

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

Methodology: Savanta ComRes interviewed 1,008 adults in Germany 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 - Germany - 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

	Germany regions											
	Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total	1008	112	148	48	30	9	22	74	23	100	232	51
Total	1004	131	155	41	31	8	21	75	20	97	219	50
	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	199 20%	24 18%	34 22%	7 16%	5 15%	1 10%	4 20%	16 21%	2 9%	25 25%	48 22%	9 17%
Yes, I had heard of it but I did not understand how it is made	318 32%	42 32%	47 30%	17 41%	12 39%	4 52%	9 43%	18 24%	3 14%	30 31%	68 31%	19 38%
No, I had not heard of it	443 44%	57 43%	70 45%	14 35%	12 40%	2 27%	6 28%	37 49%	15 73%	38 39%	100 46%	20 40%
I can't remember	44 4%	8 6%	5 3%	3 8%	2 6%	1 10%	2 8%	4 5%	1 4%	5 5%	3 1%	2 4%
NET: Heard of	517 52%	66 50%	81 52%	24 57%	17 54%	5 63%	14 63%	34 46%	5 23%	55 56%	116 53%	27 55%

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BASE: All respondents

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	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	199 20%	3 22%	4 9%	5 18%	6 17%	8 28%	109 22%	90 17%	23 27%	39 26%	28 20%	41 21%	29 17%	39 15%
Yes, I had heard of it but I did not understand how it is made	318 32%	5 39%	20 39%	13 44%	9 26%	2 9%	177 36%	141 27%	27 32%	55 38%	53 37%	52 26%	43 25%	88 34%
No, I had not heard of it	443 44%	5 39%	23 46%	10 34%	20 57%	14 51%	180 37%	263 51%	32 37%	43 29%	56 40%	96 49%	91 53%	125 48%
I can't remember	44 4%	- -	3 7%	1 5%	- -	3 12%	22 5%	22 4%	4 5%	10 7%	4 3%	6 3%	10 6%	10 4%
NET: Heard of	517 52%	8 61%	24 48%	18 62%	15 43%	10 37%	286 59%	231 45%	50 58%	94 64%	80 57%	93 48%	72 42%	127 49%

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BASE: All respondents

	Age			Diet							Awareness of 'new category meat'				
	Total	18-34	35-54	55+	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
	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	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	199	61	69	69	135	62	45	4	-	12	1	199	199	-	-
	20%	26%	21%	16%	18%	26%	27%	27%	-	32%	9%	39%	100%	-	-
		c			a		a		a			cd	acd		
Yes, I had heard of it but I did not understand how it is made	318	82	104	131	237	79	51	5	4	11	8	318	-	318	-
	32%	35%	31%	30%	31%	32%	31%	40%	37%	29%	51%	61%	-	100%	-
												bd		abd	
No, I had not heard of it	443	74	152	216	349	94	65	3	7	13	6	-	-	-	443
	44%	32%	45%	50%	46%	39%	39%	21%	63%	33%	40%	-	-	-	100%
			a	a	b										abc
I can't remember	44	14	9	20	34	9	5	2	-	2	-	-	-	-	-
	4%	6%	3%	5%	5%	4%	3%	12%	-	6%	-	-	-	-	-
		b													
NET: Heard of	517	144	173	200	373	142	96	9	4	24	9	517	199	318	-
	52%	62%	52%	46%	49%	58%	58%	67%	37%	61%	60%	100%	100%	100%	-
		bc			a		a					d	d	d	

Public perceptions on meat production and consumption - Germany - 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

	Likelihood of trying 'new category meat'		
	Total	NET: Likely	NET: Unlikely
Significance Level: 95%		a	b
Unweighted Total	1008	565	329
Total	1004	556	333
	100%	100%	100%
Yes, I had heard of it and had a general understanding of how it is made	199	145	47
	20%	26%	14%
		b	
Yes, I had heard of it but I did not understand how it is made	318	197	93
	32%	35%	28%
		b	
No, I had not heard of it	443	201	179
	44%	36%	54%
		a	
I can't remember	44	13	14
	4%	2%	4%
NET: Heard of	517	342	140
	52%	61%	42%
		b	

Public perceptions on meat production and consumption - Germany - 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

	Germany regions											
	Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total	1008	112	148	48	30	9	22	74	23	100	232	51
Total	1004	131	155	41	31	8	21	75	20	97	219	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultured meat	283	37	49	8	11	-	9	23	7	28	58	12
	28%	29%	31%	19%	35%	-	40%	31%	33%	29%	26%	24%
Slaughter-free meat	178	23	26	5	7	2	3	14	2	18	38	9
	18%	18%	17%	12%	24%	21%	13%	19%	9%	19%	17%	17%
Clean meat	129	15	16	11	2	-	1	12	5	12	27	12
	13%	11%	10%	27%	6%	-	4%	16%	26%	13%	12%	23%
Cell-based meat	118	13	23	6	4	2	2	9	4	12	19	5
	12%	10%	15%	15%	12%	20%	10%	12%	19%	12%	9%	10%
Cultivated meat	92	12	12	4	2	1	1	6	1	9	28	4
	9%	9%	8%	10%	6%	11%	4%	8%	5%	9%	13%	7%
Other	14	1	3	-	-	-	-	1	-	3	3	2
	1%	1%	2%	-	-	-	-	1%	-	3%	1%	4%
Don't know	189	30	26	7	5	4	6	10	2	15	46	7
	19%	23%	17%	17%	16%	49%	29%	13%	8%	15%	21%	14%

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

BASE: All respondents

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultured meat	283	1	14	8	10	10	126	157	27	33	28	68	41	86
	28%	8%	27%	27%	29%	36%	26%	30%	31%	23%	20%	35%	24%	33%
												bce		bce
Slaughter-free meat	178	6	7	4	9	6	99	79	14	36	28	26	26	48
	18%	45%	13%	15%	25%	20%	20%	15%	17%	24%	20%	14%	15%	18%
							b			de				
Clean meat	129	-	8	3	4	1	63	66	14	30	24	28	17	16
	13%	-	15%	11%	13%	4%	13%	13%	16%	20%	17%	14%	10%	6%
									f	ef	ef	f		
Cell-based meat	118	-	5	6	6	2	66	51	13	21	17	23	19	27
	12%	-	9%	19%	17%	7%	14%	10%	15%	14%	12%	12%	11%	10%
Cultivated meat	92	3	8	2	1	-	43	49	13	17	15	10	16	22
	9%	21%	15%	6%	2%	-	9%	10%	15%	11%	11%	5%	9%	8%
									d	d	d			
Other	14	-	-	2	-	-	8	6	-	2	1	3	3	5
	1%	-	-	6%	-	-	2%	1%	-	1%	1%	1%	2%	2%
Don't know	189	3	10	4	5	9	83	106	6	9	27	38	51	58
	19%	26%	20%	15%	15%	33%	17%	21%	7%	6%	19%	20%	29%	22%
											ab	ab	abcd	ab

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BASE: All respondents

	Age				Diet							Awareness of 'new category meat'			
	Total	18-34	35-54	55+	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
	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultured meat	283	60	96	128	199	82	59	4	2	13	4	160	64	96	116
	28%	26%	29%	29%	26%	34% a	36% a	32%	16%	34%	24%	31%	32%	30%	26%
Slaughter-free meat	178	50	54	74	139	39	30	-	2	3	4	102	37	65	70
	18%	22%	16%	17%	18%	16%	18%	-	18%	8%	26%	20%	19%	20%	16%
Clean meat	129	43	52	34	98	30	17	4	4	4	2	75	36	39	49
	13%	19%	16%	8%	13%	12%	10%	27%	34%	11%	12%	14%	18%	12%	11%
		c	c										d		
Cell-based meat	118	33	39	45	84	34	24	-	3	4	2	76	28	47	40
	12%	14%	12%	10%	11%	14%	15%	-	24%	11%	15%	15%	14%	15%	9%
												d	d	d	
Cultivated meat	92	30	25	38	69	23	11	5	1	6	1	47	19	28	44
	9%	13%	7%	9%	9%	10%	6%	35%	8%	17%	6%	9%	9%	9%	10%
		b								c					
Other	14	2	4	9	11	2	2	-	-	-	-	8	5	3	5
	1%	1%	1%	2%	2%	1%	1%	-	-	-	-	2%	2%	1%	1%
Don't know	189	14	65	109	155	34	23	1	-	7	3	50	10	39	119
	19%	6%	19%	25%	21%	14%	14%	6%	-	19%	17%	10%	5%	12%	27%
		a	a		bc							b		b	abc

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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	Likelihood of trying 'new category meat'	
		NET: Likely	NET: Unlikely
Significance Level: 95%		a	b
Unweighted Total	1008	565	329
Total	1004	556	333
	100%	100%	100%
Cultured meat	283 28%	171 31%	89 27%
Slaughter-free meat	178 18%	136 25%	34 10%
		b	
Clean meat	129 13%	96 17%	25 8%
		b	
Cell-based meat	118 12%	60 11%	47 14%
Cultivated meat	92 9%	50 9%	41 12%
Other	14 1%	5 1%	10 3%
			a
Don't know	189 19%	39 7%	89 27%
			a

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

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

		Germany regions											
		Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total		1008	112	148	48	30	9	22	74	23	100	232	51
Total		1004	131	155	41	31	8	21	75	20	97	219	50
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4.0)	231 23%	38 29%	32 20%	10 23%	7 23%	3 32%	3 13%	11 15%	3 16%	22 23%	53 24%	12 25%
Fairly likely	(3.0)	325 32%	45 35%	46 30%	17 41%	12 41%	2 30%	10 45%	27 36%	11 53%	26 26%	71 32%	13 26%
Fairly unlikely	(2.0)	146 15%	14 11%	24 15%	4 10%	4 13%	1 11%	2 9%	14 18%	3 14%	11 11%	38 17%	6 12%
Very unlikely	(1.0)	187 19%	19 15%	41 26%	3 8%	6 21%	- -	2 10%	12 16%	2 9%	20 20%	35 16%	10 20%
Don't know		114 11%	14 11%	13 8%	7 17%	1 3%	2 27%	5 22%	10 14%	2 8%	18 19%	22 10%	9 17%
NET: Likely		556 55%	83 64%	78 50%	27 65%	19 63%	5 62%	12 58%	38 51%	14 69%	48 49%	124 56%	25 51%
NET: Unlikely		333 33%	33 25%	65 42%	7 18%	10 34%	1 11%	4 19%	26 35%	5 23%	31 32%	73 33%	16 32%
Base for stats		890	117	142	34	30	6	17	64	18	79	197	41
Mean Score		2.67	2.88	2.48	2.97	2.67	3.29	2.79	2.58	2.83	2.64	2.72	2.67
Standard Deviation		1.078	1.049	1.129	.902	1.072	.776	.898	.996	.848	1.147	1.051	1.157
Standard Error		.036	.105	.097	.143	.199	.293	.218	.124	.185	.127	.073	.176
Error variance		*	.01	.01	.02	.04	.09	.05	.02	.03	.02	.01	.03

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BASE: All respondents

	Total	Germany regions					Gender		Age						
		Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f	
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208	
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very likely	(4.0)	231	2	11	5	11	8	131	100	27	42	39	36	32	55
		23%	15%	22%	18%	32%	28%	27%	19%	31%	29%	28%	19%	18%	21%
						b		de	de	de					
Fairly likely	(3.0)	325	3	16	10	10	5	162	163	30	53	48	61	56	77
		32%	27%	32%	34%	30%	17%	33%	32%	35%	36%	34%	31%	32%	29%
Fairly unlikely	(2.0)	146	1	8	7	6	3	58	88	12	25	18	33	20	38
		15%	7%	16%	23%	18%	12%	12%	17%	14%	17%	13%	17%	12%	15%
						a									
Very unlikely	(1.0)	187	5	12	5	5	9	89	98	9	16	21	40	42	58
		19%	40%	23%	18%	14%	34%	18%	19%	10%	11%	15%	21%	24%	22%
													ab	abc	ab
Don't know		114	1	3	2	2	2	48	66	9	10	15	25	23	33
		11%	10%	6%	6%	8%		10%	13%	10%	7%	11%	13%	13%	13%
													b		
NET: Likely		556	5	28	15	22	12	294	263	57	95	86	97	88	133
		55%	42%	54%	52%	62%	45%	60%	51%	66%	65%	62%	50%	50%	51%
						b		def	def	def					
NET: Unlikely		333	6	20	12	11	13	147	186	21	41	39	73	63	97
		33%	48%	39%	42%	32%	46%	30%	36%	24%	28%	28%	38%	36%	37%
						a		a				a	a	a	
Base for stats		890	11	48	27	33	25	441	449	78	137	126	170	150	229
Mean Score		2.67	2.19	2.57	2.55	2.86	2.43	2.76	2.59	2.97	2.89	2.83	2.54	2.51	2.57
						b		def	def	def	def				
Standard Deviation		1.078	1.231	1.112	1.033	1.068	1.291	1.089	1.061	.982	.979	1.049	1.075	1.117	1.115
Standard Error		.036	.355	.154	.195	.183	.275	.050	.052	.105	.081	.093	.081	.085	.083
Error variance		*	.13	.02	.04	.03	.08	*	*	.01	.01	.01	.01	.01	.01

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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

