagree with each of the following statements.

Option: Agriculture helps to preserve and protect rural areas

Answers: Total 'Agree'



There are particularly high levels of agreement with the statement that agriculture helps to preserve and protect rural areas. Once again, respondents in Cyprus (99%) are almost unanimous in their agreement, closely followed by those in Greece (98%) and Estonia (96%). Levels of agreement in Denmark are substantially lower than elsewhere, with only three-fifths (60%) of respondents agreeing with the statement. In all other Member States, approximately four-fifths (80%) or more agree.

Despite the fact that all Member States where agreement is below the EU average of 89% are from the EU15, regional differences are statistically insignificant. Again, there are no significant socio-demographic differences.

CONCLUSIONS

EU citizens clearly understand that food security is a global issue, with a large majority expressing concern at the challenge of feeding the world's population. However, concern about the sufficiency of food production in the EU is driven more by respondents' assessments of the sufficiency of food production in their own country than by a general perception of food insecurity. In Greece and Portugal, where respondents are extremely concerned about domestic food production, levels of concern about production in the EU are also high. In Germany and the Netherlands, low levels of concern about domestic food security are accompanied by low levels of concern about EU food security.

Food security also has a socio-demographic dimension. This survey finds that those who are financially vulnerable are most concerned about food security.

This is reflected in attitudes to the EU response to the challenge of achieving food security. While the majority of EU citizens agree that the EU should take steps to make itself less dependent on food imports and better equipped to take advantage of growing external markets, this response is more common among respondents in countries where concern about food insecurity is greater and – to a lesser extent – among people who are economically insecure.

Most EU citizens regard agriculture as making a positive contribution to rural areas. This is consistent across most Member States and socio-demographic groups. There is a broad consensus that agriculture plays a beneficial role.

Attitudes to food quality vary by Member State and price is an almost equally important consideration for many (particularly those respondents who experience difficulty paying their bills). However, a majority of EU citizens regard quality as important and often check food produce for information about this. However, only a minority of EU citizens recognise any of the logos introduced by the EU to ensure the quality and origin of certain types of food products.

ANNEXES

TECHNICAL SPECIFICATIONS

SPECIAL EUROBAROMETER 389

Europeans and Agriculture

TECHNICAL SPECIFICATIONS

Between the 10th and 25th of March 2012, TNS Opinion & Social, a consortium created between TNS plc and TNS opinion, carried out the wave 77.2 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Research and Speechwriting".

The SPECIAL EUROBAROMETER 389 is part of wave 77.2 and covers the population of the respective nationalities of the European Union Member States, resident in each of the Member States and aged 15 years and over. The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (Computer Assisted Personal Interview) was used in those countries where this technique was available.

ABBR.	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.075	10/03/2012	25/03/2012	8.939.546
BG	Bulgaria	TNS BBSS	1.000	10/03/2012	25/03/2012	6.537.510
CZ	Czech Rep.	TNS Aisa	1.002	10/03/2012	25/03/2012	9.012.443
DK	Denmark	TNS Gallup DK	1.008	10/03/2012	25/03/2012	4.561.264
DE	Germany	TNS Infratest	1.532	10/03/2012	25/03/2012	64.409.146
EE	Estonia	Emor	1.001	10/03/2012	25/03/2012	945.733
IE	Ireland	Ipsos MRBI	1.007	10/03/2012	25/03/2012	3.522.000
EL	Greece	TNS ICAP	1.000	10/03/2012	25/03/2012	8.693.566
ES	Spain	TNS Demoscopia	1.003	10/03/2012	25/03/2012	39.127.930
FR	France	TNS Sofres	1.024	10/03/2012	25/03/2012	47.756.439
IT	Italy	TNS Infratest	1.037	10/03/2012	25/03/2012	51.862.391
CY	Rep. of Cyprus	Synovate	503	10/03/2012	25/03/2012	660.400
LV	Latvia	TNS Latvia	1.003	10/03/2012	25/03/2012	1.447.866
LT	Lithuania	TNS Gallup Lithuania	1.016	10/03/2012	25/03/2012	2.829.740
LU	Luxembourg	TNS ILReS	506	12/03/2012	25/03/2012	404.907
HU	Hungary	TNS Hoffmann Kft	1.010	10/03/2012	25/03/2012	8.320.614
MT	Malta	MISCO	499	10/03/2012	25/03/2012	335.476
NL	Netherlands	TNS NIPO	1.011	10/03/2012	25/03/2012	13.371.980
AT	Austria	Österreichisches Gallup-Institut	1.001	10/03/2012	25/03/2012	7.009.827
PL	Poland	TNS OBOP	1.000	10/03/2012	25/03/2012	32.413.735
PT	Portugal	TNS EUROTESTE	1.000	13/03/2012	25/03/2012	8.080.915
RO	Romania	TNS CSOP	1.031	10/03/2012	25/03/2012	18.246.731
SI	Slovenia	RM PLUS	1.012	10/03/2012	25/03/2012	1.759.701
SK	Slovakia	TNS Slovakia	1.000	10/03/2012	25/03/2012	4.549.955
FI	Finland	TNS Gallup Oy	1.000	10/03/2012	25/03/2012	4.440.004
SE	Sweden	TNS GALLUP	1.007	10/03/2012	25/03/2012	7.791.240
UK	United Kingdom	TNS UK	1.305	10/03/2012	25/03/2012	51.848.010
TOTAL EU27			26.593	10/03/2012	25/03/2012	408.879.069

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Opinion & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed above.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9 points	± 2.5 points	± 2.7 points	± 3.0 points	± 3.1 points

QUESTIONNAIRE

QD1 To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

	(READ OUT)	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	DK
1	(OUR COUNTRY)	1	2	3	4	5
2	The European Union	1	2	3	4	5
3	The world	1	2	3	4	5

NEW

QD2 Please tell me to what extent you agree or disagree with each of the following statements.

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

	(READ OUT – ROTATE)	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
1	The EU should help other countries to produce more food	1	2	3	4	5
2	The EU should produce more food in order to be less dependent on importing food from other countries	1	2	3	4	5
3	The EU should produce more food in order not only to meet European consumer demand but also the increasing demand of other non-EU countries	1	2	3	4	5

NEW

QD3 When buying food, how important are the following for you personally...?

