

Eurogroup for Animals, Cultivated Meat Research – Finland February, 2020

Methodology: Savanta ComRes interviewed 1,005 adults in Finland aged 18+ online between 11th and 17th February 2020. Data were weighted to be nationally representative of adults aged 18+ by age, gender and region. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Q6. Food companies and universities are currently developing a production method for 'growing meat'. This is done by taking a sample of cells from a living animal and using these to grow the meat in a controlled condition, such as a laboratory. Evidence shows this new category meat could reduce the number of animals killed for meat production. This could reduce our environmental impact, reduce the use of antibiotics (traditionally used in animal feed) and improve food safety compared to traditional meat, whilst retaining the same properties (e.g. taste, texture). Before taking this survey, had you heard of this new category of meat before?

BASE: All respondents

	Total	Finland regions													
		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I had heard of it and had a general understanding of how it is made	210 21%	6 23%	1 4%	4 16%	1 8%	5 17%	2 12%	15 30%	7 20%	9 27%	25 27%	6 19%	12 40%	16 22%	7 16%
Yes, I had heard of it but I did not understand how it is made	334 34%	6 23%	21 60%	7 26%	6 42%	9 29%	- -	22 43%	11 34%	13 39%	23 25%	13 38%	9 31%	25 34%	17 38%
No, I had not heard of it	418 42%	9 39%	10 28%	15 54%	5 33%	16 51%	11 88%	14 28%	15 46%	10 31%	43 47%	14 43%	8 25%	32 43%	21 46%
I can't remember	33 3%	4 15%	3 8%	1 3%	2 17%	1 3%	- -	- -	- -	1 4%	1 1%	- -	1 3%	1 2%	- -
NET: Heard of	544 55%	11 46%	23 64%	12 43%	7 50%	15 46%	2 12%	37 72%	18 54%	22 66%	48 52%	19 57%	22 71%	41 56%	24 54%

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BASE: All respondents

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I had heard of it and had a general understanding of how it is made	210 21%	6 16%	5 13%	68 23%	14 16%	130 27%	80 16%	31 31%	37 24%	39 26%	31 20%	34 20%	38 14%	69 26%	70 23%	71 17%
						b		df	f	f				c	c	
Yes, I had heard of it but I did not understand how it is made	334 34%	6 16%	16 39%	100 34%	29 34%	170 35%	164 32%	33 33%	45 28%	59 39%	49 31%	58 35%	90 35%	78 30%	108 35%	148 35%
			a	a	a											
No, I had not heard of it	418 42%	23 63%	19 45%	111 38%	40 47%	171 35%	247 48%	33 33%	73 46%	46 30%	72 46%	65 40%	128 49%	106 41%	119 38%	193 46%
		c					a		ac		ac		ac			b
I can't remember	33 3%	2 5%	1 2%	12 4%	3 3%	15 3%	18 4%	4 3%	3 2%	9 6%	5 3%	7 4%	5 2%	7 3%	14 4%	12 3%
										f						
NET: Heard of	544 55%	12 32%	22 52%	168 58%	43 50%	300 62%	245 48%	65 64%	82 52%	98 64%	81 51%	92 56%	128 49%	147 56%	178 57%	219 52%
				a		b		df		bdf						

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BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
Total	a	b	c	*d	e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I had heard of it and had a general understanding of how it is made	210	164	44	23	3	9	6	3	210	210	-	-	141	57
	21%	20%	29%	35%	18%	27%	37%	16%	39%	100%	-	-	26%	16%
		a	a	a					cd	acd			b	
Yes, I had heard of it but I did not understand how it is made	334	270	58	25	9	9	5	10	334	-	334	-	205	111
	34%	33%	38%	38%	49%	26%	31%	57%	61%	-	100%	-	38%	32%
		bc							bd		abd			
No, I had not heard of it	418	360	46	17	4	17	5	4	-	-	-	418	187	167
	42%	44%	30%	25%	22%	47%	32%	22%	-	-	-	100%	35%	48%
		bc		c								abc	a	
I can't remember	33	29	4	1	2	-	-	1	-	-	-	-	8	14
	3%	4%	3%	2%	11%	-	-	5%	-	-	-	-	1%	4%
								a					a	
NET: Heard of	544	434	102	48	12	19	11	13	544	210	334	-	346	168
	55%	53%	67%	73%	67%	53%	68%	73%	100%	100%	100%	-	64%	48%
		a	a	ae					d	d	d		b	

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Q7. Which of the following, if any, do you think would be a good name for this new category of meat?

BASE: All respondents

	Total	Finland regions													
		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultured meat	321	7	13	10	2	8	5	17	13	14	31	14	9	24	21
	32%	31%	36%	37%	17%	26%	38%	33%	40%	42%	34%	43%	31%	33%	46%
Cultivated meat	224	4	6	7	4	9	-	12	6	6	17	6	8	17	10
	23%	15%	16%	24%	24%	29%	-	24%	18%	19%	18%	19%	25%	23%	23%
Cell-based meat	102	4	6	1	2	5	-	5	3	3	10	2	2	9	3
	10%	15%	16%	3%	17%	15%	-	10%	9%	8%	10%	5%	6%	13%	6%
Slaughter-free meat	86	2	1	1	1	3	2	4	2	-	12	-	4	6	5
	9%	8%	4%	3%	9%	9%	12%	8%	6%	-	13%	-	12%	8%	11%
Clean meat	84	4	3	2	2	4	-	6	2	4	5	2	3	7	2
	8%	15%	8%	7%	17%	14%	-	11%	6%	12%	6%	5%	9%	9%	4%
Other	15	-	1	1	-	1	-	1	-	-	-	2	1	1	1
	2%	-	4%	3%	-	3%	-	2%	-	-	-	5%	3%	1%	2%
Don't know	164	4	6	6	2	2	6	6	7	6	17	8	4	10	4
	16%	15%	16%	23%	17%	6%	50%	12%	22%	19%	19%	24%	13%	13%	9%

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	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultured meat	321 32%	9 24%	16 39%	74 25%	32 37% c	157 32%	164 32%	39 39% e	48 30%	51 33%	50 32%	44 27%	89 34%	87 34%	101 32%	133 31%
Cultivated meat	224 23%	7 18%	7 18%	77 26%	22 25%	116 24%	108 21%	16 16%	55 35% acdef	35 23%	33 21%	38 23%	47 18%	71 27% c	68 22%	85 20%
Cell-based meat	102 10%	4 11%	5 11%	33 11%	7 8%	37 8%	65 13% a	11 10%	13 8%	18 12%	9 6%	21 13% d	30 11%	24 9%	27 9%	51 12%
Slaughter-free meat	86 9%	8 21% cd	3 7%	29 10%	4 5%	35 7%	51 10%	4 4%	15 9%	16 11%	15 10%	14 9%	21 8%	19 7%	31 10%	35 8%
Clean meat	84 8%	7 18% d	6 13% d	24 8% d	2 2%	50 10% b	34 7%	16 15% bcf	12 7%	11 8%	14 9%	13 8%	18 7%	27 10%	26 8%	31 7%
Other	15 2%	- -	- -	6 2%	- -	12 2% b	3 1%	1 1%	1 1%	2 1%	3 2%	2 1%	6 2%	2 1%	5 1%	8 2%
Don't know	164 16%	3 8%	5 11%	47 16%	20 23% a	79 16%	84 17%	14 14%	15 9%	20 13%	33 21%	31 19%	51 19%	29 11%	53 17%	82 19% a

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BASE: All respondents

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	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultured meat	321 32%	281 34% be	31 20%	16 25%	3 17%	5 14%	1 7%	6 31%	194 36% d	68 32%	126 38% d	120 29%	149 28%	143 41% a
Cultivated meat	224 23%	174 21%	46 30% a	17 26%	6 36%	11 30%	6 37%	6 36%	141 26% d	53 25%	88 26% d	80 19%	160 30% b	52 15%
Cell-based meat	102 10%	78 9%	20 13%	9 13%	4 23%	2 5%	3 20%	2 11%	68 12% d	39 18% acd	29 9%	33 8%	53 10%	43 12%
Slaughter-free meat	86 9%	60 7%	21 14% a	12 18% a	1 8%	6 17% a	1 5%	1 5%	47 9%	17 8%	30 9%	37 9%	61 11% b	19 5%
Clean meat	84 8%	74 9%	10 6%	4 6%	1 6%	3 9%	1 5%	1 5%	46 8%	18 9%	28 8%	37 9%	67 12% b	14 4%
Other	15 2%	13 2%	2 2%	1 1%	- -	2 4%	- -	- -	12 2% d	3 2%	9 3% d	2 *	9 2%	6 2%
Don't know	164 16%	141 17%	23 15%	7 11%	2 11%	8 21%	4 26%	2 11%	35 6%	12 6%	24 7%	109 26% abc	42 8%	73 21% a

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Q8. Provided everything was the same as traditional meat (e.g. taste, price, texture etc.), how likely, if at all, would you be to try this new category of meat?

BASE: All respondents

		Finland regions														
		Total	South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total		1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total		995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4.0)	175	4	3	4	1	6	2	15	8	4	13	3	5	15	5
		18%	15%	8%	13%	8%	20%	12%	29%	25%	12%	14%	9%	16%	20%	10%
Fairly likely	(3.0)	366	7	13	5	5	16	3	18	6	16	29	14	14	24	18
		37%	31%	36%	19%	33%	49%	25%	35%	19%	47%	32%	43%	47%	32%	39%
Fairly unlikely	(2.0)	158	8	6	5	4	4	2	9	6	4	17	3	5	8	8
		16%	31%	16%	17%	25%	11%	13%	18%	17%	11%	18%	10%	15%	11%	18%
Very unlikely	(1.0)	192	6	11	8	2	4	5	5	7	6	21	8	1	17	11
		19%	23%	32%	29%	17%	11%	37%	9%	21%	19%	23%	24%	3%	23%	25%
Don't know		104	-	3	6	2	3	2	4	6	4	12	5	6	10	4
		10%	-	8%	21%	17%	9%	13%	8%	17%	11%	13%	14%	19%	13%	9%
NET: Likely		541	11	16	9	6	22	5	32	15	19	42	17	19	39	22
		54%	46%	44%	33%	41%	69%	37%	64%	45%	58%	46%	52%	62%	52%	49%
NET: Unlikely		350	13	17	13	6	7	6	14	13	10	38	11	6	25	19
		35%	54%	48%	46%	42%	23%	50%	28%	38%	31%	41%	33%	19%	34%	42%
Base for stats		891	24	33	22	12	29	11	46	27	30	80	28	25	64	42
Mean Score		2.59	2.38	2.21	2.21	2.40	2.85	2.14	2.91	2.60	2.57	2.44	2.44	2.93	2.57	2.37
Standard Deviation		1.033	1.021	1.032	1.139	.957	.921	1.177	.965	1.185	.986	1.053	1.031	.753	1.123	1.011
Standard Error		.034	.283	.215	.233	.303	.163	.445	.138	.216	.206	.113	.243	.148	.140	.151
Error variance		*	.08	.05	.05	.09	.03	.20	.02	.05	.04	.01	.06	.02	.02	.02

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BASE: All respondents

	Total	Finland regions				Gender		Age						Age			
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423	
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very likely	(4.0)	175	11	9	54	14	98	77	31	31	30	26	26	31	63	56	56
	18%	29%	23%	19%	16%	20%	15%	31%	20%	20%	17%	16%	12%	24%	18%	13%	
						b		bcdef	f	f				c			
Fairly likely	(3.0)	366	13	14	120	30	195	170	43	53	51	66	63	89	97	116	153
	37%	35%	34%	41%	35%	40%	33%	43%	34%	33%	42%	39%	34%	37%	38%	36%	
						b											
Fairly unlikely	(2.0)	158	4	6	45	16	76	81	9	27	27	21	20	54	36	48	74
	16%	10%	16%	15%	19%	16%	16%	9%	17%	18%	13%	12%	21%	14%	15%	17%	
													ade				
Very unlikely	(1.0)	192	4	9	44	24	71	121	8	30	28	32	35	59	38	60	94
	19%	10%	21%	15%	27%	15%	24%	8%	19%	19%	20%	21%	23%	15%	19%	22%	
					ac		a		a	a	a	a	a			a	
Don't know		104	6	3	29	2	45	60	10	16	16	14	21	28	26	30	48
	10%	15%	7%	10%	2%	9%	12%	10%	10%	11%	9%	13%	11%	10%	10%	11%	
			d	d													
NET: Likely		541	24	23	174	44	293	248	75	85	81	92	89	120	159	173	209
	54%	64%	57%	60%	52%	60%	49%	73%	54%	53%	58%	54%	46%	61%	56%	49%	
						b		bcdef			f			c			
NET: Unlikely		350	8	15	88	40	148	202	17	57	55	52	54	113	75	108	168
	35%	21%	37%	30%	46%	30%	40%	17%	36%	36%	33%	33%	43%	29%	35%	39%	
					ac		a		a	a	a	a	ade			a	
Base for stats		891	31	38	263	85	441	450	92	142	136	144	144	233	234	280	377
Mean Score	2.59	2.97	2.63	2.70	2.41	2.72	2.45	3.06	2.60	2.61	2.60	2.56	2.39	2.79	2.60	2.46	
			d	d		b		bcdef						bc			
Standard Deviation	1.033	.993	1.098	.979	1.072	.984	1.064	.891	1.055	1.050	1.025	1.048	1.007	1.017	1.035	1.025	
Standard Error	.034	.176	.171	.058	.112	.046	.051	.095	.089	.087	.083	.085	.068	.067	.060	.053	
Error variance	*	.03	.03	*	.01	*	*	.01	.01	.01	.01	.01	*	*	*	*	

