

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

Methodology: Savanta ComRes interviewed 1,007 adults in Italy 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 - Italy - 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

	Italy regions					Gender		Age						Age			
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I had heard of it and had a general understanding of how it is made	236 23%	65 24%	41 21%	40 20%	63 27%	28 24%	124 26%	111 21%	26 32% df	41 30% f	44 25%	40 20%	38 25%	47 18%	67 31% bc	83 22%	85 21%
Yes, I had heard of it but I did not understand how it is made	292 29%	68 26%	61 32%	68 34% a	64 27%	30 27%	152 32%	140 27%	23 28%	37 27%	53 30%	61 31%	50 32%	68 26%	60 28%	114 31%	117 28%
No, I had not heard of it	452 45%	126 47%	89 46%	86 44%	100 42%	51 45%	191 40%	261 50% a	31 38%	57 42%	72 41%	85 44%	65 41%	142 55% abcde	88 40%	157 42%	207 50% ab
I can't remember	27 3%	8 3%	3 2%	4 2%	9 4%	4 3%	13 3%	14 3%	2 2%	2 1%	8 4% f	9 5% f	4 2%	3 1%	4 2%	17 5% c	7 2%
NET: Heard of	528 52%	133 50%	102 52%	107 55%	127 54%	58 51%	276 57% b	252 48%	50 60% f	78 57% f	97 55% f	101 52%	88 56% f	115 44%	127 58% c	198 53%	203 49%

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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

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	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	236	183	51	20	5	8	11	6	236	236	-	-	170	55
	23%	22%	33%	28%	22%	34%	42%	76%	45%	100%	-	-	29%	19%
		a							cd	acd			b	
Yes, I had heard of it but I did not understand how it is made	292	245	43	22	7	7	6	1	292	-	292	-	183	79
	29%	29%	28%	31%	30%	27%	24%	11%	55%	-	100%	-	31%	28%
									bd		abd			
No, I had not heard of it	452	382	55	26	11	9	9	-	-	-	-	452	235	142
	45%	46%	36%	36%	48%	38%	34%	-	-	-	-	100%	40%	50%
		b										abc	a	
I can't remember	27	23	4	3	-	-	-	1	-	-	-	-	7	9
	3%	3%	3%	4%	-	-	-	13%	-	-	-	-	1%	3%
NET: Heard of	528	427	94	43	12	15	17	7	528	236	292	-	352	134
	52%	51%	61%	60%	52%	62%	66%	87%	100%	100%	100%	-	59%	47%
			a						d	d	d		b	

Public perceptions on meat production and consumption - Italy - 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

	Italy regions					Gender		Age						Age			
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultivated meat	247 25%	61 23%	56 29%	45 23%	60 26%	25 22%	124 26%	123 23%	19 23%	37 27%	41 23%	58 30%	30 19%	62 24%	56 26%	99 27%	91 22%
Slaughter-free meat	206 20%	66 25%	31 16%	39 20%	43 18%	28 25%	97 20%	110 21%	16 19%	28 21%	35 20%	37 19%	41 26%	48 19%	44 20%	72 19%	90 22%
Cultured meat	188 19%	52 20%	34 17%	45 23%	43 18%	14 12%	91 19%	96 18%	18 21%	23 17%	33 19%	38 20%	33 21%	43 17%	40 18%	71 19%	76 18%
Cell-based meat	96 10%	20 7%	21 11%	22 11%	19 8%	14 12%	44 9%	52 10%	8 9%	17 13%	22 12%	21 11%	10 7%	18 7%	25 11%	43 11%	28 7%
Clean meat	94 9%	23 9%	13 7%	22 11%	23 10%	13 12%	52 11%	42 8%	13 16%	18 13%	24 13%	13 7%	10 7%	17 6%	31 14%	37 10%	27 6%
Other	26 3%	4 1%	5 3%	4 2%	11 4%	3 3%	13 3%	13 3%	2 2%	3 2%	3 2%	3 1%	3 2%	13 5%	5 2%	6 2%	16 4%
Don't know	150 15%	42 16%	34 18%	20 10%	38 16%	16 14%	58 12%	92 17%	7 9%	10 8%	19 11%	25 13%	29 19%	59 23%	17 8%	45 12%	88 21%

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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

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
Total	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultivated meat	247 25%	207 25%	33 22%	18 25%	3 15%	3 13%	7 27%	1 13%	144 27% d	71 30% d	73 25%	96 21%	149 25%	78 28%
Slaughter-free meat	206 20%	167 20%	37 24%	23 32% a	1 4%	6 25%	7 27%	- -	91 17%	41 17%	49 17%	114 25% abc	149 25% b	37 13%
Cultured meat	188 19%	159 19%	29 19%	9 13%	5 21%	8 32%	4 16%	3 35%	118 22% d	52 22% d	66 23% d	68 15%	118 20%	52 18%
Cell-based meat	96 10%	80 10%	15 10%	5 7%	5 22%	2 10%	2 7%	1 12%	50 10%	23 10%	27 9%	45 10%	45 8%	43 15% a
Clean meat	94 9%	74 9%	17 11%	7 9%	4 17%	2 9%	3 11%	1 13%	59 11% d	28 12% d	31 11%	33 7%	80 13% b	9 3%
Other	26 3%	25 3%	2 1%	- -	- -	1 4%	1 3%	- -	17 3%	8 3%	9 3%	9 2%	13 2%	13 5% a
Don't know	150 15%	122 15%	20 13%	9 13%	5 22%	2 7%	2 9%	2 26%	48 9%	12 5%	36 12% b	88 19% abc	42 7%	53 19% a

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

BASE: All respondents

	Total	Italy regions					Gender		Age						Age			
		Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445	
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very likely	(4.0)	205	59	30	47	41	29	108	98	29	28	35	36	33	44	57	71	77
	20%	22%	15%	24%	17%	25%	22%	19%	35%	20%	20%	19%	21%	17%	26%	19%	19%	
				b		b			bcdef						c			
Fairly likely	(3.0)	389	97	69	89	93	41	193	196	36	62	79	80	56	77	98	160	132
	39%	36%	35%	45%	39%	37%	40%	37%	43%	45%	45%	41%	35%	30%	45%	43%	32%	
				b					f	f	f	f			c	c		
Fairly unlikely	(2.0)	131	41	31	16	33	9	63	67	11	20	19	20	21	40	31	39	61
	13%	15%	16%	8%	14%	8%	13%	13%	13%	14%	11%	10%	13%	15%	14%	10%	15%	
			ce	ce														
Very unlikely	(1.0)	154	36	43	21	38	16	68	86	4	15	23	32	27	53	18	56	80
	15%	14%	22%	11%	16%	14%	14%	16%	4%	11%	13%	17%	18%	20%	8%	15%	19%	
			ac								a	a	a	ab		a	a	
Don't know		127	33	21	23	32	18	48	79	3	12	20	26	20	46	15	47	65
	13%	12%	11%	12%	14%	16%	10%	15%	4%	9%	11%	13%	12%	18%	7%	13%	16%	
								a			a	a	a	ab		a	a	
NET: Likely		595	156	99	136	134	70	301	294	65	90	114	117	89	121	155	231	209
	59%	59%	51%	69%	56%	62%	63%	56%	78%	66%	65%	60%	57%	46%	71%	62%	50%	
				abd			b		bcdef	f	f	f	f	f	bc	c		
NET: Unlikely		285	78	74	38	71	25	131	154	15	34	42	52	48	93	49	95	141
	28%	29%	38%	19%	30%	22%	27%	29%	18%	25%	24%	27%	31%	36%	22%	25%	34%	
			c	ace		c							a	abc			ab	
Base for stats		880	234	173	173	204	95	432	448	79	124	156	169	137	214	203	326	351
Mean Score	2.73	2.76	2.50	2.93	2.67	2.88	2.79	2.68	3.14	2.83	2.80	2.72	2.69	2.52	2.95	2.76	2.59	
			b		bd				bcdef	f	f				bc	c		
Standard Deviation	1.007	1.000	1.048	.924	1.000	1.026	.991	1.020	.824	.912	.954	1.011	1.052	1.078	.889	.984	1.069	
Standard Error	.034	.065	.082	.067	.072	.106	.048	.048	.092	.079	.074	.089	.087	.071	.061	.057	.055	
Error variance	*	*	.01	*	.01	.01	*	*	.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	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	d	e	f	g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4.0)	205 20%	170 20%	31 20%	19 26%	5 21%	3 12%	4 14%	1 13%	125 24% d	71 30% cd	54 18%	79 18%	205 35% b	-
Fairly likely (3.0)	389 39%	321 39%	62 40%	33 46%	10 42%	7 30%	10 38%	2 24%	227 43% d	98 42%	129 44% d	156 34%	389 65% b	-
Fairly unlikely (2.0)	131 13%	116 14%	14 9%	7 10%	1 5%	2 8%	3 13%	-	69 13%	27 11%	43 15%	59 13%	-	131 46% a
Very unlikely (1.0)	154 15%	117 14%	31 20% c	6 8%	4 16%	11 43%	6 22%	5 63%	65 12%	28 12%	37 13%	83 18% abc	-	154 54% a
Don't know	127 13%	109 13%	16 10%	7 10%	4 15%	2 7%	3 12%	-	41 8%	11 5%	30 10% b	75 17% abc	-	-
NET: Likely	595 59%	491 59%	93 61%	51 72% a	15 64%	10 42%	14 52%	3 37%	352 67% d	170 72% cd	183 63% d	235 52%	595 100% b	-
NET: Unlikely	285 28%	233 28%	45 29%	13 18%	5 21%	12 51%	9 35%	5 63%	134 25%	55 23%	79 27%	142 31% ab	-	285 100% a
Base for stats	880	723	138	65	20	23	23	8	486	225	262	377	595	285
Mean Score	2.73	2.75	2.68	3.00 b	2.81	2.11	2.51	1.87	2.85 d	2.95 cd	2.76	2.61	3.35 b	1.46
Standard Deviation	1.007	.991	1.063	.881	1.046	1.157	1.066	1.256	.955	.970	.936	1.049	.476	.499
Standard Error	.034	.037	.090	.109	.234	.247	.222	.444	.043	.065	.058	.054	.019	.030
Error variance	*	*	.01	.01	.05	.06	.05	.20	*	*	*	*	*	*