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

	(READ OUT – ROTATE)	Very important	Fairly important	Not very important	Not at all important	Depends on product (SPONTANEOUS)	DK
1	Quality	1	2	3	4	5	6
2	Price	1	2	3	4	5	6
3	Where the food comes from (geographical origin)	1	2	3	4	5	6
4	Brand	1	2	3	4	5	6

NEW

QD4 When buying food, do you ever check to see if it has a quality label that ensures the food has specific characteristics?

(READ OUT – ONE ANSWER ONLY)

- Yes, always 1
- Yes, sometimes 2
- No 3
- DK 4
- NEW

QD5 Which of the logos on this card are you aware of?

(SHOW CARD WITH LOGOS – MULTIPLE ANSWERS POSSIBLE)



1,



2,



3,



4,



5,

None (SPONTANEOUS) 6,

DK 7,

NEW

QD6

Please tell me to what extent you agree or disagree with each of the following statements.

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

	(READ OUT – ROTATE)	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
1	Agriculture is beneficial for the environment	1	2	3	4	5
2	Agriculture contributes to the beauty of the countryside	1	2	3	4	5
3	Agriculture helps to preserve and protect rural areas	1	2	3	4	5

NEW

TABLES

QD1.1 Dans quelle mesure êtes-vous préoccupé(e) par la production suffisante de produits alimentaires pour répondre aux besoins de la population dans ... ?





























En (NOTRE PAYS)

QD1.1 To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

(OUR COUNTRY)

QD1.1 Inwieweit sind Sie besorgt, dass ausreichend Nahrungsmittel hergestellt werden, um den Bedarf der Bevölkerung in folgenden Regionen zu decken?

(UNSEREM LAND)

		Très préoccupé(e)	Plutôt préoccupé(e)	Plutôt pas préoccupé(e)	Pas du tout préoccupé(e)	NSP
		Very concerned	Fairly concerned	Not very concerned	Not at all concerned	DK
		Sehr beunruhigt	Ziemlich beunruhigt	Nicht sehr beunruhigt	Gar nicht beunruhigt	WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	15	28	30	26	1
	BE	9	31	35	25	0
	BG	28	33	22	15	2
	CZ	30	39	22	8	1
	DK	2	9	34	55	0
	D-W	4	9	29	57	1
	DE	4	10	29	57	0
	D-E	4	10	29	57	0
	EE	11	21	45	23	0
	IE	16	26	31	25	2
	EL	61	33	5	1	0
	ES	32	39	18	11	0
	FR	19	37	26	17	1
	IT	10	36	34	18	2
	CY	22	20	26	32	0
	LV	19	29	34	17	1
	LT	11	22	32	34	1
	LU	7	20	30	40	3
	HU	26	42	21	9	2
	MT	10	23	30	35	2
	NL	2	9	30	59	0
	AT	5	17	39	39	0
	PL	5	18	44	30	3
	PT	34	51	12	2	1
	RO	26	29	29	13	3
	SI	41	33	20	6	0
	SK	25	39	25	10	1
	FI	4	20	48	28	0
	SE	3	10	43	44	0
	UK	13	33	36	16	2

QD1.1 Dans quelle mesure êtes-vous préoccupé(e) par la production suffisante de produits alimentaires pour répondre aux besoins de la population dans ... ?





























En (NOTRE PAYS)

QD1.1 To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

(OUR COUNTRY)

QD1.1 Inwieweit sind Sie besorgt, dass ausreichend Nahrungsmittel hergestellt werden, um den Bedarf der Bevölkerung in folgenden Regionen zu decken?

(UNSEREM LAND)

		Total 'Préoccupé(e)'	Total 'Pas préoccupé(e)'
		Total 'Concerned'	Total 'Not concerned'
		Gesamt 'Besorgt'	Gesamt 'Nicht besorgt'
%		EB	EB
		77.2	77.2
	EU 27	43	56
	BE	40	60
	BG	61	37
	CZ	69	30
	DK	11	89
	D-W	13	86
	DE	14	86
	D-E	14	86
	EE	32	68
	IE	42	56
	EL	94	6
	ES	71	29
	FR	56	43
	IT	46	52
	CY	42	58
	LV	48	51
	LT	33	66
	LU	27	70
	HU	68	30
	MT	33	65
	NL	11	89
	AT	22	78
	PL	23	74
	PT	85	14
	RO	55	42
	SI	74	26
	SK	64	35
	FI	24	76
	SE	13	87
	UK	46	52

QD1.2 Dans quelle mesure êtes-vous préoccupé(e) par la production suffisante de produits alimentaires pour répondre aux besoins de la population dans ... ?































Dans l'Union européenne

QD1.2 To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

The European Union

QD1.2 Inwieweit sind Sie besorgt, dass ausreichend Nahrungsmittel hergestellt werden, um den Bedarf der Bevölkerung in folgenden Regionen zu decken?

Der Europäischen Union

		Très préoccupé(e)	Plutôt préoccupé(e)	Plutôt pas préoccupé(e)	Pas du tout préoccupé(e)	NSP
		Very concerned	Fairly concerned	Not very concerned	Not at all concerned	DK
		Sehr beunruhigt	Ziemlich beunruhigt	Nicht sehr beunruhigt	Gar nicht beunruhigt	WN
	%	EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	11	29	35	22	3
	BE	9	35	38	18	0
	BG	12	30	33	20	5
	CZ	14	40	34	11	1
	DK	3	16	39	41	1
	D-W	4	12	41	42	1
	DE	4	13	41	41	1
	D-E	3	18	40	38	1
	EE	5	20	45	27	3
	IE	11	30	34	21	4
	EL	34	45	15	6	0
	ES	27	39	21	12	1
	FR	15	39	28	16	2
	IT	10	35	38	15	2
	CY	19	28	28	20	5
	LV	5	23	48	21	3
	LT	5	18	38	33	6
	LU	8	33	32	23	4
	HU	18	42	27	11	2
	MT	9	17	35	30	9
	NL	2	14	42	41	1
	AT	9	22	43	26	0
	PL	5	17	45	27	6
	PT	25	53	18	2	2
	RO	14	28	34	19	5
	SI	27	36	26	9	2
	SK	13	39	35	11	2
	FI	3	24	52	19	2
	SE	2	18	48	31	1
	UK	8	31	37	17	7

QD1.2 Dans quelle mesure êtes-vous préoccupé(e) par la production suffisante de produits alimentaires pour répondre aux besoins de la population dans ... ?





























