

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

Methodology: Savanta ComRes interviewed 1,049 adults in Poland 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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BASE: All respondents	

Public perceptions on meat production and consumption - Poland - 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

	Poland regions													
	Total	Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	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	180 17%	18 23%	15 26%	6 10%	7 25%	11 16%	14 15%	27 19%	1 4%	6 10%	3 9%	13 21%	15 12%	9 25%
Yes, I had heard of it but I did not understand how it is made	394 38%	27 34%	13 23%	25 43%	10 37%	28 41%	35 38%	52 36%	11 41%	22 38%	15 45%	19 31%	45 35%	13 36%
No, I had not heard of it	444 42%	30 38%	28 50%	23 39%	10 37%	28 40%	40 44%	62 43%	14 50%	27 47%	13 41%	30 48%	62 49%	14 39%
I can't remember	29 3%	4 5%	1 2%	5 8%	- -	2 3%	2 2%	2 1%	1 4%	2 4%	2 6%	- -	4 3%	- -
NET: Heard of	574 55%	45 57%	28 49%	31 53%	17 63%	39 57%	48 53%	80 55%	13 46%	28 48%	17 54%	32 52%	60 48%	21 61%

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BASE: All respondents

	Total	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	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	180 17%	5 13%	22 24%	8 17%	106 21% b	74 14%	26 27% def	46 24% def	36 18%	20 13%	20 11%	32 15%	72 25% bc	56 16%	51 13%
Yes, I had heard of it but I did not understand how it is made	394 38%	21 53%	39 42%	18 39%	195 39%	199 36%	29 29%	79 41% a	71 35%	71 46% af	70 39%	72 34%	108 37%	143 40%	142 36%
No, I had not heard of it	444 42%	13 32%	29 31%	21 44%	184 37%	260 47% a	41 41%	67 35%	87 43%	59 38%	85 47%	105 49% b bd	108 37%	147 41%	189 48% ab
I can't remember	29 3%	1 2%	3 3%	- -	15 3%	14 3%	3 3%	1 1%	8 4% b	6 4% b	6 3%	6 3%	5 2%	13 4%	11 3%
NET: Heard of	574 55%	26 65%	62 65%	26 56%	301 60% b	273 50%	55 56%	125 65% cef	107 53%	92 59%	90 50%	104 48%	181 62% c	199 55%	194 49%

Public perceptions on meat production and consumption - Poland - 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

	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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	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	180	134	42	22	2	5	6	7	180	180	-	-	136	35
	17%	16%	24%	20%	14%	31%	31%	43%	31%	100%	-	-	20%	12%
			a						cd	acd			b	
Yes, I had heard of it but I did not understand how it is made	394	324	63	41	7	5	6	5	394	-	394	-	292	88
	38%	38%	37%	37%	54%	30%	31%	31%	69%	-	100%	-	44%	30%
									bd		abd		b	
No, I had not heard of it	444	369	65	45	4	6	7	3	-	-	-	444	225	165
	42%	43%	38%	41%	32%	39%	37%	19%	-	-	-	100%	34%	56%
												abc	a	
I can't remember	29	24	3	2	-	-	-	1	-	-	-	-	12	5
	3%	3%	2%	2%	-	-	-	7%	-	-	-	-	2%	2%
NET: Heard of	574	459	105	63	8	10	12	11	574	180	394	-	428	123
	55%	54%	61%	57%	68%	61%	63%	74%	100%	100%	100%	-	64%	42%
									d	d	d		b	

Public perceptions on meat production and consumption - Poland - 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

	Poland regions													
	Total	Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Clean meat	217	21	11	14	7	18	21	32	2	6	4	12	21	9
	21%	27%	19%	23%	24%	27%	23%	22%	8%	10%	13%	19%	17%	27%
Cell-based meat	192	13	9	13	8	10	13	27	9	10	6	11	21	9
	18%	16%	15%	22%	27%	15%	14%	19%	33%	18%	18%	17%	16%	25%
Cultivated meat	189	13	7	10	2	13	17	28	5	8	10	11	26	9
	18%	17%	12%	17%	7%	19%	19%	20%	16%	14%	30%	18%	20%	25%
Cultured meat	160	9	14	9	6	7	16	23	2	17	7	6	13	1
	15%	11%	25%	15%	21%	11%	18%	16%	8%	30%	22%	10%	10%	3%
Slaughter-free meat	153	10	10	7	2	7	13	22	6	6	4	11	20	5
	15%	13%	18%	11%	6%	10%	15%	15%	21%	10%	11%	18%	16%	14%
Other	20	2	1	-	2	3	-	4	-	-	-	2	4	1
	2%	2%	2%	-	7%	4%	-	3%	-	-	-	3%	3%	3%
Don't know	117	11	5	7	2	10	10	8	4	10	2	9	21	1
	11%	14%	9%	12%	6%	14%	11%	5%	13%	18%	6%	15%	17%	3%