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

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	-	-	-	-	-	-	-	-
Health and nutrition	1007	693	276	18	9	11	969	27
	100%	69%	27%	2%	1%	1%	96%	3%
Food safety (i.e. the likelihood of catching food borne diseases)	1007	740	227	22	5	13	967	27
	100%	73%	23%	2%	*	1%	96%	3%
Taste	1007	632	327	27	9	11	959	37
	100%	63%	32%	3%	1%	1%	95%	4%
The environment	1007	569	367	52	5	14	936	57
	100%	56%	36%	5%	1%	1%	93%	6%
The welfare of animals	1007	563	368	51	7	19	931	57
	100%	56%	37%	5%	1%	2%	92%	6%
Cost	1007	383	509	85	16	13	892	102
	100%	38%	51%	8%	2%	1%	89%	10%
Convenience	1007	311	515	146	21	15	826	166
	100%	31%	51%	14%	2%	2%	82%	17%

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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

	Italy regions					Gender		Age						Age			
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%																	
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Health and nutrition	969	259	184	189	227	111	465	504	79	127	168	190	151	255	205	358	406
	96%	97%	95%	96%	96%	98%	97%	96%	95%	93%	95%	97%	96%	98%	94%	96%	98%
													b				a
Food safety (i.e. the likelihood of catching food borne diseases)	967	262	180	186	229	111	463	504	78	125	170	192	153	250	202	362	403
	96%	98%	93%	95%	96%	98%	96%	96%	94%	92%	96%	98%	98%	96%	92%	97%	97%
		b				b						b	b	b		a	a
Taste	959	258	183	187	222	110	460	499	79	126	163	188	152	252	205	351	404
	95%	97%	94%	95%	94%	97%	96%	95%	95%	92%	93%	96%	97%	97%	93%	94%	97%
														bc			a
The environment	936	249	175	186	221	105	449	487	75	119	169	182	147	243	194	351	391
	93%	93%	90%	94%	93%	94%	93%	92%	91%	87%	96%	93%	94%	94%	89%	94%	94%
											b		b			a	a
The welfare of animals	931	248	173	185	222	103	440	491	73	123	164	180	148	243	196	344	392
	92%	93%	89%	94%	94%	92%	92%	93%	88%	90%	93%	92%	95%	94%	89%	92%	94%
																	a
Cost	892	240	167	180	207	99	418	474	73	118	156	175	144	227	191	331	371
	89%	90%	86%	91%	87%	88%	87%	90%	88%	86%	88%	90%	92%	87%	87%	89%	89%
Convenience	826	220	159	164	190	92	399	427	65	109	141	163	132	215	174	305	347
	82%	82%	82%	83%	80%	82%	83%	81%	79%	80%	80%	84%	84%	83%	79%	82%	83%

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

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

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Health and nutrition	969	802	147	71	22	24	24	6	505	223	282	442	579	271
	96%	96%	96%	99%	96%	96%	93%	76%	96%	95%	97%	98% b	97%	95%
Food safety (i.e. the likelihood of catching food borne diseases)	967	801	145	70	22	22	24	7	505	224	281	438	577	271
	96%	96%	94%	97%	96%	88%	92%	87%	96%	95%	96%	97%	97%	95%
Taste	959	796	142	68	22	22	23	8	500	221	280	436	575	265
	95%	96%	93%	95%	96%	88%	88%	100%	95%	94%	96%	97%	97%	93% b
The environment	936	772	144	69	21	23	24	7	493	220	273	422	563	260
	93%	93%	94%	96%	92%	92%	93%	89%	94%	93%	94%	93%	95%	91%
The welfare of animals	931	768	144	66	22	22	26	7	492	222	270	416	566	254
	92%	92%	94%	92%	96%	90%	100%	87%	93%	94%	92%	92%	95% b	89%
Cost	892	741	131	61	20	20	24	6	464	208	256	405	543	238
	89%	89%	86%	85%	86%	82%	93%	76%	88%	88%	88%	90%	91% b	84%
Convenience	826	682	127	61	19	18	22	7	434	191	243	373	508	219
	82%	82%	83%	85%	82%	74%	84%	87%	82%	81%	83%	83%	85% b	77%

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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

	Italy regions					Gender		Age						Age				
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%																		
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445	
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
The environment	57 6%	15 5%	16 8%	9 5%	11 5%	6 5%	27 6%	31 6%	7 8%	16 11%	7 4%	11 5%	7 4%	11 4%	22 10%	17 5%	18 4%	
The welfare of animals	57 6%	14 5%	16 8%	9 5%	10 4%	8 7%	33 7%	24 5%	8 9%	11 8%	10 6%	13 7%	6 4%	9 4%	18 8%	23 6%	16 4%	
Food safety (i.e. the likelihood of catching food borne diseases)	27 3%	4 1%	8 4%	9 5%	4 2%	2 2%	13 3%	14 3%	4 5%	7 5%	5 3%	2 1%	3 2%	6 2%	11 5%	8 2%	8 2%	
Health and nutrition	27 3%	5 2%	7 4%	7 3%	6 2%	2 2%	11 2%	16 3%	2 2%	7 5%	7 4%	4 2%	5 3%	2 1%	9 4%	12 3%	7 2%	
Cost	102 10%	26 10%	23 12%	15 8%	25 10%	14 12%	57 12%	44 8%	8 9%	15 11%	20 11%	18 9%	12 8%	30 11%	23 10%	38 10%	42 10%	
Convenience	166 17%	46 17%	30 16%	30 16%	40 17%	19 17%	78 16%	88 17%	17 20%	23 17%	34 19%	29 15%	22 14%	41 16%	39 18%	64 17%	63 15%	
Taste	37 4%	6 2%	8 4%	9 5%	11 5%	3 3%	17 3%	20 4%	3 4%	9 6%	13 7%	5 3%	2 1%	5 2%	11 5%	18 5%	7 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