Dans l'Union européenne

QD1.2 To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

The European Union

QD1.2 Inwieweit sind Sie besorgt, dass ausreichend Nahrungsmittel hergestellt werden, um den Bedarf der Bevölkerung in folgenden Regionen zu decken?

Der Europäischen Union

		Total 'Préoccupé(e)'	Total 'Pas préoccupé(e)'
		Total 'Concerned'	Total 'Not concerned'
		Gesamt 'Besorgt'	Gesamt 'Nicht besorgt'
%		EB	EB
		77.2	77.2
	EU 27	40	57
	BE	44	56
	BG	42	53
	CZ	54	45
	DK	19	80
	D-W	16	83
	DE	17	82
	D-E	21	78
	EE	25	72
	IE	41	55
	EL	79	21
	ES	66	33
	FR	54	44
	IT	45	53
	CY	47	48
	LV	28	69
	LT	23	71
	LU	41	55
	HU	60	38
	MT	26	65
	NL	16	83
	AT	31	69
	PL	22	72
	PT	78	20
	RO	42	53
	SI	63	35
	SK	52	46
	FI	27	71
	SE	20	79
	UK	39	54

QD1.3 Dans quelle mesure êtes-vous préoccupé(e) par la production suffisante de produits alimentaires pour répondre aux besoins de la population dans ... ?































Dans le monde

QD1.3 To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

The world

QD1.3 Inwieweit sind Sie besorgt, dass ausreichend Nahrungsmittel hergestellt werden, um den Bedarf der Bevölkerung in folgenden Regionen zu decken?

Weltweit

		Très préoccupé(e)	Plutôt préoccupé(e)	Plutôt pas préoccupé(e)	Pas du tout préoccupé(e)	NSP
		Very concerned	Fairly concerned	Not very concerned	Not at all concerned	DK
		Sehr beunruhigt	Ziemlich beunruhigt	Nicht sehr beunruhigt	Gar nicht beunruhigt	WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	31	45	15	6	3
	BE	25	51	17	7	0
	BG	14	33	30	16	7
	CZ	17	44	29	8	2
	DK	31	48	14	6	1
	D-W	34	51	11	3	1
	DE	34	51	11	3	1
	D-E	36	51	9	3	1
	EE	15	43	28	10	4
	IE	34	43	13	7	3
	EL	36	46	14	4	0
	ES	43	43	10	3	1
	FR	36	44	11	7	2
	IT	29	50	14	5	2
	CY	41	39	11	6	3
	LV	10	34	37	16	3
	LT	13	36	27	17	7
	LU	43	37	10	7	3
	HU	24	40	22	11	3
	MT	29	36	16	13	6
	NL	26	49	19	5	1
	AT	33	47	16	3	1
	PL	16	44	22	10	8
	PT	31	50	14	3	2
	RO	16	31	30	16	7
	SI	45	35	13	6	1
	SK	24	46	20	6	4
	FI	32	52	13	2	1
	SE	33	47	14	6	0
	UK	34	40	16	6	4

QD1.3 Dans quelle mesure êtes-vous préoccupé(e) par la production suffisante de produits alimentaires pour répondre aux besoins de la population dans ... ?





























Dans le monde

QD1.3 To what extent are you concerned that sufficient food is produced to meet the needs of the population in...?

The world

QD1.3 Inwieweit sind Sie besorgt, dass ausreichend Nahrungsmittel hergestellt werden, um den Bedarf der Bevölkerung in folgenden Regionen zu decken?

Weltweit

		Total 'Préoccupé(e)'	Total 'Pas préoccupé(e)'
		Total 'Concerned'	Total 'Not concerned'
		Gesamt 'Besorgt'	Gesamt 'Nicht besorgt'
%		EB	EB
		77.2	77.2
	EU 27	76	21
	BE	76	24
	BG	47	46
	CZ	61	37
	DK	79	20
	D-W	85	14
	DE	85	14
	D-E	87	12
	EE	58	38
	IE	77	20
	EL	82	18
	ES	86	13
	FR	80	18
	IT	79	19
	CY	80	17
	LV	44	53
	LT	49	44
	LU	80	17
	HU	64	33
	MT	65	29
	NL	75	24
	AT	80	19
	PL	60	32
	PT	81	17
	RO	47	46
	SI	80	19
	SK	70	26
	FI	84	15
	SE	80	20
	UK	74	22

QD2.1 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?































L'UE devrait aider les autres pays à accroître leur production alimentaire

QD2.1 Please tell me to what extent you agree or disagree with each of the following statements.

The EU should help other countries to produce more food

QD2.1 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Die EU sollte anderen Ländern dabei helfen, mehr Nahrungsmittel herzustellen

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP
		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
		Stimme voll und ganz zu	Stimme eher zu	Lehne eher ab	Stimme überhaupt nicht zu	WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	37	47	10	3	3
	BE	27	57	12	3	1
	BG	43	42	9	2	4
	CZ	25	49	18	4	4
	DK	53	36	7	3	1
	D-W	44	43	8	3	2
	DE	45	43	8	2	2
	D-E	47	41	9	2	1
	EE	16	49	21	8	6
	IE	42	47	6	1	4
	EL	45	44	8	1	2
	ES	44	44	7	2	3
	FR	32	47	12	5	4
	IT	28	55	11	3	3
	CY	72	21	4	2	1
	LV	24	49	14	6	7
	LT	25	51	13	5	6
	LU	38	47	8	5	2
	HU	32	47	15	4	2
	MT	49	41	6	3	1
	NL	38	46	11	4	1
	AT	29	47	15	6	3
	PL	25	58	9	2	6
	PT	37	50	8	1	4
	RO	43	39	7	4	7
	SI	42	36	16	4	2
	SK	29	52	13	2	4
	FI	30	55	12	1	2
	SE	49	41	7	2	1
	UK	39	44	8	5	4

QD2.1 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?































L'UE devrait aider les autres pays à accroître leur production alimentaire

QD2.1 Please tell me to what extent you agree or disagree with each of the following statements.