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

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

BASE: All respondents

	Total	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Clean meat	217	11	19	9	104	114	27	43	36	33	40	39	70	68	79
	21%	28%	20%	19%	21%	21%	27%	22%	18%	21%	22%	18%	24%	19%	20%
Cell-based meat	192	9	17	8	97	95	21	38	39	35	27	33	59	74	59
	18%	24%	19%	16%	19%	17%	22%	19%	19%	22%	15%	15%	20%	21%	15%
														c	
Cultivated meat	189	3	14	14	83	106	11	41	45	24	26	42	52	69	69
	18%	7%	14%	31%	17%	19%	11%	21%	22%	15%	15%	20%	18%	19%	17%
				ab				a	a						
Cultured meat	160	9	16	5	82	78	15	30	22	27	29	37	45	50	66
	15%	22%	17%	10%	16%	14%	15%	15%	11%	17%	16%	17%	15%	14%	17%
Slaughter-free meat	153	3	19	8	69	83	13	32	38	21	22	27	45	59	49
	15%	7%	20%	16%	14%	15%	13%	16%	19%	14%	12%	13%	15%	16%	12%
Other	20	1	-	-	10	10	1	3	-	2	7	7	4	2	13
	2%	2%	-	-	2%	2%	1%	2%	-	1%	4%	3%	1%	1%	3%
										c	c	c			b
Don't know	117	4	10	4	54	62	11	8	23	15	30	30	19	38	60
	11%	9%	10%	8%	11%	11%	11%	4%	11%	9%	17%	14%	6%	11%	15%
							b		b	b	b	b			a

Public perceptions on meat production and consumption - Poland - 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

	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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Clean meat	217	173	40	25	1	2	8	4	139	44	94	75	183	26
	21%	20%	23%	23%	7%	12%	42%	27%	24%	25%	24%	17%	28%	9%
									d	d	d		b	
Cell-based meat	192	155	36	26	4	2	1	2	129	40	89	63	145	34
	18%	18%	20%	24%	32%	11%	6%	14%	23%	22%	23%	14%	22%	12%
									d	d	d		b	
Cultivated meat	189	162	26	15	5	2	1	3	102	30	72	83	99	77
	18%	19%	15%	14%	37%	13%	5%	20%	18%	17%	18%	19%	15%	26%
													a	
Cultured meat	160	135	20	14	-	2	1	3	69	19	50	89	66	87
	15%	16%	12%	12%	-	13%	6%	20%	12%	11%	13%	20%	10%	30%
												abc		a
Slaughter-free meat	153	118	31	20	1	5	5	1	95	38	58	55	120	24
	15%	14%	18%	18%	7%	32%	25%	6%	17%	21%	15%	12%	18%	8%
										d			b	
Other	20	14	5	4	-	1	-	-	13	5	8	7	17	2
	2%	2%	3%	4%	-	5%	-	-	2%	3%	2%	1%	3%	1%
Don't know	117	96	15	6	2	2	3	2	26	4	23	72	34	43
	11%	11%	9%	5%	16%	13%	16%	13%	5%	2%	6%	16%	5%	15%
											b	abc		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	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4.0)	283 27%	22 28%	15 26%	16 28%	9 31%	18 27%	26 28%	46 32%	8 29%	9 16%	9 27%	18 29%	31 25%	10 30%
Fairly likely (3.0)	381 36%	31 39%	17 29%	22 37%	7 24%	25 36%	30 33%	59 41%	9 33%	22 38%	11 33%	20 32%	42 33%	14 40%
Fairly unlikely (2.0)	134 13%	9 11%	13 23%	7 12%	5 18%	7 11%	12 14%	11 8%	2 8%	8 14%	8 23%	9 14%	16 12%	2 6%
Very unlikely (1.0)	160 15%	11 14%	7 12%	9 15%	5 17%	15 22%	13 14%	16 11%	5 17%	9 16%	4 11%	11 17%	24 19%	5 14%
Don't know	89 8%	7 8%	6 10%	5 9%	3 10%	3 5%	10 11%	11 8%	3 13%	9 16%	2 6%	5 7%	13 11%	4 11%
NET: Likely	665 63%	53 67%	32 56%	38 65%	15 55%	43 63%	56 61%	105 73%	17 62%	31 54%	19 60%	38 61%	73 58%	24 70%
NET: Unlikely	294 28%	20 25%	20 35%	16 27%	10 35%	22 32%	25 28%	28 19%	7 25%	17 30%	11 34%	20 31%	40 31%	7 19%
Base for stats	958	73	51	54	25	65	81	132	24	49	31	58	112	31
Mean Score	2.82	2.88	2.77	2.85	2.76	2.72	2.85	3.01	2.84	2.64	2.80	2.79	2.71	2.97
Standard Deviation	1.035	1.016	1.022	1.043	1.143	1.114	1.050	.964	1.109	1.005	1.003	1.085	1.094	1.021
Standard Error	.033	.117	.142	.141	.224	.143	.123	.083	.237	.155	.177	.141	.101	.181
Error variance	*	.01	.02	.02	.05	.02	.02	.01	.06	.02	.03	.02	.01	.03