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	57 6%	49 6%	8 5%	3 4%	1 4%	2 8%	1 3%	1 11%	30 6%	13 5%	18 6%	23 5%	29 5%	20 7%
The welfare of animals	57 6%	47 6%	8 5%	4 6%	- -	2 10%	- -	1 13%	33 6%	12 5%	21 7%	23 5%	28 5%	26 9% a
Food safety (i.e. the likelihood of catching food borne diseases)	27 3%	21 3%	6 4%	2 3%	- -	2 8%	1 4%	1 13%	19 4% d	10 4% d	9 3%	7 2%	17 3%	9 3%
Health and nutrition	27 3%	21 3%	5 3%	1 1%	- -	1 4%	1 3%	2 24%	19 4% d	11 5% d	9 3%	5 1%	15 2%	9 3%
Cost	102 10%	80 10%	20 13%	10 15%	3 14%	4 18%	1 3%	1 11%	58 11%	25 11%	34 12%	41 9%	50 8%	41 15% a
Convenience	166 17%	138 17%	23 15%	9 13%	4 18%	5 22%	3 12%	1 13%	88 17%	41 17%	47 16%	73 16%	84 14%	61 21% a
Taste	37 4%	27 3%	9 6%	4 5%	- -	3 12%	2 8%	- -	24 5%	12 5%	12 4%	10 2%	19 3%	15 5%

Public perceptions on meat production and consumption - Italy - 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	Italy regions					Gender		Age						Age		
		Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%																	
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	569	146	110	104	133	271	298	39	71	100	114	93	152	110	214	245
		56%	55%	57%	53%	56%	56%	56%	47%	52%	57%	58%	59%	59%	50%	57%	59%
						ac											a
Fairly important	(3.0)	367	103	65	81	88	177	189	36	48	69	69	55	91	84	137	146
		36%	39%	34%	41%	37%	37%	36%	43%	35%	39%	35%	35%	35%	38%	37%	35%
			e		e												
Fairly unimportant	(2.0)	52	14	11	9	11	24	28	7	15	7	9	7	8	21	16	15
		5%	5%	6%	5%	5%	5%	5%	8%	11%	4%	5%	4%	3%	10%	4%	4%
										cef					bc		
Very unimportant	(1.0)	5	1	4	-	-	2	3	-	1	-	1	-	3	1	1	3
		1%	*	2%	-	-	*	1%	-	1%	-	1%	-	1%	*	*	1%
				cd													
Don't know		14	4	3	2	4	5	9	1	2	1	3	3	5	3	4	7
		1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%
NET: Important		936	249	175	186	221	449	487	75	119	169	182	147	243	194	351	391
		93%	93%	90%	94%	93%	93%	92%	91%	87%	96%	93%	94%	94%	89%	94%	94%
										b		b	b		a	a	
NET: Unimportant		57	15	16	9	11	27	31	7	16	7	11	7	11	22	17	18
		6%	5%	8%	5%	5%	6%	6%	8%	11%	4%	5%	4%	4%	10%	5%	4%
										cef					bc		
Base for stats	993	263	191	195	233	112	475	518	82	134	176	193	154	255	216	368	409
Mean Score	3.51	3.49	3.47	3.49	3.52	3.62	3.51	3.51	3.40	3.40	3.53	3.53	3.56	3.54	3.40	3.53	3.55
													ab	b		a	a
Standard Deviation	.622	.614	.712	.589	.591	.591	.619	.625	.640	.711	.571	.624	.577	.619	.683	.598	.603
Standard Error	.020	.037	.053	.041	.040	.056	.028	.028	.071	.059	.042	.052	.045	.038	.046	.033	.029
Error variance	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b		
Significance Level: 95%															
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284	
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	569 56%	448 54%	107 70% a	51 71% a	14 61%	18 74%	18 67%	6 76%	302 57%	150 64% c	152 52%	256 57%	350 59%	155 54%
Fairly important	(3.0)	367 36%	324 39%	37 24% bc	17 24%	7 31%	4 18%	7 26%	1 13%	191 36%	70 30%	121 41% b	166 37%	213 36%	105 37%
Fairly unimportant	(2.0)	52 5%	44 5%	7 4%	3 4%	1 4%	1 3%	1 3%	1 11%	27 5%	12 5%	15 5%	21 5%	28 5%	16 6%
Very unimportant	(1.0)	5 1%	4 1%	1 1%	- -	- -	1 4%	- -	- -	3 1%	1 *	2 1%	2 *	1 *	4 1% a
Don't know		14 1%	12 1%	2 1%	- -	1 4%	- -	1 4%	- -	4 1%	3 1%	1 *	7 2%	3 *	5 2%
NET: Important		936 93%	772 93%	144 94%	69 96%	21 92%	23 92%	24 93%	7 89%	493 94%	220 93%	273 94%	422 93%	563 95%	260 91%
NET: Unimportant		57 6%	49 6%	8 5%	3 4%	1 4%	2 8%	1 3%	1 11%	30 6%	13 5%	18 6%	23 5%	29 5%	20 7%
Base for stats		993	820	151	72	22	25	25	8	524	233	291	445	592	280
Mean Score		3.51	3.48	3.65 a	3.67 a	3.59	3.63	3.67	3.64	3.51	3.59 c	3.45	3.52	3.54	3.47
Standard Deviation		.622	.624	.599	.560	.590	.756	.549	.722	.626	.608	.636	.608	.597	.670
Standard Error		.020	.022	.049	.066	.126	.154	.110	.255	.027	.040	.037	.029	.025	.040
Error variance		*	*	*	*	.02	.02	.01	.07	*	*	*	*	*	*

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

BASE: All respondents

	Total	Italy regions					Gender		Age						Age		
		Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	563	153	101	105	139	252	312	40	67	100	115	101	141	107	214	242
		56%	57%	52%	54%	58%	52%	59%	48%	49%	56%	59%	64%	55%	49%	58%	58%
								a					abf		a	a	
Fairly important	(3.0)	368	94	72	80	84	188	180	33	56	64	65	48	102	89	129	150
		37%	35%	37%	41%	35%	39%	34%	40%	41%	36%	33%	30%	39%	41%	35%	36%
Fairly unimportant	(2.0)	51	11	14	9	8	31	20	8	10	9	11	6	7	17	19	14
		5%	4%	7%	5%	4%	6%	4%	9%	7%	5%	5%	4%	3%	8%	5%	3%
							b		f	f					c		
Very unimportant	(1.0)	7	2	2	-	1	2	4	-	1	1	3	-	2	1	4	2
		1%	1%	1%	-	1%	*	1%	-	1%	1%	1%	-	1%	*	1%	*
Don't know		19	6	5	2	5	7	12	2	3	3	3	2	7	5	6	9
		2%	2%	3%	1%	2%	1%	2%	2%	2%	2%	1%	1%	3%	2%	1%	2%
NET: Important		931	248	173	185	222	440	491	73	123	164	180	148	243	196	344	392
		92%	93%	89%	94%	94%	92%	93%	88%	90%	93%	92%	95%	94%	89%	92%	94%
																a	a
NET: Unimportant		57	14	16	9	10	33	24	8	11	10	13	6	9	18	23	16
		6%	5%	8%	5%	4%	7%	5%	9%	8%	6%	7%	4%	4%	8%	6%	4%
									f						c		
Base for stats		988	262	189	194	232	473	515	81	133	174	193	155	253	214	367	407
Mean Score		3.51	3.53	3.44	3.49	3.55	3.46	3.55	3.40	3.41	3.51	3.51	3.61	3.51	3.41	3.51	3.55
								a					ab			a	a
Standard Deviation		.627	.625	.678	.589	.598	.640	.611	.659	.658	.623	.668	.569	.596	.657	.646	.587
Standard Error		.020	.038	.051	.041	.040	.029	.027	.073	.055	.046	.055	.044	.036	.044	.036	.028
Error variance		*	*	*	*	*	*	*	.01	*	*	*	*	*	*	*	*