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BASE: All respondents

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		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4.0)	175 18%	137 17%	34 22%	26 39% abe	4 25%	3 8%	1 5%	- -	130 24% d	65 31% acd	65 19% d	42 10%	175 32% b	-
Fairly likely (3.0)	366 37%	328 40% bce	35 23%	16 24%	5 28%	6 17%	3 18%	5 31%	217 40%	77 36%	140 42% d	145 35%	366 68% b	-
Fairly unlikely (2.0)	158 16%	133 16%	21 14%	8 12%	3 16%	8 22%	1 7%	1 6%	76 14% b	18 9%	58 17% b	73 17% b	- -	158 45% a
Very unlikely (1.0)	192 19%	133 16%	53 35% ac	12 19%	2 13%	17 49% ac	11 69%	9 53%	93 17%	39 19%	54 16%	94 23% ac	- -	192 55% a
Don't know	104 10%	92 11%	10 7%	4 6%	3 17%	2 5%	- -	2 10%	30 5%	12 6%	18 5% abc	64 15% abc	- -	-
NET: Likely	541 54%	465 57% be	69 45% e	41 63% be	9 53%	9 25%	4 24%	5 31%	346 64% d	141 67% d	205 61% d	187 45%	541 100% b	-
NET: Unlikely	350 35%	265 32%	73 48% ac	20 31%	5 30%	25 71% abc	12 76%	10 59%	168 31%	57 27%	111 33%	167 40% ab	- -	350 100% a
Base for stats	891	730	142	62	15	34	16	16	514	198	316	354	541	350
Mean Score	2.59	2.64	2.35	2.89	2.78	1.83	1.60	1.75	2.74	2.84	2.68	2.38	3.32	1.45
		be	e	be					d	d	d		b	
Standard Deviation	1.033	.985	1.206	1.164	1.086	1.007	.997	.966	1.028	1.089	.985	1.005	.468	.498
Standard Error	.034	.036	.100	.146	.290	.175	.242	.234	.045	.076	.055	.053	.020	.027
Error variance	*	*	.01	.02	.08	.03	.06	.05	*	.01	*	*	*	*

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Q9 Summary: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Very important	Fairly important	Fairly unimportant	Very unimportant	Don't know	NET: Important	NET: Unimportant
Unweighted Total	-	-	-	-	-	-	-	-
Taste	995	638	323	21	8	5	961	29
	100%	64%	32%	2%	1%	1%	97%	3%
Food safety (i.e. the likelihood of catching food borne diseases)	995	655	256	46	11	28	911	57
	100%	66%	26%	5%	1%	3%	92%	6%
Health and nutrition	995	474	436	59	12	13	910	71
	100%	48%	44%	6%	1%	1%	91%	7%
Cost	995	363	531	79	9	13	893	88
	100%	36%	53%	8%	1%	1%	90%	9%
Convenience	995	280	597	81	11	25	877	92
	100%	28%	60%	8%	1%	3%	88%	9%
The welfare of animals	995	422	412	124	14	23	835	138
	100%	42%	41%	12%	1%	2%	84%	14%
The environment	995	302	489	153	25	26	791	178
	100%	30%	49%	15%	3%	3%	80%	18%

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Q9 Nets summary (Important): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions													
		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	961	22	33	28	15	31	13	47	30	31	88	33	28	73	43
	97%	92%	92%	100%	100%	97%	100%	92%	91%	92%	96%	100%	94%	99%	95%
Food safety (i.e. the likelihood of catching food borne diseases)	911	22	31	27	13	29	13	45	29	31	80	28	29	67	41
	92%	92%	88%	97%	92%	92%	100%	89%	89%	92%	87%	86%	97%	91%	90%
Health and nutrition	910	22	30	27	13	28	11	44	29	32	87	32	28	67	44
	91%	92%	84%	97%	92%	86%	88%	87%	89%	96%	95%	95%	94%	90%	96%
Cost	893	19	33	25	13	30	13	43	31	28	84	25	29	70	41
	90%	77%	92%	90%	92%	94%	100%	85%	94%	85%	91%	76%	97%	95%	90%
Convenience	877	21	27	26	10	27	13	44	25	32	81	30	27	63	42
	88%	85%	76%	93%	67%	83%	100%	88%	77%	96%	89%	90%	90%	85%	91%
The welfare of animals	835	17	28	25	13	27	11	42	28	28	79	30	24	60	37
	84%	69%	80%	90%	92%	84%	88%	83%	86%	85%	86%	91%	78%	81%	82%
The environment	791	22	26	25	12	22	11	38	26	27	74	28	27	58	35
	80%	92%	72%	90%	83%	69%	88%	76%	78%	81%	80%	86%	88%	79%	76%

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Q9 Nets summary (Important): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	961	36	41	284	85	463	498	89	149	144	157	162	260	238	301	422
	97%	97%	100%	97%	98%	95%	98%	87%	94%	94%	99%	99%	100%	92%	97%	99%
									a	a	abc	abc	abc		a	ab
Food safety (i.e. the likelihood of catching food borne diseases)	911	35	39	270	80	437	473	88	144	133	147	155	244	232	280	399
	92%	95%	96%	93%	92%	90%	93%	86%	91%	87%	93%	95%	94%	89%	90%	94%
												ac	ac			a
Health and nutrition	910	35	39	268	73	433	477	81	141	133	142	160	253	222	276	412
	91%	94%	96%	92%	85%	89%	94%	80%	89%	88%	90%	97%	97%	86%	89%	97%
				d			a		a		a	abcd	abcd			ab
Cost	893	34	37	261	77	431	462	90	140	123	143	153	245	230	265	398
	90%	92%	89%	89%	90%	89%	91%	89%	89%	81%	90%	93%	94%	89%	85%	94%
											c	c	c			ab
Convenience	877	36	38	257	79	416	462	85	136	130	136	152	238	221	267	390
	88%	97%	91%	88%	91%	86%	91%	84%	86%	86%	86%	92%	91%	85%	86%	92%
							a					ac	a			ab
The welfare of animals	835	32	35	243	74	379	456	70	128	122	135	147	232	198	257	379
	84%	87%	85%	83%	86%	78%	89%	69%	81%	80%	86%	90%	89%	76%	83%	89%
							a		a	a	a	abc	abc		a	ab
The environment	791	27	36	223	73	350	442	73	125	110	129	138	216	198	239	354
	80%	74%	87%	77%	85%	72%	87%	72%	79%	72%	81%	84%	83%	76%	77%	83%
							a					ac	ac			ab

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Q9 Nets summary (Important): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	961 97%	795 97%	146 96%	63 96%	17 95%	33 95%	15 94%	18 100%	522 96%	200 95%	322 96%	413 99% abc	528 98%	334 95%
Food safety (i.e. the likelihood of catching food borne diseases)	911 92%	750 91%	142 93%	64 97% e	17 95%	30 86%	14 87%	17 95%	503 92%	191 91%	311 93%	383 92%	504 93%	315 90%
Health and nutrition	910 91%	748 91%	144 95%	64 97%	16 89%	32 91%	15 93%	18 100%	496 91%	190 90%	306 92%	387 93%	501 93%	318 91%
Cost	893 90%	740 90%	134 88%	59 90%	14 78%	32 90%	14 88%	16 90%	479 88%	185 88%	294 88%	387 93% ac	495 92% b	304 87%
Convenience	877 88%	727 88%	132 87%	56 85%	16 92%	30 86%	13 82%	17 95%	477 88%	187 89%	290 87%	375 90%	491 91% b	301 86%
The welfare of animals	835 84%	673 82%	142 93% a	62 95% a	15 84%	32 92%	16 100%	16 90%	459 84%	175 84%	284 85%	350 84%	458 85%	294 84%
The environment	791 80%	634 77%	139 91% a	62 94% a	16 89%	31 89%	14 87%	16 90%	435 80%	163 78%	272 81%	334 80%	440 81%	276 79%

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Q9 Nets summary (Unimportant): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions													
		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	178	-	9	3	2	10	2	11	6	6	16	3	3	13	11
	18%	-	24%	10%	17%	31%	12%	22%	17%	19%	18%	10%	9%	17%	24%
The welfare of animals	138	6	6	3	1	4	2	8	4	5	12	3	6	12	8
	14%	23%	16%	10%	8%	11%	12%	15%	11%	15%	13%	9%	18%	16%	18%
Food safety (i.e. the likelihood of catching food borne diseases)	57	-	4	-	1	3	-	5	3	3	9	5	1	4	4
	6%	-	12%	-	8%	8%	-	10%	8%	8%	9%	14%	3%	5%	8%
Health and nutrition	71	-	3	1	1	4	2	6	2	1	4	2	2	5	2
	7%	-	8%	3%	8%	11%	12%	11%	6%	4%	4%	5%	6%	7%	4%
Cost	88	6	1	3	-	2	-	6	1	5	7	8	1	3	5
	9%	23%	4%	10%	-	6%	-	13%	3%	15%	8%	24%	3%	4%	10%
Convenience	92	2	7	2	4	4	-	5	5	1	10	2	1	8	4
	9%	8%	20%	7%	25%	11%	-	11%	15%	4%	10%	5%	3%	11%	9%
Taste	29	2	1	-	-	1	-	3	2	3	3	-	2	1	2
	3%	8%	4%	-	-	3%	-	6%	6%	8%	3%	-	6%	1%	5%

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Q9 Nets summary (Unimportant): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	178	7	5	59	12	126	52	25	27	37	26	22	40	52	63	62
	18%	18%	13%	20%	14%	26%	10%	25%	17%	24%	17%	13%	15%	20%	20%	15%
						b		ef		ef					c	
The welfare of animals	138	5	5	38	12	96	42	24	28	26	18	17	25	52	44	42
	14%	13%	13%	13%	14%	20%	8%	24%	17%	17%	11%	10%	10%	20%	14%	10%
						b		def	f	f				c		
Food safety (i.e. the likelihood of catching food borne diseases)	57	-	2	11	4	36	20	12	8	15	8	5	9	20	22	14
	6%	-	4%	4%	4%	8%	4%	12%	5%	10%	5%	3%	3%	8%	7%	3%
						b		def		ef				c	c	
Health and nutrition	71	2	2	22	13	45	27	19	16	12	14	4	7	34	26	11
	7%	6%	4%	7%	15%	9%	5%	18%	10%	8%	9%	3%	3%	13%	8%	3%
					c	b		cdef	ef	ef	ef			c	c	
Cost	88	2	5	26	8	47	41	7	18	25	12	11	14	25	38	25
	9%	5%	11%	9%	9%	10%	8%	7%	11%	17%	8%	7%	5%	10%	12%	6%
									f	adef					c	
Convenience	92	-	4	28	7	58	34	15	20	14	18	8	17	35	32	26
	9%	-	9%	10%	9%	12%	7%	15%	13%	9%	11%	5%	7%	13%	10%	6%
				a		b		ef	ef		e			c	c	
Taste	29	1	-	7	2	18	11	11	9	5	1	2	1	20	6	3
	3%	3%	-	2%	2%	4%	2%	11%	6%	4%	1%	1%	*	8%	2%	1%
								cdef	def	f				bc		

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Q9 Nets summary (Unimportant): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	178 18%	164 20% bc	12 8%	4 6%	1 6%	4 11%	1 6%	2 10%	97 18%	41 20%	56 17%	74 18%	95 17%	63 18%
The welfare of animals	138 14%	126 15% bc	11 7%	3 5%	3 16%	3 8%	- -	2 10%	74 14%	33 16%	41 12%	59 14%	75 14%	51 14%
Food safety (i.e. the likelihood of catching food borne diseases)	57 6%	48 6%	8 5%	2 3%	1 5%	3 8%	1 6%	1 5%	35 6%	18 9% d	17 5%	19 4%	31 6%	22 6%
Health and nutrition	71 7%	63 8%	6 4%	2 3%	1 6%	3 9%	- -	- -	44 8%	20 9%	24 7%	26 6%	39 7%	26 7%
Cost	88 9%	69 8%	17 11%	6 9%	4 22%	4 10%	2 12%	2 10%	59 11% d	23 11% d	36 11% d	27 7%	40 7%	44 12% a
Convenience	92 9%	72 9%	19 12%	10 15%	1 8%	5 14%	2 12%	1 5%	58 11%	21 10%	37 11%	32 8%	44 8%	42 12%
Taste	29 3%	22 3%	6 4%	3 4%	1 5%	2 5%	1 6%	- -	19 4% d	9 4% d	10 3%	5 1%	13 2%	16 4%