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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	Poland regions			Gender		Age						Age			
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408	
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very likely	(4.0)	283	14	25	7	150	134	35	52	49	34	45	69	87	82	114
	27%	35%	26%	16%	30%	24%	35%	27%	24%	21%	25%	32%	30%	23%	29%	
		c			b		cd				d		b			
Fairly likely	(3.0)	381	18	35	21	177	204	37	78	79	68	56	63	115	147	120
	36%	46%	37%	45%	35%	37%	37%	40%	39%	43%	31%	30%	39%	41%	30%	
							f	f	ef				c	c		
Fairly unlikely	(2.0)	134	4	11	11	62	72	11	30	25	23	20	23	41	49	44
	13%	9%	11%	23%	12%	13%	11%	16%	13%	15%	11%	11%	14%	14%	11%	
Very unlikely	(1.0)	160	4	17	6	76	84	12	22	30	17	36	42	34	47	78
	15%	10%	18%	14%	15%	15%	12%	12%	15%	11%	20%	20%	12%	13%	20%	
											bd	bd			ab	
Don't know		89	-	7	1	35	54	5	10	19	15	23	16	15	34	39
	8%	-	7%	2%	7%	10%	5%	5%	10%	9%	13%	7%	5%	10%	10%	
											b			a	a	
NET: Likely		665	32	60	29	327	337	72	130	127	102	101	133	202	229	234
	63%	81%	64%	61%	65%	62%	72%	67%	63%	65%	56%	62%	69%	64%	59%	
		c			e	e	e	e					c			
NET: Unlikely		294	8	27	17	138	155	23	53	55	41	56	66	75	96	122
	28%	19%	29%	37%	28%	28%	23%	27%	27%	26%	31%	31%	26%	27%	31%	
Base for stats		958	39	87	46	465	493	94	183	183	142	157	198	278	325	356
Mean Score	2.82	3.06	2.78	2.65	2.86	2.79	3.01	2.87	2.80	2.83	2.70	2.80	2.92	2.81	2.76	
		c			e		e									
Standard Deviation	1.035	.926	1.066	.922	1.045	1.026	.995	.964	1.014	.928	1.115	1.136	.975	.976	1.126	
Standard Error	.033	.146	.112	.133	.050	.045	.106	.071	.073	.082	.088	.079	.059	.055	.059	
Error variance	*	.02	.01	.02	*	*	.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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4.0)	283 27%	224 26%	57 33%	44 40% a	2 14%	3 19%	5 24%	3 22%	194 34% d	83 46% acd	111 28% d	87 20%	283 43% b	-
Fairly likely (3.0)	381 36%	322 38%	55 32%	35 31%	6 52%	4 24%	5 27%	5 33%	234 41% bd	53 29%	181 46% bd	138 31%	381 57% b	-
Fairly unlikely (2.0)	134 13%	110 13%	18 10%	13 12%	- -	- -	2 12%	3 19%	60 11%	17 9%	43 11%	74 17% abc	- -	134 46% a
Very unlikely (1.0)	160 15%	120 14%	33 19%	13 12%	3 25%	6 38%	7 37%	4 26%	63 11%	18 10%	45 11%	92 21% abc	- -	160 54% a
Don't know	89 8%	75 9%	10 6%	6 5%	1 9%	3 19%	- -	- -	22 4%	9 5%	13 3%	54 12% abc	- -	-
NET: Likely	665 63%	546 64%	112 65%	78 71%	8 66%	7 43%	10 51%	9 55%	428 75% d	136 76% d	292 74% d	225 51%	665 100% b	-
NET: Unlikely	294 28%	231 27%	51 30%	26 23%	3 25%	6 38%	9 49%	7 45%	123 22%	35 19%	88 22%	165 37% abc	- -	294 100% a
Base for stats	958	777	163	104	11	13	19	16	551	171	380	390	665	294
Mean Score	2.82	2.84	2.83	3.05 a	2.61	2.31	2.38	2.52	3.01 d	3.18 cd	2.94 d	2.56	3.43 b	1.46
Standard Deviation	1.035	1.012	1.118	1.024	1.098	1.327	1.240	1.136	.959	.989	.938	1.079	.495	.499
Standard Error	.033	.036	.088	.100	.317	.368	.284	.293	.041	.076	.048	.054	.019	.029
Error variance	*	*	.01	.01	.10	.14	.08	.09	*	.01	*	*	*	*

Public perceptions on meat production and consumption - Poland - 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	-	-	-	-	-	-	-	-
Taste	1047	706	304	18	7	11	1010	25
	100%	67%	29%	2%	1%	1%	96%	2%
Food safety (i.e. the likelihood of catching food borne diseases)	1047	797	204	21	8	16	1002	30
	100%	76%	20%	2%	1%	1%	96%	3%
Health and nutrition	1047	674	310	42	11	11	984	53
	100%	64%	30%	4%	1%	1%	94%	5%
The environment	1047	521	433	62	6	25	954	68
	100%	50%	41%	6%	1%	2%	91%	7%
Cost	1047	445	496	82	11	14	941	93
	100%	42%	47%	8%	1%	1%	90%	9%
The welfare of animals	1047	497	433	76	11	30	930	87
	100%	47%	41%	7%	1%	3%	89%	8%
Convenience	1047	288	537	179	17	25	825	197
	100%	28%	51%	17%	2%	2%	79%	19%

Public perceptions on meat production and consumption - Poland - 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

	Poland regions													
	Total	Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	1010	75	55	57	26	66	85	140	28	57	31	61	124	34
	96%	94%	97%	96%	93%	97%	94%	97%	100%	98%	94%	98%	98%	97%
Food safety (i.e. the likelihood of catching food borne diseases)	1002	75	56	56	27	66	84	134	26	57	30	59	123	34
	96%	95%	98%	95%	96%	97%	92%	93%	96%	98%	92%	95%	98%	97%
Health and nutrition	984	72	56	52	26	65	88	132	26	57	31	60	118	33
	94%	90%	98%	88%	92%	95%	96%	92%	95%	98%	94%	96%	94%	94%
The environment	954	67	54	53	24	63	78	129	26	58	28	58	117	32
	91%	85%	95%	90%	85%	91%	86%	90%	96%	100%	85%	94%	93%	91%
Cost	941	70	53	51	25	65	78	130	26	56	29	57	114	33
	90%	88%	93%	86%	88%	95%	86%	90%	96%	96%	89%	92%	91%	95%
The welfare of animals	930	69	53	55	23	59	72	128	25	53	27	57	114	33
	89%	87%	93%	93%	82%	86%	79%	89%	91%	92%	82%	92%	91%	94%
Convenience	825	64	41	45	21	52	69	118	24	51	27	49	98	30
	79%	80%	72%	76%	76%	76%	75%	82%	87%	88%	83%	79%	78%	86%