	Total	Age			Diet							Awareness of 'new category meat'			
		18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
		a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4.0)	231 23%	69 30% bc	75 22%	87 20%	170 22%	62 25%	47 28%	5 36%	3 26%	5 14%	2 15%	155 30% d	79 39% acd	76 24% d	71 16%
Fairly likely (3.0)	325 32%	83 36%	109 32%	133 31%	251 33%	70 29%	53 32%	5 35%	1 9%	8 21%	2 17%	187 36% d	67 33%	120 38% d	130 29%
Fairly unlikely (2.0)	146 15%	37 16%	51 15%	58 13%	108 14%	38 16%	26 15%	1 8%	3 29%	4 11%	4 28%	67 13% b	14 7%	53 17% b	74 17% b
Very unlikely (1.0)	187 19%	25 11%	61 18% a	101 23% a	138 18%	49 20%	22 13%	1 6%	3 28%	19 48% abc	5 34%	73 14%	33 17%	40 13%	105 24% abc
Don't know	114 11%	18 8%	40 12%	57 13% a	89 12%	25 10%	19 11%	2 15%	1 8%	3 7%	1 6%	35 7%	7 4%	28 9% b	63 14% abc
NET: Likely	556 55%	152 65% bc	183 55%	220 51%	421 56% f	131 54% f	100 60% f	9 71%	4 35%	13 34%	5 32%	342 66% d	145 73% cd	197 62% d	201 45%
NET: Unlikely	333 33%	62 27%	112 33%	159 37% a	246 33%	87 36%	47 29%	2 14%	6 57%	23 58% abc	9 62%	140 27%	47 24%	93 29%	179 40% abc
Base for stats	890	214	296	380	667	219	147	11	10	36	14	482	192	290	380
Mean Score	2.67	2.92 bc	2.67	2.54	2.68 f	2.66 f	2.85 f	3.18	2.36	2.00	2.13	2.88 d	2.99 cd	2.80 d	2.44
Standard Deviation	1.078	.978	1.072	1.115	1.069	1.115	1.031	.919	1.250	1.167	1.120	1.027	1.085	.982	1.083
Standard Error	.036	.064	.061	.059	.041	.075	.084	.265	.395	.197	.280	.046	.077	.057	.056
Error variance	*	*	*	*	*	.01	.01	.07	.16	.04	.08	*	.01	*	*

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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

		Likelihood of trying 'new category meat'		
		Total	NET: Likely	NET: Unlikely
Significance Level: 95%			a	b
Unweighted Total		1008	565	329
Total		1004	556	333
		100%	100%	100%
Very likely	(4.0)	231 23%	231 42% b	- -
Fairly likely	(3.0)	325 32%	325 58% b	- -
Fairly unlikely	(2.0)	146 15%	- -	146 44% a
Very unlikely	(1.0)	187 19%	- -	187 56% a
Don't know		114 11%	- -	- -
NET: Likely		556 55%	556 100% b	- -
NET: Unlikely		333 33%	- -	333 100% a
Base for stats		890	556	333
Mean Score		2.67	3.42 b	1.44
Standard Deviation		1.078	.493	.497
Standard Error		.036	.021	.027
Error variance		*	*	*

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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	1004	591	367	26	8	13	957	34
	100%	59%	37%	3%	1%	1%	95%	3%
Health and nutrition	1004	507	408	64	13	11	915	77
	100%	51%	41%	6%	1%	1%	91%	8%
Food safety (i.e. the likelihood of catching food borne diseases)	1004	599	295	60	11	39	894	71
	100%	60%	29%	6%	1%	4%	89%	7%
The welfare of animals	1004	500	382	73	21	28	883	94
	100%	50%	38%	7%	2%	3%	88%	9%
The environment	1004	435	430	95	27	18	865	121
	100%	43%	43%	9%	3%	2%	86%	12%
Cost	1004	322	485	159	23	14	807	182
	100%	32%	48%	16%	2%	1%	80%	18%
Convenience	1004	158	406	310	83	48	564	393
	100%	16%	40%	31%	8%	5%	56%	39%

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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	Germany regions										
		Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total	1008	112	148	48	30	9	22	74	23	100	232	51
Total	1004	131	155	41	31	8	21	75	20	97	219	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	957	127	150	35	31	7	20	69	20	93	210	50
	95%	96%	97%	86%	100%	84%	92%	93%	100%	96%	96%	100%
Health and nutrition	915	122	142	35	30	8	18	70	19	86	202	46
	91%	93%	91%	86%	97%	100%	84%	94%	95%	88%	92%	92%
Food safety (i.e. the likelihood of catching food borne diseases)	894	117	140	34	27	8	16	66	19	87	203	47
	89%	89%	90%	84%	89%	100%	75%	88%	92%	89%	92%	93%
The welfare of animals	883	119	141	36	27	7	17	68	17	85	190	46
	88%	91%	91%	88%	88%	90%	79%	92%	87%	87%	87%	91%
The environment	865	111	134	34	27	7	18	68	17	86	195	45
	86%	84%	86%	82%	88%	89%	82%	90%	86%	88%	89%	91%
Cost	807	115	119	36	29	6	17	57	17	77	169	39
	80%	88%	77%	87%	93%	78%	78%	76%	82%	79%	77%	77%
Convenience	564	76	82	24	18	5	14	39	11	57	127	27
	56%	58%	53%	59%	59%	67%	67%	53%	53%	58%	58%	54%

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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

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	957	13	45	26	34	27	463	494	78	133	133	188	168	257
	95%	100%	89%	91%	98%	100%	95%	96%	90%	91%	95%	96%	97%	98%
												ab	ab	ab
Health and nutrition	915	12	44	24	33	24	439	476	73	126	128	178	160	251
	91%	92%	86%	83%	95%	87%	90%	92%	84%	86%	91%	91%	92%	96%
													ab	ab
Food safety (i.e. the likelihood of catching food borne diseases)	894	12	38	25	32	24	434	460	76	123	127	174	152	242
	89%	93%	76%	87%	90%	87%	89%	89%	88%	84%	91%	89%	88%	92%
														b
The welfare of animals	883	13	39	23	33	22	417	466	67	120	127	172	154	242
	88%	100%	77%	79%	94%	79%	85%	90%	78%	82%	90%	88%	89%	92%
					b			a			ab	a	a	ab
The environment	865	12	38	21	32	20	411	454	73	116	122	160	152	242
	86%	93%	76%	75%	92%	75%	84%	88%	84%	79%	87%	82%	87%	92%
													b	abd
Cost	807	11	37	23	32	24	387	420	61	108	113	157	141	227
	80%	84%	73%	81%	93%	87%	79%	82%	71%	74%	81%	80%	81%	87%
					b								a	ab
Convenience	564	4	28	18	18	15	275	288	50	87	87	112	101	126
	56%	35%	55%	64%	50%	53%	56%	56%	57%	60%	62%	58%	58%	48%
										f	f	f	f	

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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

	Age				Diet							Awareness of 'new category meat'			
	Total	18-34	35-54	55+	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
	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	957	211	321	425	727	227	158	13	10	34	12	496	192	304	427
	95%	91%	96%	97%	96%	93%	95%	94%	92%	87%	83%	96%	96%	96%	96%
			a	a	bf										
Health and nutrition	915	198	306	412	688	224	152	12	10	38	12	467	183	284	414
	91%	85%	91%	94%	91%	92%	91%	87%	92%	97%	83%	90%	92%	89%	93%
			a	a											c
Food safety (i.e. the likelihood of catching food borne diseases)	894	199	301	394	673	217	151	12	10	33	11	464	180	284	402
	89%	85%	90%	90%	89%	89%	91%	87%	92%	86%	77%	90%	90%	89%	91%
The welfare of animals	883	187	299	396	657	222	154	12	10	36	11	455	178	277	393
	88%	80%	89%	91%	87%	91%	93%	88%	92%	92%	71%	88%	89%	87%	89%
			a	a			a								
The environment	865	189	282	394	639	222	152	10	10	38	13	449	174	274	379
	86%	81%	84%	90%	85%	91%	91%	72%	92%	97%	88%	87%	87%	86%	86%
			ab			a	a			a					
Cost	807	169	270	368	627	178	125	7	8	28	10	413	163	250	366
	80%	73%	81%	84%	83%	73%	75%	51%	75%	73%	68%	80%	82%	79%	83%
			a	a	bc										
Convenience	564	137	200	227	440	122	79	9	5	22	8	302	124	178	241
	56%	59%	60%	52%	58%	50%	48%	64%	43%	56%	51%	58%	62%	56%	54%
			c		bc										

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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	Likelihood of trying 'new category meat'	
		NET: Likely	NET: Unlikely
Significance Level: 95%		a	b
Unweighted Total	1008	565	329
Total	1004	556	333
	100%	100%	100%
Taste	957	539	317
	95%	97%	95%
Health and nutrition	915	512	304
	91%	92%	91%
Food safety (i.e. the likelihood of catching food borne diseases)	894	513	293
	89%	92%	88%
		b	
The welfare of animals	883	500	286
	88%	90%	86%
The environment	865	494	276
	86%	89%	83%
		b	
Cost	807	463	256
	80%	83%	77%
		b	
Convenience	564	324	176
	56%	58%	53%

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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	Germany regions										
		Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total	1008	112	148	48	30	9	22	74	23	100	232	51
Total	1004	131	155	41	31	8	21	75	20	97	219	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	121	17	19	6	4	-	3	7	3	11	20	4
	12%	13%	12%	14%	12%	-	14%	10%	14%	11%	9%	7%
The welfare of animals	94	9	7	3	4	1	5	5	2	9	22	4
	9%	7%	4%	8%	12%	10%	21%	7%	9%	9%	10%	7%
Food safety (i.e. the likelihood of catching food borne diseases)	71	10	8	3	1	-	4	6	2	5	10	2
	7%	7%	5%	8%	4%	-	17%	8%	8%	5%	5%	4%
Health and nutrition	77	8	12	4	1	-	4	5	1	10	14	4
	8%	6%	7%	10%	3%	-	16%	6%	5%	10%	6%	8%
Cost	182	15	34	4	2	1	5	18	3	18	47	10
	18%	11%	22%	9%	7%	11%	22%	24%	14%	19%	21%	21%
Convenience	393	49	67	16	13	1	6	30	9	36	84	20
	39%	37%	43%	39%	41%	11%	29%	40%	47%	37%	38%	40%
Taste	34	4	3	4	-	1	1	4	-	3	5	-
	3%	3%	2%	10%	-	16%	4%	6%	-	3%	2%	-

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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

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	121	1	12	7	3	6	71	50	12	27	15	29	17	21
	12%	7%	23%	25%	8%	21%	15%	10%	14%	18%	10%	15%	10%	8%
							b			ef		f		
The welfare of animals	94	-	11	5	2	6	59	35	15	22	10	17	12	18
	9%	-	21%	18%	6%	21%	12%	7%	17%	15%	7%	9%	7%	7%
							b		cdef	cef				
Food safety (i.e. the likelihood of catching food borne diseases)	71	1	9	4	3	2	39	32	7	18	8	14	10	14
	7%	7%	18%	13%	10%	9%	8%	6%	8%	13%	6%	7%	6%	5%
										cef				
Health and nutrition	77	-	6	5	2	3	43	34	10	20	11	16	9	12
	8%	-	13%	17%	5%	13%	9%	7%	12%	14%	8%	8%	5%	4%
									ef	ef				
Cost	182	2	12	5	3	4	93	90	23	35	24	37	28	34
	18%	16%	24%	19%	7%	13%	19%	17%	26%	24%	17%	19%	16%	13%
			d						ef	f				
Convenience	393	7	21	8	15	11	196	197	33	53	47	73	62	124
	39%	57%	41%	27%	44%	38%	40%	38%	38%	36%	34%	38%	36%	47%
														bce
Taste	34	-	5	3	1	-	19	14	7	11	4	5	2	4
	3%	-	10%	9%	2%	-	4%	3%	8%	8%	3%	3%	1%	2%
									def	def				

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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

	Age				Diet							Awareness of 'new category meat'			
	Total	18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	121	39	44	38	103	19	12	3	1	1	2	66	24	42	54
	12%	17%	13%	9%	14%	8%	7%	23%	8%	3%	12%	13%	12%	13%	12%
		c			bcf										
The welfare of animals	94	37	27	30	76	18	10	1	1	2	4	56	22	34	33
	9%	16%	8%	7%	10%	8%	6%	6%	8%	5%	29%	11%	11%	11%	8%
		bc													
Food safety (i.e. the likelihood of catching food borne diseases)	71	25	22	23	50	21	12	1	1	4	3	46	17	29	19
	7%	11%	7%	5%	7%	9%	7%	7%	8%	11%	17%	9%	9%	9%	4%
		c										d	d	d	
Health and nutrition	77	30	27	20	59	18	13	1	1	1	3	48	16	32	25
	8%	13%	8%	5%	8%	7%	8%	7%	8%	3%	17%	9%	8%	10%	6%
		bc										d		d	
Cost	182	58	62	62	120	61	38	6	3	10	5	102	36	65	72
	18%	25%	18%	14%	16%	25%	23%	43%	25%	25%	32%	20%	18%	21%	16%
		bc				a	a								
Convenience	393	86	121	186	281	110	77	5	6	15	7	202	72	130	173
	39%	37%	36%	43%	37%	45%	46%	36%	57%	38%	49%	39%	36%	41%	39%
					a	a	a								
Taste	34	18	9	7	21	13	5	-	1	4	3	21	8	13	11
	3%	8%	3%	1%	3%	5%	3%	-	8%	11%	17%	4%	4%	4%	3%
		bc								ac					

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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