The EU should help other countries to produce more food

QD2.1 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Die EU sollte anderen Ländern dabei helfen, mehr Nahrungsmittel herzustellen

		Total 'D'accord'	Total 'Pas d'accord'
		Total 'Agree'	Total 'Disagree'
		Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		EB 77.2	EB 77.2
 EU 27		84	13
 BE		84	15
 BG		85	11
 CZ		74	22
 DK		89	10
 D-W		87	11
 DE		88	10
 D-E		88	11
 EE		65	29
 IE		89	7
 EL		89	9
 ES		88	9
 FR		79	17
 IT		83	14
 CY		93	6
 LV		73	20
 LT		76	18
 LU		85	13
 HU		79	19
 MT		90	9
 NL		84	15
 AT		76	21
 PL		83	11
 PT		87	9
 RO		82	11
 SI		78	20
 SK		81	15
 FI		85	13
 SE		90	9
 UK		83	13

QD2.2 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?





























L'UE devrait accroître sa production alimentaire pour moins dépendre des importations provenant d'autres pays

QD2.2 Please tell me to what extent you agree or disagree with each of the following statements.

The EU should produce more food in order to be less dependent on importing food from other countries

QD2.2 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Die EU sollte mehr Nahrungsmittel herstellen, um weniger abhängig von Nahrungsmittelimporten aus anderen Ländern zu sein

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP
		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
		Stimme voll und ganz zu	Stimme eher zu	Lehne eher ab	Stimme überhaupt nicht zu	WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	38	43	12	4	3
	BE	31	48	17	3	1
	BG	59	35	2	0	4
	CZ	49	40	9	1	1
	DK	27	32	27	12	2
	D-W	28	37	24	9	2
	DE	28	36	25	9	2
	D-E	29	35	28	7	1
	EE	28	47	17	4	4
	IE	49	42	4	1	4
	EL	63	35	1	1	0
	ES	47	44	6	1	2
	FR	41	43	10	2	4
	IT	32	52	10	3	3
	CY	84	13	2	1	0
	LV	39	45	9	2	5
	LT	34	47	11	4	4
	LU	40	35	20	3	2
	HU	48	40	8	2	2
	MT	49	41	5	2	3
	NL	21	35	32	9	3
	AT	29	45	16	7	3
	PL	26	54	10	4	6
	PT	51	42	5	1	1
	RO	39	43	9	2	7
	SI	73	20	5	1	1
	SK	50	43	4	1	2
	FI	27	49	18	4	2
	SE	30	35	22	11	2
	UK	47	39	8	2	4





























QD2.2 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?
L'UE devrait accroître sa production alimentaire pour moins dépendre des importations provenant d'autres pays

QD2.2 Please tell me to what extent you agree or disagree with each of the following statements.

The EU should produce more food in order to be less dependent on importing food from other countries

QD2.2 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Die EU sollte mehr Nahrungsmittel herstellen, um weniger abhängig von Nahrungsmittelimporten aus anderen Ländern zu sein

		Total 'D'accord'	Total 'Pas d'accord'
		Total 'Agree'	Total 'Disagree'
		Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		EB 77.2	EB 77.2
	EU 27	81	16
	BE	79	20
	BG	94	2
	CZ	89	10
	DK	59	39
	D-W	65	33
	DE	64	34
	D-E	64	35
	EE	75	21
	IE	91	5
	EL	98	2
	ES	91	7
	FR	84	12
	IT	84	13
	CY	97	3
	LV	84	11
	LT	81	15
	LU	75	23
	HU	88	10
	MT	90	7
	NL	56	41
	AT	74	23
	PL	80	14
	PT	93	6
	RO	82	11
	SI	93	6
	SK	93	5
	FI	76	22
	SE	65	33
	UK	86	10

QD2.3 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?































L'UE devrait produire plus de denrées alimentaires pour ne pas être uniquement capable de répondre à la demande des consommateurs européens, mais aussi pour répondre à la demande croissante des pays hors UE

QD2.3 Please tell me to what extent you agree or disagree with each of the following statements.

The EU should produce more food in order not only to meet European consumer demand but also the increasing demand of other non-EU countries

QD2.3 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Die EU sollte mehr Nahrungsmittel herstellen, um nicht nur die Nachfrage der europäischen Verbraucher, sondern auch die zunehmende Nachfrage von Nicht-EU-Ländern abzudecken

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP
		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
		Stimme voll und ganz zu	Stimme eher zu	Lehne eher ab	Stimme überhaupt nicht zu	WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	30	47	14	5	4
	BE	19	52	23	5	1
	BG	48	40	5	1	6
	CZ	25	52	18	3	2
	DK	34	42	15	8	1
	D-W	24	39	25	9	3
	DE	25	39	25	9	2
	D-E	26	40	24	9	1
	EE	18	48	23	6	5
	IE	44	43	4	1	8
	EL	53	40	4	2	1
	ES	41	46	7	2	4
	FR	32	47	14	4	3
	IT	24	56	12	3	5
	CY	78	18	2	1	1
	LV	28	53	11	3	5
	LT	26	51	14	5	4
	LU	25	46	19	7	3
	HU	35	49	10	3	3
	MT	47	39	8	2	4
	NL	22	42	24	9	3
	AT	21	45	21	9	4
	PL	27	54	10	2	7
	PT	48	42	7	1	2
	RO	35	44	10	3	8
	SI	48	35	11	4	2
	SK	36	53	7	1	3
	FI	22	51	21	2	4
	SE	30	42	18	8	2
	UK	29	47	13	5	6

QD2.3 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?































L'UE devrait produire plus de denrées alimentaires pour ne pas être uniquement capable de répondre à la demande des consommateurs européens, mais aussi pour répondre à la demande croissante des pays hors UE

QD2.3 Please tell me to what extent you agree or disagree with each of the following statements.

The EU should produce more food in order not only to meet European consumer demand but also the increasing demand of other non-EU countries

QD2.3 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Die EU sollte mehr Nahrungsmittel herstellen, um nicht nur die Nachfrage der europäischen Verbraucher, sondern auch die zunehmende Nachfrage von Nicht-EU-Ländern abzudecken

		Total 'D'accord'	Total 'Pas d'accord'
		Total 'Agree'	Total 'Disagree'
		Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		EB 77.2	EB 77.2
	EU 27	77	19
	BE	71	28
	BG	88	6
	CZ	77	21
	DK	76	23
	D-W	63	34
	DE	64	34
	D-E	66	33
	EE	66	29
	IE	87	5
	EL	93	6
	ES	87	9
	FR	79	18
	IT	80	15
	CY	96	3
	LV	81	14
	LT	77	19
	LU	71	26
	HU	84	13
	MT	86	10
	NL	64	33
	AT	66	30
	PL	81	12
	PT	90	8
	RO	79	13
	SI	83	15
	SK	89	8
	FI	73	23
	SE	72	26
	UK	76	18

QD3.1 Lorsque vous achetez des produits alimentaires, dans quelle mesure les aspects suivants sont-ils importants pour vous ?