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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	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	1010	38	91	44	472	538	95	185	190	154	178	209	280	344	386
	96%	97%	97%	94%	94%	98%	96%	96%	94%	98%	98%	97%	96%	96%	98%
						a				c					
Food safety (i.e. the likelihood of catching food borne diseases)	1002	38	92	45	468	534	90	183	188	155	178	208	273	343	386
	96%	97%	98%	96%	94%	98%	90%	95%	93%	99%	98%	97%	93%	96%	98%
						a				ac	abc	ac			a
Health and nutrition	984	38	92	41	457	527	86	176	190	149	176	207	263	339	382
	94%	95%	98%	87%	91%	96%	87%	91%	94%	95%	97%	96%	90%	94%	97%
			c			a			a	a	ab	ab		a	a
The environment	954	36	89	42	431	523	78	176	184	148	172	196	254	332	368
	91%	92%	95%	90%	86%	96%	79%	91%	91%	94%	95%	92%	87%	92%	93%
						a		a	a	a	a	a		a	a
Cost	941	31	83	40	434	507	84	168	177	143	171	199	252	319	369
	90%	79%	88%	85%	87%	93%	84%	87%	87%	91%	94%	93%	86%	89%	94%
						a					abc	ab			ab
The welfare of animals	930	36	84	43	418	512	80	170	181	135	167	197	250	316	364
	89%	92%	90%	91%	84%	94%	80%	88%	89%	86%	93%	92%	85%	88%	92%
						a			a	a	a	a			a
Convenience	825	31	68	38	365	460	76	148	155	129	150	167	224	284	317
	79%	79%	73%	80%	73%	84%	76%	77%	77%	82%	83%	78%	76%	79%	80%
						a									

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

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste	1010	827	163	106	10	15	18	13	559	173	386	427	656	280
	96%	97%	94%	96%	82%	94%	95%	86%	97%	96%	98%	96%	99%	96%
		b											b	
Food safety (i.e. the likelihood of catching food borne diseases)	1002	818	165	106	11	16	19	12	551	168	383	428	645	279
	96%	96%	95%	96%	91%	100%	100%	78%	96%	93%	97%	96%	97%	95%
											b			
Health and nutrition	984	804	162	106	11	15	19	11	541	166	375	419	633	270
	94%	94%	94%	96%	91%	94%	100%	73%	94%	92%	95%	94%	95%	92%
													b	
The environment	954	780	156	103	9	16	17	11	524	159	365	407	616	261
	91%	92%	90%	93%	73%	100%	89%	73%	91%	88%	93%	92%	93%	89%
Cost	941	774	147	95	10	15	15	11	516	153	363	401	602	265
	90%	91%	85%	86%	84%	94%	78%	73%	90%	85%	92%	90%	91%	90%
		b									b			
The welfare of animals	930	755	157	102	9	16	18	12	520	167	352	388	603	255
	89%	89%	91%	92%	73%	100%	94%	79%	91%	93%	89%	87%	91%	87%
										d				
Convenience	825	682	130	84	9	13	12	11	468	145	323	336	538	226
	79%	80%	75%	76%	68%	81%	65%	73%	82%	80%	82%	76%	81%	77%
									d		d			

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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

	Poland regions													
	Total	Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	68 7%	9 11%	2 3%	5 9%	2 7%	4 5%	8 9%	14 10%	1 4%	- -	4 12%	2 3%	6 5%	2 6%
The welfare of animals	87 8%	7 9%	2 4%	2 4%	4 14%	6 9%	17 19%	15 10%	1 4%	5 8%	4 12%	3 5%	10 8%	2 6%
Food safety (i.e. the likelihood of catching food borne diseases)	30 3%	2 3%	- -	1 2%	1 4%	- -	5 5%	9 6%	1 4%	1 2%	2 6%	2 3%	1 1%	1 3%
Health and nutrition	53 5%	7 8%	- -	6 10%	2 8%	1 2%	2 2%	11 7%	1 5%	1 2%	1 3%	2 4%	7 6%	2 6%
Cost	93 9%	9 11%	3 6%	6 10%	3 12%	1 1%	10 11%	14 10%	1 4%	2 4%	3 9%	5 8%	11 8%	1 3%
Convenience	197 19%	14 17%	13 23%	13 22%	6 21%	13 19%	18 20%	25 18%	3 13%	5 8%	4 14%	12 20%	23 18%	5 14%
Taste	25 2%	3 4%	1 2%	1 2%	2 7%	- -	5 5%	4 3%	- -	1 2%	1 3%	1 2%	1 1%	- -