	Likelihood of trying 'new category meat'		
	Total	NET: Likely	NET: Unlikely
Significance Level: 95%		a	b
Unweighted Total	1008	565	329
Total	1004	556	333
	100%	100%	100%
The environment	121	59	52
	12%	11%	15%
			a
The welfare of animals	94	46	41
	9%	8%	12%
Food safety (i.e. the likelihood of catching food borne diseases)	71	34	31
	7%	6%	9%
Health and nutrition	77	42	30
	8%	8%	9%
Cost	182	88	76
	18%	16%	23%
			a
Convenience	393	220	145
	39%	40%	43%
Taste	34	16	15
	3%	3%	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

		Germany regions											
		Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total		1008	112	148	48	30	9	22	74	23	100	232	51
Total		1004	131	155	41	31	8	21	75	20	97	219	50
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	435	58	73	14	15	5	8	34	8	42	98	22
		43%	44%	47%	35%	48%	62%	39%	45%	37%	43%	45%	43%
Fairly important	(3.0)	430	53	61	20	12	2	9	34	10	44	97	24
		43%	41%	39%	47%	40%	26%	43%	45%	49%	45%	44%	48%
Fairly unimportant	(2.0)	95	11	12	4	3	-	3	6	3	10	17	3
		9%	9%	8%	9%	10%	-	14%	9%	14%	10%	8%	6%
Very unimportant	(1.0)	27	6	6	2	1	-	-	1	-	1	3	1
		3%	4%	4%	5%	3%	-	-	1%	-	1%	2%	2%
Don't know		18	3	3	2	-	1	1	-	-	1	5	1
		2%	3%	2%	4%	-	11%	4%	-	-	1%	2%	2%
NET: Important		865	111	134	34	27	7	18	68	17	86	195	45
		86%	84%	86%	82%	88%	89%	82%	90%	86%	88%	89%	91%
NET: Unimportant		121	17	19	6	4	-	3	7	3	11	20	4
		12%	13%	12%	14%	12%	-	14%	10%	14%	11%	9%	7%
Base for stats		986	128	152	39	31	7	20	75	20	97	215	49
Mean Score		3.29	3.27	3.32	3.16	3.33	3.71	3.26	3.34	3.23	3.31	3.35	3.35
Standard Deviation		.749	.804	.790	.808	.767	.491	.711	.686	.695	.694	.690	.674
Standard Error		.024	.077	.066	.119	.140	.174	.155	.080	.145	.070	.046	.095
Error variance		*	.01	*	.01	.02	.03	.02	.01	.02	*	*	.01

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

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

BASE: All respondents

	Total	Germany regions					Gender		Age						
		Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f	
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208	
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	435	7	17	9	15	11	192	243	35	52	76	74	81	119
		43%	54%	33%	33%	44%	41%	39%	47%	40%	35%	54%	38%	46%	45%
									a			abd		b	
Fairly important	(3.0)	430	5	22	12	17	9	219	211	38	64	46	86	71	123
		43%	39%	43%	42%	48%	33%	45%	41%	44%	44%	33%	44%	41%	47%
												c		c	
Fairly unimportant	(2.0)	95	1	10	5	1	6	54	41	9	17	12	25	14	18
		9%	7%	19%	16%	4%	21%	11%	8%	10%	12%	8%	13%	8%	7%
				d								f			
Very unimportant	(1.0)	27	-	2	3	2	-	17	10	3	10	3	4	3	3
		3%	-	3%	9%	5%	-	3%	2%	4%	7%	2%	2%	2%	1%
											def				
Don't know		18	-	1	-	-	1	7	11	2	3	4	5	4	-
		2%	-	2%	-	-	4%	1%	2%	2%	2%	3%	3%	2%	-
										f	f	f	f	f	
NET: Important		865	12	38	21	32	20	411	454	73	116	122	160	152	242
		86%	93%	76%	75%	92%	75%	84%	88%	84%	79%	87%	82%	87%	92%
														b	abd
NET: Unimportant		121	1	12	7	3	6	71	50	12	27	15	29	17	21
		12%	7%	23%	25%	8%	21%	15%	10%	14%	18%	10%	15%	10%	8%
								b			ef		f		
Base for stats		986	13	50	29	35	26	482	504	85	143	137	190	169	263
Mean Score		3.29	3.47	3.06	2.98	3.30	3.21	3.22	3.36	3.23	3.11	3.42	3.21	3.35	3.36
									a			bd		b	bd
Standard Deviation		.749	.649	.824	.944	.772	.796	.778	.713	.793	.863	.742	.757	.720	.658
Standard Error		.024	.180	.111	.172	.129	.166	.034	.033	.081	.070	.063	.054	.051	.046
Error variance		*	.03	.01	.03	.02	.03	*	*	.01	*	*	*	*	*

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

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

BASE: All respondents

	Total	Age			Diet							Awareness of 'new category meat'			
		18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
		a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	435 43%	87 37%	149 45%	199 46% a	295 39%	138 57% a	92 56% a	5 35%	7 67%	26 66% a	9 58%	233 45%	91 46%	142 45%	186 42%
Fairly important (3.0)	430 43%	102 44%	133 40%	194 45%	344 46% bc	84 34%	59 36%	5 37%	3 25%	12 32%	5 31%	215 42%	83 42%	132 42%	194 44%
Fairly unimportant (2.0)	95 9%	26 11%	37 11%	32 7%	80 11% bf	14 6%	9 6%	3 23%	1 8%	- -	1 6%	48 9%	19 10%	28 9%	45 10%
Very unimportant (1.0)	27 3%	13 6% bc	7 2%	6 1%	22 3%	4 2%	2 1%	- -	- -	1 3%	1 6%	18 4%	5 2%	14 4% d	8 2%
Don't know	18 2%	5 2%	9 3%	4 1%	14 2%	4 1%	3 2%	1 6%	- -	- -	- -	2 *	1 *	2 *	10 2% ac
NET: Important	865 86%	189 81%	282 84%	394 90% ab	639 85%	222 91% a	152 91% a	10 72%	10 92%	38 97% a	13 88%	449 87%	174 87%	274 86%	379 86%
NET: Unimportant	121 12%	39 17% c	44 13%	38 9%	103 14% bcf	19 8%	12 7%	3 23%	1 8%	1 3%	2 12%	66 13%	24 12%	42 13%	54 12%
Base for stats	986	228	326	432	742	241	164	13	11	39	15	515	198	316	433
Mean Score	3.29	3.15	3.30	3.36	3.23	3.48	3.48	3.13	3.59	3.61	3.40	3.29	3.31	3.27	3.29
Standard Deviation	.749	.838	.757	.682	.758	.691	.678	.801	.668	.631	.871	.779	.747	.799	.727
Standard Error	.024	.053	.041	.034	.028	.044	.053	.222	.202	.102	.211	.034	.052	.045	.035
Error variance	*	*	*	*	*	*	*	.05	.04	.01	.04	*	*	*	*

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

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

BASE: All respondents

		Likelihood of trying 'new category meat'		
		Total	NET: Likely	NET: Unlikely
Significance Level: 95%			a	b
Unweighted Total		1008	565	329
Total		1004	556	333
		100%	100%	100%
Very important	(4.0)	435 43%	265 48% b	128 38%
Fairly important	(3.0)	430 43%	229 41%	148 44%
Fairly unimportant	(2.0)	95 9%	47 8%	38 11%
Very unimportant	(1.0)	27 3%	12 2%	14 4%
Don't know		18 2%	3 *	6 2% a
NET: Important		865 86%	494 89% b	276 83%
NET: Unimportant		121 12%	59 11%	52 15% a
Base for stats		986	554	327
Mean Score		3.29	3.35 b	3.19
Standard Deviation		.749	.727	.801
Standard Error		.024	.031	.045
Error variance		*	*	*

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

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

BASE: All respondents

		Germany regions											
		Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total		1008	112	148	48	30	9	22	74	23	100	232	51
Total		1004	131	155	41	31	8	21	75	20	97	219	50
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	500	71	82	20	18	4	9	40	10	41	111	29
		50%	54%	53%	49%	58%	52%	41%	53%	51%	42%	50%	58%
Fairly important	(3.0)	382	48	58	16	9	3	8	29	7	43	79	17
		38%	36%	38%	38%	30%	38%	38%	39%	36%	45%	36%	33%
Fairly unimportant	(2.0)	73	6	5	3	3	1	3	3	2	7	18	4
		7%	4%	3%	8%	9%	10%	13%	4%	9%	7%	8%	7%
Very unimportant	(1.0)	21	3	2	-	1	-	2	3	-	2	4	-
		2%	2%	1%	-	3%	-	8%	4%	-	3%	2%	-
Don't know		28	3	7	2	-	-	-	1	1	4	7	1
		3%	2%	5%	4%	-	-	-	1%	4%	4%	3%	2%
NET: Important		883	119	141	36	27	7	17	68	17	85	190	46
		88%	91%	91%	88%	88%	90%	79%	92%	87%	87%	87%	91%
NET: Unimportant		94	9	7	3	4	1	5	5	2	9	22	4
		9%	7%	4%	8%	12%	10%	21%	7%	9%	9%	10%	7%
Base for stats		976	128	148	39	31	8	21	74	19	94	212	49
Mean Score		3.39	3.46	3.50	3.43	3.44	3.42	3.11	3.43	3.43	3.32	3.40	3.52
Standard Deviation		.720	.700	.635	.653	.779	.714	.948	.738	.678	.722	.721	.634
Standard Error		.023	.067	.053	.096	.142	.238	.202	.086	.144	.074	.048	.090
Error variance		*	*	*	.01	.02	.06	.04	.01	.02	.01	*	.01

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

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

BASE: All respondents

	Total	Germany regions					Gender		Age						
		Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f	
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208	
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	500	6	19	10	19	11	224	277	31	56	85	98	84	147
		50%	50%	37%	36%	53%	40%	46%	54%	36%	38%	60%	50%	49%	56%
								a			abe	ab	ab	ab	
Fairly important	(3.0)	382	6	21	12	14	11	193	189	36	64	42	75	70	95
		38%	50%	41%	43%	41%	38%	40%	37%	42%	44%	30%	38%	40%	36%
											c				
Fairly unimportant	(2.0)	73	-	9	3	2	5	43	30	11	16	6	14	8	17
		7%	-	18%	12%	6%	17%	9%	6%	13%	11%	5%	7%	5%	6%
										ce	ce				
Very unimportant	(1.0)	21	-	2	2	-	1	16	5	3	6	4	3	4	1
		2%	-	3%	6%	-	4%	3%	1%	4%	4%	3%	1%	2%	*
								b		f	f				
Don't know		28	-	1	1	-	-	13	15	4	5	3	6	7	2
		3%	-	2%	3%	-	-	3%	3%	5%	3%	2%	3%	4%	1%
										f				f	
NET: Important		883	13	39	23	33	22	417	466	67	120	127	172	154	242
		88%	100%	77%	79%	94%	79%	85%	90%	78%	82%	90%	88%	89%	92%
						b		a				ab	a	a	ab
NET: Unimportant		94	-	11	5	2	6	59	35	15	22	10	17	12	18
		9%	-	21%	18%	6%	21%	12%	7%	17%	15%	7%	9%	7%	7%
								b		cdef	cef				
Base for stats		976	13	50	28	35	27	476	500	82	142	137	189	166	260
Mean Score		3.39	3.50	3.12	3.13	3.47	3.15	3.31	3.47	3.16	3.20	3.51	3.41	3.41	3.49
						b		a				ab	ab	ab	ab
Standard Deviation		.720	.521	.827	.860	.616	.862	.774	.655	.815	.797	.724	.691	.701	.639
Standard Error		.023	.145	.111	.160	.103	.176	.034	.030	.085	.065	.061	.049	.050	.045
Error variance		*	.02	.01	.03	.01	.03	*	*	.01	*	*	*	*	*

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

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

BASE: All respondents

	Total	Age			Diet							Awareness of 'new category meat'			
		18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
		a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	500 50%	87 37%	182 54%	231 53%	353 47%	146 60%	95 57%	4 30%	9 84%	28 73%	9 60%	266 51%	98 49%	169 53%	216 49%
Fairly important (3.0)	382 38%	100 43%	117 35%	165 38%	303 40%	76 31%	59 35%	8 58%	1 8%	7 19%	2 11%	189 36%	80 40%	108 34%	177 40%
Fairly unimportant (2.0)	73 7%	28 12%	20 6%	25 6%	61 8%	12 5%	5 3%	1 6%	-	2 5%	4 29%	41 8%	16 8%	25 8%	30 7%
Very unimportant (1.0)	21 2%	9 4%	7 2%	5 1%	15 2%	6 2%	5 3%	-	1 8%	-	-	15 3%	6 3%	9 3%	3 1%
Don't know	28 3%	9 4%	9 3%	10 2%	24 3%	4 2%	2 1%	1 6%	-	1 3%	-	6 1%	-	6 2%	17 4%
NET: Important	883 88%	187 80%	299 89%	396 91%	657 87%	222 91%	154 93%	12 88%	10 92%	36 92%	11 71%	455 88%	178 89%	277 87%	393 89%
NET: Unimportant	94 9%	37 16%	27 8%	30 7%	76 10%	18 8%	10 6%	1 6%	1 8%	2 5%	4 29%	56 11%	22 11%	34 11%	33 8%
Base for stats	976	223	326	427	732	240	164	13	11	38	15	511	199	311	426
Mean Score	3.39	3.19	3.45	3.46	3.36	3.50	3.48	3.25	3.67	3.70	3.32	3.38	3.35	3.40	3.42
Standard Deviation	.720	.802	.705	.664	.721	.711	.711	.587	.883	.569	.920	.757	.752	.760	.658
Standard Error	.023	.051	.038	.033	.027	.045	.055	.163	.266	.094	.223	.033	.052	.043	.032
Error variance	*	*	*	*	*	*	*	.03	.07	.01	.05	*	*	*	*