La qualité

QD3.1 When buying food, how important are the following for you personally...?

Quality

QD3.1 Wenn Sie Nahrungsmittel kaufen, wie wichtig ist für Sie persönlich...?

die Qualität

		Très important	Plutôt important	Plutôt pas important	Pas du tout important	Cela dépend du produit (SPONTANE) It depends on the product (SPONTANEOUS) Das kommt auf das Produkt an (SPONTAN)	NSP
		Very important	Fairly important	Not very important	Not at all important		DK
		Sehr wichtig	Ziemlich wichtig	Nicht sehr wichtig	Überhaupt nicht wichtig		WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	65	31	2	1	1	0
	BE	62	35	3	0	0	0
	BG	78	20	1	0	1	0
	CZ	73	25	1	0	1	0
	DK	58	39	3	0	0	0
	D-W	67	31	2	0	0	0
	DE	67	31	2	0	0	0
	D-E	69	28	2	0	1	0
	EE	55	40	4	0	1	0
	IE	76	22	0	0	0	2
	EL	78	20	2	0	0	0
	ES	63	34	2	1	0	0
	FR	62	34	2	1	1	0
	IT	61	32	5	1	0	1
	CY	84	13	1	1	1	0
	LV	76	21	2	0	1	0
	LT	73	22	4	1	0	0
	LU	73	23	2	0	2	0
	HU	60	37	3	0	0	0
	MT	86	13	1	0	0	0
	NL	52	44	2	0	2	0
	AT	53	42	2	0	3	0
	PL	66	29	2	0	2	1
	PT	49	43	7	0	1	0
	RO	70	25	4	0	0	1
	SI	68	28	2	1	1	0
	SK	71	26	1	0	2	0
	FI	62	37	1	0	0	0
	SE	71	28	1	0	0	0
	UK	66	30	2	1	1	0

QD3.1 Lorsque vous achetez des produits alimentaires, dans quelle mesure les aspects suivants sont-ils importants pour vous ?































La qualité

QD3.1 When buying food, how important are the following for you personally...?

Quality

QD3.1 Wenn Sie Nahrungsmittel kaufen, wie wichtig ist für Sie persönlich...?

die Qualität

		Total 'Important'	Total 'Pas important'
		Total 'Important'	Total 'Not important'
		Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
%		EB 77.2	EB 77.2
	EU 27	96	3
	BE	97	3
	BG	98	1
	CZ	98	1
	DK	97	3
	D-W	98	2
	DE	98	2
	D-E	97	2
	EE	95	4
	IE	98	0
	EL	98	2
	ES	97	3
	FR	96	3
	IT	93	6
	CY	97	2
	LV	97	2
	LT	95	5
	LU	96	2
	HU	97	3
	MT	99	1
	NL	96	2
	AT	95	2
	PL	95	2
	PT	92	7
	RO	95	4
	SI	96	3
	SK	97	1
	FI	99	1
	SE	99	1
	UK	96	3

QD3.2 Lorsque vous achetez des produits alimentaires, dans quelle mesure les aspects suivants sont-ils importants pour vous ?































Le prix

QD3.2 When buying food, how important are the following for you personally...?

The price

QD3.2 Wenn Sie Nahrungsmittel kaufen, wie wichtig ist für Sie persönlich...?

Der Preis

		Très important	Plutôt important	Plutôt pas important	Pas du tout important	Cela dépend du produit (SPONTANE) It depends on the product (SPONTANEOUS) Das kommt auf das Produkt an (SPONTAN)	NSP
		Very important	Fairly important	Not very important	Not at all important		DK
		Sehr wichtig	Ziemlich wichtig	Nicht sehr wichtig	Überhaupt nicht wichtig		WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	54	37	7	1	1	0
	BE	48	42	8	1	1	0
	BG	77	21	2	0	0	0
	CZ	74	22	3	0	1	0
	DK	31	50	16	2	1	0
	D-W	33	50	14	1	2	0
	DE	36	47	14	1	2	0
	D-E	45	40	14	1	0	0
	EE	60	32	6	1	1	0
	IE	69	27	2	0	1	1
	EL	76	22	2	0	0	0
	ES	66	30	4	0	0	0
	FR	55	39	4	2	0	0
	IT	53	38	7	1	0	1
	CY	77	20	2	0	1	0
	LV	65	29	5	0	1	0
	LT	72	23	4	1	0	0
	LU	38	38	16	5	3	0
	HU	76	21	3	0	0	0
	MT	58	31	10	1	0	0
	NL	22	50	19	1	8	0
	AT	42	45	9	1	3	0
	PL	66	28	3	0	2	1
	PT	63	30	6	1	0	0
	RO	67	26	6	1	0	0
	SI	58	33	7	1	1	0
	SK	74	23	2	0	1	0
	FI	34	52	12	2	0	0
	SE	22	54	22	1	1	0
	UK	56	36	5	1	2	0

QD3.2 Lorsque vous achetez des produits alimentaires, dans quelle mesure les aspects suivants sont-ils importants pour vous ?





























Le prix

QD3.2 When buying food, how important are the following for you personally...?

The price

QD3.2 Wenn Sie Nahrungsmittel kaufen, wie wichtig ist für Sie persönlich...?

Der Preis

		Total 'Important'	Total 'Pas important'
		Total 'Important'	Total 'Not important'
		Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
%		EB 77.2	EB 77.2
	EU 27	91	8
	BE	90	9
	BG	98	2
	CZ	96	3
	DK	81	18
	D-W	83	15
	DE	83	15
	D-E	85	15
	EE	92	7
	IE	96	2
	EL	98	2
	ES	96	4
	FR	94	6
	IT	91	8
	CY	97	2
	LV	94	5
	LT	95	5
	LU	76	21
	HU	97	3
	MT	89	11
	NL	72	20
	AT	87	10
	PL	94	3
	PT	93	7
	RO	93	7
	SI	91	8
	SK	97	2
	FI	86	14
	SE	76	23
	UK	92	6

QD3.3 Lorsque vous achetez des produits alimentaires, dans quelle mesure les aspects suivants sont-ils importants pour vous ?