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%															
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284	
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	563	447	105	47	11	17	24	6	299	149	150	251	365	138
		56%	54%	69%	65%	47%	71%	93%	76%	57%	63%	51%	56%	61%	48%
			a							c			b		
Fairly important	(3.0)	368	321	38	19	11	5	2	1	193	73	120	165	201	116
		37%	39%	25%	27%	49%	20%	7%	11%	37%	31%	41%	37%	34%	41%
			b								b				
Fairly unimportant	(2.0)	51	43	6	4	-	1	-	1	30	9	21	19	25	22
		5%	5%	4%	6%	-	4%	-	13%	6%	4%	7%	4%	4%	8%
														a	
Very unimportant	(1.0)	7	4	1	-	-	1	-	-	2	2	-	4	2	4
		1%	1%	1%	-	-	6%	-	-	*	1%	-	1%	*	1%
Don't know		19	17	2	1	1	-	-	-	3	2	1	12	1	5
		2%	2%	1%	1%	4%	-	-	-	1%	1%	*	3%	*	2%
												ac		a	
NET: Important		931	768	144	66	22	22	26	7	492	222	270	416	566	254
		92%	92%	94%	92%	96%	90%	100%	87%	93%	94%	92%	92%	95%	89%
														b	
NET: Unimportant		57	47	8	4	-	2	-	1	33	12	21	23	28	26
		6%	6%	5%	6%	-	10%	-	13%	6%	5%	7%	5%	5%	9%
														a	
Base for stats		988	815	151	71	22	25	26	8	525	234	291	440	594	280
Mean Score		3.51	3.48	3.64	3.60	3.49	3.56	3.93	3.62	3.50	3.58	3.44	3.51	3.56	3.38
				a						c				b	
Standard Deviation		.627	.622	.611	.609	.512	.829	.257	.758	.627	.620	.626	.630	.596	.698
Standard Error		.020	.022	.050	.072	.109	.169	.050	.268	.027	.041	.037	.030	.024	.042
Error variance		*	*	*	.01	.01	.03	*	.07	*	*	*	*	*	*

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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

		Italy regions					Gender		Age						Age			
		Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%			a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total		1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total		1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	740 73%	202 76%	133 69%	143 73%	173 73%	88 79%	347 72%	393 74%	59 72%	98 72%	120 68%	149 76%	117 75%	196 75%	157 72%	269 72%	313 75%
Fairly important	(3.0)	227 23%	59 22%	47 24%	44 22%	56 24%	22 20%	116 24%	112 21%	18 22%	27 20%	50 28%	43 22%	35 23%	54 21%	45 21%	92 25%	90 22%
Fairly unimportant	(2.0)	22 2%	2 1%	6 3%	9 5%	3 1%	2 2%	10 2%	12 2%	3 4%	7 5%	5 3%	2 1%	2 1%	3 1%	10 4%	8 2%	5 1%
Very unimportant	(1.0)	5 *	2 1%	2 1%	- -	1 *	- -	3 1%	2 *	1 1%	- -	- -	- -	1 1%	3 1%	1 *	- -	4 1%
Don't know		13 1%	2 1%	6 3%	1 *	4 2%	- -	4 1%	9 2%	1 1%	5 4%	1 1%	1 1%	1 1%	4 1%	6 3%	2 1%	5 1%
NET: Important		967 96%	262 98%	180 93%	186 95%	229 96%	111 98%	463 96%	504 96%	78 94%	125 92%	170 96%	192 98%	153 98%	250 96%	202 92%	362 97%	403 97%
			b			b						b	b	b		a	a	
NET: Unimportant		27 3%	4 1%	8 4%	9 5%	4 2%	2 2%	13 3%	14 3%	4 5%	7 5%	5 3%	2 1%	3 2%	6 2%	11 5%	8 2%	8 2%
			a		a										c			
Base for stats		994	265	188	196	233	113	476	518	82	131	176	194	156	256	213	370	411
Mean Score		3.71	3.74	3.66	3.68	3.72	3.77	3.70	3.73	3.67	3.70	3.65	3.75	3.73	3.73	3.68	3.71	3.73
Standard Deviation		.528	.498	.597	.560	.504	.462	.541	.516	.608	.562	.539	.460	.509	.536	.579	.501	.525
Standard Error		.017	.030	.045	.038	.034	.044	.025	.023	.067	.047	.040	.038	.039	.032	.039	.027	.025
Error variance		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	740 73%	610 73%	115 75%	59 82%	16 70%	17 70%	19 72%	4 50%	382 72%	169 72%	212 73%	341 75%	456 77%	199 70%
Fairly important (3.0)	227 23%	191 23%	30 19%	11 16%	6 26%	4 18%	5 20%	3 37%	123 23%	55 23%	69 23%	97 21%	121 20%	72 25%
Fairly unimportant (2.0)	22 2%	17 2%	5 3%	2 3%	- -	1 4%	1 4%	1 13%	16 3%	7 3%	9 3%	5 1%	16 3%	5 2%
Very unimportant (1.0)	5 *	4 *	1 1%	- -	- -	1 4%	- -	- -	3 1%	3 1%	- -	2 *	1 *	4 1%
Don't know	13 1%	10 1%	3 2%	- -	1 4%	1 4%	1 4%	- -	4 1%	2 1%	2 1%	7 1%	1 *	5 2%
NET: Important	967 96%	801 96%	145 94%	70 97%	22 96%	22 88%	24 92%	7 87%	505 96%	224 95%	281 96%	438 97%	577 97%	271 95%
NET: Unimportant	27 3%	21 3%	6 4%	2 3%	- -	2 8%	1 4%	1 13%	19 4%	10 4%	9 3%	7 2%	17 3%	9 3%
Base for stats	994	822	150	72	22	24	25	8	524	234	290	445	594	280
Mean Score	3.71	3.71	3.72	3.79	3.73	3.61	3.71	3.37	3.69	3.67	3.70	3.75	3.74	3.67
Standard Deviation	.528	.525	.555	.467	.454	.772	.552	.750	.557	.595	.525	.488	.509	.585
Standard Error	.017	.018	.045	.055	.097	.161	.110	.265	.024	.039	.031	.023	.021	.035
Error variance	*	*	*	*	.01	.03	.01	.07	*	*	*	*	*	*

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

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

BASE: All respondents

	Significance Level: 95%		Italy regions					Gender		Age						Age		
			Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54
			a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total		1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total		1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	693 69%	183 68%	140 72%	132 67%	159 67%	79 70%	333 69%	360 68%	50 61%	94 69%	124 70%	133 68%	105 67%	186 72%	144 66%	257 69%	292 70%
Fairly important	(3.0)	276 27%	76 29%	43 22%	56 29%	68 29%	32 28%	132 27%	145 27%	28 34%	33 24%	44 25%	57 29%	46 29%	68 26%	61 28%	101 27%	114 27%
Fairly unimportant	(2.0)	18 2%	3 1%	5 3%	4 2%	3 1%	2 2%	8 2%	10 2%	1 1%	5 4%	7 4%	3 1%	3 2%	- -	6 3%	9 2%	3 1%
Very unimportant	(1.0)	9 1%	2 1%	2 1%	3 1%	2 1%	- -	3 1%	5 1%	1 1%	2 1%	1 *	1 1%	2 1%	2 1%	3 1%	2 1%	4 1%
Don't know		11 1%	3 1%	3 2%	1 *	4 2%	- -	4 1%	7 1%	2 2%	3 2%	1 1%	1 1%	1 1%	3 1%	5 2%	2 1%	4 1%
NET: Important		969 96%	259 97%	184 95%	189 96%	227 96%	111 98%	465 97%	504 96%	79 95%	127 93%	168 95%	190 97%	151 96%	255 98%	205 94%	358 96%	406 98%
NET: Unimportant		27 3%	5 2%	7 4%	7 3%	6 2%	2 2%	11 2%	16 3%	2 2%	7 5%	7 4%	4 2%	5 3%	2 1%	9 4%	12 3%	7 2%
Base for stats		996	264	191	196	233	113	476	520	81	133	176	194	156	257	214	370	412
Mean Score		3.66	3.67	3.69	3.63	3.65	3.68	3.67	3.65	3.59	3.64	3.66	3.66	3.63	3.71	3.62	3.66	3.68
Standard Deviation		.559	.539	.577	.597	.565	.503	.544	.574	.583	.623	.575	.544	.584	.501	.608	.558	.534
Standard Error		.018	.033	.043	.041	.038	.048	.025	.025	.065	.052	.042	.045	.045	.030	.041	.031	.025
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