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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	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	68 7%	2 5%	4 4%	4 8%	48 10%	20 4%	18 18%	12 6%	10 5%	7 4%	7 4%	14 7%	30 10%	17 5%	22 5%
The welfare of animals	87 8%	1 3%	5 5%	3 7%	63 13%	24 4%	15 16%	17 9%	15 7%	16 10%	10 5%	14 6%	33 11%	31 9%	24 6%
Food safety (i.e. the likelihood of catching food borne diseases)	30 3%	- -	2 2%	2 4%	19 4%	10 2%	7 7%	8 4%	8 4%	1 1%	2 1%	4 2%	15 5%	9 2%	6 2%
Health and nutrition	53 5%	1 2%	2 2%	6 13%	32 6%	20 4%	11 11%	15 8%	8 4%	7 4%	5 3%	7 3%	26 9%	15 4%	12 3%
Cost	93 9%	6 16%	11 12%	7 15%	55 11%	38 7%	15 15%	22 11%	21 10%	13 8%	9 5%	13 6%	36 12%	34 9%	23 6%
Convenience	197 19%	7 18%	26 27%	9 20%	114 23%	83 15%	23 23%	42 22%	41 20%	25 16%	25 14%	42 19%	65 22%	65 18%	67 17%
Taste	25 2%	- -	3 3%	3 6%	18 4%	7 1%	3 3%	6 3%	7 3%	2 2%	3 2%	4 2%	9 3%	9 3%	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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	68 7%	52 6%	14 8%	5 5%	2 18%	- -	2 11%	4 27%	44 8%	20 11% cd	24 6%	22 5%	39 6%	26 9%
The welfare of animals	87 8%	74 9%	11 6%	4 4%	3 27%	- -	1 6%	2 15%	46 8%	13 7%	33 8%	41 9%	54 8%	26 9%
Food safety (i.e. the likelihood of catching food borne diseases)	30 3%	22 3%	6 3%	1 1%	1 9%	- -	- -	3 22%	20 3% d	11 6% cd	9 2%	7 1%	16 2%	11 4%
Health and nutrition	53 5%	40 5%	9 5%	4 3%	1 9%	1 6%	- -	3 20%	32 6%	14 8%	17 4%	20 4%	29 4%	21 7%
Cost	93 9%	66 8%	26 15% a	15 13%	2 16%	1 6%	4 22%	4 27%	56 10%	26 14% cd	30 8%	36 8%	60 9%	25 9%
Convenience	197 19%	149 18%	41 24%	23 21%	4 32%	3 19%	7 35%	4 27%	103 18%	35 20%	67 17%	90 20%	121 18%	62 21%
Taste	25 2%	16 2%	10 6% a	3 3%	2 18%	1 6%	1 5%	2 14%	14 2%	7 4%	7 2%	10 2%	8 1%	10 3% a

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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	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 521 50%	38 48%	31 54%	30 51%	11 41%	40 58%	41 46%	71 49%	14 50%	31 53%	18 55%	30 48%	59 47%	22 63%
Fairly important	(3.0) 433 41%	29 37%	23 41%	23 39%	12 44%	23 33%	37 41%	58 40%	13 46%	27 47%	10 30%	28 46%	58 46%	10 28%
Fairly unimportant	(2.0) 62 6%	8 10%	2 3%	4 7%	2 7%	4 5%	8 9%	11 8%	1 4%	- -	4 12%	2 3%	5 4%	2 6%
Very unimportant	(1.0) 6 1%	1 1%	- -	1 2%	- -	- -	- -	3 2%	- -	- -	- -	- -	1 1%	- -
Don't know	25 2%	3 4%	1 2%	1 2%	2 8%	2 3%	5 5%	1 1%	- -	- -	1 3%	2 3%	3 2%	1 3%
NET: Important	954 91%	67 85%	54 95%	53 90%	24 85%	63 91%	78 86%	129 90%	26 96%	58 100%	28 85%	58 94%	117 93%	32 91%
NET: Unimportant	68 7%	9 11%	2 3%	5 9%	2 7%	4 5%	8 9%	14 10%	1 4%	- -	4 12%	2 3%	6 5%	2 6%
Base for stats	1022	76	56	58	26	66	86	143	28	58	32	60	123	34
Mean Score	3.44	3.37	3.51	3.41	3.37	3.55	3.39	3.37	3.46	3.53	3.45	3.46	3.42	3.59
Standard Deviation	.635	.723	.568	.708	.640	.601	.654	.719	.589	.503	.714	.568	.612	.613
Standard Error	.020	.081	.075	.092	.123	.076	.074	.059	.118	.071	.124	.072	.054	.104
Error variance	*	.01	.01	.01	.02	.01	.01	*	.01	.01	.02	.01	*	.01

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

BASE: All respondents

	Total	Poland regions			Gender		Age						Age			
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408	
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	521	17	44	24	217	304	38	78	101	78	105	121	116	179	226
	50%	44%	47%	52%	43%	56%	38%	41%	50%	49%	58%	57%	40%	50%	57%	
						a				ab	ab			a	ab	
Fairly important	(3.0)	433	19	45	18	213	219	41	97	83	70	67	75	138	153	141
	41%	48%	48%	38%	43%	40%	41%	50%	41%	45%	37%	35%	47%	43%	36%	
								ef					c			
Fairly unimportant	(2.0)	62	2	4	4	44	19	16	11	9	7	6	13	27	16	20
	6%	5%	4%	8%	9%	3%	16%	6%	5%	4%	3%	6%	9%	5%	5%	
					b		bcd						bc			
Very unimportant	(1.0)	6	-	-	-	4	2	2	1	1	-	1	1	3	1	2
	1%	-	-	-	1%	*	2%	*	*	-	-	1%	*	1%	*	*
Don't know		25	1	1	1	21	4	3	5	8	2	2	4	9	10	6
	2%	3%	1%	2%	4%	1%	3%	3%	4%	1%	1%	2%	3%	3%	1%	
					b											
NET: Important		954	36	89	42	431	523	78	176	184	148	172	196	254	332	368
	91%	92%	95%	90%	86%	96%	79%	91%	91%	94%	95%	92%	87%	92%	93%	
					a		a	a	a	a	a	a	a	a	a	
NET: Unimportant		68	2	4	4	48	20	18	12	10	7	7	14	30	17	22
	7%	5%	4%	8%	10%	4%	18%	6%	5%	4%	4%	7%	10%	5%	5%	
					b		bcd						bc			
Base for stats	1022	38	93	46	479	543	96	188	194	155	179	210	284	349	389	
Mean Score	3.44	3.40	3.43	3.44	3.34	3.52	3.19	3.35	3.46	3.46	3.54	3.50	3.29	3.46	3.52	
					a		a	a	a	a	ab	ab	a	a	a	
Standard Deviation	.635	.597	.578	.655	.680	.582	.786	.614	.612	.583	.593	.638	.680	.598	.617	
Standard Error	.020	.096	.059	.095	.032	.024	.082	.045	.043	.050	.044	.043	.041	.032	.031	
Error variance	*	.01	*	.01	*	*	.01	*	*	*	*	*	*	*	*	