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

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

BASE: All respondents

		Likelihood of trying 'new category meat'		
		Total	NET: Likely	NET: Unlikely
Significance Level: 95%			a	b
Unweighted Total		1008	565	329
Total		1004	556	333
		100%	100%	100%
Very important	(4.0)	500 50%	297 53% b	149 45%
Fairly important	(3.0)	382 38%	203 36%	137 41%
Fairly unimportant	(2.0)	73 7%	37 7%	32 10%
Very unimportant	(1.0)	21 2%	9 2%	9 3%
Don't know		28 3%	10 2%	6 2%
NET: Important		883 88%	500 90%	286 86%
NET: Unimportant		94 9%	46 8%	41 12%
Base for stats		976	546	327
Mean Score		3.39	3.44	3.30
			b	
Standard Deviation		.720	.693	.758
Standard Error		.023	.029	.042
Error variance		*	*	*

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

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

		Germany regions											
		Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total		1008	112	148	48	30	9	22	74	23	100	232	51
Total		1004	131	155	41	31	8	21	75	20	97	219	50
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	599	77	92	23	18	5	9	47	12	52	137	32
		60%	59%	59%	56%	59%	63%	44%	62%	60%	53%	63%	64%
Fairly important	(3.0)	295	40	48	11	9	3	7	19	6	35	65	15
		29%	30%	31%	27%	30%	37%	31%	26%	32%	36%	30%	29%
Fairly unimportant	(2.0)	60	10	4	3	1	-	2	6	2	4	10	2
		6%	7%	2%	8%	4%	-	8%	8%	8%	4%	4%	4%
Very unimportant	(1.0)	11	-	4	-	-	-	2	-	-	1	1	-
		1%	-	3%	-	-	-	9%	-	-	1%	*	-
Don't know		39	5	6	3	2	-	2	3	-	6	7	1
		4%	4%	4%	8%	7%	-	8%	4%	-	6%	3%	3%
NET: Important		894	117	140	34	27	8	16	66	19	87	203	47
		89%	89%	90%	84%	89%	100%	75%	88%	92%	89%	92%	93%
NET: Unimportant		71	10	8	3	1	-	4	6	2	5	10	2
		7%	7%	5%	8%	4%	-	17%	8%	8%	5%	5%	4%
Base for stats		965	127	149	38	29	8	20	72	20	92	213	49
Mean Score		3.54	3.53	3.53	3.53	3.60	3.63	3.19	3.57	3.52	3.50	3.59	3.61
Standard Deviation		.664	.636	.696	.661	.577	.515	.986	.645	.661	.634	.598	.573
Standard Error		.021	.061	.058	.100	.109	.172	.220	.077	.138	.065	.040	.081
Error variance		*	*	*	.01	.01	.03	.05	.01	.02	*	*	.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	Germany regions					Gender		Age						
		Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f	
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208	
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	599	7	24	17	26	19	280	319	48	70	88	113	107	174
		60%	56%	48%	60%	74%	70%	57%	62%	55%	48%	62%	58%	62%	66%
					b		b				b		b	b	
Fairly important	(3.0)	295	5	14	8	6	5	155	141	28	52	40	61	45	69
		29%	37%	28%	28%	16%	17%	32%	27%	33%	36%	28%	31%	26%	26%
										ef	ef				
Fairly unimportant	(2.0)	60	1	8	3	3	2	36	25	4	15	6	14	9	12
		6%	7%	15%	10%	10%	9%	7%	5%	5%	10%	4%	7%	5%	5%
										f	f				
Very unimportant	(1.0)	11	-	2	1	-	-	3	7	3	4	2	-	1	1
		1%	-	3%	3%	-	-	1%	1%	3%	3%	1%	-	*	1%
										d	d				
Don't know		39	-	3	-	-	1	15	24	3	5	5	7	12	7
		4%	-	6%	-	-	4%	3%	5%	4%	3%	4%	4%	7%	3%
														f	f
NET: Important		894	12	38	25	32	24	434	460	76	123	127	174	152	242
		89%	93%	76%	87%	90%	87%	89%	89%	88%	84%	91%	89%	88%	92%
														b	b
NET: Unimportant		71	1	9	4	3	2	39	32	7	18	8	14	10	14
		7%	7%	18%	13%	10%	9%	8%	6%	8%	13%	6%	7%	6%	5%
											cef				
Base for stats		965	13	48	29	35	26	474	491	83	141	136	188	162	256
Mean Score		3.54	3.49	3.28	3.44	3.64	3.64	3.50	3.57	3.45	3.34	3.57	3.53	3.60	3.62
						b						b	b	b	ab
Standard Deviation		.664	.649	.868	.797	.664	.659	.668	.659	.745	.771	.654	.634	.619	.604
Standard Error		.021	.180	.120	.146	.111	.137	.030	.031	.077	.063	.056	.045	.045	.042
Error variance		*	.03	.01	.02	.01	.02	*	*	.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	Age			Diet							Awareness of 'new category meat'			
		18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
		a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	599	118	201	281	447	151	105	9	6	22	8	311	130	181	270
	60%	51%	60%	64%	59%	62%	63%	71%	57%	58%	54%	60%	65%	57%	61%
			a	a											
Fairly important (3.0)	295	81	100	114	226	66	45	2	4	11	3	153	50	103	132
	29%	35%	30%	26%	30%	27%	27%	16%	35%	28%	23%	30%	25%	32%	30%
		c													
Fairly unimportant (2.0)	60	19	20	21	45	15	10	1	-	3	2	39	15	24	15
	6%	8%	6%	5%	6%	6%	6%	7%	-	8%	11%	8%	8%	8%	3%
												d	d	d	
Very unimportant (1.0)	11	6	2	2	5	5	3	-	1	1	1	7	2	5	3
	1%	3%	1%	1%	1%	2%	2%	-	8%	3%	6%	1%	1%	1%	1%
		bc				a									
Don't know	39	8	12	18	33	6	3	1	-	1	1	7	2	5	23
	4%	4%	4%	4%	4%	3%	2%	6%	-	3%	6%	1%	1%	2%	5%
															abc
NET: Important	894	199	301	394	673	217	151	12	10	33	11	464	180	284	402
	89%	85%	90%	90%	89%	89%	91%	87%	92%	86%	77%	90%	90%	89%	91%
NET: Unimportant	71	25	22	23	50	21	12	1	1	4	3	46	17	29	19
	7%	11%	7%	5%	7%	9%	7%	7%	8%	11%	17%	9%	9%	9%	4%
		c										d	d	d	
Base for stats	965	224	323	418	724	238	163	13	11	38	14	510	198	312	420
Mean Score	3.54	3.38	3.55	3.61	3.54	3.53	3.55	3.68	3.40	3.46	3.32	3.51	3.56	3.47	3.59
			a	a											ac
Standard Deviation	.664	.762	.642	.609	.645	.720	.682	.632	.896	.774	.948	.696	.683	.703	.600
Standard Error	.021	.049	.035	.031	.024	.046	.053	.175	.270	.127	.237	.031	.048	.040	.029
Error variance	*	*	*	*	*	*	*	.03	.07	.02	.06	*	*	*	*

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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

		Likelihood of trying 'new category meat'		
		Total	NET: Likely	NET: Unlikely
			a	b
Significance Level: 95%				
Unweighted Total		1008	565	329
Total		1004	556	333
		100%	100%	100%
Very important	(4.0)	599 60%	345 62%	195 59%
Fairly important	(3.0)	295 29%	168 30%	97 29%
Fairly unimportant	(2.0)	60 6%	30 5%	24 7%
Very unimportant	(1.0)	11 1%	4 1%	6 2%
Don't know		39 4%	9 2%	10 3%
NET: Important		894 89%	513 92%	293 88%
NET: Unimportant		71 7%	34 6%	31 9%
Base for stats		965	547	323
Mean Score		3.54	3.56	3.49
Standard Deviation		.664	.633	.723
Standard Error		.021	.027	.040
Error variance		*	*	*

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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

		Germany regions											
		Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total		1008	112	148	48	30	9	22	74	23	100	232	51
Total		1004	131	155	41	31	8	21	75	20	97	219	50
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	507	73	79	18	17	7	7	44	10	44	112	21
		51%	55%	51%	43%	56%	84%	33%	59%	51%	45%	51%	41%
Fairly important	(3.0)	408	50	63	18	13	1	11	26	9	42	90	26
		41%	38%	40%	43%	42%	16%	50%	35%	45%	43%	41%	51%
Fairly unimportant	(2.0)	64	7	10	3	1	-	3	4	1	8	11	3
		6%	5%	7%	8%	3%	-	12%	5%	5%	8%	5%	5%
Very unimportant	(1.0)	13	1	1	1	-	-	1	1	-	2	3	1
		1%	1%	1%	2%	-	-	4%	1%	-	2%	1%	2%
Don't know		11	1	2	2	-	-	-	-	-	2	3	-
		1%	1%	1%	4%	-	-	-	-	-	2%	2%	-
NET: Important		915	122	142	35	30	8	18	70	19	86	202	46
		91%	93%	91%	86%	97%	100%	84%	94%	95%	88%	92%	92%
NET: Unimportant		77	8	12	4	1	-	4	5	1	10	14	4
		8%	6%	7%	10%	3%	-	16%	6%	5%	10%	6%	8%
Base for stats		993	130	153	39	31	8	21	75	20	96	216	50
Mean Score		3.42	3.49	3.43	3.32	3.53	3.84	3.13	3.52	3.46	3.34	3.44	3.32
Standard Deviation		.672	.634	.655	.721	.557	.391	.798	.649	.601	.715	.653	.679
Standard Error		.021	.060	.054	.106	.102	.130	.170	.075	.125	.072	.043	.095
Error variance		*	*	*	.01	.01	.02	.03	.01	.02	.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	Germany regions					Gender		Age						
		Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f	
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208	
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	507	5	24	12	18	17	224	283	36	62	75	97	88	148
		51%	40%	46%	42%	51%	63%	46%	55%	42%	43%	54%	50%	51%	57%
								a						ab	
Fairly important	(3.0)	408	7	20	12	15	7	215	193	36	63	53	81	72	103
		41%	52%	40%	41%	43%	25%	44%	38%	42%	43%	37%	42%	42%	39%
								b							
Fairly unimportant	(2.0)	64	-	5	5	1	2	36	28	9	17	7	12	8	12
		6%	-	11%	17%	3%	9%	7%	5%	10%	12%	5%	6%	4%	4%
											cef				
Very unimportant	(1.0)	13	-	1	-	1	1	7	6	2	3	4	4	1	-
		1%	-	2%	-	2%	4%	1%	1%	2%	2%	3%	2%	1%	-
										f		f	f		-
Don't know		11	1	1	-	-	-	7	5	3	1	2	1	4	-
		1%	8%	2%	-	-	-	1%	1%	4%	1%	1%	*	2%	-
										df				f	
NET: Important		915	12	44	24	33	24	439	476	73	126	128	178	160	251
		91%	92%	86%	83%	95%	87%	90%	92%	84%	86%	91%	91%	92%	96%
														ab	ab
NET: Unimportant		77	-	6	5	2	3	43	34	10	20	11	16	9	12
		8%	-	13%	17%	5%	13%	9%	7%	12%	14%	8%	8%	5%	4%
										ef	ef				
Base for stats		993	12	50	29	35	27	482	510	83	145	139	194	169	263
Mean Score		3.42	3.44	3.33	3.25	3.44	3.46	3.36	3.48	3.29	3.27	3.44	3.40	3.46	3.52
									a					ab	ab
Standard Deviation		.672	.519	.745	.738	.679	.830	.684	.657	.735	.739	.724	.696	.614	.582
Standard Error		.021	.150	.100	.135	.113	.170	.030	.030	.076	.059	.061	.049	.044	.040
Error variance		*	.02	.01	.02	.01	.03	*	*	.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	Age			Diet							Awareness of 'new category meat'			
		18-34	35-54	55+	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
		a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	507 51%	99 42%	172 51%	236 54%	370 49%	136 56%	95 57%	5 41%	8 72%	21 55%	7 46%	257 50%	103 52%	154 48%	229 52%
Fairly important (3.0)	408 41%	100 43%	133 40%	175 40%	318 42%	87 36%	57 34%	6 46%	2 19%	16 42%	6 37%	210 41%	80 40%	130 41%	185 42%
Fairly unimportant (2.0)	64 6%	26 11%	19 6%	19 4%	50 7%	14 6%	10 6%	1 7%	-	1 3%	3 17%	39 8%	13 7%	26 8%	22 5%
Very unimportant (1.0)	13 1%	4 2%	8 2%	1 *	10 1%	3 1%	3 2%	-	1 8%	-	-	9 2%	3 1%	6 2%	3 1%
Don't know	11 1%	4 2%	3 1%	4 1%	9 1%	3 1%	2 1%	1 6%	-	-	-	2 *	-	2 1%	5 1%
NET: Important	915 91%	198 85%	306 91%	412 94%	688 91%	224 92%	152 91%	12 87%	10 92%	38 97%	12 83%	467 90%	183 92%	284 89%	414 93%
NET: Unimportant	77 8%	30 13%	27 8%	20 5%	59 8%	18 7%	13 8%	1 7%	1 8%	1 3%	3 17%	48 9%	16 8%	32 10%	25 6%
Base for stats	993	228	332	432	747	242	165	13	11	39	15	516	199	316	438
Mean Score	3.42	3.28	3.41	3.50	3.40	3.48	3.48	3.36	3.56	3.53	3.29	3.39	3.42	3.36	3.46
Standard Deviation	.672	.736	.707	.595	.672	.675	.683	.641	.900	.555	.765	.705	.682	.719	.623
Standard Error	.021	.047	.038	.030	.025	.043	.053	.178	.271	.090	.185	.031	.047	.040	.030
Error variance	*	*	*	*	*	*	*	.03	.07	.01	.03	*	*	*	*