La provenance du produit (origine géographique)

QD3.3 When buying food, how important are the following for you personally...?

Where the food comes from (geographical origin)

QD3.3 Wenn Sie Nahrungsmittel kaufen, wie wichtig ist für Sie persönlich...?

woher die Nahrungsmittel kommen (geographische Herkunft)

		Très important	Plutôt important	Plutôt pas important	Pas du tout important	Cela dépend du produit (SPONTANE) It depends on the product (SPONTANEOUS) Das kommt auf das Produkt an (SPONTAN)	NSP
		Very important	Fairly important	Not very important	Not at all important		DK
		Sehr wichtig	Ziemlich wichtig	Nicht sehr wichtig	Überhaupt nicht wichtig		WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	34	37	19	8	2	0
	BE	18	38	28	14	2	0
	BG	41	33	17	6	2	1
	CZ	43	37	14	4	2	0
	DK	24	38	28	10	0	0
	D-W	36	41	17	5	1	0
	DE	33	41	19	5	2	0
	D-E	25	42	24	7	2	0
	EE	34	40	19	5	1	1
	IE	48	31	15	3	2	1
	EL	54	36	8	1	1	0
	ES	25	41	24	10	0	0
	FR	43	32	15	9	1	0
	IT	49	39	8	2	1	1
	CY	44	24	22	8	2	0
	LV	45	32	17	4	2	0
	LT	45	35	14	6	0	0
	LU	34	32	16	14	4	0
	HU	45	36	13	5	1	0
	MT	37	27	23	11	1	1
	NL	13	34	35	13	5	0
	AT	35	43	14	4	4	0
	PL	31	40	17	5	6	1
	PT	23	54	19	2	2	0
	RO	37	30	24	7	1	1
	SI	52	29	13	4	2	0
	SK	36	44	15	3	2	0
	FI	32	48	16	4	0	0
	SE	37	42	17	4	0	0
	UK	21	31	26	19	2	1

QD3.3 Lorsque vous achetez des produits alimentaires, dans quelle mesure les aspects suivants sont-ils importants pour vous ?































La provenance du produit (origine géographique)

QD3.3 When buying food, how important are the following for you personally...?

Where the food comes from (geographical origin)

QD3.3 Wenn Sie Nahrungsmittel kaufen, wie wichtig ist für Sie persönlich...?

woher die Nahrungsmittel kommen (geographische Herkunft)

		Total 'Important'	Total 'Pas important'
		Total 'Important'	Total 'Not important'
		Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
%		EB 77.2	EB 77.2
	EU 27	71	27
	BE	56	42
	BG	74	23
	CZ	80	18
	DK	62	38
	D-W	77	22
	DE	74	24
	D-E	67	31
	EE	74	24
	IE	79	18
	EL	90	9
	ES	66	34
	FR	75	24
	IT	88	10
	CY	68	30
	LV	77	21
	LT	80	20
	LU	66	30
	HU	81	18
	MT	64	34
	NL	47	48
	AT	78	18
	PL	71	22
	PT	77	21
	RO	67	31
	SI	81	17
	SK	80	18
	FI	80	20
	SE	79	21
	UK	52	45































QD3.4 Lorsque vous achetez des produits alimentaires, dans quelle mesure les aspects suivants sont-ils importants pour vous ?

La marque

QD3.4 When buying food, how important are the following for you personally...?

Brand

QD3.4 Wenn Sie Nahrungsmittel kaufen, wie wichtig ist für Sie persönlich...?
die Marke

		Très important	Plutôt important	Plutôt pas important	Pas du tout important	Cela dépend du produit (SPONTANE) It depends on the product (SPONTANEOUS) Das kommt auf das Produkt an (SPONTAN)	NSP
		Very important	Fairly important	Not very important	Not at all important		DK
		Sehr wichtig	Ziemlich wichtig	Nicht sehr wichtig	Überhaupt nicht wichtig		WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	15	32	35	15	3	0
	BE	7	30	39	22	2	0
	BG	28	35	23	12	2	0
	CZ	23	39	26	8	4	0
	DK	10	23	46	20	1	0
	D-W	6	26	45	22	1	0
	DE	6	25	45	23	1	0
	D-E	6	21	44	26	3	0
	EE	13	27	41	17	2	0
	IE	29	36	23	8	2	2
	EL	15	36	30	16	3	0
	ES	13	29	41	17	0	0
	FR	10	28	37	23	2	0
	IT	22	46	23	6	3	0
	CY	26	25	31	16	2	0
	LV	21	34	32	9	3	1
	LT	24	34	28	13	1	0
	LU	13	30	31	21	5	0
	HU	19	37	32	9	3	0
	MT	32	27	27	12	1	1
	NL	4	17	47	25	7	0
	AT	16	34	32	12	6	0
	PL	23	43	23	4	6	1
	PT	11	43	31	10	5	0
	RO	32	28	28	9	2	1
	SI	25	30	26	14	5	0
	SK	21	45	24	7	3	0
	FI	11	35	42	12	0	0
	SE	11	36	37	14	1	1
	UK	11	25	41	20	3	0

QD3.4 Lorsque vous achetez des produits alimentaires, dans quelle mesure les aspects suivants sont-ils importants pour vous ?































La marque

QD3.4 When buying food, how important are the following for you personally...?

Brand

QD3.4 Wenn Sie Nahrungsmittel kaufen, wie wichtig ist für Sie persönlich...?































die Marke

		Total 'Important'	Total 'Pas important'
		Total 'Important'	Total 'Not important'
		Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
%		EB 77.2	EB 77.2
	EU 27	47	50
	BE	37	61
	BG	63	35
	CZ	62	34
	DK	33	66
	D-W	32	67
	DE	31	68
	D-E	27	70
	EE	40	58
	IE	65	31
	EL	51	46
	ES	42	58
	FR	38	60
	IT	68	29
	CY	51	47
	LV	55	41
	LT	58	41
	LU	43	52
	HU	56	41
	MT	59	39
	NL	21	72
	AT	50	44
	PL	66	27
	PT	54	41
	RO	60	37
	SI	55	40
	SK	66	31
	FI	46	54
	SE	47	51
	UK	36	61

QD4 Lorsque vous achetez des produits alimentaires, vérifiez-vous s'ils possèdent un label de qualité qui garantit que ce produit présente certaines caractéristiques spécifiques ?