Public perceptions on meat production and consumption - Poland - 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	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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295	
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	521	406	108	72	6	12	11	6	288	92	196	219	348	134
		50%	48%	62%	66%	52%	75%	57%	39%	50%	51%	50%	49%	52%	46%
			a	a	a										
Fairly important	(3.0)	433	374	49	31	3	4	6	5	236	67	169	188	268	128
		41%	44%	28%	28%	21%	25%	32%	34%	41%	37%	43%	42%	40%	43%
			bc												
Fairly unimportant	(2.0)	62	49	12	5	1	-	2	3	39	19	20	22	36	24
		6%	6%	7%	5%	9%	-	11%	20%	7%	11%	5%	5%	5%	8%
											cd				
Very unimportant	(1.0)	6	4	2	-	1	-	-	1	5	1	4	-	3	2
		1%	*	1%	-	9%	-	-	7%	1%	*	1%	-	*	1%
												d			
Don't know		25	20	3	2	1	-	-	-	6	1	5	15	9	6
		2%	2%	2%	2%	9%	-	-	-	1%	*	1%	3%	1%	2%
												ab			
NET: Important		954	780	156	103	9	16	17	11	524	159	365	407	616	261
		91%	92%	90%	93%	73%	100%	89%	73%	91%	88%	93%	92%	93%	89%
NET: Unimportant		68	52	14	5	2	-	2	4	44	20	24	22	39	26
		7%	6%	8%	5%	18%	-	11%	27%	8%	11%	6%	5%	6%	9%
											cd				
Base for stats	1022	832	170	108	11	16	19	16	568	179	388	429	655	287	
Mean Score	3.44	3.42	3.54	3.62	3.28	3.75	3.46	3.04	3.42	3.40	3.43	3.46	3.47	3.37	
			a	a									b		
Standard Deviation	.635	.623	.682	.579	1.037	.447	.708	.964	.659	.698	.641	.594	.622	.665	
Standard Error	.020	.022	.052	.056	.299	.112	.162	.249	.028	.052	.033	.028	.024	.039	
Error variance	*	*	*	*	.09	.01	.03	.06	*	*	*	*	*	*	

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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	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	497 47%	36 45%	31 54%	29 49%	8 31%	39 56%	42 47%	68 47%	14 49%	26 46%	16 49%	29 47%	58 46%	22 63%
Fairly important (3.0)	433 41%	33 42%	22 38%	26 44%	14 52%	21 30%	29 32%	60 42%	12 42%	27 46%	11 33%	28 45%	55 44%	11 31%
Fairly unimportant (2.0)	76 7%	6 8%	2 4%	2 4%	3 10%	6 9%	16 18%	12 8%	1 4%	5 8%	2 6%	2 3%	8 6%	2 6%
Very unimportant (1.0)	11 1%	1 1%	- -	- -	1 4%	- -	1 1%	3 2%	- -	- -	2 6%	1 2%	2 2%	- -
Don't know	30 3%	3 4%	2 4%	2 4%	1 3%	3 5%	2 3%	1 1%	1 5%	- -	2 6%	2 3%	2 1%	- -
NET: Important	930 89%	69 87%	53 93%	55 93%	23 82%	59 86%	72 79%	128 89%	25 91%	53 92%	27 82%	57 92%	114 91%	33 94%
NET: Unimportant	87 8%	7 9%	2 4%	2 4%	4 14%	6 9%	17 19%	15 10%	1 4%	5 8%	4 12%	3 5%	10 8%	2 6%
Base for stats	1017	76	55	57	27	65	89	143	26	58	31	60	124	35
Mean Score	3.39	3.36	3.52	3.47	3.13	3.50	3.27	3.35	3.48	3.37	3.34	3.41	3.37	3.58
Standard Deviation	.674	.695	.576	.574	.772	.662	.802	.724	.589	.636	.860	.646	.683	.606
Standard Error	.021	.078	.077	.075	.146	.085	.090	.060	.120	.090	.152	.082	.060	.101
Error variance	*	.01	.01	.01	.02	.01	.01	*	.01	.01	.02	.01	*	.01