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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

		Likelihood of trying 'new category meat'		
		Total	NET: Likely	NET: Unlikely
Significance Level: 95%			a	b
Unweighted Total		1008	565	329
Total		1004	556	333
		100%	100%	100%
Very important	(4.0)	507 51%	294 53%	164 49%
Fairly important	(3.0)	408 41%	218 39%	139 42%
Fairly unimportant	(2.0)	64 6%	37 7%	23 7%
Very unimportant	(1.0)	13 1%	5 1%	7 2%
Don't know		11 1%	2 *	- -
NET: Important		915 91%	512 92%	304 91%
NET: Unimportant		77 8%	42 8%	30 9%
Base for stats		993	554	333
Mean Score		3.42	3.44	3.38
Standard Deviation		.672	.663	.705
Standard Error		.021	.028	.039
Error variance		*	*	*

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

BASE: All respondents

		Germany regions											
		Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total		1008	112	148	48	30	9	22	74	23	100	232	51
Total		1004	131	155	41	31	8	21	75	20	97	219	50
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	322 32%	45 34%	39 25%	16 38%	10 33%	2 21%	5 24%	21 28%	6 32%	27 28%	76 35%	19 39%
Fairly important	(3.0)	485 48%	70 54%	80 52%	20 48%	18 60%	5 57%	12 54%	36 48%	10 50%	50 51%	93 42%	19 38%
Fairly unimportant	(2.0)	159 16%	14 11%	30 19%	3 7%	2 7%	1 11%	3 16%	15 21%	3 14%	16 17%	39 18%	9 18%
Very unimportant	(1.0)	23 2%	1 1%	4 3%	1 2%	- -	- -	1 6%	2 3%	- -	2 2%	7 3%	2 3%
Don't know		14 1%	1 1%	2 1%	2 4%	- -	1 11%	- -	- -	1 4%	2 2%	4 2%	1 2%
NET: Important		807 80%	115 88%	119 77%	36 87%	29 93%	6 78%	17 78%	57 76%	17 82%	77 79%	169 77%	39 77%
NET: Unimportant		182 18%	15 11%	34 22%	4 9%	2 7%	1 11%	5 22%	18 24%	3 14%	18 19%	47 21%	10 21%
Base for stats		990	130	153	39	31	7	21	75	19	95	216	49
Mean Score		3.12	3.22	3.00	3.28	3.26	3.11	2.96	3.02	3.19	3.07	3.10	3.15
Standard Deviation		.753	.662	.754	.706	.586	.628	.815	.788	.682	.729	.817	.837
Standard Error		.024	.063	.062	.105	.107	.222	.174	.092	.145	.074	.054	.118
Error variance		*	*	*	.01	.01	.05	.03	.01	.02	.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	Germany regions					Gender		Age						
		Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f	
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208	
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	322	2	17	10	13	13	154	168	25	42	51	58	62	84
		32%	17%	34%	34%	36%	46%	32%	33%	29%	29%	36%	30%	36%	32%
Fairly important	(3.0)	485	8	20	13	20	11	233	252	36	66	62	99	79	144
		48%	67%	39%	47%	56%	40%	48%	49%	42%	45%	44%	51%	45%	55%
Fairly unimportant	(2.0)	159	2	11	5	2	4	78	81	20	31	21	32	24	30
		16%	16%	22%	16%	5%	13%	16%	16%	23%	22%	15%	16%	14%	12%
Very unimportant	(1.0)	23	-	1	1	1	-	15	9	3	4	4	5	4	4
		2%	-	2%	3%	2%	-	3%	2%	3%	3%	3%	3%	2%	1%
Don't know		14	-	2	-	-	-	9	6	2	3	3	1	4	1
		1%	-	3%	-	-	-	2%	1%	3%	2%	2%	*	2%	*
NET: Important		807	11	37	23	32	24	387	420	61	108	113	157	141	227
		80%	84%	73%	81%	93%	87%	79%	82%	71%	74%	81%	80%	81%	87%
NET: Unimportant		182	2	12	5	3	4	93	90	23	35	24	37	28	34
		18%	16%	24%	19%	7%	13%	19%	17%	26%	24%	17%	19%	16%	13%
Base for stats	990	13	49	29	35	27		480	510	84	144	138	194	169	261
Mean Score	3.12	3.01	3.09	3.12	3.26	3.33		3.10	3.14	3.00	3.02	3.17	3.08	3.17	3.18
Standard Deviation	.753	.598	.810	.792	.669	.711		.773	.734	.817	.790	.777	.756	.763	.681
Standard Error	.024	.166	.110	.145	.112	.145		.034	.034	.084	.064	.066	.053	.055	.047
Error variance	*	.03	.01	.02	.01	.02		*	*	.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	Age			Diet							Awareness of 'new category meat'			
		18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
		a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	322 32%	67 29%	109 33%	146 33%	267 35% bcf	54 22%	37 22%	3 22%	5 42%	6 16%	4 25%	158 30%	67 34%	90 28%	153 34%
Fairly important (3.0)	485 48%	102 44%	161 48%	222 51%	360 48%	124 51%	88 53%	4 30%	4 33%	22 56%	6 44%	255 49%	96 48%	160 50%	213 48%
Fairly unimportant (2.0)	159 16%	52 22% bc	52 16%	55 13%	108 14%	50 20% a	29 17%	4 29%	3 25%	10 25%	5 32%	89 17%	32 16%	57 18%	61 14%
Very unimportant (1.0)	23 2%	6 3%	9 3%	8 2%	13 2%	11 4% a	9 5% a	2 14%	- -	- -	- -	12 2%	4 2%	8 3%	11 2%
Don't know	14 1%	5 2%	4 1%	6 1%	9 1%	5 2%	3 2%	1 6%	- -	1 2%	- -	2 *	- -	2 1%	6 1%
NET: Important	807 80%	169 73%	270 81% a	368 84% a	627 83% bc	178 73%	125 75%	7 51%	8 75%	28 73%	10 68%	413 80%	163 82%	250 79%	366 83%
NET: Unimportant	182 18%	58 25% bc	62 18%	62 14%	120 16%	61 25% a	38 23% a	6 43%	3 25%	10 25%	5 32%	102 20%	36 18%	65 21%	72 16%
Base for stats	990	228	332	431	747	239	163	13	11	38	15	515	199	315	437
Mean Score	3.12	3.01	3.12	3.18 a	3.18 bcf	2.93	2.94	2.62	3.17	2.91	2.93	3.08	3.13	3.05	3.16
Standard Deviation	.753	.799	.765	.714 a	.733 bcf	.785	.790	1.040	.839	.654	.774	.755	.756	.754	.751
Standard Error	.024	.051	.041	.036	.027	.050	.062	.288	.253	.108	.194	.033	.053	.042	.036
Error variance	*	*	*	*	*	*	*	.08	.06	.01	.04	*	*	*	*

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

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

BASE: All respondents

		Total	Likelihood of trying 'new category meat'	
			NET: Likely	NET: Unlikely
Significance Level: 95%			a	b
Unweighted Total		1008	565	329
Total		1004	556	333
		100%	100%	100%
Very important	(4.0)	322 32%	188 34%	103 31%
Fairly important	(3.0)	485 48%	275 49%	154 46%
Fairly unimportant	(2.0)	159 16%	81 15%	63 19%
Very unimportant	(1.0)	23 2%	7 1%	13 4%
Don't know		14 1%	5 1%	1 *
NET: Important		807 80%	463 83%	256 77%
NET: Unimportant		182 18%	88 16%	76 23%
			a	a
Base for stats		990	551	332
Mean Score		3.12	3.17	3.04
			b	
Standard Deviation		.753	.718	.809
Standard Error		.024	.030	.045
Error variance		*	*	*

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

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

BASE: All respondents

		Germany regions											
		Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total		1008	112	148	48	30	9	22	74	23	100	232	51
Total		1004	131	155	41	31	8	21	75	20	97	219	50
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	158 16%	17 13%	19 12%	9 22%	5 18%	2 21%	5 23%	12 16%	3 13%	19 19%	35 16%	7 13%
Fairly important	(3.0)	406 40%	59 45%	63 41%	15 37%	13 41%	4 46%	9 44%	27 37%	8 40%	38 39%	92 42%	20 41%
Fairly unimportant	(2.0)	310 31%	37 28%	53 34%	12 28%	9 30%	1 11%	3 16%	25 33%	8 42%	29 30%	65 30%	16 31%
Very unimportant	(1.0)	83 8%	12 9%	14 9%	4 11%	3 11%	- -	3 13%	5 7%	1 5%	7 7%	19 9%	4 9%
Don't know		48 5%	7 5%	6 4%	1 2%	- -	2 23%	1 4%	6 8%	- -	5 5%	8 3%	3 5%
NET: Important		564 56%	76 58%	82 53%	24 59%	18 59%	5 67%	14 67%	39 53%	11 53%	57 58%	127 58%	27 54%
NET: Unimportant		393 39%	49 37%	67 43%	16 39%	13 41%	1 11%	6 29%	30 40%	9 47%	36 37%	84 38%	20 40%
Base for stats		956	125	149	40	31	6	21	69	20	92	212	47
Mean Score		2.67	2.65	2.58	2.71	2.66	3.13	2.79	2.67	2.61	2.74	2.68	2.62
Standard Deviation		.851	.837	.831	.944	.904	.679	.978	.849	.794	.868	.857	.849
Standard Error		.027	.081	.070	.138	.165	.257	.214	.102	.166	.089	.057	.123
Error variance		*	.01	*	.02	.03	.07	.05	.01	.03	.01	*	.02

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

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

BASE: All respondents

	Total	Germany regions					Gender		Age						
		Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f	
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208	
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	158	2	8	5	8	4	78	80	15	28	27	32	27	28
		16%	14%	16%	17%	21%	15%	16%	16%	17%	19%	20%	17%	16%	10%
										f	f				
Fairly important	(3.0)	406	3	20	13	10	10	198	208	35	59	60	80	74	98
		40%	21%	40%	47%	29%	38%	40%	40%	40%	41%	43%	41%	43%	37%
Fairly unimportant	(2.0)	310	6	20	4	13	8	150	160	25	43	39	54	47	102
		31%	50%	40%	15%	38%	31%	31%	31%	29%	30%	28%	28%	27%	39%
				c	c									cde	
Very unimportant	(1.0)	83	1	1	3	2	2	46	37	8	10	8	19	15	22
		8%	7%	2%	12%	6%	8%	9%	7%	9%	7%	6%	10%	9%	9%
				b											
Don't know		48	1	2	3	2	2	18	30	4	6	6	9	10	13
		5%	8%	4%	9%	6%	8%	4%	6%	4%	4%	4%	5%	6%	5%
NET: Important		564	4	28	18	18	15	275	288	50	87	87	112	101	126
		56%	35%	55%	64%	50%	53%	56%	56%	57%	60%	62%	58%	58%	48%
										f	f	f	f	f	
NET: Unimportant		393	7	21	8	15	11	196	197	33	53	47	73	62	124
		39%	57%	41%	27%	44%	38%	40%	38%	38%	36%	34%	38%	36%	47%
														bce	
Base for stats		956	12	49	26	33	25	471	485	83	140	135	186	163	250
Mean Score		2.67	2.46	2.72	2.76	2.70	2.66	2.65	2.68	2.68	2.75	2.79	2.68	2.70	2.52
											f	f		f	
Standard Deviation		.851	.888	.754	.919	.905	.866	.868	.836	.879	.854	.840	.882	.857	.807
Standard Error		.027	.256	.103	.177	.155	.185	.039	.039	.091	.070	.072	.064	.062	.057
Error variance		*	.07	.01	.03	.02	.03	*	*	.01	*	.01	*	*	*

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

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

BASE: All respondents

	Total	Age			Diet							Awareness of 'new category meat'			
		18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
		a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	158 16%	43 18%	60 18%	55 13%	129 17%	28 12%	16 10%	3 23%	3 24%	5 13%	2 12%	86 17%	40 20%	46 15%	68 15%
Fairly important (3.0)	406 40%	94 40%	140 42%	172 39%	310 41%	94 38%	63 38%	6 41%	2 19%	17 44%	6 39%	216 42%	84 42%	132 42%	173 39%
Fairly unimportant (2.0)	310 31%	69 30%	93 28%	148 34%	216 29%	93 38%	65 39%	3 24%	5 45%	14 35%	6 43%	159 31%	55 27%	105 33%	137 31%
Very unimportant (1.0)	83 8%	18 8%	28 8%	37 9%	65 9%	17 7%	12 7%	2 12%	1 12%	1 3%	1 6%	43 8%	17 9%	26 8%	36 8%
Don't know	48 5%	9 4%	15 4%	23 5%	36 5%	12 5%	10 6%	- -	- -	2 6%	- -	12 2%	3 2%	9 3%	28 6%
NET: Important	564 56%	137 59%	200 60%	227 52%	440 58%	122 50%	79 48%	9 64%	5 43%	22 56%	8 51%	302 58%	124 62%	178 56%	241 54%
NET: Unimportant	393 39%	86 37%	121 36%	186 43%	281 37%	110 45%	77 46%	5 36%	6 57%	15 38%	7 49%	202 39%	72 36%	130 41%	173 39%
Base for stats	956	223	320	413	721	232	156	13	11	37	15	505	196	309	415
Mean Score	2.67	2.73	2.72	2.59	2.70	2.57	2.53	2.74	2.55	2.71	2.57	2.68	2.74	2.65	2.66
Standard Deviation	.851	.862	.865	.831	.867	.800	.784	.983	1.032	.742	.803	.854	.881	.835	.854
Standard Error	.027	.055	.048	.042	.032	.052	.062	.263	.311	.124	.195	.038	.062	.047	.042
Error variance	*	*	*	*	*	*	*	.07	.10	.02	.04	*	*	*	*