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Q9_1. The environment: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

		Finland regions														
		Total	South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total		1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total		995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	302	6	7	10	5	9	6	12	10	4	32	11	7	27	14
		30%	23%	20%	37%	34%	29%	50%	23%	31%	12%	34%	33%	22%	36%	32%
Fairly important	(3.0)	489	17	19	15	7	13	5	27	15	23	42	17	20	31	20
		49%	69%	52%	53%	50%	40%	38%	53%	47%	69%	46%	52%	66%	42%	44%
Fairly unimportant	(2.0)	153	-	6	3	1	9	-	11	5	5	14	3	3	13	9
		15%	-	16%	10%	8%	28%	-	22%	14%	15%	15%	10%	9%	17%	20%
Very unimportant	(1.0)	25	-	3	-	1	1	2	-	1	1	3	-	-	-	2
		3%	-	8%	-	8%	3%	12%	-	3%	4%	3%	-	-	-	4%
Don't know		26	2	1	-	-	-	-	1	2	-	2	2	1	3	-
		3%	8%	4%	-	-	-	-	2%	6%	-	2%	5%	3%	4%	-
NET: Important		791	22	26	25	12	22	11	38	26	27	74	28	27	58	35
		80%	92%	72%	90%	83%	69%	88%	76%	78%	81%	80%	86%	88%	79%	76%
NET: Unimportant		178	-	9	3	2	10	2	11	6	6	16	3	3	13	11
		18%	-	24%	10%	17%	31%	12%	22%	17%	19%	18%	10%	9%	17%	24%
Base for stats		969	22	34	28	15	32	13	49	31	33	90	32	29	71	46
Mean Score		3.10	3.25	2.88	3.28	3.09	2.95	3.25	3.01	3.12	2.88	3.14	3.25	3.13	3.20	3.04
Standard Deviation		.750	.444	.843	.637	.896	.836	1.005	.687	.771	.652	.779	.633	.563	.724	.829
Standard Error		.024	.128	.172	.116	.259	.141	.355	.094	.132	.128	.079	.142	.101	.086	.118
Error variance		*	.02	.03	.01	.07	.02	.13	.01	.02	.02	.01	.02	.01	.01	.01

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Q9_1. The environment: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age			
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%																	
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423	
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	302	11	13	91	26	124	178	27	55	42	42	62	73	83	84	135
	30%	30%	31%	31%	31%	26%	35%	27%	35%	28%	27%	38%	28%	32%	27%	32%	
						a						cdf					
Fairly important	(3.0)	489	16	23	132	47	226	264	46	70	68	87	143	115	155	219	
	49%	43%	56%	45%	54%	46%	52%	45%	44%	45%	55%	46%	55%	44%	50%	51%	
											b		bc				
Fairly unimportant	(2.0)	153	6	5	49	11	105	47	22	22	30	22	19	37	44	52	56
	15%	16%	13%	17%	13%	22%	9%	22%	14%	20%	14%	12%	14%	17%	17%	13%	
						b		e		e							
Very unimportant	(1.0)	25	1	-	10	1	20	5	3	5	7	4	3	3	8	11	6
	3%	3%	-	3%	1%	4%	1%	3%	3%	4%	3%	3%	2%	1%	3%	4%	1%
						b		f									
Don't know		26	3	-	9	1	10	16	3	6	5	3	5	4	9	8	9
	3%	8%	-	3%	1%	2%	3%	3%	4%	3%	2%	3%	2%	4%	3%	2%	
						d											
NET: Important		791	27	36	223	73	350	442	73	125	110	129	138	216	198	239	354
	80%	74%	87%	77%	85%	72%	87%	a	72%	79%	72%	81%	84%	83%	76%	77%	83%
												ac	ac				ab
NET: Unimportant		178	7	5	59	12	126	52	25	27	37	26	22	40	52	63	62
	18%	18%	13%	20%	14%	26%	10%	b	25%	17%	24%	17%	13%	15%	20%	20%	15%
									ef		ef					c	
Base for stats		969	34	41	283	85	475	494	98	152	147	155	160	257	250	302	416
Mean Score	3.10	3.10	3.17	3.08	3.16	2.95	3.25	a	2.99	3.16	2.99	3.07	3.23	3.12	3.09	3.03	3.16
												acd					b
Standard Deviation		.754	.788	.646	.798	.681	.808	.660	.806	.783	.822	.722	.725	.684	.795	.772	.702
Standard Error		.024	.133	.097	.046	.071	.036	.030	.083	.063	.066	.057	.055	.044	.051	.043	.034
Error variance		*	.02	.01	*	.01	*	*	.01	*	*	*	*	*	*	*	*

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Q9_1. The environment: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
		a	b	c	*d	e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%															
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346	
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	302	220	74	33	6	15	10	9	181	78	103	111	167	107
		30%	27%	49%	51%	35%	43%	62%	53%	33%	37%	31%	27%	31%	30%
			a	a	a	a	a	a	a	d	d	b	ab		
Fairly important	(3.0)	489	414	65	29	10	16	4	7	253	85	169	223	272	169
		49%	50%	43%	43%	54%	46%	25%	37%	47%	40%	51%	53%	50%	48%
											b	ab			
Fairly unimportant	(2.0)	153	139	12	4	1	4	1	2	83	34	49	64	83	51
		15%	17%	8%	6%	6%	11%	6%	10%	15%	16%	15%	15%	15%	15%
			bc												
Very unimportant	(1.0)	25	25	-	-	-	-	-	-	14	7	7	9	12	12
		3%	3%	-	-	-	-	-	-	3%	3%	2%	2%	2%	4%
			b												
Don't know		26	24	2	-	1	-	1	-	13	6	7	10	7	11
		3%	3%	1%	-	5%	-	7%	-	2%	3%	2%	2%	1%	3%
NET: Important		791	634	139	62	16	31	14	16	435	163	272	334	440	276
		80%	77%	91%	94%	89%	89%	87%	90%	80%	78%	81%	80%	81%	79%
			a	a	a	a	a	a	a						
NET: Unimportant		178	164	12	4	1	4	1	2	97	41	56	74	95	63
		18%	20%	8%	6%	6%	11%	6%	10%	18%	20%	17%	18%	17%	18%
			bc												
Base for stats		969	798	150	66	17	35	15	18	531	204	327	408	534	339
Mean Score		3.10	3.04	3.41	3.45	3.31	3.32	3.60	3.43	3.13	3.15	3.12	3.07	3.11	3.09
				a	a	a	a	a	a						
Standard Deviation		.750	.758	.633	.611	.595	.674	.629	.687	.765	.819	.730	.720	.738	.777
Standard Error		.024	.027	.051	.074	.149	.116	.157	.154	.033	.056	.040	.036	.032	.042
Error variance		*	*	*	.01	.02	.01	.02	.02	*	*	*	*	*	*

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Q9_2. The welfare of animals: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

		Finland regions														
Total		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo	
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49	
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	422	9	9	15	9	18	6	22	21	8	36	19	12	29	18
		42%	39%	24%	54%	58%	55%	50%	44%	62%	23%	40%	57%	41%	39%	40%
Fairly important	(3.0)	412	7	20	10	5	9	5	20	8	21	43	11	11	31	19
		41%	31%	56%	36%	33%	29%	38%	39%	23%	62%	47%	33%	37%	43%	42%
Fairly unimportant	(2.0)	124	6	3	3	1	4	2	8	2	5	10	3	5	12	8
		12%	23%	8%	10%	8%	11%	12%	15%	6%	15%	11%	9%	15%	16%	18%
Very unimportant	(1.0)	14	-	3	-	-	-	-	-	2	-	2	-	1	-	-
		1%	-	8%	-	-	-	-	-	6%	-	2%	-	3%	-	-
Don't know		23	2	1	-	-	2	-	1	1	-	1	-	1	2	-
		2%	8%	4%	-	-	6%	-	2%	3%	-	1%	-	3%	3%	-
NET: Important		835	17	28	25	13	27	11	42	28	28	79	30	24	60	37
		84%	69%	80%	90%	92%	84%	88%	83%	86%	85%	86%	91%	78%	81%	82%
NET: Unimportant		138	6	6	3	1	4	2	8	4	5	12	3	6	12	8
		14%	23%	16%	10%	8%	11%	12%	15%	11%	15%	13%	9%	18%	16%	18%
Base for stats		972	22	34	28	15	30	13	49	32	33	91	33	29	72	46
Mean Score		3.28	3.17	3.00	3.43	3.50	3.46	3.38	3.29	3.47	3.08	3.25	3.48	3.20	3.24	3.22
Standard Deviation		.736	.817	.827	.684	.669	.704	.723	.727	.858	.625	.726	.672	.836	.716	.740
Standard Error		.023	.236	.169	.125	.193	.123	.256	.100	.145	.123	.073	.147	.150	.084	.106
Error variance		*	.06	.03	.02	.04	.02	.07	.01	.02	.02	.01	.02	.02	.01	.01

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Q9_2. The welfare of animals: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age			
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423	
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	422	18	23	111	39	173	249	33	63	57	65	82	123	96	122	204
		42%	50%	55%	38%	45%	36%	49%	32%	40%	37%	41%	50%	47%	37%	39%	48%
				c			a					ac	a			ab	
Fairly important	(3.0)	412	14	12	131	35	205	207	38	65	65	70	66	109	102	135	175
		41%	37%	30%	45%	41%	42%	41%	37%	41%	43%	44%	40%	42%	39%	44%	41%
Fairly unimportant	(2.0)	124	5	4	34	11	86	38	23	22	22	16	16	24	46	38	40
		12%	13%	11%	12%	13%	18%	8%	23%	14%	15%	10%	10%	9%	18%	12%	9%
							b		def						c		
Very unimportant	(1.0)	14	-	1	5	1	10	3	1	5	4	2	1	1	6	6	2
		1%	-	2%	2%	1%	2%	1%	1%	3%	3%	1%	1%	*	2%	2%	*
										f	f				c		
Don't know		23	-	1	11	-	11	12	7	3	4	5	-	4	10	9	4
		2%	-	2%	4%	-	2%	2%	7%	2%	3%	3%	-	1%	4%	3%	1%
									bef		e	e			c	c	
NET: Important		835	32	35	243	74	379	456	70	128	122	135	147	232	198	257	379
		84%	87%	85%	83%	86%	78%	89%	69%	81%	80%	86%	90%	89%	76%	83%	89%
							a			a	a	a	abc	abc	a	ab	
NET: Unimportant		138	5	5	38	12	96	42	24	28	26	18	17	25	52	44	42
		14%	13%	13%	13%	14%	20%	8%	24%	17%	17%	11%	10%	10%	20%	14%	10%
							b		def	f	f				c		
Base for stats		972	37	40	281	86	475	498	95	155	148	153	164	257	250	302	421
Mean Score		3.28	3.36	3.41	3.24	3.30	3.14	3.41	3.08	3.19	3.18	3.30	3.39	3.38	3.15	3.24	3.38
							a				a	abc	abc			ab	
Standard Deviation		.736	.716	.780	.723	.735	.784	.662	.797	.807	.783	.701	.683	.668	.803	.743	.673
Standard Error		.023	.116	.119	.041	.076	.035	.030	.084	.065	.062	.055	.051	.043	.051	.042	.033
Error variance		*	.01	.01	*	.01	*	*	.01	*	*	*	*	*	*	*	*