Public perceptions on meat production and consumption - Poland - 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	Poland regions			Gender		Age						Age			
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408	
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	497	19	38	22	194	303	44	80	100	68	100	104	124	169	204
	47%	49%	40%	47%	39%	55%	44%	42%	50%	44%	56%	48%	42%	47%	52%	
						a					bd				a	
Fairly important	(3.0)	433	17	47	21	224	209	36	90	81	67	67	93	126	147	160
	41%	44%	50%	45%	45%	38%	36%	47%	40%	43%	37%	43%	43%	41%	40%	
					b											
Fairly unimportant	(2.0)	76	1	5	3	55	21	12	14	14	16	8	12	27	30	20
	7%	3%	5%	7%	11%	4%	12%	7%	7%	10%	4%	6%	9%	8%	5%	
					b		ef				e		c			
Very unimportant	(1.0)	11	-	-	-	8	3	3	3	1	-	2	2	6	1	4
	1%	-	-	-	2%	*	3%	2%	*	-	1%	1%	2%	*	1%	
					cd		cd						b			
Don't know		30	2	5	1	19	11	4	6	7	6	4	4	10	12	8
	3%	5%	5%	2%	4%	2%	4%	3%	3%	4%	2%	2%	3%	3%	2%	
NET: Important		930	36	84	43	418	512	80	170	181	135	167	197	250	316	364
	89%	92%	90%	91%	84%	94%	80%	88%	89%	86%	93%	92%	85%	88%	92%	
					a		a			a		a			a	
NET: Unimportant		87	1	5	3	63	24	15	17	15	16	10	14	33	31	24
	8%	3%	5%	7%	13%	4%	16%	9%	7%	10%	5%	6%	11%	9%	6%	
					b		cef						c			
Base for stats	1017	38	89	46	481	536	95	188	195	151	177	210	283	347	387	
Mean Score	3.39	3.48	3.37	3.41	3.26	3.51	3.26	3.32	3.43	3.35	3.50	3.42	3.30	3.40	3.46	
					a		abd								a	
Standard Deviation	.674	.562	.586	.621	.723	.601	.816	.683	.645	.665	.641	.642	.730	.654	.642	
Standard Error	.021	.091	.061	.090	.034	.025	.086	.050	.045	.057	.048	.043	.044	.035	.032	
Error variance	*	.01	*	.01	*	*	.01	*	*	*	*	*	*	*	*	

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%															
Unweighted Total	1049	855	173	110	13	16	19	15	571	180	391	449	665	295	
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	497	392	100	63	5	12	13	7	286	87	199	198	340	123
		47%	46%	58%	57%	37%	75%	68%	47%	50%	48%	51%	45%	51%	42%
			a	a										b	
Fairly important	(3.0)	433	364	57	38	4	4	5	5	233	80	153	190	263	132
		41%	43%	33%	35%	36%	25%	26%	33%	41%	45%	39%	43%	40%	45%
			b												
Fairly unimportant	(2.0)	76	64	10	4	3	-	1	1	40	11	29	36	47	21
		7%	7%	6%	4%	27%	-	6%	8%	7%	6%	7%	8%	7%	7%
Very unimportant	(1.0)	11	10	1	-	-	-	-	1	6	2	4	5	6	5
		1%	1%	1%	-	-	-	-	7%	1%	1%	1%	1%	1%	2%
Don't know		30	23	5	4	-	-	-	1	8	-	8	15	8	12
		3%	3%	3%	4%	-	-	-	6%	1%	-	2%	3%	1%	4%
											b	ab		a	
NET: Important		930	755	157	102	9	16	18	12	520	167	352	388	603	255
		89%	89%	91%	92%	73%	100%	94%	79%	91%	93%	89%	87%	91%	87%
											d				
NET: Unimportant		87	74	11	4	3	-	1	2	46	13	33	41	54	26
		8%	9%	6%	4%	27%	-	6%	15%	8%	7%	8%	9%	8%	9%
Base for stats		1017	829	168	106	12	16	19	15	565	180	385	429	657	282
Mean Score		3.39	3.37	3.52	3.56	3.10	3.75	3.62	3.26	3.42	3.40	3.42	3.35	3.43	3.33
				a	a									b	
Standard Deviation		.674	.678	.641	.575	.829	.447	.613	.935	.668	.654	.675	.687	.668	.694
Standard Error		.021	.024	.049	.056	.230	.112	.141	.250	.028	.049	.035	.033	.026	.041
Error variance		*	*	*	*	.05	.01	.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

	Total	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 797 76%	61 77%	46 81%	48 81%	17 62%	55 80%	66 73%	106 74%	22 79%	41 71%	27 83%	51 82%	98 78%	29 83%
Fairly important	(3.0) 204 20%	14 18%	10 17%	8 14%	9 34%	11 16%	18 20%	28 19%	5 17%	15 27%	3 9%	8 13%	25 20%	5 15%
Fairly unimportant	(2.0) 21 2%	2 3%	- -	- -	1 4%	- -	2 2%	6 4%	1 4%	1 2%	2 6%	1 2%	1 1%	1 3%
Very unimportant	(1.0) 8 1%	- -	- -	1 2%	- -	- -	2 3%	3 2%	- -	- -	- -	1 2%	- -	- -
Don't know	16 1%	2 2%	1 2%	2 4%	- -	2 3%	2 2%	1 1%	- -	- -	1 3%	1 1%	2 2%	- -
NET: Important	1002 96%	75 95%	56 98%	56 95%	27 96%	66 97%	84 92%	134 93%	26 96%	57 98%	30 92%	59 95%	123 98%	34 97%
NET: Unimportant	30 3%	2 3%	- -	1 2%	1 4%	- -	5 5%	9 6%	1 4%	1 2%	2 6%	2 3%	1 1%	1 3%
Base for stats	1031	77	56	57	28	66	89	143	28	58	32	61	123	35
Mean Score	3.74	3.77	3.82	3.81	3.58	3.83	3.67	3.66	3.75	3.69	3.79	3.79	3.78	3.80
Standard Deviation	.532	.484	.385	.512	.581	.376	.658	.661	.528	.506	.537	.553	.432	.470
Standard Error	.017	.054	.051	.067	.108	.048	.074	.054	.106	.072	.093	.070	.038	.078
Error variance	*	*	*	*	.01	*	.01	*	.01	.01	.01	*	*	.01