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

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

BASE: All respondents

		Likelihood of trying 'new category meat'		
		Total	NET: Likely	NET: Unlikely
Significance Level: 95%			a	b
Unweighted Total		1008	565	329
Total		1004	556	333
		100%	100%	100%
Very important	(4.0)	158 16%	97 17%	40 12%
			b	
Fairly important	(3.0)	406 40%	227 41%	135 41%
Fairly unimportant	(2.0)	310 31%	171 31%	118 35%
Very unimportant	(1.0)	83 8%	49 9%	27 8%
Don't know		48 5%	12 2%	13 4%
NET: Important		564 56%	324 58%	176 53%
NET: Unimportant		393 39%	220 40%	145 43%
Base for stats		956	544	320
Mean Score		2.67	2.68	2.59
Standard Deviation		.851	.869	.813
Standard Error		.027	.037	.046
Error variance		*	*	*

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

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

BASE: All respondents

		Germany regions											
		Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total		1008	112	148	48	30	9	22	74	23	100	232	51
Total		1004	131	155	41	31	8	21	75	20	97	219	50
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	591 59%	76 58%	99 64%	28 68%	20 66%	5 62%	9 41%	42 56%	10 51%	53 54%	127 58%	27 53%
Fairly important	(3.0)	367 37%	50 38%	52 33%	8 18%	10 34%	2 22%	11 51%	28 37%	10 49%	40 41%	83 38%	23 47%
Fairly unimportant	(2.0)	26 3%	2 2%	3 2%	4 10%	- -	1 16%	1 4%	3 4%	- -	2 2%	4 2%	- -
Very unimportant	(1.0)	8 1%	1 1%	- -	- -	- -	- -	- -	1 1%	- -	2 2%	1 *	- -
Don't know		13 1%	1 1%	2 1%	2 4%	- -	- -	1 4%	1 2%	- -	1 1%	5 2%	- -
NET: Important		957 95%	127 96%	150 97%	35 86%	31 100%	7 84%	20 92%	69 93%	20 100%	93 96%	210 96%	50 100%
NET: Unimportant		34 3%	4 3%	3 2%	4 10%	- -	1 16%	1 4%	4 6%	- -	3 3%	5 2%	- -
Base for stats		991	130	153	39	31	8	20	73	20	97	215	50
Mean Score		3.55	3.55	3.63	3.60	3.66	3.46	3.39	3.50	3.51	3.50	3.56	3.53
Standard Deviation		.591	.588	.523	.677	.481	.805	.579	.650	.513	.627	.558	.504
Standard Error		.019	.056	.043	.100	.088	.268	.126	.076	.107	.063	.037	.071
Error variance		*	*	*	.01	.01	.07	.02	.01	.01	*	*	*

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

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

BASE: All respondents

	Total	Germany regions					Gender		Age						
		Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f	
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208	
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	591	5	32	17	24	18	274	316	47	78	83	116	112	156
		59%	39%	63%	61%	67%	65%	56%	61%	54%	53%	59%	60%	64%	59%
													b		
Fairly important	(3.0)	367	8	13	9	11	10	189	177	31	56	51	71	56	102
		37%	61%	26%	30%	30%	35%	39%	34%	36%	38%	36%	37%	32%	39%
Fairly unimportant	(2.0)	26	-	3	2	-	-	15	11	5	6	4	4	2	4
		3%	-	6%	6%	-	-	3%	2%	6%	4%	3%	2%	1%	2%
										ef					
Very unimportant	(1.0)	8	-	2	1	1	-	4	4	2	5	-	1	-	-
		1%	-	3%	3%	2%	-	1%	1%	2%	4%	-	1%	-	-
										f	cdef				
Don't know		13	-	1	-	-	-	6	7	2	2	3	2	3	1
		1%	-	2%	-	-	-	1%	1%	2%	1%	2%	1%	2%	*
NET: Important		957	13	45	26	34	27	463	494	78	133	133	188	168	257
		95%	100%	89%	91%	98%	100%	95%	96%	90%	91%	95%	96%	97%	98%
													ab	ab	ab
NET: Unimportant		34	-	5	3	1	-	19	14	7	11	4	5	2	4
		3%	-	10%	9%	2%	-	4%	3%	8%	8%	3%	3%	1%	2%
										def	def				
Base for stats		991	13	50	29	35	27	483	508	85	144	138	193	170	261
Mean Score		3.55	3.39	3.50	3.49	3.62	3.65	3.52	3.59	3.45	3.42	3.57	3.57	3.64	3.58
												b	ab	b	
Standard Deviation		.591	.509	.776	.751	.627	.486	.605	.576	.701	.742	.556	.569	.510	.525
Standard Error		.019	.141	.105	.137	.105	.099	.027	.026	.072	.060	.047	.040	.036	.036
Error variance		*	.02	.01	.02	.01	.01	*	*	.01	*	*	*	*	*

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

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

BASE: All respondents

	Total	Age			Diet							Awareness of 'new category meat'			
		18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
		a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	591 59%	124 53%	199 59%	267 61% a	467 62% bf	119 49%	89 54% f	7 56%	5 44%	14 35%	4 28%	304 59%	127 64%	176 55%	265 60%
Fairly important (3.0)	367 37%	87 37%	122 36%	158 36%	259 34% a	107 44%	69 41%	5 38%	5 48%	20 52% a	8 55%	192 37%	64 32%	128 40%	162 37%
Fairly unimportant (2.0)	26 3%	11 5% c	8 2%	7 1%	18 2%	8 3%	4 2%	- -	- -	3 7%	2 11%	16 3%	6 3%	10 3%	9 2%
Very unimportant (1.0)	8 1%	7 3% bc	1 *	- -	4 * a	5 2%	2 1%	- -	1 8%	1 3% a	1 6%	5 1%	2 1%	3 1%	2 *
Don't know	13 1%	3 2%	5 1%	5 1%	8 1%	5 2%	3 2%	1 6%	- -	1 2%	- -	1 *	- -	1 *	5 1% a
NET: Important	957 95%	211 91%	321 96% a	425 97% a	727 96% bf	227 93%	158 95%	13 94%	10 92%	34 87%	12 83%	496 96%	192 96%	304 96%	427 96%
NET: Unimportant	34 3%	18 8% bc	9 3%	7 1%	21 3%	13 5%	5 3%	- -	1 8%	4 11% ac	3 17%	21 4%	8 4%	13 4%	11 3%
Base for stats	991	229	331	431	748	239	163	13	11	38	15	516	199	317	438
Mean Score	3.55	3.43	3.57 a	3.60 a	3.59 bf	3.43	3.51 f	3.59	3.27	3.22	3.05	3.54	3.59	3.50	3.57
Standard Deviation	.591	.726	.563	.519	.563	.656	.598	.512	.870	.730	.819	.607	.596	.612	.560
Standard Error	.019	.046	.031	.026	.021	.042	.046	.142	.262	.120	.199	.027	.042	.034	.027
Error variance	*	*	*	*	*	*	*	.02	.07	.01	.04	*	*	*	*

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

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

BASE: All respondents

		Likelihood of trying 'new category meat'		
		Total	NET: Likely	NET: Unlikely
Significance Level: 95%			a	b
Unweighted Total		1008	565	329
Total		1004	556	333
		100%	100%	100%
Very important	(4.0)	591 59%	332 60%	198 59%
Fairly important	(3.0)	367 37%	207 37%	119 36%
Fairly unimportant	(2.0)	26 3%	12 2%	12 4%
Very unimportant	(1.0)	8 1%	4 1%	3 1%
Don't know		13 1%	1 *	2 1%
NET: Important		957 95%	539 97%	317 95%
NET: Unimportant		34 3%	16 3%	15 4%
Base for stats		991	555	332
Mean Score		3.55	3.56	3.55
Standard Deviation		.591	.581	.610
Standard Error		.019	.024	.034
Error variance		*	*	*

Public perceptions on meat production and consumption - Germany - 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'

	Germany regions											
	Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total	565	71	74	31	19	6	13	41	16	49	132	27
Total	556	83	78	27	19	5	12	38	14	48	124	25
	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	382 69%	57 69%	52 67%	13 48%	10 49%	4 84%	9 69%	24 62%	7 50%	35 73%	97 79%	18 71%
Reducing my environmental footprint	273 49%	38 46%	37 48%	10 37%	7 37%	1 16%	6 46%	18 47%	6 41%	25 51%	72 58%	16 61%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	249 45%	40 48%	35 45%	13 49%	11 56%	2 33%	6 50%	13 34%	4 29%	21 43%	58 47%	13 53%
Eating a healthier alternative to traditional meat	242 43%	38 45%	36 46%	11 41%	10 52%	2 35%	5 42%	11 29%	4 32%	24 49%	54 43%	14 53%
Seeing the difference between this new category of meat and traditional meat	189 34%	33 39%	23 29%	11 42%	5 23%	1 17%	7 57%	12 31%	6 41%	15 31%	35 28%	14 55%
Other	3 1%	-	-	-	-	1 18%	-	-	-	-	-	1 3%
None of these appeal to me	9 2%	1 1%	1 1%	-	-	-	-	1 3%	1 6%	-	4 3%	-
Don't know	13 2%	1 1%	2 3%	1 3%	-	1 16%	-	1 3%	2 12%	1 2%	2 1%	-

Public perceptions on meat production and consumption - Germany - 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'

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	*c	*d	*e	a	b	a	b	c	d	e	f
Unweighted Total	565	6	31	15	23	11	311	251	64	104	88	101	102	106
Total	556	5	28	15	22	12	294	263	57	95	86	97	88	133
	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	382 69%	4 84%	19 70%	9 58%	14 64%	11 84%	186 63%	196 75%	41 72%	55 58%	53 62%	68 70%	60 69%	105 79%
								a						bc
Reducing my environmental footprint	273 49%	3 53%	12 45%	5 34%	13 59%	6 44%	148 50%	126 48%	33 58%	42 44%	42 48%	50 52%	43 49%	63 48%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	249 45%	4 69%	8 28%	7 45%	11 51%	5 42%	136 46%	114 43%	28 50%	38 40%	41 47%	45 46%	39 45%	58 44%
Eating a healthier alternative to traditional meat	242 43%	3 49%	7 24%	3 19%	13 60%	8 64%	123 42%	119 45%	20 34%	38 40%	37 43%	46 47%	41 47%	60 45%
Seeing the difference between this new category of meat and traditional meat	189 34%	2 32%	9 33%	4 26%	9 40%	6 46%	109 37%	80 31%	15 26%	29 31%	31 36%	35 36%	32 36%	47 36%
Other	3 1%	- -	1 5%	- -	- -	- -	1 *	2 1%	- -	1 1%	1 1%	- -	- -	1 1%
None of these appeal to me	9 2%	- -	1 3%	- -	- -	- -	5 2%	4 2%	- -	2 2%	1 1%	3 3%	1 1%	2 2%
Don't know	13 2%	- -	1 3%	1 7%	1 6%	- -	7 3%	6 2%	- -	3 3%	3 4%	2 2%	4 5%	1 1%

Public perceptions on meat production and consumption - Germany - 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'

	Age			Diet							Awareness of 'new category meat'				
	Total	18-34	35-54	55+	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
	a	b	c	a	b	c	*d	*e	*f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	565	168	189	208	424	137	104	10	4	13	6	352	152	200	200
Total	556	152	183	220	421	131	100	9	4	13	5	342	145	197	201
	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	382 69%	96 63%	121 66%	165 75% ab	284 67%	96 73%	77 77% a	8 80%	3 70%	7 55%	1 29%	237 69%	96 66%	141 72%	141 70%
Reducing my environmental footprint	273 49%	75 49%	92 50%	107 48%	201 48%	71 54%	62 62% a	3 30%	1 23%	6 43%	- -	170 50%	71 49%	99 50%	98 49%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	249 45%	67 44%	85 47%	97 44%	188 45%	61 46%	48 48%	6 60%	- -	5 40%	2 35%	144 42%	63 44%	81 41%	98 49%
Eating a healthier alternative to traditional meat	242 43%	57 38%	83 45%	101 46%	184 44%	56 42%	47 47%	2 21%	1 23%	5 40%	1 17%	137 40%	61 42%	76 39%	101 50% ac
Seeing the difference between this new category of meat and traditional meat	189 34%	44 29%	67 36%	79 36%	143 34%	46 35%	35 35%	2 20%	2 46%	6 46%	1 17%	127 37%	53 36%	74 38%	61 30%
Other	3 1%	1 1%	1 1%	1 1%	2 1%	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	2 1%	1 1%
None of these appeal to me	9 2%	2 1%	4 2%	3 1%	7 2%	1 1%	- -	- -	- -	- -	1 19%	4 1%	2 1%	2 1%	4 2%
Don't know	13 2%	3 2%	5 3%	6 3%	9 2%	4 3%	3 3%	- -	1 30%	- -	- -	5 1%	2 1%	3 1%	7 3%

Public perceptions on meat production and consumption - Germany - 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'