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Q9_2. The welfare of animals: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
		a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%															
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346	
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	422	316	93	37	10	21	14	12	226	83	144	186	229	154
		42%	38%	61%	56%	54%	60%	87%	68%	42%	39%	43%	44%	42%	44%
			a	a	a	a	a	a	a						
Fairly important	(3.0)	412	357	48	26	5	11	2	4	233	93	140	164	229	141
		41%	43%	32%	39%	30%	32%	13%	21%	43%	44%	42%	39%	42%	40%
			b												
Fairly unimportant	(2.0)	124	115	8	2	3	2	-	2	68	29	39	52	69	44
		12%	14%	5%	3%	16%	5%	-	10%	12%	14%	12%	13%	13%	13%
			bc												
Very unimportant	(1.0)	14	11	2	1	-	1	-	-	6	4	2	7	6	7
		1%	1%	2%	2%	-	3%	-	-	1%	2%	1%	2%	1%	2%
Don't know		23	23	-	-	-	-	-	-	11	2	10	9	8	5
		2%	3%	-	-	-	-	-	-	2%	1%	3%	2%	1%	1%
			b												
NET: Important		835	673	142	62	15	32	16	16	459	175	284	350	458	294
		84%	82%	93%	95%	84%	92%	100%	90%	84%	84%	85%	84%	85%	84%
			a	a	a	a	a	a	a						
NET: Unimportant		138	126	11	3	3	3	-	2	74	33	41	59	75	51
		14%	15%	7%	5%	16%	8%	-	10%	14%	16%	12%	14%	14%	14%
			bc												
Base for stats		972	800	152	66	18	35	16	18	533	208	325	409	533	345
Mean Score		3.28	3.22	3.53	3.49	3.38	3.49	3.87	3.58	3.27	3.22	3.31	3.29	3.28	3.28
			a	a	a	a	a	a	a						
Standard Deviation		.736	.739	.676	.666	.769	.732	.353	.690	.723	.749	.704	.752	.726	.760
Standard Error		.023	.026	.054	.081	.186	.126	.086	.154	.031	.051	.039	.037	.031	.041
Error variance		*	*	*	.01	.03	.02	.01	.02	*	*	*	*	*	*

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Q9_3. Food safety (i.e. the likelihood of catching food borne diseases): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

		Finland regions														
		Total	South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total		1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total		995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	655	19	24	21	13	19	8	32	24	19	56	25	16	53	24
		66%	77%	68%	76%	92%	60%	63%	63%	71%	58%	60%	76%	53%	72%	53%
Fairly important	(3.0)	256	4	7	6	-	10	5	13	6	12	24	3	13	14	17
		26%	15%	20%	20%	-	32%	37%	26%	18%	35%	26%	9%	44%	19%	37%
Fairly unimportant	(2.0)	46	-	3	-	-	2	-	5	2	3	9	5	1	4	3
		5%	-	8%	-	-	5%	-	10%	6%	8%	9%	14%	3%	5%	6%
Very unimportant	(1.0)	11	-	1	-	1	-	-	-	1	-	-	-	-	-	1
		1%	-	4%	-	8%	3%	-	-	3%	-	-	-	-	-	2%
Don't know		28	2	-	1	-	-	-	1	1	-	4	-	-	3	1
		3%	8%	-	3%	-	-	-	2%	3%	-	4%	-	-	4%	2%
NET: Important		911	22	31	27	13	29	13	45	29	31	80	28	29	67	41
		92%	92%	88%	97%	92%	92%	100%	89%	89%	92%	87%	86%	97%	91%	90%
NET: Unimportant		57	-	4	-	1	3	-	5	3	3	9	5	1	4	4
		6%	-	12%	-	8%	8%	-	10%	8%	8%	9%	14%	3%	5%	8%
Base for stats		967	22	36	27	15	32	13	49	32	33	88	33	30	71	45
Mean Score		3.61	3.83	3.52	3.79	3.75	3.49	3.63	3.54	3.62	3.50	3.53	3.62	3.50	3.69	3.43
Standard Deviation		.633	.381	.819	.415	.861	.737	.504	.672	.730	.643	.672	.731	.566	.574	.713
Standard Error		.020	.110	.164	.077	.249	.125	.178	.092	.123	.126	.069	.160	.100	.068	.103
Error variance		*	.01	.03	.01	.06	.02	.03	.01	.02	.02	*	.03	.01	*	.01

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Q9_3. Food safety (i.e. the likelihood of catching food borne diseases): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age			
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423	
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	655	24	27	190	60	285	370	55	98	92	103	124	183	152	195	308
	66%	66%	66%	65%	69%	59%	73%	54%	62%	60%	65%	76%	70%	59%	63%	72%	
						a	abcd					ac				ab	
Fairly important	(3.0)	256	11	12	80	20	152	103	33	46	41	44	31	60	79	85	92
	26%	29%	30%	27%	23%	31%	20%	33%	29%	27%	28%	19%	23%	30%	27%	22%	
						b	e	e						c			
Fairly unimportant	(2.0)	46	-	1	6	4	26	20	11	7	13	8	3	5	17	20	8
	5%	-	2%	2%	4%	5%	4%	10%	4%	8%	5%	2%	2%	7%	7%	2%	
								bef			ef			c	c		
Very unimportant	(1.0)	11	-	1	4	-	11	-	1	2	2	-	2	4	3	2	6
	1%	-	2%	2%	-	2%	-	1%	1%	1%	-	1%	2%	1%	1%	1%	
						b											
Don't know		28	2	-	11	3	12	16	2	6	5	4	4	8	8	8	11
	3%	5%	-	4%	3%	2%	3%	2%	4%	3%	2%	2%	3%	3%	3%	3%	
NET: Important		911	35	39	270	80	437	473	88	144	133	147	155	244	232	280	399
	92%	95%	96%	93%	92%	90%	93%	86%	91%	87%	93%	95%	94%	89%	90%	94%	
												ac	ac			a	
NET: Unimportant		57	-	2	11	4	36	20	12	8	15	8	5	9	20	22	14
	6%	-	4%	4%	4%	8%	4%	12%	5%	10%	5%	3%	3%	8%	7%	3%	
						b		def			ef			c	c		
Base for stats		967	35	41	281	84	474	494	100	152	148	154	161	253	252	302	413
Mean Score	3.61	3.69	3.59	3.62	3.67	3.50	3.71	3.42	3.58	3.51	3.62	3.73	3.67	3.51	3.57	3.70	
						a	abc				a	abc	ac			ab	
Standard Deviation	.633	.467	.656	.614	.560	.704	.538	.732	.636	.706	.580	.555	.599	.679	.646	.582	
Standard Error	.020	.078	.099	.035	.059	.032	.025	.075	.052	.056	.046	.042	.039	.043	.036	.029	
Error variance	*	.01	.01	*	*	*	*	.01	*	*	*	*	*	*	*	*	

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Q9_3. Food safety (i.e. the likelihood of catching food borne diseases): How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
		a	b	c	d	e	f	g	a	b	c	d	a	b
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	655 66%	545 66%	96 63%	44 67%	11 61%	21 59%	11 67%	9 53%	359 66%	134 64%	226 68%	275 66%	357 66%	236 67%
Fairly important (3.0)	256 26%	205 25%	46 30%	20 30%	6 34%	9 27%	3 20%	7 42%	143 26%	58 27%	86 26%	108 26%	148 27%	79 23%
Fairly unimportant (2.0)	46 5%	38 5%	7 5%	2 3%	- -	3 8%	1 6%	1 5%	28 5%	13 6%	15 4%	17 4%	25 5%	17 5%
Very unimportant (1.0)	11 1%	10 1%	1 1%	- -	1 5%	- -	- -	- -	8 1%	5 2%	3 1%	1 *	6 1%	5 1%
Don't know	28 3%	25 3%	3 2%	- -	- -	2 6%	1 7%	- -	6 1%	1 *	6 2%	17 4%	6 1%	14 4%
NET: Important	911 92%	750 91%	142 93%	64 97%	17 95%	30 86%	14 87%	17 95%	503 92%	191 91%	311 93%	383 92%	504 93%	315 90%
NET: Unimportant	57 6%	48 6%	8 5%	2 3%	1 5%	3 8%	1 6%	1 5%	35 6%	18 9%	17 5%	19 4%	31 6%	22 6%
Base for stats	967	798	149	66	18	33	15	18	538	209	329	401	535	336
Mean Score	3.61	3.61	3.58	3.64	3.51	3.54	3.66	3.48	3.59	3.53	3.63	3.63	3.60	3.62
Standard Deviation	.633	.638	.610	.544	.763	.665	.616	.608	.656	.718	.611	.582	.632	.652
Standard Error	.020	.023	.049	.066	.185	.118	.154	.136	.028	.049	.034	.029	.027	.036
Error variance	*	*	*	*	.03	.01	.02	.02	*	*	*	*	*	*

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Q9_4. Health and nutrition: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

		Finland regions														
		Total	South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total		1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total		995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	474	11	14	15	9	16	8	23	17	12	40	19	12	40	23
		48%	46%	40%	54%	59%	48%	63%	46%	52%	35%	44%	57%	41%	54%	51%
Fairly important	(3.0)	436	11	16	12	5	12	3	21	12	21	47	13	16	27	21
		44%	46%	44%	43%	33%	37%	25%	41%	37%	62%	51%	38%	53%	36%	45%
Fairly unimportant	(2.0)	59	-	1	1	-	2	2	5	1	1	4	2	2	5	2
		6%	-	4%	3%	-	6%	12%	9%	3%	4%	4%	5%	6%	7%	4%
Very unimportant	(1.0)	12	-	1	-	1	2	-	1	1	-	-	-	-	-	-
		1%	-	4%	-	8%	6%	-	2%	3%	-	-	-	-	-	-
Don't know		13	2	3	-	-	1	-	1	2	-	1	-	-	2	-
		1%	8%	8%	-	-	3%	-	2%	6%	-	1%	-	-	3%	-
NET: Important		910	22	30	27	13	28	11	44	29	32	87	32	28	67	44
		91%	92%	84%	97%	92%	86%	88%	87%	89%	96%	95%	95%	94%	90%	96%
NET: Unimportant		71	-	3	1	1	4	2	6	2	1	4	2	2	5	2
		7%	-	8%	3%	8%	11%	12%	11%	6%	4%	4%	5%	6%	7%	4%
Base for stats		982	22	33	28	15	31	13	49	31	33	91	33	30	72	46
Mean Score		3.40	3.50	3.31	3.51	3.42	3.32	3.51	3.34	3.46	3.31	3.40	3.52	3.35	3.49	3.47
Standard Deviation		.660	.512	.756	.573	.895	.848	.735	.730	.705	.544	.569	.596	.602	.627	.580
Standard Error		.021	.148	.158	.105	.258	.145	.260	.100	.121	.107	.057	.130	.106	.074	.083
Error variance		*	.02	.02	.01	.07	.02	.07	.01	.01	.01	*	.02	.01	.01	.01

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Q9_4. Health and nutrition: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age			
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423	
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	474	12	21	147	35	208	267	31	79	56	70	93	145	110	126	238
	48%	31%	52%	50%	41%	43%	52%	31%	50%	37%	44%	56%	56%	43%	41%	56%	
			a	a		a		ac	a	acd	acd					ab	
Fairly important	(3.0)	436	23	18	121	38	226	210	50	62	78	72	67	107	112	150	175
	44%	63%	44%	42%	44%	46%	41%	49%	39%	51%	45%	41%	41%	43%	48%	41%	
		c						b									
Fairly unimportant	(2.0)	59	-	2	18	13	36	23	14	14	9	13	4	5	28	22	9
	6%	-	4%	6%	15%	7%	5%	14%	9%	6%	8%	3%	2%	11%	7%	2%	
					ac			cef	ef	f	ef			c	c		
Very unimportant	(1.0)	12	2	-	4	-	9	3	4	2	3	1	-	2	6	4	2
	1%	6%	-	1%	-	2%	1%	4%	2%	1%	2%	1%	-	1%	2%	1%	*
		cd						def						c			
Don't know		13	-	-	2	-	7	6	2	1	7	2	-	1	3	9	1
	1%	-	-	1%	-	2%	1%	2%	1%	4%	1%	-	1%	1%	3%	*	
										bef					c		
NET: Important		910	35	39	268	73	433	477	81	141	133	142	160	253	222	276	412
	91%	94%	96%	92%	85%	89%	94%	80%	89%	88%	90%	97%	97%	86%	89%	97%	
			d	d		a		a	a	a	a	abcd	abcd			ab	
NET: Unimportant		71	2	2	22	13	45	27	19	16	12	14	4	7	34	26	11
	7%	6%	4%	7%	15%	9%	5%	18%	10%	8%	9%	3%	3%	13%	8%	3%	
					c	b		cdef	ef	ef	ef			c	c		
Base for stats	982	37	41	290	86	478	504	100	157	145	156	164	259	257	302	423	
Mean Score	3.40	3.19	3.47	3.42	3.26	3.32	3.47	3.09	3.39	3.28	3.35	3.54	3.53	3.27	3.32	3.53	
			d	d		a		a	a	a	a	abcd	abcd			ab	
Standard Deviation	.660	.727	.589	.667	.705	.694	.617	.793	.699	.675	.659	.551	.578	.750	.667	.567	
Standard Error	.021	.118	.089	.038	.073	.031	.028	.081	.056	.054	.051	.042	.037	.047	.037	.028	
Error variance	*	.01	.01	*	.01	*	*	.01	*	*	*	*	*	*	*	*	