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%															
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284	
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	693	566	112	57	16	16	19	4	359	167	192	317	429	178
		69%	68%	73%	79%	67%	67%	72%	52%	68%	71%	66%	70%	72%	62%
														b	
Fairly important	(3.0)	276	236	35	14	7	7	6	2	146	56	90	125	150	93
		27%	28%	23%	20%	29%	29%	21%	24%	28%	24%	31%	28%	25%	33%
														a	
Fairly unimportant	(2.0)	18	13	4	1	-	1	-	2	14	6	9	2	10	5
		2%	2%	2%	1%	-	4%	-	24%	3%	2%	3%	1%	2%	2%
										d	d	d			
Very unimportant	(1.0)	9	8	1	-	-	-	1	-	5	5	-	3	5	4
		1%	1%	1%	-	-	-	3%	-	1%	2%	-	1%	1%	1%
											c				
Don't know		11	9	2	-	1	-	1	-	3	2	1	5	1	5
		1%	1%	1%	-	4%	-	4%	-	1%	1%	*	1%	*	2%
														a	
NET: Important		969	802	147	71	22	24	24	6	505	223	282	442	579	271
		96%	96%	96%	99%	96%	96%	93%	76%	96%	95%	97%	98%	97%	95%
														b	
NET: Unimportant		27	21	5	1	-	1	1	2	19	11	9	5	15	9
		3%	3%	3%	1%	-	4%	3%	24%	4%	5%	3%	1%	2%	3%
										d	d				
Base for stats		996	823	151	72	22	25	25	8	525	234	291	447	594	280
Mean Score		3.66	3.65	3.70	3.78	3.70	3.63	3.68	3.27	3.64	3.65	3.63	3.69	3.69	3.59
														b	
Standard Deviation		.559	.563	.542	.445	.468	.573	.661	.886	.586	.639	.542	.511	.545	.598
Standard Error		.018	.020	.044	.052	.100	.117	.132	.313	.026	.042	.032	.024	.022	.036
Error variance		*	*	*	*	.01	.01	.02	.10	*	*	*	*	*	*

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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	Italy regions					Gender		Age						Age			
		Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%																		
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445	
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	383	106	66	77	93	41	167	217	35	54	64	85	56	90	89	148	146
		38%	40%	34%	39%	39%	37%	35%	41%	42%	40%	36%	43%	36%	35%	41%	40%	35%
								a										
Fairly important	(3.0)	509	133	101	103	114	58	251	258	38	64	92	91	88	136	102	183	224
		51%	50%	52%	52%	48%	51%	52%	49%	46%	47%	52%	46%	56%	53%	46%	49%	54%
Fairly unimportant	(2.0)	85	21	18	14	21	12	52	34	8	12	18	15	10	23	20	33	33
		8%	8%	9%	7%	9%	10%	11%	6%	9%	9%	10%	8%	7%	9%	9%	9%	8%
								b										
Very unimportant	(1.0)	16	5	5	1	4	2	6	10	-	3	2	3	2	7	3	5	9
		2%	2%	3%	*	2%	2%	1%	2%	-	2%	1%	1%	1%	3%	1%	1%	2%
Don't know		13	2	4	2	5	-	5	8	2	4	1	3	1	3	6	4	4
		1%	1%	2%	1%	2%	-	1%	2%	2%	3%	1%	1%	1%	1%	3%	1%	1%
NET: Important		892	240	167	180	207	99	418	474	73	118	156	175	144	227	191	331	371
		89%	90%	86%	91%	87%	88%	87%	90%	88%	86%	88%	90%	92%	87%	87%	89%	89%
NET: Unimportant		102	26	23	15	25	14	57	44	8	15	20	18	12	30	23	38	42
		10%	10%	12%	8%	10%	12%	12%	8%	9%	11%	11%	9%	8%	11%	10%	10%	10%
Base for stats		994	265	190	195	232	113	475	519	81	132	176	193	156	257	213	368	412
Mean Score		3.27	3.29	3.20	3.31	3.28	3.23	3.22	3.31	3.34	3.27	3.24	3.33	3.27	3.21	3.30	3.29	3.23
								a										
Standard Deviation		.683	.683	.712	.624	.697	.701	.680	.683	.648	.717	.677	.680	.632	.711	.691	.679	.682
Standard Error		.022	.041	.053	.043	.047	.066	.031	.030	.072	.060	.050	.056	.049	.043	.046	.037	.032
Error variance		*	*	*	*	*	*	*	*	.01	*	*	*	*	*	*	*	*

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	383	322	51	24	8	8	4	192	89	103	181	242	96
		38%	39%	33%	34%	33%	31%	29%	36%	38%	35%	40%	41%	34%
Fairly important	(3.0)	509	419	80	37	12	13	2	273	119	154	225	302	142
		51%	50%	52%	51%	53%	51%	64%	52%	51%	53%	50%	51%	50%
Fairly unimportant	(2.0)	85	67	16	9	2	4	-	49	20	30	34	44	32
		8%	8%	11%	12%	10%	18%	-	9%	8%	10%	8%	7%	11%
Very unimportant	(1.0)	16	12	4	2	1	-	1	9	5	4	7	6	9
		2%	2%	2%	3%	4%	-	3%	2%	2%	1%	2%	1%	3%
Don't know		13	11	2	-	-	-	1	5	3	2	5	1	5
		1%	1%	1%	-	-	-	4%	1%	1%	1%	1%	*	2%
NET: Important		892	741	131	61	20	20	24	464	208	256	405	543	238
		89%	89%	86%	85%	86%	82%	93%	88%	88%	88%	90%	91%	84%
NET: Unimportant		102	80	20	10	3	4	1	58	25	34	41	50	41
		10%	10%	13%	15%	14%	18%	3%	11%	11%	12%	9%	8%	15%
Base for stats		994	821	151	72	23	25	25	523	233	290	447	594	280
Mean Score		3.27	3.28	3.18	3.17	3.14	3.13	3.23	3.24	3.25	3.23	3.30	3.31	3.16
Standard Deviation		.683	.676	.717	.738	.779	.701	.630	.689	.701	.681	.677	.653	.752
Standard Error		.022	.024	.058	.087	.162	.143	.126	.030	.046	.040	.032	.027	.045
Error variance		*	*	*	.01	.03	.02	.02	*	*	*	*	*	*