	Likeliness of trying 'new category meat'		
	Total	NET: Likely	NET: Unlikely
Significance Level: 95%		a	*b
Unweighted Total	565	565	-
Total	556	556	-
	100%	100%	-
Reducing the number of animals which are farmed and killed for traditional meat production	382 69%	382 69%	- -
Reducing my environmental footprint	273 49%	273 49%	- -
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	249 45%	249 45%	- -
Eating a healthier alternative to traditional meat	242 43%	242 43%	- -
Seeing the difference between this new category of meat and traditional meat	189 34%	189 34%	- -
Other	3 1%	3 1%	- -
None of these appeal to me	9 2%	9 2%	- -
Don't know	13 2%	13 2%	- -

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

Gender

BASE: All respondents

	Germany regions											
	Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total	1008	112	148	48	30	9	22	74	23	100	232	51
Total	1004	131	155	41	31	8	21	75	20	97	219	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	489	67	71	19	19	3	16	30	12	56	97	23
	49%	51%	46%	47%	62%	40%	74%	41%	61%	57%	44%	47%
Female	515	64	84	22	12	5	6	44	8	42	123	26
	51%	49%	54%	53%	38%	60%	26%	59%	39%	43%	56%	53%
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

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

Gender

BASE: All respondents

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	489	6	27	15	19	9	489	-	38	70	69	86	91	135
	49%	47%	52%	52%	54%	32%	100%	-	44%	48%	49%	44%	53%	51%
							b							
Female	515	7	24	14	16	19	-	515	49	76	71	109	82	128
	51%	53%	48%	48%	46%	68%	-	100%	56%	52%	51%	56%	47%	49%
							a							
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Gender

BASE: All respondents

	Age			Diet						Awareness of 'new category meat'					
	18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	
Total	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	489	108	155	226	388	98	70	8	3	11	6	286	109	177	180
	49%	46%	46%	52%	51%	40%	42%	63%	26%	29%	39%	55%	55%	56%	41%
					bcd							d	d	d	
Female	515	125	180	210	368	146	96	5	8	28	9	231	90	141	263
	51%	54%	54%	48%	49%	60%	58%	37%	74%	71%	61%	45%	45%	44%	59%
					a		a		a						abc
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Gender

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Male

Female

Non-binary

In some other way

Prefer not to say

	Likeliness of trying 'new category meat'		
	Total	NET: Likely	NET: Unlikely
		a	b
Unweighted Total	1008	565	329
Total	1004	556	333
	100%	100%	100%
Male	489	294	147
	49%	53%	44%
		b	
Female	515	263	186
	51%	47%	56%
		a	
Non-binary	-	-	-
	-	-	-
In some other way	-	-	-
	-	-	-
Prefer not to say	-	-	-
	-	-	-

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

Age

BASE: All respondents

	Germany regions												
	Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz	
Unweighted Total	1008	112	148	48	30	9	22	74		23	100	232	51
Total	1004	131	155	41	31	8	21	75		20	97	219	50
	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%
18-24	86	7	19	7	2	1	2	6		2	6	15	7
	9%	5%	12%	16%	5%	11%	8%	8%		9%	6%	7%	14%
25-34	146	21	24	7	1	-	4	7		3	19	30	8
	15%	16%	15%	16%	3%	-	19%	9%		14%	19%	13%	15%
35-44	140	21	27	9	2	4	4	5		3	18	23	7
	14%	16%	17%	21%	6%	43%	18%	6%		14%	19%	11%	14%
45-54	195	38	25	8	5	1	4	15		3	16	48	11
	19%	29%	16%	19%	15%	10%	16%	20%		14%	16%	22%	22%
55-64	173	17	26	7	5	2	3	11		9	18	43	5
	17%	13%	17%	16%	16%	20%	15%	15%		43%	18%	20%	10%
65+	263	28	35	5	17	1	5	31		1	21	60	12
	26%	21%	22%	12%	55%	16%	24%	42%		6%	21%	27%	25%
NET: 18-34	233	27	43	13	3	1	6	13		5	25	45	14
	23%	21%	27%	33%	8%	11%	27%	17%		23%	25%	20%	29%
NET: 35-54	335	59	52	16	6	4	7	20		6	34	72	18
	33%	45%	34%	39%	21%	53%	34%	26%		28%	35%	33%	36%
NET: 55+	436	45	61	11	22	3	8	42		10	39	103	18
	43%	34%	39%	28%	71%	36%	39%	56%		49%	40%	47%	35%
Base for stats	1004	131	155	41	31	8	21	75		20	97	219	50
Mean Score	49.80	49.37	47.55	43.09	59.59	45.51	48.99	54.52		47.95	48.01	51.17	47.06
Standard Deviation	16.523	15.145	17.152	15.780	15.197	16.044	18.377	17.259		14.983	15.951	15.757	16.763
Standard Error	.520	1.431	1.410	2.278	2.775	5.348	3.918	2.006		3.124	1.595	1.035	2.347
Error variance	.27	2.05	1.99	5.19	7.70	28.60	15.35	4.03		9.76	2.54	1.07	5.51

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

Age

BASE: All respondents

	Germany regions						Gender		Age					
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	86	4	2	3	4	1	38	49	86	-	-	-	-	-
	9%	29%	5%	12%	10%	4%	8%	9%	100%	-	-	-	-	-
									bcdef					
25-34	146	-	14	2	6	2	70	76	-	146	-	-	-	-
	15%	-	27%	6%	18%	8%	14%	15%	-	100%	-	-	-	-
			c							acdef				
35-44	140	2	3	5	6	3	69	71	-	-	140	-	-	-
	14%	16%	7%	17%	17%	12%	14%	14%	-	-	100%	-	-	-
											abdef			
45-54	195	1	7	5	6	3	86	109	-	-	-	195	-	-
	19%	7%	13%	19%	18%	12%	18%	21%	-	-	-	100%	-	-
												abcef		
55-64	173	4	9	6	4	5	91	82	-	-	-	-	173	-
	17%	29%	19%	21%	12%	17%	19%	16%	-	-	-	-	100%	-
													abcdf	
65+	263	2	15	7	9	13	135	128	-	-	-	-	-	263
	26%	20%	30%	26%	25%	47%	28%	25%	-	-	-	-	-	100%
														abcde
NET: 18-34	233	4	16	5	10	3	108	125	86	146	-	-	-	-
	23%	29%	32%	18%	28%	12%	22%	24%	100%	100%	-	-	-	-
									cdef	cdef				
NET: 35-54	335	3	10	10	12	7	155	180	-	-	140	195	-	-
	33%	22%	20%	35%	34%	24%	32%	35%	-	-	100%	100%	-	-
											abef	abef		
NET: 55+	436	6	25	13	13	18	226	210	-	-	-	-	173	263
	43%	48%	48%	47%	37%	64%	46%	41%	-	-	-	-	100%	100%
													abcd	abcd
Base for stats	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
Mean Score	49.80	47.81	49.81	50.40	48.25	56.64	50.61	49.02	20.69	29.83	39.64	50.07	58.99	69.65
										a	ab	abc	abcd	abcde
Standard Deviation	16.523	19.518	17.320	16.937	17.522	15.640	16.813	16.222	1.994	2.721	2.784	2.899	2.822	4.025
Standard Error	.520	5.413	2.314	3.092	2.920	3.192	.739	.736	.202	.217	.233	.204	.199	.279
Error variance	.27	29.30	5.36	9.56	8.53	10.19	.55	.54	.04	.05	.05	.04	.04	.08

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

Age

BASE: All respondents

	Age				Diet							Awareness of 'new category meat'			
	Total	18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	86	86	-	-	60	26	14	3	2	4	3	50	23	27	32
	9%	37%	-	-	8%	11%	9%	25%	16%	9%	18%	10%	11%	9%	7%
		bc													
25-34	146	146	-	-	101	45	22	6	2	9	5	94	39	55	43
	15%	63%	-	-	13%	18%	13%	45%	16%	24%	36%	18%	19%	17%	10%
		bc										d	d	d	
35-44	140	-	140	-	99	41	29	2	1	8	1	80	28	53	56
	14%	-	42%	-	13%	17%	17%	18%	10%	21%	5%	16%	14%	17%	13%
			ac												
45-54	195	-	195	-	142	53	37	-	2	12	2	93	41	52	96
	19%	-	58%	-	19%	22%	22%	-	17%	32%	11%	18%	21%	16%	22%
			ac							a					
55-64	173	-	-	173	135	37	31	2	2	2	2	72	29	43	91
	17%	-	-	40%	18%	15%	18%	12%	17%	4%	11%	14%	15%	14%	21%
			ab		f		f							ac	
65+	263	-	-	263	219	42	33	-	3	4	3	127	39	88	125
	26%	-	-	60%	29%	17%	20%	-	24%	10%	18%	25%	20%	28%	28%
			ab		bcb									b	b
NET: 18-34	233	233	-	-	160	71	37	9	3	13	8	144	61	82	74
	23%	100%	-	-	21%	29%	22%	70%	32%	33%	54%	28%	31%	26%	17%
		bc				a						d	d	d	
NET: 35-54	335	-	335	-	241	94	66	2	3	21	2	173	69	104	152
	33%	-	100%	-	32%	38%	39%	18%	27%	53%	17%	34%	35%	33%	34%
			ac							a					
NET: 55+	436	-	-	436	354	80	64	2	4	5	4	200	69	131	216
	43%	-	-	100%	47%	33%	38%	12%	41%	14%	29%	39%	35%	41%	49%
			ab		bcb	f	f							abc	abc
Base for stats	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
Mean Score	49.80	26.44	45.70	65.41	50.95	46.29	48.67	31.52	47.96	42.99	40.33	48.08	46.55	49.03	52.06
			a	ab	bf		f							abc	abc
Standard Deviation	16.523	5.071	5.889	6.338	16.497	16.055	15.916	11.498	18.146	13.477	17.449	17.038	16.779	17.156	15.575
Standard Error	.520	.318	.317	.313	.600	1.017	1.224	3.073	5.471	2.186	4.232	.744	1.169	.961	.744
Error variance	.27	.10	.10	.10	.36	1.04	1.50	9.44	29.93	4.78	17.91	.55	1.37	.92	.55

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

Age

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

18-24

25-34

35-44

45-54

55-64

65+

NET: 18-34

NET: 35-54

NET: 55+

Base for stats

Mean Score

Standard Deviation

Standard Error

Error variance

	Likeliness of trying 'new category meat'		
	Total	NET: Likely	NET: Unlikely
		a	b
Unweighted Total	1008	565	329
Total	1004	556	333
	100%	100%	100%
18-24	86	57	21
	9%	10%	6%
		b	
25-34	146	95	41
	15%	17%	12%
35-44	140	86	39
	14%	16%	12%
45-54	195	97	73
	19%	17%	22%
55-64	173	88	63
	17%	16%	19%
65+	263	133	97
	26%	24%	29%
NET: 18-34	233	152	62
	23%	27%	19%
		b	
NET: 35-54	335	183	112
	33%	33%	34%
NET: 55+	436	220	159
	43%	40%	48%
		a	
Base for stats	1004	556	333
Mean Score	49.80	47.92	52.23
			a
Standard Deviation	16.523	16.939	15.839
Standard Error	.520	.713	.873
Error variance	.27	.51	.76

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

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

BASE: Germany

	Germany regions											
	Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total	1008	112	148	48	30	9	22	74	23	100	232	51
Total	1004	131	155	41	31	8	21	75	20	97	219	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Baden-Württemberg	131 13%	131 100%	-	-	-	-	-	-	-	-	-	-
Bayern	155 15%	-	155 100%	-	-	-	-	-	-	-	-	-
Berlin	41 4%	-	-	41 100%	-	-	-	-	-	-	-	-
Brandenburg	31 3%	-	-	-	31 100%	-	-	-	-	-	-	-
Bremen	8 1%	-	-	-	-	8 100%	-	-	-	-	-	-
Hamburg	21 2%	-	-	-	-	-	21 100%	-	-	-	-	-
Hessen	75 7%	-	-	-	-	-	-	75 100%	-	-	-	-
Mecklenburg-Vorpommern	20 2%	-	-	-	-	-	-	-	20 100%	-	-	-
Niedersachsen	97 10%	-	-	-	-	-	-	-	-	97 100%	-	-
Nordrhein-Westfalen	219 22%	-	-	-	-	-	-	-	-	-	219 100%	-
Rheinland-Pfalz	50 5%	-	-	-	-	-	-	-	-	-	-	50 100%
Saarland	13 1%	-	-	-	-	-	-	-	-	-	-	-
Sachsen	51 5%	-	-	-	-	-	-	-	-	-	-	-
Sachsen-Anhalt	29 3%	-	-	-	-	-	-	-	-	-	-	-
Schleswig-Holstein	35 3%	-	-	-	-	-	-	-	-	-	-	-
Thüringen	27 3%	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-