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Q9_4. Health and nutrition: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
		a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%															
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346	
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	474	385	80	36	10	17	11	6	250	95	154	209	252	173
		48%	47%	52%	54%	55%	49%	68%	36%	46%	45%	46%	50%	47%	50%
Fairly important	(3.0)	436	363	65	28	6	15	4	11	246	94	152	178	248	144
		44%	44%	42%	43%	34%	43%	25%	64%	45%	45%	45%	43%	46%	41%
Fairly unimportant	(2.0)	59	51	6	2	1	3	-	-	38	16	22	20	33	20
		6%	6%	4%	3%	6%	9%	-	-	7%	8%	7%	5%	6%	6%
Very unimportant	(1.0)	12	11	-	-	-	-	-	-	6	3	2	7	6	6
		1%	1%	-	-	-	-	-	-	1%	2%	1%	2%	1%	2%
Don't know		13	11	2	-	1	-	1	-	5	1	4	4	1	6
		1%	1%	1%	-	5%	-	7%	-	1%	*	1%	1%	*	2%
															a
NET: Important		910	748	144	64	16	32	15	18	496	190	306	387	501	318
		91%	91%	95%	97%	89%	91%	93%	100%	91%	90%	92%	93%	93%	91%
NET: Unimportant		71	63	6	2	1	3	-	-	44	20	24	26	39	26
		7%	8%	4%	3%	6%	9%	-	-	8%	9%	7%	6%	7%	7%
Base for stats		982	811	150	66	17	35	15	18	540	209	330	414	540	344
Mean Score		3.40	3.38	3.49	3.51	3.52	3.40	3.73	3.36	3.37	3.35	3.39	3.43	3.38	3.41
Standard Deviation		.660	.668	.577	.563	.625	.653	.459	.495	.662	.693	.643	.660	.656	.680
Standard Error		.021	.023	.047	.068	.156	.112	.115	.111	.028	.047	.035	.032	.028	.037
Error variance		*	*	*	*	.02	.01	.01	.01	*	*	*	*	*	*

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Q9_5. Cost: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

		Finland regions														
Total		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo	
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49	
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	363	8	7	13	2	11	5	15	12	10	41	9	11	33	16
		36%	31%	20%	46%	17%	34%	38%	31%	35%	31%	45%	29%	38%	45%	35%
Fairly important	(3.0)	531	11	26	12	11	19	8	28	20	18	42	16	18	37	25
		53%	46%	72%	44%	75%	60%	62%	55%	60%	54%	46%	48%	59%	50%	55%
Fairly unimportant	(2.0)	79	6	1	1	-	2	-	4	1	5	7	8	1	3	4
		8%	23%	4%	3%	-	6%	-	7%	3%	15%	8%	24%	3%	4%	8%
Very unimportant	(1.0)	9	-	-	2	-	-	-	3	-	-	-	-	-	-	1
		1%	-	-	7%	-	-	-	5%	-	-	-	-	-	-	2%
Don't know		13	-	1	-	1	-	-	1	1	-	1	-	-	1	-
		1%	-	4%	-	8%	-	-	2%	3%	-	1%	-	-	1%	-
NET: Important		893	19	33	25	13	30	13	43	31	28	84	25	29	70	41
		90%	77%	92%	90%	92%	94%	100%	85%	94%	85%	91%	76%	97%	95%	90%
NET: Unimportant		88	6	1	3	-	2	-	6	1	5	7	8	1	3	5
		9%	23%	4%	10%	-	6%	-	13%	3%	15%	8%	24%	3%	4%	10%
Base for stats		982	24	34	28	13	32	13	49	32	33	91	33	30	73	46
Mean Score		3.27	3.08	3.17	3.30	3.19	3.28	3.38	3.13	3.33	3.15	3.37	3.05	3.35	3.41	3.23
Standard Deviation		.644	.746	.478	.832	.404	.576	.505	.772	.534	.670	.633	.732	.545	.570	.691
Standard Error		.020	.207	.098	.152	.122	.097	.178	.106	.090	.131	.064	.160	.096	.067	.099
Error variance		*	.04	.01	.02	.01	.01	.03	.01	.01	.02	*	.03	.01	*	.01

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Q9_5. Cost: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	363 36%	14 36%	18 43%	104 36%	34 39%	168 35%	194 38%	37 36%	65 41%	42 27%	62 39%	78 47%	79 30%	102 39%	103 33%	157 37%
Fairly important (3.0)	531 53%	21 56%	19 46%	157 54%	44 50%	263 54%	268 53%	53 52%	75 47%	81 53%	81 51%	75 46%	166 64%	128 49%	162 52%	241 57%
Fairly unimportant (2.0)	79 8%	2 5%	5 11%	23 8%	7 8%	41 8%	38 8%	5 5%	16 10%	22 14%	12 8%	10 6%	13 5%	22 8%	34 11%	23 5%
Very unimportant (1.0)	9 1%	-	-	3 1%	1 1%	6 1%	3 1%	2 2%	2 1%	4 2%	-	1 1%	1 *	4 1%	4 1%	2 *
Don't know	13 1%	1 3%	-	5 2%	1 1%	7 1%	6 1%	4 4%	-	4 3%	3 2%	-	2 1%	4 2%	7 2%	2 *
NET: Important	893 90%	34 92%	37 89%	261 89%	77 90%	431 89%	462 91%	90 89%	140 89%	123 81%	143 90%	153 93%	245 94%	230 89%	265 85%	398 94%
NET: Unimportant	88 9%	2 5%	5 11%	26 9%	8 9%	47 10%	41 8%	7 7%	18 11%	25 17%	12 8%	11 7%	14 5%	25 10%	38 12%	25 6%
Base for stats	982	36	41	286	86	479	503	97	158	148	155	164	259	256	303	423
Mean Score	3.27	3.32	3.31	3.26	3.29	3.24	3.30	3.28	3.29	3.08	3.32	3.40	3.25	3.29	3.20	3.31
Standard Deviation	.644	.575	.672	.644	.667	.659	.629	.662	.696	.721	.616	.635	.555	.682	.678	.591
Standard Error	.020	.095	.101	.037	.070	.029	.029	.069	.055	.058	.048	.048	.035	.043	.038	.029
Error variance	*	.01	.01	*	*	*	*	*	*	*	*	*	*	*	*	*

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Q9_5. Cost: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
		a	b	c	d	e	f	g	a	b	c	d	a	b
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	363 36%	297 36%	58 38%	23 34%	8 44%	18 51%	8 50%	2 11%	187 34%	79 38%	108 32%	161 39%	211 39%	120 34%
Fairly important (3.0)	531 53%	444 54%	76 50%	36 55%	6 34%	14 39%	6 39%	14 79%	292 54%	106 50%	186 56%	226 54%	284 53%	184 53%
Fairly unimportant (2.0)	79 8%	63 8%	14 9%	4 6%	4 22%	4 10%	1 6%	2 10%	52 10%	19 9%	33 10%	25 6%	37 7%	37 11%
Very unimportant (1.0)	9 1%	6 1%	3 2%	2 3%	- -	- -	1 5%	- -	7 1%	5 2%	3 1%	2 *	3 1%	6 2%
Don't know	13 1%	12 1%	1 1%	1 2%	- -	- -	- -	- -	6 1%	2 1%	4 1%	4 1%	6 1%	2 1%
NET: Important	893 90%	740 90%	134 88%	59 90%	14 78%	32 90%	14 88%	16 90%	479 88%	185 88%	294 88%	387 93%	495 92%	304 87%
NET: Unimportant	88 9%	69 8%	17 11%	6 9%	4 22%	4 10%	2 12%	2 10%	59 11%	23 11%	36 11%	27 7%	40 7%	44 12%
Base for stats	982	810	151	65	18	35	16	18	539	208	330	414	535	348
Mean Score	3.27	3.27	3.25	3.23	3.22	3.40	3.32	3.01	3.22	3.25	3.21	3.32	3.31	3.20
Standard Deviation	.644	.634	.702	.695	.808	.679	.846	.477	.670	.707	.646	.606	.621	.697
Standard Error	.020	.022	.056	.085	.196	.116	.205	.107	.029	.048	.035	.030	.027	.038
Error variance	*	*	*	.01	.04	.01	.04	.01	*	*	*	*	*	*

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Q9_6. Convenience: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions														
		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo	
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49	
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	280	4	7	11	4	9	3	14	11	4	26	14	7	26	13
		28%	15%	20%	38%	25%	28%	25%	29%	32%	11%	29%	43%	22%	35%	28%
Fairly important	(3.0)	597	17	20	15	6	18	9	30	15	28	55	16	21	37	29
		60%	69%	56%	55%	42%	55%	75%	59%	45%	85%	60%	48%	68%	50%	63%
Fairly unimportant	(2.0)	81	2	4	2	4	4	-	4	5	-	9	-	1	8	3
		8%	8%	12%	7%	25%	11%	-	7%	15%	-	9%	-	3%	11%	6%
Very unimportant	(1.0)	11	-	3	-	-	-	-	2	-	1	1	2	-	-	1
		1%	-	8%	-	-	-	-	3%	-	4%	1%	5%	-	-	2%
Don't know		25	2	1	-	1	2	-	1	3	-	1	2	2	3	-
		3%	8%	4%	-	8%	6%	-	2%	8%	-	1%	5%	6%	4%	-
NET: Important		877	21	27	26	10	27	13	44	25	32	81	30	27	63	42
		88%	85%	76%	93%	67%	83%	100%	88%	77%	96%	89%	90%	90%	85%	91%
NET: Unimportant		92	2	7	2	4	4	-	5	5	1	10	2	1	8	4
		9%	8%	20%	7%	25%	11%	-	11%	15%	4%	10%	5%	3%	11%	9%
Base for stats		970	22	34	28	13	30	13	49	30	33	91	32	28	71	46
Mean Score		3.18	3.09	2.92	3.31	3.00	3.19	3.25	3.15	3.19	3.04	3.17	3.35	3.21	3.25	3.17
Standard Deviation		.622	.503	.824	.602	.766	.630	.452	.702	.703	.526	.632	.738	.488	.648	.650
Standard Error		.020	.145	.168	.110	.231	.110	.160	.096	.122	.103	.063	.165	.089	.077	.093
Error variance		*	.02	.03	.01	.05	.01	.03	.01	.01	.01	*	.03	.01	.01	.01

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Q9_6. Convenience: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age			
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%																	
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423	
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	280	8	14	85	21	120	160	33	56	35	46	57	53	89	81	110
		28%	23%	34%	29%	24%	25%	31%	32%	36%	23%	29%	35%	20%	34%	26%	26%
							a	f	cf		f	cf		bc			
Fairly important	(3.0)	597	28	24	172	58	295	302	52	80	96	90	95	185	132	186	279
		60%	75%	57%	59%	68%	61%	59%	51%	51%	63%	57%	58%	71%	51%	60%	66%
										b			abde		a	a	
Fairly unimportant	(2.0)	81	-	4	27	6	51	30	11	18	10	18	8	15	30	28	23
		8%	-	9%	9%	7%	11%	6%	11%	12%	7%	11%	5%	6%	11%	9%	6%
							b			ef		ef		c			
Very unimportant	(1.0)	11	-	-	1	1	7	4	3	1	4	-	-	2	5	4	2
		1%	-	-	*	1%	1%	1%	3%	1%	3%	-	-	1%	2%	1%	1%
									de		de						
Don't know		25	1	-	7	-	11	14	2	2	8	4	4	6	4	12	9
		3%	3%	-	2%	-	2%	3%	2%	1%	5%	3%	2%	2%	1%	4%	2%
										b							
NET: Important		877	36	38	257	79	416	462	85	136	130	136	152	238	221	267	390
		88%	97%	91%	88%	91%	86%	91%	84%	86%	86%	86%	92%	91%	85%	86%	92%
							a	a					ac	a		ab	
NET: Unimportant		92	-	4	28	7	58	34	15	20	14	18	8	17	35	32	26
		9%	-	9%	10%	9%	12%	7%	15%	13%	9%	11%	5%	7%	13%	10%	6%
					a		b		ef	ef		e		c	c		
Base for stats		970	36	41	285	86	474	496	100	156	144	154	160	255	256	299	415
Mean Score		3.18	3.23	3.25	3.20	3.14	3.12	3.25	3.15	3.22	3.11	3.18	3.30	3.13	3.19	3.15	3.20
							a					cf					
Standard Deviation		.622	.429	.611	.607	.583	.640	.597	.749	.684	.645	.620	.564	.536	.710	.632	.553
Standard Error		.020	.070	.092	.035	.060	.029	.027	.077	.055	.052	.049	.043	.034	.045	.036	.027
Error variance		*	*	.01	*	*	*	*	.01	*	*	*	*	*	*	*	*