QD4 When buying food, do you ever check to see if it has a quality label that ensures the food has specific characteristics?































QD4 Wenn Sie Nahrungsmittel einkaufen, achten Sie da darauf, ob diese eine Güte-Kennzeichnung haben, die garantiert, dass das Nahrungsmittel bestimmte Eigenschaften erfüllt?

		Oui, toujours Yes, always Ja, immer	Oui, parfois Yes, occasionally Ja, gelegentlich	Non No Nein	NSP DK WN	Total 'Oui' Total 'Yes' Gesamt 'Ja'
	%	EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
 EU 27		22	45	32	1	67
 BE		14	47	39	0	61
 BG		21	47	31	1	68
 CZ		15	52	33	0	67
 DK		20	48	31	1	68
 D-W		18	53	28	1	71
 DE		17	52	30	1	69
 D-E		14	50	35	1	64
 EE		17	51	31	1	68
 IE		28	52	18	2	80
 EL		22	51	26	1	73
 ES		23	41	36	0	64
 FR		19	51	30	0	70
 IT		35	39	24	2	74
 CY		27	37	36	0	64
 LV		22	49	29	0	71
 LT		21	45	33	1	66
 LU		25	49	26	0	74
 HU		27	46	27	0	73
 MT		34	39	27	0	73
 NL		15	51	34	0	66
 AT		16	58	25	1	74
 PL		13	35	50	2	48
 PT		14	33	53	0	47
 RO		33	43	22	2	76
 SI		20	49	31	0	69
 SK		14	48	37	1	62
 FI		25	57	18	0	82
 SE		23	59	17	1	82
 UK		24	39	36	1	63

QD5 Parmi les logos sur cette carte, veuillez me dire ceux que vous connaissez. (PLUSIEURS REPONSES POSSIBLES)

QD5 Which of the logos on this card are you aware of? (MULTIPLE ANSWERS POSSIBLE)































QD5 Welche der hier abgebildeten Kennzeichnungen kennen Sie? (MEHRFACHNENNUNGEN MÖGLICH)

		Agriculture biologique	Fairtrade	Appellation d'origine protégée	Indication géographique protégée
		Organic farming	Fairtrade	Protected designation of origin	Protected geographical indication
		Biologische Landwirtschaft	Fairtrade	Geschützte Ursprungsbezeichnung	Geschützte geografische Angabe
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	24	36	14	14
	BE	20	54	8	10
	BG	13	6	14	15
	CZ	21	12	14	13
	DK	39	75	3	6
	D-W	33	61	7	8
	DE	33	57	8	9
	D-E	33	44	11	12
	EE	34	17	8	10
	IE	27	78	6	7
	EL	17	5	16	15
	ES	14	3	14	14
	FR	38	29	25	17
	IT	24	17	36	32
	CY	18	7	7	10
	LV	33	6	7	14
	LT	26	5	4	7
	LU	37	76	16	11
	HU	19	6	7	9
	MT	19	28	5	7
	NL	21	78	6	6
	AT	36	72	19	16
	PL	12	5	6	11
	PT	21	16	17	18
	RO	10	5	5	6
	SI	32	11	13	16
	SK	28	12	14	12
	FI	33	54	5	5
	SE	33	74	10	9
	UK	22	81	7	10

QD5 Parmi les logos sur cette carte, veuillez me dire ceux que vous connaissez. (PLUSIEURS REPONSES POSSIBLES)

QD5 Which of the logos on this card are you aware of? (MULTIPLE ANSWERS POSSIBLE)































QD5 Welche der hier abgebildeten Kennzeichnungen kennen Sie? (MEHRFACHNENNUNGEN MÖGLICH)

		Spécialité traditionnelle garantie	Aucun (SPONTANE)	NSP
		Traditional specialty guaranteed	None (SPONTANEOUS)	DK
		Garantiert traditionelle Spezialitäten	Nichts davon (SPONTAN)	WN
%		EB 77.2	EB 77.2	EB 77.2
	EU 27	15	37	4
	BE	11	31	3
	BG	15	57	9
	CZ	20	47	7
	DK	5	18	0
	D-W	9	28	2
	DE	11	29	2
	D-E	16	34	2
	EE	22	39	6
	IE	8	15	4
	EL	16	58	6
	ES	25	53	4
	FR	19	32	3
	IT	22	35	5
	CY	20	64	0
	LV	14	47	4
	LT	21	27	29
	LU	15	15	0
	HU	11	62	2
	MT	10	45	11
	NL	5	17	1
	AT	15	15	2
	PL	15	63	4
	PT	15	59	5
	RO	9	60	16
	SI	13	52	3
	SK	20	47	6
	FI	12	30	1
	SE	10	18	1
	UK	13	13	1

QD6.1 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?
L'agriculture est bénéfique à l'environnement

QD6.1 Please tell me to what extent you agree or disagree with each of the following statements.
Agriculture is beneficial for the environment































QD6.1 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.
Landwirtschaft ist gut für die Umwelt

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP
		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
		Stimme voll und ganz zu	Stimme eher zu	Lehne eher ab	Stimme überhaupt nicht zu	WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	42	39	14	2	3
	BE	25	48	23	3	1
	BG	54	34	7	1	4
	CZ	42	44	10	1	3
	DK	14	29	40	16	1
	D-W	29	41	22	3	5
	DE	31	40	22	3	4
	D-E	35	39	21	4	1
	EE	58	31	8	1	2
	IE	51	38	5	1	5
	EL	60	29	9	1	1
	ES	55	36	5	1	3
	FR	31	35	24	6	4
	IT	49	40	7	2	2
	CY	95	4	1	0	0
	LV	46	37	13	1	3
	LT	50	33	12	2	3
	LU	36	39	19	4	2
	HU	63	30	6	1	0
	MT	77	19	1	2	1
	NL	14	39	35	7	5
	AT	45	39	11	2	3
	PL	42	45	9	0	4
	PT	62	33	4	0	1
	RO	65	29	3	0	3
	SI	55	30	11	3	1
	SK	48	40	9	1	2
	FI	36	44	17	1	2
	SE	28	44	24	3	1
	UK	45	42	8	1	4