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

BASE: All respondents

	Total	Italy regions					Gender		Age						Age			
		Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445	
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	311	80	63	68	68	32	125	186	27	51	56	67	40	70	78	123	109
		31%	30%	32%	34%	29%	28%	26%	35%	33%	37%	32%	34%	25%	27%	36%	33%	26%
								a		ef					c	c		
Fairly important	(3.0)	515	140	97	96	122	60	274	241	38	58	85	96	92	146	96	181	238
		51%	52%	50%	49%	52%	54%	57%	46%	46%	42%	48%	49%	59%	56%	44%	49%	57%
								b					bc	b			ab	
Fairly unimportant	(2.0)	146	42	25	26	36	16	71	74	15	19	30	27	21	35	33	57	56
		14%	16%	13%	13%	15%	14%	15%	14%	18%	14%	17%	14%	13%	13%	15%	15%	13%
Very unimportant	(1.0)	21	4	5	4	4	3	7	14	2	4	5	3	1	7	6	7	7
		2%	1%	3%	2%	2%	3%	1%	3%	2%	3%	3%	1%	1%	3%	3%	2%	2%
Don't know		15	1	4	3	6	1	3	12	1	5	1	3	3	3	6	4	6
		2%	*	2%	1%	3%	1%	1%	2%	1%	4%	*	1%	2%	1%	3%	1%	1%
					a			a		c								
NET: Important		826	220	159	164	190	92	399	427	65	109	141	163	132	215	174	305	347
		82%	82%	82%	83%	80%	82%	83%	81%	79%	80%	80%	84%	84%	83%	79%	82%	83%
NET: Unimportant		166	46	30	30	40	19	78	88	17	23	34	29	22	41	39	64	63
		17%	17%	16%	16%	17%	17%	16%	17%	20%	17%	19%	15%	14%	16%	18%	17%	15%
Base for stats	992	266	190	194	231	112	477	515	82	131	176	193	154	257	213	369	410	
Mean Score	3.13	3.11	3.15	3.17	3.10	3.08	3.08	3.16	3.10	3.19	3.10	3.18	3.11	3.09	3.15	3.14	3.10	
Standard Deviation	.727	.710	.743	.739	.720	.738	.682	.765	.776	.787	.767	.716	.639	.709	.782	.741	.683	
Standard Error	.023	.043	.055	.051	.049	.070	.031	.034	.086	.067	.056	.059	.050	.043	.052	.041	.033	
Error variance	*	*	*	*	*	*	*	*	*	.01	*	*	*	*	*	*	*	

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	311 31%	252 30%	51 33%	22 31%	6 26%	11 45%	9 33%	3 38%	159 30%	84 35% c	75 26%	146 32%	202 34% b	78 27%
Fairly important (3.0)	515 51%	430 52%	76 50%	39 55%	13 57%	7 29%	13 51%	4 49%	275 52%	107 45%	168 58% b	228 50%	306 51%	141 49%
Fairly unimportant (2.0)	146 14%	121 15%	21 14%	9 13%	4 18%	4 16%	2 9%	1 13%	77 15%	35 15%	42 14%	64 14%	74 12%	55 19% a
Very unimportant (1.0)	21 2%	17 2%	2 1%	- -	- -	1 6%	1 3%	- -	11 2%	6 3%	5 2%	10 2%	10 2%	6 2%
Don't know	15 2%	12 1%	3 2%	1 1%	- -	1 4%	1 4%	- -	6 1%	4 2%	2 1%	5 1%	3 *	5 2%
NET: Important	826 82%	682 82%	127 83%	61 85%	19 82%	18 74%	22 84%	7 87%	434 82%	191 81%	243 83%	373 83%	508 85% b	219 77%
NET: Unimportant	166 17%	138 17%	23 15%	9 13%	4 18%	5 22%	3 12%	1 13%	88 17%	41 17%	47 16%	73 16%	84 14%	61 21% a
Base for stats	992	820	150	71	23	24	25	8	522	232	290	447	592	280
Mean Score	3.13	3.12	3.17	3.18	3.08	3.19	3.18	3.25	3.11	3.16	3.08	3.14	3.18 b	3.04
Standard Deviation	.727	.725	.714	.649	.668	.935	.747	.718	.723	.772	.681	.733	.709	.747
Standard Error	.023	.025	.058	.077	.139	.195	.149	.254	.032	.051	.040	.035	.029	.045
Error variance	*	*	*	.01	.02	.04	.02	.06	*	*	*	*	*	*

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

BASE: All respondents

	Total	Italy regions					Gender		Age						Age		
		Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%																	
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	632	183	118	122	134	304	328	52	88	100	122	102	168	140	222	269
		63%	68%	61%	62%	57%	63%	62%	63%	65%	57%	63%	65%	65%	64%	60%	65%
			d														
Fairly important	(3.0)	327	75	64	64	88	157	170	27	37	63	65	50	84	64	128	134
		32%	28%	33%	33%	37%	33%	32%	33%	27%	36%	33%	32%	32%	29%	35%	32%
					a												
Fairly unimportant	(2.0)	27	4	5	7	10	13	15	1	6	12	5	1	2	7	18	3
		3%	2%	3%	4%	4%	3%	3%	1%	4%	7%	3%	1%	1%	3%	5%	1%
										ef	aef				c	c	
Very unimportant	(1.0)	9	2	3	2	1	4	6	2	3	1	-	1	3	5	1	4
		1%	1%	2%	1%	*	1%	1%	2%	2%	*	-	1%	1%	2%	*	1%
															b		
Don't know		11	3	3	1	4	3	8	1	2	-	3	3	3	3	3	6
		1%	1%	2%	*	2%	1%	2%	1%	1%	-	1%	2%	1%	1%	1%	1%
NET: Important		959	258	183	187	222	460	499	79	126	163	188	152	252	205	351	404
		95%	97%	94%	95%	94%	96%	95%	95%	92%	93%	96%	97%	97%	93%	94%	97%
															bc		a
NET: Unimportant		37	6	8	9	11	17	20	3	9	13	5	2	5	11	18	7
		4%	2%	4%	5%	5%	3%	4%	4%	6%	7%	3%	1%	2%	5%	5%	2%
										ef	ef				c	c	
Base for stats	996	264	191	196	233	113	477	519	82	134	177	193	154	257	216	369	410
Mean Score	3.59	3.66	3.56	3.57	3.53	3.62	3.59	3.58	3.57	3.57	3.49	3.61	3.64	3.62	3.57	3.55	3.63
			d										c	c			
Standard Deviation	.595	.546	.628	.610	.602	.597	.587	.603	.648	.679	.649	.543	.526	.565	.666	.598	.550
Standard Error	.019	.033	.047	.042	.041	.056	.027	.027	.072	.057	.048	.045	.041	.034	.044	.033	.026
Error variance	*	*	*	*	*	*	*	*	.01	*	*	*	*	*	*	*	*

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	632 63%	539 65% bc	78 51%	36 50%	12 52%	11 45%	14 53%	5 62%	324 61%	148 63%	176 60%	295 65%	383 64%	176 62%
Fairly important (3.0)	327 32%	258 31%	65 42% a	32 44% a	10 44%	10 42%	9 35%	3 38%	176 33%	73 31%	104 36%	141 31%	191 32%	88 31%
Fairly unimportant (2.0)	27 3%	18 2%	8 5% a	4 5%	- -	3 12%	1 5%	- -	20 4% d	7 3%	12 4% d	7 1%	15 3%	9 3%
Very unimportant (1.0)	9 1%	9 1%	1 1%	- -	- -	- -	1 3%	- -	5 1%	5 2% c	- -	4 1%	4 1%	6 2%
Don't know	11 1%	9 1%	2 1%	- -	1 4%	- -	1 4%	- -	3 1%	3 1%	- -	5 1%	1 *	5 2% a
NET: Important	959 95%	796 96%	142 93%	68 95%	22 96%	22 88%	23 88%	8 100%	500 95%	221 94%	280 96%	436 97%	575 97% b	265 93%
NET: Unimportant	37 4%	27 3%	9 6%	4 5%	- -	3 12%	2 8%	- -	24 5%	12 5%	12 4%	10 2%	19 3%	15 5%
Base for stats	996	823	151	72	22	25	25	8	525	233	292	447	594	280
Mean Score	3.59	3.61 bc	3.45	3.45	3.54	3.33	3.43	3.62	3.56	3.57	3.56	3.63	3.61	3.55
Standard Deviation	.595	.588	.625	.597	.510	.698	.760	.519	.612	.655	.576	.561	.573	.663
Standard Error	.019	.020	.051	.070	.109	.143	.152	.184	.027	.043	.034	.026	.023	.040
Error variance	*	*	*	*	.01	.02	.02	.03	*	*	*	*	*	*