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Q9_6. Convenience: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	280 28%	230 28%	45 29%	20 31%	5 27%	10 28%	6 37%	4 23%	147 27%	72 34% c	76 23%	120 29%	153 28%	96 27%
Fairly important (3.0)	597 60%	496 60%	88 58%	36 54%	11 65%	21 58%	7 45%	13 72%	329 60%	115 55%	214 64% b	254 61%	338 62%	205 58%
Fairly unimportant (2.0)	81 8%	63 8%	18 11%	8 13%	1 8%	5 14%	2 12%	1 5%	51 9%	18 9%	33 10%	28 7%	40 7%	35 10%
Very unimportant (1.0)	11 1%	10 1%	1 1%	1 2%	- -	- -	- -	- -	8 1%	3 2%	4 1%	4 1%	4 1%	7 2%
Don't know	25 3%	23 3%	1 1%	- -	- -	- -	1 7%	- -	9 2%	2 1%	7 2%	11 3%	6 1%	8 2%
NET: Important	877 88%	727 88%	132 87%	56 85%	16 92%	30 86%	13 82%	17 95%	477 88%	187 89%	290 87%	375 90%	491 91% b	301 86%
NET: Unimportant	92 9%	72 9%	19 12%	10 15%	1 8%	5 14%	2 12%	1 5%	58 11%	21 10%	37 11%	32 8%	44 8%	42 12%
Base for stats	970	799	151	66	18	35	15	18	535	208	327	407	535	342
Mean Score	3.18	3.19	3.16	3.13	3.19	3.14	3.27	3.18	3.15	3.23 c	3.10	3.21 c	3.20	3.14
Standard Deviation	.622	.618	.652	.715	.577	.639	.695	.513	.636	.665	.613	.600	.595	.669
Standard Error	.020	.022	.052	.087	.140	.110	.174	.115	.027	.045	.034	.030	.025	.036
Error variance	*	*	*	.01	.02	.01	.03	.01	*	*	*	*	*	*

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Q9_7. Taste: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

		Finland regions														
		Total	South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total		1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total		995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	638	17	23	18	6	19	6	35	21	12	58	19	20	47	34
		64%	69%	64%	64%	42%	60%	50%	70%	63%	35%	63%	57%	66%	63%	75%
Fairly important	(3.0)	323	6	10	10	8	12	6	11	9	19	31	14	8	26	9
		32%	23%	28%	36%	58%	37%	50%	22%	28%	57%	33%	43%	28%	35%	20%
Fairly unimportant	(2.0)	21	2	-	-	-	1	-	2	1	3	2	-	1	1	2
		2%	8%	-	-	-	3%	-	4%	3%	8%	2%	-	3%	1%	5%
Very unimportant	(1.0)	8	-	1	-	-	-	-	1	1	-	1	-	1	-	-
		1%	-	4%	-	-	-	-	2%	3%	-	1%	-	3%	-	-
Don't know		5	-	1	-	-	-	-	1	1	-	1	-	-	-	-
		1%	-	4%	-	-	-	-	2%	3%	-	1%	-	-	-	-
NET: Important		961	22	33	28	15	31	13	47	30	31	88	33	28	73	43
		97%	92%	92%	100%	100%	97%	100%	92%	91%	92%	96%	100%	94%	99%	95%
NET: Unimportant		29	2	1	-	-	1	-	3	2	3	3	-	2	1	2
		3%	8%	4%	-	-	3%	-	6%	6%	8%	3%	-	6%	1%	5%
Base for stats		990	24	34	28	15	32	13	49	32	33	91	33	30	74	46
Mean Score		3.61	3.62	3.58	3.64	3.42	3.57	3.50	3.64	3.56	3.27	3.59	3.57	3.57	3.62	3.70
Standard Deviation		.574	.637	.714	.489	.511	.555	.521	.652	.698	.603	.591	.503	.719	.513	.553
Standard Error		.018	.177	.146	.089	.148	.094	.184	.090	.118	.118	.059	.110	.127	.060	.079
Error variance		*	.03	.02	.01	.02	.01	.03	.01	.01	.01	*	.01	.02	*	.01

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Q9_7. Taste: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age			
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423	
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	638	22	31	198	52	297	341	48	101	89	117	110	173	149	206	283
		64%	60%	74%	68%	60%	61%	67%	47%	64%	59%	74%	67%	66%	57%	66%	67%
										a		abc	a	a	a	a	
Fairly important	(3.0)	323	14	11	86	33	167	157	40	49	55	40	52	87	89	95	139
		32%	37%	26%	29%	38%	34%	31%	40%	31%	36%	26%	32%	33%	34%	31%	33%
									d		d						
Fairly unimportant	(2.0)	21	-	-	6	1	13	7	9	5	4	1	2	-	14	5	2
		2%	-	-	2%	1%	3%	1%	9%	3%	2%	1%	1%	-	6%	1%	*
									cdef	f	f				bc		
Very unimportant	(1.0)	8	1	-	1	1	5	4	2	3	2	-	-	1	5	2	1
		1%	3%	-	*	1%	1%	1%	2%	2%	1%	-	-	*	2%	1%	*
			c												c		
Don't know		5	-	-	1	-	4	1	2	-	3	-	-	-	2	3	-
		1%	-	-	*	-	1%	*	2%	-	2%	-	-	-	1%	1%	-
									f		f				c		
NET: Important		961	36	41	284	85	463	498	89	149	144	157	162	260	238	301	422
		97%	97%	100%	97%	98%	95%	98%	87%	94%	94%	99%	99%	100%	92%	97%	99%
									a	a	a	abc	abc	abc	a	a	ab
NET: Unimportant		29	1	-	7	2	18	11	11	9	5	1	2	1	20	6	3
		3%	3%	-	2%	2%	4%	2%	11%	6%	4%	1%	1%	*	8%	2%	1%
									cdef	def	f				bc		
Base for stats	990	37	41	291	86	481	509	100	158	149	158	164	261	258	307	425	
Mean Score	3.61	3.54	3.74	3.66	3.57	3.57	3.64	3.35	3.56	3.55	3.73	3.66	3.66	3.48	3.64	3.66	
							a		a	a	abc	a	a		a	a	
Standard Deviation	.574	.663	.442	.534	.577	.598	.548	.734	.666	.608	.457	.497	.498	.699	.542	.497	
Standard Error	.018	.108	.067	.030	.060	.027	.025	.075	.053	.048	.035	.037	.032	.044	.030	.024	
Error variance	*	.01	*	*	*	*	*	.01	*	*	*	*	*	*	*	*	

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Q9_7. Taste: How important or unimportant are each of the following when making your food choices?

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
		a	b	c	*d	e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%															
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346	
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	638 64%	535 65% c	90 59%	33 50%	8 46%	24 68%	13 81%	12 69%	345 63%	131 62%	215 64%	273 65%	353 65%	219 63%
Fairly important	(3.0)	323 32%	260 32%	56 37%	30 46% a	9 49%	9 27%	2 13%	6 31%	177 32%	69 33%	107 32%	140 33%	175 32%	114 33%
Fairly unimportant	(2.0)	21 2%	18 2%	3 2%	1 2%	- -	2 5%	- -	- -	15 3% d	6 3% d	9 3% d	2 *	10 2%	10 3%
Very unimportant	(1.0)	8 1%	5 1%	3 2% a	1 2%	1 5%	- -	1 6%	- -	5 1%	3 1%	2 1%	3 1%	3 1%	5 1%
Don't know		5 1%	5 1%	- -	- -	- -	- -	- -	- -	3 1%	1 *	2 1%	- -	- -	1 *
NET: Important		961 97%	795 97%	146 96%	63 96%	17 95%	33 95%	15 94%	18 100%	522 96%	200 95%	322 96%	413 99% abc	528 98%	334 95%
NET: Unimportant		29 3%	22 3%	6 4%	3 4%	1 5%	2 5%	1 6%	- -	19 4% d	9 4% d	10 3%	5 1%	13 2%	16 4%
Base for stats		990	817	152	66	18	35	16	18	541	209	332	418	541	349
Mean Score		3.61	3.62 c	3.53	3.44	3.36	3.62	3.69	3.69	3.59	3.57	3.61	3.63	3.62	3.57
Standard Deviation		.574	.560	.649	.646	.749	.594	.785	.477	.590	.624	.568	.539	.553	.627
Standard Error		.018	.020	.052	.078	.182	.102	.190	.107	.025	.042	.031	.026	.024	.034
Error variance		*	*	*	.01	.03	.01	.04	.01	*	*	*	*	*	*

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Q10. You've mentioned you are likely to try this new category of meat. Please think about replacing traditional meat consumption with this new category of meat and the reasons why you might do this ... Which of the following factors, if any, appeal to you about this new category of meat?

BASE: All who say they are likely to try 'new category meat'

	Total	Finland regions													
		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	554	6	11	10	5	24	3	34	17	15	47	11	20	39	25
Total	541	11	16	9	6	22	5	32	15	19	42	17	19	39	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reducing the number of animals which are farmed and killed for traditional meat production	296 55%	9 83%	4 27%	3 31%	2 39%	14 62%	3 67%	21 65%	7 44%	10 53%	27 63%	6 36%	8 44%	21 54%	10 45%
Reducing my environmental footprint	293 54%	7 67%	4 27%	6 70%	2 39%	11 51%	3 67%	17 53%	7 50%	12 60%	27 63%	8 46%	11 60%	20 51%	6 29%
Eating a healthier alternative to traditional meat	222 41%	4 33%	- -	5 61%	4 61%	12 55%	2 34%	14 44%	5 31%	5 27%	18 41%	5 28%	8 40%	14 36%	7 32%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	214 39%	4 33%	4 28%	5 60%	2 41%	11 50%	2 33%	13 42%	5 36%	7 34%	11 26%	5 27%	8 44%	19 50%	4 20%
Seeing the difference between this new category of meat and traditional meat	146 27%	4 33%	4 27%	2 19%	1 19%	7 34%	3 66%	5 15%	6 43%	3 13%	7 17%	5 27%	6 30%	9 23%	10 45%
Other	7 1%	- -	1 9%	- -	- -	1 4%	- -	- -	- -	- -	1 2%	- -	- -	- -	- -
None of these appeal to me	16 3%	- -	1 9%	- -	1 20%	- -	- -	- -	1 6%	1 7%	3 6%	3 18%	- -	1 3%	1 5%
Don't know	13 2%	- -	- -	- -	- -	1 4%	- -	2 6%	- -	1 7%	- -	2 9%	- -	- -	- -

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Q10. You've mentioned you are likely to try this new category of meat. Please think about replacing traditional meat consumption with this new category of meat and the reasons why you might do this ... Which of the following factors, if any, appeal to you about this new category of meat?

BASE: All who say they are likely to try 'new category meat'

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		*a	*b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	554	24	25	189	49	310	237	71	85	87	96	97	118	156	183	215
Total	541	24	23	174	44	293	248	75	85	81	92	89	120	159	173	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reducing the number of animals which are farmed and killed for traditional meat production	296 55%	12 49%	16 67%	99 57%	24 54%	149 51%	147 59%	40 53%	57 67%	44 55%	62 68%	43 49%	49 41%	97 61%	107 62%	93 44%
									ef		ef			c	c	
Reducing my environmental footprint	293 54%	14 57%	11 46%	97 56%	28 63%	149 51%	143 58%	39 52%	50 59%	41 51%	48 53%	55 61%	59 50%	89 56%	90 52%	114 55%
Eating a healthier alternative to traditional meat	222 41%	10 42%	10 44%	81 46%	19 44%	116 39%	107 43%	28 37%	37 44%	24 30%	36 39%	43 48%	55 46%	65 41%	60 35%	98 47%
												c	c			b
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	214 39%	7 29%	12 52%	68 39%	24 54%	112 38%	102 41%	30 41%	39 46%	33 41%	34 37%	30 33%	48 40%	69 43%	67 39%	78 37%
Seeing the difference between this new category of meat and traditional meat	146 27%	7 29%	5 20%	50 29%	12 28%	83 28%	63 25%	20 27%	21 25%	26 32%	23 25%	24 26%	32 27%	41 26%	49 28%	56 27%
Other	7 1%	1 4%	2 8%	1 1%	- -	5 2%	2 1%	- -	- -	- -	1 1%	2 2%	4 3%	- -	1 1%	6 3%
																a
None of these appeal to me	16 3%	1 4%	- -	2 1%	1 2%	11 4%	5 2%	2 3%	2 2%	4 5%	1 1%	2 2%	6 5%	4 2%	5 3%	8 4%
Don't know	13 2%	2 9%	- -	5 3%	- -	6 2%	6 3%	4 6%	- -	2 3%	2 3%	3 3%	1 1%	4 3%	5 3%	4 2%
								bf								

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Q10. You've mentioned you are likely to try this new category of meat. Please think about replacing traditional meat consumption with this new category of meat and the reasons why you might do this ... Which of the following factors, if any, appeal to you about this new category of meat?