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

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

BASE: Germany

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Baden-Württemberg	131	-	-	-	-	-	67	64	7	21	21	38	17	28
	13%	-	-	-	-	-	14%	12%	8%	14%	15%	19%	10%	11%
												aef		
Bayern	155	-	-	-	-	-	71	84	19	24	27	25	26	35
	15%	-	-	-	-	-	15%	16%	22%	16%	19%	13%	15%	13%
Berlin	41	-	-	-	-	-	19	22	7	7	9	8	7	5
	4%	-	-	-	-	-	4%	4%	8%	5%	6%	4%	4%	2%
									f		f			
Brandenburg	31	-	-	-	-	-	19	12	2	1	2	5	5	17
	3%	-	-	-	-	-	4%	2%	2%	1%	1%	2%	3%	6%
														bcd
Bremen	8	-	-	-	-	-	3	5	1	-	4	1	2	1
	1%	-	-	-	-	-	1%	1%	1%	-	3%	*	1%	*
											b			
Hamburg	21	-	-	-	-	-	16	6	2	4	4	4	3	5
	2%	-	-	-	-	-	3%	1%	2%	3%	3%	2%	2%	2%
Hessen	75	-	-	-	-	-	30	44	6	7	5	15	11	31
	7%	-	-	-	-	-	6%	9%	7%	5%	3%	8%	6%	12%
														bc
Mecklenburg-Vorpommern	20	-	-	-	-	-	12	8	2	3	3	3	9	1
	2%	-	-	-	-	-	3%	2%	2%	2%	2%	1%	5%	*
														df
Niedersachsen	97	-	-	-	-	-	56	42	6	19	18	16	18	21
	10%	-	-	-	-	-	11%	8%	7%	13%	13%	8%	10%	8%
Nordrhein-Westfalen	219	-	-	-	-	-	97	123	15	30	23	48	43	60
	22%	-	-	-	-	-	20%	24%	18%	20%	16%	25%	25%	23%
Rheinland-Pfalz	50	-	-	-	-	-	23	26	7	8	7	11	5	12
	5%	-	-	-	-	-	5%	5%	8%	5%	5%	6%	3%	5%
Saarland	13	13	-	-	-	-	6	7	4	-	2	1	4	2
	1%	100%	-	-	-	-	1%	1%	4%	-	1%	*	2%	1%
Sachsen	51	-	51	-	-	-	27	24	2	14	3	7	9	15
	5%	-	100%	-	-	-	5%	5%	3%	9%	2%	3%	5%	6%
			cd											
Sachsen-Anhalt	29	-	-	29	-	-	15	14	3	2	5	5	6	7
	3%	-	-	100%	-	-	3%	3%	4%	1%	3%	3%	3%	3%
				bd										

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

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

BASE: Germany

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Schleswig-Holstein	35	-	-	-	35	-	19	16	4	6	6	6	4	9
	3%	-	-	-	100%	-	4%	3%	4%	4%	4%	3%	2%	3%
					bc									
Thüringen	27	-	-	-	-	27	9	19	1	2	3	3	5	13
	3%	-	-	-	-	100%	2%	4%	1%	2%	2%	2%	3%	5%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

BASE: Germany

	Age				Diet							Awareness of 'new category meat'			
	Total	18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of
	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Baden-Württemberg	131	27	59	45	101	31	16	6	1	8	-	66	24	42	57
	13%	12%	17%	10%	13%	13%	9%	42%	10%	21%	-	13%	12%	13%	13%
			c						c						
Bayern	155	43	52	61	114	42	31	-	1	7	3	81	34	47	70
	15%	18%	16%	14%	15%	17%	18%	-	9%	19%	17%	16%	17%	15%	16%
Berlin	41	13	16	11	30	10	5	1	1	1	2	24	7	17	14
	4%	6%	5%	3%	4%	4%	3%	6%	8%	2%	11%	5%	3%	5%	3%
		c													
Brandenburg	31	3	6	22	26	4	4	-	-	-	-	17	5	12	12
	3%	1%	2%	5%	3%	2%	3%	-	-	-	-	3%	2%	4%	3%
			ab												
Bremen	8	1	4	3	5	3	3	-	-	-	-	5	1	4	2
	1%	*	1%	1%	1%	1%	2%	-	-	-	-	1%	*	1%	1%
Hamburg	21	6	7	8	17	5	3	-	-	1	-	14	4	9	6
	2%	2%	2%	2%	2%	2%	2%	-	-	3%	-	3%	2%	3%	1%
Hessen	75	13	20	42	46	29	24	2	1	1	1	34	16	18	37
	7%	6%	6%	10%	6%	12%	14%	14%	12%	2%	9%	7%	8%	6%	8%
			a				af								
Mecklenburg-Vorpommern	20	5	6	10	16	4	3	-	1	-	-	5	2	3	15
	2%	2%	2%	2%	2%	2%	2%	-	8%	-	-	1%	1%	1%	3%
															ac
Niedersachsen	97	25	34	39	76	20	12	2	-	5	1	55	25	30	38
	10%	11%	10%	9%	10%	8%	7%	13%	-	14%	5%	11%	12%	9%	9%
Nordrhein-Westfalen	219	45	72	103	160	59	36	3	4	10	6	116	48	68	100
	22%	19%	21%	24%	21%	24%	22%	19%	37%	26%	40%	22%	24%	21%	23%
Rheinland-Pfalz	50	14	18	18	42	8	3	1	-	3	1	27	9	19	20
	5%	6%	5%	4%	6%	3%	2%	6%	-	8%	6%	5%	4%	6%	5%
			c							c					
Saarland	13	4	3	6	7	5	5	-	-	-	-	8	3	5	5
	1%	2%	1%	1%	1%	2%	3%	-	-	-	-	1%	1%	2%	1%
							a								
Sachsen	51	16	10	25	40	11	7	-	2	1	2	24	4	20	23
	5%	7%	3%	6%	5%	4%	4%	-	16%	2%	11%	5%	2%	6%	5%
		b													b

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

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

BASE: Germany

	Age			Diet							Awareness of 'new category meat'				
	18-34	35-54	55+	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	
Total	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sachsen-Anhalt	29	5	10	13	22	7	6	-	-	1	-	18	5	13	10
	3%	2%	3%	3%	3%	3%	3%	-	-	3%	-	3%	3%	4%	2%
Schleswig-Holstein	35	10	12	13	29	6	6	-	-	-	-	15	6	9	20
	3%	4%	4%	3%	4%	3%	4%	-	-	-	-	3%	3%	3%	5%
Thüringen	27	3	7	18	25	2	2	-	-	-	-	10	8	2	14
	3%	1%	2%	4%	3%	1%	1%	-	-	-	-	2%	4%	1%	3%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

BASE: Germany

	Likeliness of trying 'new category meat'		
	Total	NET: Likely	NET: Unlikely
Significance Level: 95%		a	b
Unweighted Total	1008	565	329
Total	1004	556	333
	100%	100%	100%
Baden-Württemberg	131 13%	83 15% b	33 10%
Bayern	155 15%	78 14%	65 19% a
Berlin	41 4%	27 5%	7 2%
Brandenburg	31 3%	19 4%	10 3%
Bremen	8 1%	5 1%	1 *
Hamburg	21 2%	12 2%	4 1%
Hessen	75 7%	38 7%	26 8%
Mecklenburg-Vorpommern	20 2%	14 2%	5 1%
Niedersachsen	97 10%	48 9%	31 9%
Nordrhein-Westfalen	219 22%	124 22%	73 22%
Rheinland-Pfalz	50 5%	25 5%	16 5%
Saarland	13 1%	5 1%	6 2%
Sachsen	51 5%	28 5%	20 6%
Sachsen-Anhalt	29 3%	15 3%	12 4%
Schleswig-Holstein	35 3%	22 4%	11 3%
Thüringen	27 3%	12 2%	13 4%

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

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

BASE: Germany

Significance Level: 95%

Unweighted Total

Total

Other

	Likeliness of trying 'new category meat'	
	NET: Likely	NET: Unlikely
	a	b
Unweighted Total	565	329
Total	556	333
	100%	100%
Other	-	-
	-	-

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Germany regions											
	Total	Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz
Unweighted Total	1008	112	148	48	30	9	22	74	23	100	232	51
Total	1004	131	155	41	31	8	21	75	20	97	219	50
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	756	101	114	30	26	5	17	46	16	76	160	42
	75%	77%	73%	72%	86%	67%	79%	61%	81%	78%	73%	84%
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	166	16	31	5	4	3	3	24	3	12	36	3
	17%	12%	20%	13%	14%	33%	16%	32%	14%	13%	16%	6%
Dairy-free (I do not eat dairy)	13	6	-	1	-	-	-	2	-	2	3	1
	1%	4%	-	2%	-	-	-	3%	-	2%	1%	2%
Pescatarian (I do not eat fish)	11	1	1	1	-	-	-	1	1	-	4	-
	1%	1%	1%	2%	-	-	-	2%	4%	-	2%	-
Vegetarian (I do not eat meat or fish)	39	8	7	1	-	-	1	1	-	5	10	3
	4%	6%	5%	2%	-	-	5%	1%	-	5%	5%	6%
Vegan (I do not eat meat, fish, dairy or other animal products)	15	-	3	2	-	-	-	1	-	1	6	1
	1%	-	2%	4%	-	-	-	2%	-	1%	3%	2%
Other	4	-	-	2	-	-	-	-	-	1	1	-
	*	-	-	4%	-	-	-	-	-	1%	*	-
NET: Reduced intake of animal products	244	31	42	10	4	3	5	29	4	20	59	8
	24%	23%	27%	23%	14%	33%	21%	39%	19%	21%	27%	16%

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Germany regions					Gender		Age						
	Total	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		*a	b	c	d	*e	a	b	a	b	c	d	e	f
Unweighted Total	1008	13	56	30	36	24	518	486	97	157	143	202	201	208
Total	1004	13	51	29	35	27	489	515	86	146	140	195	173	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	756	7	40	22	29	25	388	368	60	101	99	142	135	219
	75%	59%	79%	77%	82%	92%	79%	71%	69%	69%	71%	73%	78%	83%
							b							abcd
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	166	5	7	6	6	2	70	96	14	22	29	37	31	33
	17%	41%	13%	19%	18%	8%	14%	19%	17%	15%	20%	19%	18%	13%
Dairy-free (I do not eat dairy)	13	-	-	-	-	-	8	5	3	6	2	-	2	-
	1%	-	-	-	-	-	2%	1%	4%	4%	2%	-	1%	-
									df	def				
Pescatarian (I do not eat fish)	11	-	2	-	-	-	3	8	2	2	1	2	2	3
	1%	-	3%	-	-	-	1%	2%	2%	1%	1%	1%	1%	1%
Vegetarian (I do not eat meat or fish)	39	-	1	1	-	-	11	28	4	9	8	12	2	4
	4%	-	2%	3%	-	-	2%	5%	4%	6%	6%	6%	1%	1%
								a		ef	ef	ef		
Vegan (I do not eat meat, fish, dairy or other animal products)	15	-	2	-	-	-	6	9	3	5	1	2	2	3
	1%	-	3%	-	-	-	1%	2%	3%	4%	1%	1%	1%	1%
Other	4	-	-	-	-	-	3	1	1	1	-	-	1	1
	*	-	-	-	-	-	1%	*	1%	1%	-	-	*	*
NET: Reduced intake of animal products	244	5	11	7	6	2	98	146	26	45	41	53	37	42
	24%	41%	21%	23%	18%	8%	20%	28%	30%	31%	29%	27%	22%	16%
								a	f	f	f	f		

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Age				Diet							Awareness of 'new category meat'			
	Total	18-34	35-54	55+	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
	a	b	c	a	b	c	*d	*e	f	*g	a	b	c	d	
Significance Level: 95%															
Unweighted Total	1008	254	345	409	755	249	169	14	11	38	17	525	206	319	438
Total	1004	233	335	436	756	244	166	13	11	39	15	517	199	318	443
	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	756	160	241	354	756	-	-	-	-	-	-	373	135	237	349
	75%	69%	72%	81%	100%	-	-	-	-	-	-	72%	68%	75%	79%
				ab	bcf										ab
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	166	37	66	64	-	166	166	-	-	-	-	96	45	51	65
	17%	16%	20%	15%	-	68%	100%	-	-	-	-	19%	23%	16%	15%
						af	abf						d		
Dairy-free (I do not eat dairy)	13	9	2	2	-	13	-	13	-	-	-	9	4	5	3
	1%	4%	1%	*	-	5%	-	100%	-	-	-	2%	2%	2%	1%
		bc				ac									
Pescatarian (I do not eat fish)	11	3	3	4	-	11	-	-	11	-	-	4	-	4	7
	1%	1%	1%	1%	-	4%	-	-	100%	-	-	1%	-	1%	2%
						ac									
Vegetarian (I do not eat meat or fish)	39	13	21	5	-	39	-	-	-	39	-	24	12	11	13
	4%	5%	6%	1%	-	16%	-	-	-	100%	-	5%	6%	4%	3%
		c	c			ac				abc					
Vegan (I do not eat meat, fish, dairy or other animal products)	15	8	2	4	-	15	-	-	-	-	15	9	1	8	6
	1%	3%	1%	1%	-	6%	-	-	-	-	100%	2%	1%	2%	1%
		bc				ac									
Other	4	2	-	2	-	-	-	-	-	-	-	3	2	1	-
	*	1%	-	*	-	-	-	-	-	-	-	1%	1%	*	-
NET: Reduced intake of animal products	244	71	94	80	-	244	166	13	11	39	15	142	62	79	94
	24%	30%	28%	18%	-	100%	100%	100%	100%	100%	100%	27%	31%	25%	21%
		c	c			a	a		a	a		d	d		

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Total	Likelihood of trying 'new category meat'	
		NET: Likely	NET: Unlikely
Significance Level: 95%		a	b
Unweighted Total	1008	565	329
Total	1004	556	333
	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	756 75%	421 76%	246 74%
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	166 17%	100 18%	47 14%
Dairy-free (I do not eat dairy)	13 1%	9 2%	2 1%
Pescatarian (I do not eat fish)	11 1%	4 1%	6 2%
Vegetarian (I do not eat meat or fish)	39 4%	13 2%	23 7% a
Vegan (I do not eat meat, fish, dairy or other animal products)	15 1%	5 1%	9 3% a
Other	4 *	4 1%	- -
NET: Reduced intake of animal products	244 24%	131 24%	87 26%