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

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

	Italy regions					Gender		Age						Age			
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	596	161	94	146	126	69	302	294	65	96	121	89	96	129	161	210	225
Total	595	156	99	136	134	70	301	294	65	90	114	117	89	121	155	231	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reducing the number of animals which are farmed and killed for traditional meat production	400 67%	110 70%	71 72%	95 70%	77 58%	46 66%	193 64%	207 70%	38 59%	54 60%	66 58%	84 72%	59 67%	98 81%	92 60%	150 65%	157 75%
		d	d	d								c		abce			ab
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	290 49%	72 46%	48 49%	67 49%	71 53%	33 47%	154 51%	136 46%	33 51%	39 43%	51 45%	55 47%	43 49%	69 57%	72 46%	106 46%	112 53%
														b			
Eating a healthier alternative to traditional meat	282 47%	77 49%	49 50%	70 52%	58 43%	29 41%	141 47%	141 48%	21 33%	42 47%	54 48%	54 46%	53 60%	58 48%	64 41%	108 47%	111 53%
													a	a			a
Reducing my environmental footprint	217 36%	64 41%	35 35%	55 41%	42 31%	21 30%	105 35%	111 38%	25 38%	33 36%	38 34%	43 37%	36 41%	42 35%	58 37%	81 35%	78 37%
Seeing the difference between this new category of meat and traditional meat	154 26%	38 25%	24 24%	33 24%	38 28%	21 30%	84 28%	70 24%	20 32%	21 23%	26 22%	39 33%	21 24%	28 23%	41 27%	64 28%	49 23%
Other	2 *	- -	2 2%	- -	- -	- -	1 *	1 *	- -	- -	1 1%	- -	1 1%	- -	- -	1 *	1 *
None of these appeal to me	5 1%	1 1%	- -	2 1%	2 2%	- -	5 2%	- -	2 3%	1 1%	2 2%	- -	- -	- -	3 2%	2 1%	- -
							b							c			
Don't know	8 1%	1 1%	2 2%	1 1%	3 2%	1 1%	5 2%	3 1%	1 2%	- -	3 3%	1 1%	1 1%	2 2%	1 1%	4 2%	3 1%

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

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

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	*b	
Significance Level: 95%														
Unweighted Total	596	491	94	52	15	10	14	3	352	170	182	236	596	-
Total	595	491	93	51	15	10	14	3	352	170	183	235	595	-
	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	400 67%	325 66%	69 74%	40 78%	8 55%	8 77%	11 79%	2 65%	228 65%	108 63%	120 66%	169 72%	400 67%	-
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	290 49%	232 47%	53 57%	31 59%	11 71%	4 37%	8 56%	1 29%	166 47%	76 45%	90 49%	122 52%	290 49%	-
Eating a healthier alternative to traditional meat	282 47%	236 48%	38 41%	24 46%	6 41%	3 27%	6 40%	-	169 48%	79 46%	91 50%	111 47%	282 47%	-
Reducing my environmental footprint	217 36%	167 34%	44 48% a	27 52% a	6 42%	3 27%	7 49%	2 64%	134 38%	70 41%	64 35%	80 34%	217 36%	-
Seeing the difference between this new category of meat and traditional meat	154 26%	125 26%	25 26%	14 26%	4 25%	2 23%	5 35%	-	92 26%	46 27%	46 25%	60 26%	154 26%	-
Other	2 *	2 *	-	-	-	-	-	-	1 *	-	1 1%	1 *	2 *	-
None of these appeal to me	5 1%	4 1%	-	-	-	-	-	-	2 1%	-	2 1%	3 1%	5 1%	-
Don't know	8 1%	8 2%	-	-	-	-	-	-	2 1%	-	2 1%	6 3% ab	8 1%	-

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Gender

BASE: All respondents

	Italy regions					Gender		Age						Age			
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%																	
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	480	125	101	96	113	46	480	-	35	53	76	95	78	144	88	170	222
	48%	47%	52%	49%	48%	41%	100%	-	42%	39%	43%	48%	50%	55%	40%	46%	53%
							b						abc				ab
Female	527	142	93	101	124	67	-	527	48	83	101	101	79	116	131	202	194
	52%	53%	48%	51%	52%	59%	-	100%	58%	61%	57%	52%	50%	45%	60%	54%	47%
							a		f	f	f			c	c		
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Gender

BASE: All respondents

Significance Level: 95%

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
Total	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	480	404	63	33	10	8	8	4	276	124	152	191	301	131
	48%	49%	41%	46%	45%	33%	30%	50%	52% d	53% d	52% d	42%	51%	46%
Female	527	428	90	39	13	17	18	4	252	111	140	261	294	154
	52%	51%	59%	54%	55%	67%	70%	50%	48%	47%	48%	58% abc	49%	54%
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Age

BASE: All respondents

	Italy regions					Gender		Age						Age			
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	83 8%	10 4%	11 6%	18 9%	33 14%	11 10%	35 7%	48 9%	83 100%	-	-	-	-	-	83 38%	-	-
				a	ab	a			bcdef						bc		
25-34	136 14%	34 13%	29 15%	25 13%	32 13%	16 14%	53 11%	83 16%	-	136 100%	-	-	-	-	136 62%	-	-
								a		acdef					bc		
35-44	177 18%	45 17%	28 14%	41 21%	38 16%	25 22%	76 16%	101 19%	-	-	177 100%	-	-	-	-	177 47%	-
											abdef				ac		
45-54	196 19%	49 19%	34 18%	51 26%	42 18%	19 17%	95 20%	101 19%	-	-	-	196 100%	-	-	-	196 53%	-
				abd								abcef			ac		
55-64	157 16%	50 19%	26 13%	34 17%	26 11%	21 19%	78 16%	79 15%	-	-	-	-	157 100%	-	-	-	157 38%
					d								abcdf				ab
65+	260 26%	80 30%	66 34%	28 14%	66 28%	21 18%	144 30%	116 22%	-	-	-	-	-	260 100%	-	-	260 62%
		ce	ce		c		b							abcde			ab
NET: 18-34	219 22%	43 16%	40 21%	43 22%	65 27%	27 24%	88 18%	131 25%	83 100%	136 100%	-	-	-	-	219 100%	-	-
					a		a		cdef	cdef					bc		
NET: 35-54	372 37%	94 35%	62 32%	92 47%	80 34%	44 39%	170 35%	202 38%	-	-	177 100%	196 100%	-	-	-	372 100%	-
				abd							abef	abef			ac		
NET: 55+	416 41%	129 48%	92 48%	61 31%	92 39%	41 37%	222 46%	194 37%	-	-	-	-	157 100%	260 100%	-	-	416 100%
		cde	c				b						abcd	abcd			ab
Base for stats	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
Mean Score	49.20	51.72	51.75	46.81	47.38	46.80	51.22	47.35	21.00	29.57	39.32	49.02	59.19	69.30	26.34	44.42	65.49
		cde	cde				b			a	ab	abc	abcd	abcde	a	a	ab
Standard Deviation	16.242	15.143	17.001	14.803	17.443	15.978	16.198	16.076	1.801	2.861	2.893	3.154	2.809	3.714	4.863	5.719	5.965
Standard Error	.512	.915	1.253	1.014	1.165	1.510	.737	.702	.198	.238	.212	.259	.217	.223	.322	.313	.283
Error variance	.26	.84	1.57	1.03	1.36	2.28	.54	.49	.04	.06	.05	.07	.05	.05	.10	.10	.08