BASE: All who say they are likely to try 'new category meat'

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	*b	
Significance Level: 95%														
Unweighted Total	554	475	71	44	9	8	5	5	356	148	208	189	554	-
Total	541	465	69	41	9	9	4	5	346	141	205	187	541	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Reducing the number of animals which are farmed and killed for traditional meat production	296 55%	244 53%	48 70% a	32 77% a	6 61%	4 46%	3 77%	4 66%	195 56%	86 61%	109 53%	97 52%	296 55%	-
Reducing my environmental footprint	293 54%	237 51%	52 75% a	32 76% a	8 81%	8 90%	2 52%	3 51%	190 55%	86 61%	104 51%	98 53%	293 54%	-
Eating a healthier alternative to traditional meat	222 41%	190 41%	29 42%	17 40%	5 48%	6 75%	1 26%	-	138 40%	50 36%	88 43%	80 43%	222 41%	-
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	214 39%	182 39%	30 43%	19 47%	3 30%	4 43%	3 76%	1 16%	142 41%	57 40%	86 42%	68 36%	214 39%	-
Seeing the difference between this new category of meat and traditional meat	146 27%	125 27%	21 30%	14 34%	2 20%	1 30%	- 11%	4 65%	98 28%	33 23%	65 32%	45 24%	146 27%	-
Other	7 1%	5 1%	1 1%	1 2%	-	-	-	-	7 2%	2 1%	5 2% d	-	7 1%	-
None of these appeal to me	16 3%	15 3%	-	-	-	-	-	-	13 4%	8 6% d	5 2%	3 2%	16 3%	-
Don't know	13 2%	11 2%	1 2%	1 3%	-	-	-	-	5 1%	2 1%	3 1%	7 4%	13 2%	-

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Gender

BASE: All respondents

	Finland regions														
	Total	South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	486	7	14	13	7	12	9	27	19	18	43	14	18	41	22
	49%	30%	39%	48%	49%	38%	75%	54%	57%	53%	46%	42%	58%	56%	48%
Female	509	17	22	14	7	20	3	23	14	16	49	19	13	33	24
	51%	70%	61%	52%	51%	62%	25%	46%	43%	47%	54%	58%	42%	44%	52%
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Gender

BASE: All respondents

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	486	16	13	151	41	486	-	43	53	84	77	82	147	96	160	229
	49%	43%	32%	52%	48%	100%	-	42%	34%	55%	48%	50%	57%	37%	52%	54%
				b		b				ab	b	b	ab		a	a
Female	509	21	28	141	45	-	509	59	105	69	82	82	113	164	150	196
	51%	57%	68%	48%	52%	-	100%	58%	66%	45%	52%	50%	43%	63%	48%	46%
			c				a	cf	cdef					bc		
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Gender

BASE: All respondents

Significance Level: 95%

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
Total	a	b	c	*d	e	*f	*g	a	b	c	d	a	b	
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	486	430	47	24	5	11	3	5	300	130	170	171	293	148
	49%	52%	31%	36%	26%	32%	17%	31%	55%	62%	51%	41%	54%	42%
		bce							d	cd	d		b	
Female	509	392	105	42	13	24	13	12	245	80	164	247	248	202
	51%	48%	69%	64%	74%	68%	83%	69%	45%	38%	49%	59%	46%	58%
			a	a		a					b	abc		a
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Age

BASE: All respondents

	Finland regions														
	Total	South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	101	2	-	5	1	4	-	14	5	8	8	-	3	10	2
	10%	8%	-	17%	8%	12%	-	27%	15%	24%	9%	-	10%	13%	5%
25-34	158	2	9	2	1	3	-	6	6	9	17	8	8	11	3
	16%	8%	24%	7%	8%	8%	-	11%	18%	27%	19%	24%	26%	15%	7%
35-44	152	6	10	4	2	4	2	7	5	3	12	5	5	7	6
	15%	23%	28%	16%	17%	14%	13%	14%	16%	8%	14%	14%	18%	9%	14%
45-54	158	4	4	5	1	4	5	10	6	3	13	3	3	11	7
	16%	15%	12%	16%	8%	14%	37%	20%	19%	8%	14%	9%	9%	15%	16%
55-64	164	2	3	5	1	4	2	6	5	5	20	5	4	15	10
	17%	8%	8%	19%	8%	14%	12%	12%	16%	15%	22%	14%	12%	20%	21%
65+	261	9	10	7	7	12	5	8	5	7	21	13	8	20	17
	26%	39%	28%	25%	50%	38%	38%	15%	16%	20%	23%	39%	25%	27%	37%
NET: 18-34	260	4	9	6	2	7	-	19	11	17	25	8	11	21	5
	26%	16%	24%	23%	17%	21%	-	38%	33%	50%	28%	24%	36%	28%	11%
NET: 35-54	310	9	14	9	4	9	6	17	12	5	25	8	8	18	14
	31%	38%	39%	32%	25%	27%	50%	34%	35%	15%	27%	24%	27%	24%	30%
NET: 55+	425	11	13	12	9	17	6	14	11	12	41	17	11	35	27
	43%	46%	36%	44%	58%	52%	50%	27%	32%	35%	45%	53%	37%	47%	59%
Base for stats	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
Mean Score	48.65	50.81	47.39	48.25	54.82	52.52	58.03	42.51	44.35	42.00	48.51	52.11	45.74	49.84	55.55
Standard Deviation	16.924	15.932	15.353	17.925	20.553	17.130	9.918	17.901	17.300	19.130	16.902	15.837	17.718	17.831	15.035
Standard Error	.534	4.419	3.071	3.273	5.933	2.895	3.507	2.436	2.883	3.752	1.690	3.456	3.132	2.073	2.148
Error variance	.28	19.52	9.43	10.71	35.20	8.38	12.30	5.93	8.31	14.07	2.86	11.94	9.81	4.30	4.61

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Age

BASE: All respondents

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	101	2	5	22	10	43	59	101	-	-	-	-	-	101	-	-
	10%	6%	13%	8%	12%	9%	11%	100%	-	-	-	-	-	39%	-	-
								bcdef						bc		
25-34	158	6	6	54	9	53	105	-	158	-	-	-	-	158	-	-
	16%	16%	13%	18%	11%	11%	21%	-	100%	-	-	-	-	61%	-	-
							a		acdef					bc		
35-44	152	6	8	49	10	84	69	-	-	152	-	-	-	-	152	-
	15%	17%	20%	17%	11%	17%	13%	-	-	100%	-	-	-	-	49%	-
										abdef				ac		
45-54	158	3	7	54	15	77	82	-	-	-	158	-	-	-	158	-
	16%	8%	18%	18%	18%	16%	16%	-	-	-	100%	-	-	-	51%	-
											abcef			ac		
55-64	164	6	6	57	8	82	82	-	-	-	-	164	-	-	-	164
	17%	17%	15%	19%	9%	17%	16%	-	-	-	-	100%	-	-	-	39%
				d								abcdf				ab
65+	261	13	9	56	34	147	113	-	-	-	-	-	261	-	-	261
	26%	36%	21%	19%	39%	30%	22%	-	-	-	-	-	100%	-	-	61%
		c			bc	b							abcde			ab
NET: 18-34	260	8	11	76	19	96	164	101	158	-	-	-	-	260	-	-
	26%	22%	26%	26%	22%	20%	32%	100%	100%	-	-	-	-	100%	-	-
							a	cdef	cdef					bc		
NET: 35-54	310	9	15	103	25	160	150	-	-	152	158	-	-	-	310	-
	31%	25%	37%	35%	29%	33%	29%	-	-	100%	100%	-	-	-	100%	-
										abef	abef			ac		
NET: 55+	425	20	15	112	42	229	196	-	-	-	-	164	261	-	-	425
	43%	53%	36%	39%	48%	47%	38%	-	-	-	-	100%	100%	-	-	100%
						b						abcd	abcd			ab
Base for stats	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
Mean Score	48.65	51.14	46.68	47.46	51.66	50.93	46.46	21.13	29.81	39.27	49.12	59.36	69.23	26.42	44.29	65.41
					c	b			a	ab	abc	abcd	abcde		a	ab
Standard Deviation	16.924	16.901	16.141	15.894	17.847	16.683	16.879	1.970	2.762	2.770	2.889	2.810	3.764	4.914	5.685	5.905
Standard Error	.534	2.742	2.433	.896	1.851	.739	.766	.200	.220	.218	.224	.212	.240	.308	.314	.287
Error variance	.28	7.52	5.92	.80	3.42	.55	.59	.04	.05	.05	.05	.04	.06	.09	.10	.08

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Age

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	101 10%	78 10%	20 13%	11 17%	1 6%	3 9%	3 20%	2 12%	65 12% d	31 15% d	33 10%	33 8%	75 14% b	17 5%
25-34	158 16%	107 13%	51 34% a	19 29% a	8 44%	15 41% a	6 38%	4 22%	82 15%	37 18%	45 13%	73 17%	85 16%	57 16%
35-44	152 15%	125 15%	25 17%	11 16%	3 16%	5 13%	2 11%	5 31%	98 18% d	39 19% d	59 18% d	46 11%	81 15%	55 16%
45-54	158 16%	139 17%	16 11%	9 14%	1 5%	3 8%	1 7%	3 16%	81 15%	31 15%	49 15%	72 17%	92 17%	52 15%
55-64	164 17%	144 18%	17 11%	8 12%	3 19%	3 9%	2 12%	1 5%	92 17%	34 16%	58 17%	65 16%	89 16%	54 16%
65+	261 26%	229 28% bc	22 14%	8 13%	2 11%	7 20%	2 13%	3 15%	128 23%	38 18%	90 27% b	128 31% ab	120 22%	113 32% a
NET: 18-34	260 26%	185 22%	72 47% a	30 46% a	9 50%	18 50% a	9 58%	6 33%	147 27%	69 33% c	78 23%	106 25%	159 29% b	75 21%
NET: 35-54	310 31%	264 32%	42 27%	20 30%	4 21%	7 21%	3 17%	8 47%	178 33%	70 33%	108 32%	119 28%	173 32%	108 31%
NET: 55+	425 43%	373 45% bc	39 26%	16 24%	5 30%	10 29%	4 25%	4 20%	219 40%	71 34%	148 44% b	193 46% b	209 39%	168 48% a
Base for stats	995	822	152	66	18	35	16	18	544	210	334	418	541	350
Mean Score	48.65	49.89 bce	41.06	41.06	40.09	42.50	38.59	41.35	47.50	44.86	49.16 b	50.31 ab	46.84	51.15 a
Standard Deviation	16.924	16.595	16.456	16.456	15.773	18.225	16.543	14.766	16.883	16.908	16.679 b	16.934 ab	17.089	16.292
Standard Error	.534	.577	1.318	1.996	3.825	3.126	4.012	3.302	.716	1.140	.910	.828	.726	.876
Error variance	.28	.33	1.74	3.98	14.63	9.77	16.10	10.90	.51	1.30	.83	.69	.53	.77

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Region: Finland. Which one of these regions do you live in?

BASE: Finland

	Total	Finland regions													
		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Åland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Karelia	24	24	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
South Ostrobothnia	36	-	36	-	-	-	-	-	-	-	-	-	-	-	-
	4%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
Etelä-Savo	28	-	-	28	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Kainuu	15	-	-	-	15	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Kanta-Häme	32	-	-	-	-	32	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-
Central Ostrobothnia	13	-	-	-	-	-	13	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-
Central Finland	50	-	-	-	-	-	-	50	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
Kymenlaakso	33	-	-	-	-	-	-	-	33	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-
Lapland	33	-	-	-	-	-	-	-	-	33	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
Pirkanmaa	92	-	-	-	-	-	-	-	-	-	92	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-
Ostrobothnia	33	-	-	-	-	-	-	-	-	-	-	33	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
North Karelia	30	-	-	-	-	-	-	-	-	-	-	-	30	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-
North Ostrobothnia	74	-	-	-	-	-	-	-	-	-	-	-	-	74	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Pohjois-Savo	46	-	-	-	-	-	-	-	-	-	-	-	-	-	46
	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Päijät-Häme	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Region: Finland. Which one of these regions do you live in?

BASE: Finland

	Finland regions														
	Total	South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Satakunta	41	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uusimaa	291	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Varsinais-Suomi	86	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Region: Finland. Which one of these regions do you live in?