QD6.1 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?
L'agriculture est bénéfique à l'environnement

QD6.1 Please tell me to what extent you agree or disagree with each of the following statements.
Agriculture is beneficial for the environment

QD6.1 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.
Landwirtschaft ist gut für die Umwelt

		Total 'D'accord'	Total 'Pas d'accord'
		Total 'Agree'	Total 'Disagree'
		Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		EB 77.2	EB 77.2
	EU 27	81	16
	BE	73	26
	BG	88	8
	CZ	86	11
	DK	43	56
	D-W	70	25
	DE	71	25
	D-E	74	25
	EE	89	9
	IE	89	6
	EL	89	10
	ES	91	6
	FR	66	30
	IT	89	9
	CY	99	1
	LV	83	14
	LT	83	14
	LU	75	23
	HU	93	7
	MT	96	3
	NL	53	42
	AT	84	13
	PL	87	9
	PT	95	4
	RO	94	3
	SI	85	14
	SK	88	10
	FI	80	18
	SE	72	27
	UK	87	9

QD6.2 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?































L'agriculture contribue à la beauté des paysages

QD6.2 Please tell me to what extent you agree or disagree with each of the following statements.

Agriculture contributes to the beauty of the countryside

QD6.2 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Landwirtschaft trägt zur Schönheit der Landschaft bei

		Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP
		Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
		Stimme voll und ganz zu	Stimme eher zu	Lehne eher ab	Stimme überhaupt nicht zu	WN
%		EB 77.2	EB 77.2	EB 77.2	EB 77.2	EB 77.2
	EU 27	45	41	10	2	2
	BE	38	49	10	2	1
	BG	54	33	8	1	4
	CZ	42	43	13	1	1
	DK	33	42	16	7	2
	D-W	32	41	22	3	2
	DE	33	40	21	4	2
	D-E	37	38	20	4	1
	EE	64	28	6	1	1
	IE	49	41	5	1	4
	EL	67	29	4	0	0
	ES	50	41	6	2	1
	FR	38	42	13	4	3
	IT	44	47	6	2	1
	CY	97	2	1	0	0
	LV	61	32	5	1	1
	LT	57	32	8	2	1
	LU	46	34	15	3	2
	HU	62	31	5	1	1
	MT	79	17	3	1	0
	NL	34	48	13	4	1
	AT	53	38	7	1	1
	PL	46	44	7	0	3
	PT	63	34	3	0	0
	RO	60	34	4	0	2
	SI	65	26	6	2	1
	SK	49	40	8	1	2
	FI	54	37	8	0	1
	SE	58	37	4	0	1
	UK	42	43	9	2	4

QD6.2 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?





























L'agriculture contribue à la beauté des paysages

QD6.2 Please tell me to what extent you agree or disagree with each of the following statements.

Agriculture contributes to the beauty of the countryside

QD6.2 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Landwirtschaft trägt zur Schönheit der Landschaft bei

		Total 'D'accord'	Total 'Pas d'accord'
		Total 'Agree'	Total 'Disagree'
		Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		EB 77.2	EB 77.2
	EU 27	86	12
	BE	87	12
	BG	87	9
	CZ	85	14
	DK	75	23
	D-W	73	25
	DE	73	25
	D-E	75	24
	EE	92	7
	IE	90	6
	EL	96	4
	ES	91	8
	FR	80	17
	IT	91	8
	CY	99	1
	LV	93	6
	LT	89	10
	LU	80	18
	HU	93	6
	MT	96	4
	NL	82	17
	AT	91	8
	PL	90	7
	PT	97	3
	RO	94	4
	SI	91	8
	SK	89	9
	FI	91	8
	SE	95	4
	UK	85	11

QD6.3 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?





























L'agriculture aide à préserver et protéger les zones rurales

QD6.3 Please tell me to what extent you agree or disagree with each of the following statements.

Agriculture helps to preserve and protect rural areas

QD6.3 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Landwirtschaft hilft dabei, ländliche Gebiete zu bewahren und zu schützen

		Total 'D'accord'	Total 'Pas d'accord'
		Total 'Agree'	Total 'Disagree'
		Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		EB 77.2	EB 77.2
	EU 27	89	9
	BE	88	11
	BG	95	3
	CZ	94	6
	DK	60	38
	D-W	88	11
	DE	88	11
	D-E	85	13
	EE	96	4
	IE	90	5
	EL	98	2
	ES	93	5
	FR	86	12
	IT	90	8
	CY	99	1
	LV	94	5
	LT	93	6
	LU	86	12
	HU	91	8
	MT	92	5
	NL	79	19
	AT	93	6
	PL	91	6
	PT	95	4
	RO	92	5
	SI	94	5
	SK	95	4
	FI	95	4
	SE	93	6
	UK	88	7

QD6.3 Dans quelle mesure êtes-vous d'accord ou pas d'accord avec chacune des propositions suivantes ?































L'agriculture aide à préserver et protéger les zones rurales

QD6.3 Please tell me to what extent you agree or disagree with each of the following statements.

Agriculture helps to preserve and protect rural areas

QD6.3 Bitte sagen Sie mir für jede der folgenden Aussagen, inwieweit Sie ihr zustimmen oder nicht zustimmen.

Landwirtschaft hilft dabei, ländliche Gebiete zu bewahren und zu schützen

		Total 'D'accord'	Total 'Pas d'accord'
		Total 'Agree'	Total 'Disagree'
		Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%		EB 77.2	EB 77.2
	EU 27	89	9
	BE	88	11
	BG	95	3
	CZ	94	6
	DK	60	38
	D-W	88	11
	DE	88	11
	D-E	85	13
	EE	96	4
	IE	90	5
	EL	98	2
	ES	93	5
	FR	86	12
	IT	90	8
	CY	99	1
	LV	94	5
	LT	93	6
	LU	86	12
	HU	91	8
	MT	92	5
	NL	79	19
	AT	93	6
	PL	91	6
	PT	95	4
	RO	92	5
	SI	94	5
	SK	95	4
	FI	95	4
	SE	93	6
	UK	88	7