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Age

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	83 8%	73 9%	7 5%	1 1%	2 9%	-	2 8%	2 24%	50 9%	26 11%	23 8%	31 7%	65 11%	15 5%
		c											b	
25-34	136 14%	109 13%	26 17%	6 9%	7 29%	6 23%	6 22%	2 24%	78 15%	41 17%	37 13%	57 13%	90 15%	34 12%
35-44	177 18%	146 18%	26 17%	12 17%	3 13%	3 13%	6 22%	2 27%	97 18%	44 19%	53 18%	72 16%	114 19%	42 15%
45-54	196 19%	164 20%	28 18%	13 18%	4 17%	5 22%	5 20%	-	101 19%	40 17%	61 21%	85 19%	117 20%	52 18%
55-64	157 16%	132 16%	21 13%	10 14%	3 11%	4 15%	3 11%	1 12%	88 17%	38 16%	50 17%	65 14%	89 15%	48 17%
65+	260 26%	208 25%	45 30%	29 40%	5 20%	7 27%	5 17%	1 13%	115 22%	47 20%	68 23%	142 31%	121 20%	93 33%
				a								abc		a
NET: 18-34	219 22%	182 22%	33 22%	7 10%	9 38%	6 23%	8 30%	4 48%	127 24%	67 28%	60 21%	88 19%	155 26%	49 17%
		c	c							cd			b	
NET: 35-54	372 37%	310 37%	54 35%	25 35%	7 30%	9 35%	11 42%	2 27%	198 37%	83 35%	114 39%	157 35%	231 39%	95 33%
NET: 55+	416 41%	341 41%	66 43%	39 54%	7 32%	10 42%	7 28%	2 25%	203 38%	85 36%	117 40%	207 46%	209 35%	141 50%
				a								ab		a
Base for stats	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
Mean Score	49.20	49.07	49.93	54.65	44.45	50.90	44.44	38.03	47.81	46.47	48.90	50.99	46.63	52.33
				ab								ab		a
Standard Deviation	16.242	16.309	16.023	14.131	16.603	15.990	16.332	17.041	16.139	16.580	15.719	16.349	16.120	16.225
Standard Error	.512	.565	1.295	1.665	3.462	3.264	3.203	6.025	.703	1.079	.921	.767	.660	.963
Error variance	.26	.32	1.68	2.77	11.99	10.65	10.26	36.30	.49	1.16	.85	.59	.44	.93

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

BASE: Italy

	Italy regions					Gender		Age						Age			
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%																	
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Nord-Ovest	267	267	-	-	-	-	125	142	10	34	45	49	50	80	43	94	129
	27%	100%	-	-	-	-	26%	27%	12%	25%	25%	25%	32%	31%	20%	25%	31%
		bcd								a	a	a	a	a			a
Nord-Est	194	-	194	-	-	-	101	93	11	29	28	34	26	66	40	62	92
	19%	-	100%	-	-	-	21%	18%	13%	21%	16%	17%	17%	25%	18%	17%	22%
			acde											ace			
Centro Regione	197	-	-	197	-	-	96	101	18	25	41	51	34	28	43	92	61
	20%	-	-	100%	-	-	20%	19%	22%	19%	23%	26%	22%	11%	20%	25%	15%
				abde					f	f	f	f	f			c	
Sud	237	-	-	-	237	-	113	124	33	32	38	42	26	66	65	80	92
	24%	-	-	-	100%	-	24%	23%	40%	23%	22%	22%	17%	25%	30%	22%	22%
					abce				bcdef				e		bc		
Isole	113	-	-	-	-	113	46	67	11	16	25	19	21	21	27	44	41
	11%	-	-	-	-	100%	10%	13%	13%	12%	14%	10%	13%	8%	12%	12%	10%
						abcd					f						

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

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

BASE: Italy

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
Total	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Nord-Ovest	267	226	34	21	5	4	5	-	133	65	68	126	156	78
	27%	27%	22%	29%	20%	17%	17%	-	25%	28%	23%	28%	26%	27%
Nord-Est	194	152	34	17	1	8	5	2	102	41	61	89	99	74
	19%	18%	22%	24%	4%	34%	21%	26%	19%	17%	21%	20%	17%	26%
													a	
Centro Regione	197	170	24	10	4	3	6	2	107	40	68	86	136	38
	20%	20%	16%	14%	16%	10%	22%	22%	20%	17%	23%	19%	23%	13%
													b	
Sud	237	201	34	10	10	5	6	2	127	63	64	100	134	71
	24%	24%	22%	14%	41%	22%	25%	26%	24%	27%	22%	22%	22%	25%
Isole	113	83	27	13	4	4	4	2	58	28	30	51	70	25
	11%	10%	18%	18%	18%	17%	15%	25%	11%	12%	10%	11%	12%	9%
			a	a										

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Italy regions					Gender		Age						Age			
	Total	Nord-Ovest	Nord-Est	Centro Regione	Sud	Isole	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1007	274	184	213	224	112	483	524	83	145	186	148	168	277	228	334	445
Total	1007	267	194	197	237	113	480	527	83	136	177	196	157	260	219	372	416
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	833	226	152	170	201	83	404	428	73	109	146	164	132	208	182	310	341
	83%	85%	79%	86%	85%	74%	84%	81%	89%	80%	83%	84%	84%	80%	83%	83%	82%
		e		be	e												
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	72	21	17	10	10	13	33	39	1	6	12	13	10	29	7	25	39
	7%	8%	9%	5%	4%	12%	7%	7%	1%	5%	7%	7%	7%	11%	3%	7%	9%
					cd								ab			a	
Dairy-free (I do not eat dairy)	23	5	1	4	10	4	10	13	2	7	3	4	3	5	9	7	7
	2%	2%	1%	2%	4%	4%	2%	2%	3%	5%	2%	2%	2%	2%	4%	2%	2%
					b	b											
Pescatarian (I do not eat fish)	25	4	8	3	5	4	8	17	-	6	3	5	4	7	6	9	10
	2%	2%	4%	1%	2%	4%	2%	3%	-	4%	2%	3%	2%	3%	3%	2%	2%
Vegetarian (I do not eat meat or fish)	26	5	5	6	6	4	8	18	2	6	6	5	3	5	8	11	7
	3%	2%	3%	3%	3%	3%	2%	3%	3%	4%	3%	3%	2%	2%	4%	3%	2%
Vegan (I do not eat meat, fish, dairy or other animal products)	8	-	2	2	2	2	4	4	2	2	2	-	1	1	4	2	2
	1%	-	1%	1%	1%	2%	1%	1%	2%	1%	1%	-	1%	*	2%	1%	*
						a											
Other	21	7	7	3	2	2	12	9	2	1	5	4	4	6	3	9	10
	2%	3%	4%	1%	1%	2%	3%	2%	3%	1%	3%	2%	2%	2%	1%	2%	2%
			d														
NET: Reduced intake of animal products	153	34	34	24	34	27	63	90	7	26	26	28	21	45	33	54	66
	15%	13%	18%	12%	14%	24%	13%	17%	9%	19%	15%	14%	13%	18%	15%	14%	16%
					acd					a							

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1007	833	153	72	23	24	26	8	527	236	291	454	596	284
Total	1007	833	153	72	23	25	26	8	528	236	292	452	595	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	833	833	-	-	-	-	-	-	427	183	245	382	491	233
	83%	100%	-	-	-	-	-	-	81%	78%	84%	84%	82%	82%
		bc										b		
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	72	-	72	72	-	-	-	-	43	20	22	26	51	13
	7%	-	47%	100%	-	-	-	-	8%	9%	8%	6%	9%	5%
			a	ab									b	
Dairy-free (I do not eat dairy)	23	-	23	-	23	-	-	-	12	5	7	11	15	5
	2%	-	15%	-	100%	-	-	-	2%	2%	2%	2%	2%	2%
			ac											
Pescatarian (I do not eat fish)	25	-	25	-	-	25	-	-	15	8	7	9	10	12
	2%	-	16%	-	-	100%	-	-	3%	4%	2%	2%	2%	4%
			ac											a
Vegetarian (I do not eat meat or fish)	26	-	26	-	-	-	26	-	17	11	6	9	14	9
	3%	-	17%	-	-	-	100%	-	3%	5%	2%	2%	2%	3%
			ac							d				
Vegan (I do not eat meat, fish, dairy or other animal products)	8	-	8	-	-	-	-	8	7	6	1	-	3	5
	1%	-	5%	-	-	-	-	100%	1%	2%	*	-	*	2%
			a						d	cd				
Other	21	-	-	-	-	-	-	-	6	2	4	15	11	8
	2%	-	-	-	-	-	-	-	1%	1%	1%	3%	2%	3%
												ab		
NET: Reduced intake of animal products	153	-	153	72	23	25	26	8	94	51	43	55	93	45
	15%	-	100%	100%	100%	100%	100%	100%	18%	22%	15%	12%	16%	16%
			a	a					d	cd				