BASE: Finland

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%																
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Åland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Karelia	24 2%	-	-	-	-	7 2%	17 3%	2 2%	2 1%	6 4%	4 2%	2 1%	9 4%	4 1%	9 3%	11 3%
South Ostrobothnia	36 4%	-	-	-	-	14 3%	22 4%	-	9 5%	10 ae	4 3%	3 2%	10 4%	9 3%	14 5%	13 3%
Etelä-Savo	28 3%	-	-	-	-	13 3%	14 3%	5 5%	2 1%	4 3%	5 3%	5 3%	7 3%	6 3%	9 3%	12 3%
Kainuu	15 1%	-	-	-	-	7 1%	7 1%	1 1%	1 1%	2 2%	1 1%	1 1%	7 3%	2 1%	4 1%	9 2%
Kanta-Häme	32 3%	-	-	-	-	12 3%	20 4%	4 4%	3 2%	4 3%	4 3%	4 3%	12 5%	7 3%	9 3%	17 4%
Central Ostrobothnia	13 1%	-	-	-	-	9 2%	3 1%	-	-	2 1%	5 b	2 1%	5 2%	-	6 2%	6 1%
Central Finland	50 5%	-	-	-	-	27 6%	23 5%	14 13%	6 4%	7 5%	10 6%	6 4%	8 3%	19 7%	17 6%	14 3%
Kymenlaakso	33 3%	-	-	-	-	19 4%	14 3%	5 5%	6 4%	5 3%	6 4%	5 3%	5 2%	11 4%	12 4%	11 2%
Lapland	33 3%	-	-	-	-	18 4%	16 3%	8 8%	9 6%	3 2%	3 2%	5 3%	7 3%	17 6%	5 2%	12 3%
Pirkanmaa	92 9%	-	-	-	-	43 9%	49 10%	8 8%	17 11%	12 8%	13 8%	20 12%	21 8%	25 10%	25 8%	41 10%
Ostrobothnia	33 3%	-	-	-	-	14 3%	19 4%	-	8 5%	5 3%	3 2%	5 3%	13 5%	8 3%	8 3%	17 4%
North Karelia	30 3%	-	-	-	-	18 4%	13 2%	3 3%	8 5%	5 4%	3 2%	4 2%	8 3%	11 4%	8 3%	11 3%
North Ostrobothnia	74 7%	-	-	-	-	41 8%	33 6%	10 10%	11 7%	7 4%	11 7%	15 9%	20 8%	21 8%	18 6%	35 8%
Pohjois-Savo	46 5%	-	-	-	-	22 4%	24 5%	2 2%	3 2%	6 4%	7 5%	10 6%	17 7%	5 2%	14 4%	27 6%
Päijät-Häme	37 4%	37 100%	-	-	-	16 3%	21 4%	2 2%	6 4%	6 4%	3 2%	6 4%	13 5%	8 3%	9 3%	20 5%

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Region: Finland. Which one of these regions do you live in?

BASE: Finland

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Satakunta	41	-	41	-	-	13	28	5	6	8	7	6	9	11	15	15
	4%	-	100%	-	-	3%	5%	5%	3%	5%	5%	4%	3%	4%	5%	4%
			acd				a									
Uusimaa	291	-	-	291	-	151	141	22	54	49	54	57	56	76	103	112
	29%	-	-	100%	-	31%	28%	22%	34%	32%	34%	35%	21%	29%	33%	26%
				abd					af	f	af	af			c	
Varsinais-Suomi	86	-	-	-	86	41	45	10	9	10	15	8	34	19	25	42
	9%	-	-	-	100%	9%	9%	10%	6%	6%	10%	5%	13%	7%	8%	10%
					abc								bce			

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Region: Finland. Which one of these regions do you live in?

BASE: Finland

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Åland	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Karelia	24 2%	21 3%	4 2%	-	-	2 5%	-	2 10%	11 2%	6 3%	6 2%	9 2%	11 2%	13 4%
South Ostrobothnia	36 4%	31 4%	4 3%	3 4%	1 8%	-	-	-	23 4%	1 1%	21 6%	10 2%	16 3%	17 5%
Etelä-Savo	28 3%	27 3%	1 1%	-	-	1 3%	-	-	12 2%	4 2%	7 2%	15 4%	9 2%	13 4%
Kainuu	15 1%	15 2%	-	-	-	-	-	-	7 1%	1 1%	6 2%	5 1%	6 1%	6 2%
Kanta-Häme	32 3%	26 3%	4 2%	1 1%	1 6%	-	1 6%	1 5%	15 3%	5 3%	9 3%	16 4%	22 4%	7 2%
Central Ostrobothnia	13 1%	9 1%	3 2%	2 2%	-	2 5%	-	-	2 *	2 1%	-	11 3%	5 1%	6 2%
Central Finland	50 5%	42 5%	9 6%	6 9%	-	2 6%	1 5%	-	37 7%	15 7%	22 6%	14 3%	32 6%	14 4%
Kymenlaakso	33 3%	26 3%	7 5%	1 2%	1 5%	3 9%	1 7%	1 5%	18 3%	7 3%	11 3%	15 4%	15 3%	13 4%
Lapland	33 3%	31 4%	1 1%	-	1 7%	-	-	-	22 4%	9 4%	13 4%	10 2%	19 4%	10 3%
Pirkanmaa	92 9%	74 9%	14 9%	9 13%	-	2 6%	2 12%	1 5%	48 9%	25 12%	23 7%	43 10%	42 8%	38 11%
Ostrobothnia	33 3%	27 3%	6 4%	2 2%	2 9%	2 4%	-	2 9%	19 3%	6 3%	13 4%	14 3%	17 3%	11 3%
North Karelia	30 3%	25 3%	5 3%	1 1%	2 11%	2 5%	-	-	22 4%	12 6%	9 3%	8 2%	19 3%	6 2%
North Ostrobothnia	74 7%	60 7%	13 8%	6 9%	-	1 3%	4 27%	1 6%	41 8%	16 8%	25 7%	32 8%	39 7%	25 7%

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

Region: Finland. Which one of these regions do you live in?

BASE: Finland

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pohjois-Savo	46 5%	44 5%	1 1%	- -	- -	1 3%	- -	- -	24 4%	7 3%	17 5%	21 5%	22 4%	19 6%
		bc												
Päijät-Häme	37 4%	33 4%	4 2%	2 3%	1 6%	1 3%	- -	- -	12 2%	6 3%	6 2%	23 6%	24 4%	8 2%
												ac		
Satakunta	41 4%	29 4%	9 6%	4 6%	- -	1 3%	1 7%	3 16%	22 4%	5 3%	16 5%	19 4%	23 4%	15 4%
Uusimaa	291 29%	231 28%	55 36%	23 35%	7 37%	14 41%	5 30%	7 37%	168 31%	68 32%	100 30%	111 27%	174 32%	88 25%
			a										b	
Varsinais-Suomi	86 9%	70 9%	14 9%	8 12%	2 10%	2 6%	1 7%	1 6%	43 8%	14 7%	29 9%	40 10%	44 8%	40 11%

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

D4. Which of the following best describes your diet?

BASE: All respondents

	Total	Finland regions													
		South Karelia	South Ostrobothnia	Etelä-Savo	Kainuu	Kanta-Häme	Central Ostrobothnia	Central Finland	Kymenlaakso	Lapland	Pirkanmaa	Ostrobothnia	North Karelia	North Ostrobothnia	Pohjois-Savo
Unweighted Total	1005	13	25	30	12	35	8	54	36	26	100	21	32	74	49
Total	995	24	36	28	15	32	13	50	33	33	92	33	30	74	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	822	21	31	27	15	26	9	42	26	31	74	27	25	60	44
	83%	85%	88%	97%	100%	80%	75%	83%	79%	92%	81%	81%	84%	82%	98%
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	66	-	3	-	-	1	2	6	1	-	9	2	1	6	-
	7%	-	8%	-	-	3%	12%	11%	3%	-	10%	5%	3%	8%	-
Dairy-free (I do not eat dairy)	18	-	1	-	-	1	-	-	1	1	-	2	2	-	-
	2%	-	4%	-	-	3%	-	-	3%	4%	-	5%	7%	-	-
Pescatarian (I do not eat fish)	35	2	-	1	-	-	2	2	3	-	2	2	2	1	1
	4%	8%	-	3%	-	-	13%	4%	9%	-	2%	5%	6%	1%	2%
Vegetarian (I do not eat meat or fish)	16	-	-	-	-	1	-	1	1	-	2	-	-	4	-
	2%	-	-	-	-	3%	-	2%	3%	-	2%	-	-	6%	-
Vegan (I do not eat meat, fish, dairy or other animal products)	18	2	-	-	-	1	-	-	1	-	1	2	-	1	-
	2%	8%	-	-	-	3%	-	-	3%	-	1%	5%	-	1%	-
Other	20	-	-	-	-	3	-	-	-	1	4	-	-	1	-
	2%	-	-	-	-	9%	-	-	-	4%	4%	-	-	1%	-
NET: Reduced intake of animal products	152	4	4	1	-	4	3	9	7	1	14	6	5	13	1
	15%	15%	12%	3%	-	11%	25%	17%	21%	4%	15%	19%	16%	17%	2%

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

D4. Which of the following best describes your diet?

BASE: All respondents

	Total	Finland regions				Gender		Age						Age		
		Päijät-Häme	Satakunta	Uusimaa	Varsinais-Suomi	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1005	38	44	315	93	509	486	97	158	161	166	176	247	255	327	423
Total	995	37	41	291	86	486	509	101	158	152	158	164	261	260	310	425
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	822 83%	33 90% b	29 70%	231 79%	70 81%	430 89% b	392 77%	78 77%	107 68%	125 82% b	139 88% ab	144 88% ab	229 88% ab	185 71%	264 85% a	373 88% a
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	66 7%	2 5%	4 9%	23 8%	8 9%	24 5% a	42 8% a	11 11% f	19 12% def	11 7%	9 6%	8 5%	8 3%	30 12% bc	20 6%	16 4%
Dairy-free (I do not eat dairy)	18 2%	1 3%	- -	7 2%	2 2%	5 1% a	13 3% a	1 1%	8 5% df	3 2%	1 1%	3 2%	2 1%	9 3%	4 1%	5 1%
Pescatarian (I do not eat fish)	35 4%	1 2%	1 2%	14 5%	2 2%	11 2% a	24 5% a	3 3%	15 9% cdef	5 3%	3 2%	3 2%	7 3%	18 7% bc	7 2%	10 2%
Vegetarian (I do not eat meat or fish)	16 2%	- -	1 3%	5 2%	1 1%	3 1% a	13 3% a	3 3%	6 4% f	2 1%	1 1%	2 1%	2 1%	9 4% bc	3 1%	4 1%
Vegan (I do not eat meat, fish, dairy or other animal products)	18 2%	- -	3 7%	7 2%	1 1%	5 1% a	12 2%	2 2%	4 2%	5 4% e	3 2%	1 1%	3 1%	6 2%	8 3% c	4 1%
Other	20 2%	- -	4 9% c	5 2%	3 3%	8 2% a	13 2%	3 3% b	- -	2 1%	3 2%	3 2%	10 4% b	3 1%	5 1%	13 3%
NET: Reduced intake of animal products	152 15%	4 10%	9 21%	55 19%	14 16%	47 10% a	105 21%	20 20% def	51 32% acdef	25 17% f	16 10%	17 10%	22 8%	72 28% bc	42 13%	39 9%

Public perceptions on meat production and consumption - Finland - Fieldwork Conducted 11th to the 17th of Feb 2020

D4. Which of the following best describes your diet?

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1005	827	156	68	17	34	17	20	556	220	336	418	554	346
Total	995	822	152	66	18	35	16	18	544	210	334	418	541	350
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	822	822	-	-	-	-	-	-	434	164	270	360	465	265
	83%	100%	-	-	-	-	-	-	80%	78%	81%	86%	86%	76%
		bce										ab	b	
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	66	-	66	66	-	-	-	-	48	23	25	17	41	20
	7%	-	43%	100%	-	-	-	-	9%	11%	7%	4%	8%	6%
			ae	abe					d	d	d			
Dairy-free (I do not eat dairy)	18	-	18	-	18	-	-	-	12	3	9	4	9	5
	2%	-	12%	-	100%	-	-	-	2%	2%	3%	1%	2%	1%
			ace											
Pescatarian (I do not eat fish)	35	-	35	-	-	35	-	-	19	9	9	17	9	25
	4%	-	23%	-	-	100%	-	-	3%	4%	3%	4%	2%	7%
			ac			abc							a	a
Vegetarian (I do not eat meat or fish)	16	-	16	-	-	-	16	-	11	6	5	5	4	12
	2%	-	10%	-	-	-	100%	-	2%	3%	1%	1%	1%	3%
			ace										a	a
Vegan (I do not eat meat, fish, dairy or other animal products)	18	-	18	-	-	-	-	18	13	3	10	4	5	10
	2%	-	12%	-	-	-	-	100%	2%	1%	3%	1%	1%	3%
			ace								d		a	a
Other	20	-	-	-	-	-	-	-	8	2	6	12	7	11
	2%	-	-	-	-	-	-	-	2%	1%	2%	3%	1%	3%
NET: Reduced intake of animal products	152	-	152	66	18	35	16	18	102	44	58	46	69	73
	15%	-	100%	100%	100%	100%	100%	100%	19%	21%	17%	11%	13%	21%
			a	a		a			d	d	d		a	a