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

BASE: All respondents

	Total	Poland regions			Gender		Age						Age			
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408	
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	797	30	66	34	367	431	66	137	147	117	146	185	202	264	331
	76%	77%	70%	73%	73%	79%	66%	71%	73%	75%	81%	87%	69%	73%	84%	
						a					ab	abcd			ab	
Fairly important	(3.0)	204	8	26	11	101	103	24	46	41	38	32	23	70	79	55
	20%	20%	28%	23%	20%	19%	24%	24%	20%	24%	18%	11%	24%	22%	14%	
							f	f	f	f	f		c	c		
Fairly unimportant	(2.0)	21	-	2	1	13	9	5	5	4	1	2	4	11	5	6
	2%	-	2%	2%	3%	2%	5%	3%	2%	1%	1%	2%	4%	1%	2%	
							de									
Very unimportant	(1.0)	8	-	-	1	6	2	1	3	4	-	-	-	4	4	-
	1%	-	-	2%	1%	*	1%	2%	2%	-	-	-	1%	1%	-	
									f				c	c		
Don't know	16	1	-	-	13	3	3	2	6	1	1	2	6	7	3	
	1%	3%	-	-	3%	1%	3%	1%	3%	1%	1%	1%	2%	2%	1%	
					b											
NET: Important	1002	38	92	45	468	534	90	183	188	155	178	208	273	343	386	
	96%	97%	98%	96%	94%	98%	90%	95%	93%	99%	98%	97%	93%	96%	98%	
					a	a				ac	abc	ac			a	
NET: Unimportant	30	-	2	2	19	10	7	8	8	1	2	4	15	9	6	
	3%	-	2%	4%	4%	2%	7%	4%	4%	1%	1%	2%	5%	2%	2%	
							def						c			
Base for stats	1031	38	94	47	487	544	96	191	196	156	180	212	287	352	392	
Mean Score	3.74	3.79	3.68	3.66	3.70	3.77	3.60	3.66	3.69	3.74	3.80	3.85	3.64	3.71	3.83	
					a	a					abc	abcd			ab	
Standard Deviation	.532	.412	.509	.637	.585	.479	.653	.615	.613	.455	.426	.405	.627	.549	.415	
Standard Error	.017	.066	.052	.091	.027	.020	.068	.044	.043	.039	.032	.027	.037	.029	.021	
Error variance	*	*	*	.01	*	*	*	*	*	*	*	*	*	*	*	

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
		a	b	c	d	e	f	g	a	b	c	d	a	b
Significance Level: 95%														
Unweighted Total	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	797 76%	655 77%	130 75%	85 77%	10 77%	12 75%	15 80%	8 49%	437 76%	128 71%	310 79% b	345 78%	511 77%	228 78%
Fairly important (3.0)	204 20%	163 19%	35 20%	21 19%	2 14%	4 25%	4 20%	5 29%	114 20%	41 23%	73 19%	83 19%	134 20%	51 17%
Fairly unimportant (2.0)	21 2%	15 2%	5 3%	1 1%	- -	- -	- -	3 22%	13 2%	7 4%	6 2%	5 1%	13 2%	8 3%
Very unimportant (1.0)	8 1%	7 1%	1 1%	- -	1 9%	- -	- -	- -	7 1%	4 2% d	3 1%	1 *	3 *	3 1%
Don't know	16 1%	12 1%	3 2%	3 3%	- -	- -	- -	- -	3 1%	1 1%	2 *	9 2% ac	4 1%	4 1%
NET: Important	1002 96%	818 96%	165 95%	106 96%	11 91%	16 100%	19 100%	12 78%	551 96%	168 93%	383 97% b	428 96%	645 97%	279 95%
NET: Unimportant	30 3%	22 3%	6 3%	1 1%	1 9%	- -	- -	3 22%	20 3% d	11 6% cd	9 2%	7 1%	16 2%	11 4%
Base for stats	1031	840	170	107	12	16	19	16	571	179	392	435	661	290
Mean Score	3.74	3.74	3.72	3.79	3.59	3.75	3.80	3.27	3.72	3.63	3.76 b	3.78 b	3.74	3.74
Standard Deviation	.532	.526	.543	.438	.925	.445	.413	.823	.567	.666	.511	.463	.507	.557
Standard Error	.017	.018	.042	.042	.257	.111	.095	.213	.024	.050	.026	.022	.020	.033
Error variance	*	*	*	*	.07	.01	.01	.05	*	*	*	*	*	*

Public perceptions on meat production and consumption - Poland - 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

	Total	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 674 64%	51 64%	40 70%	34 57%	18 64%	49 71%	56 62%	85 59%	23 83%	37 63%	27 82%	39 64%	79 63%	24 69%
Fairly important	(3.0) 310 30%	21 26%	16 28%	18 31%	8 28%	17 24%	31 35%	47 33%	3 13%	20 35%	4 12%	20 33%	39 31%	9 25%
Fairly unimportant	(2.0) 42 4%	5 6%	- -	4 7%	2 8%	1 2%	1 1%	8 5%	1 5%	1 2%	1 3%	2 4%	6 5%	1 3%
Very unimportant	(1.0) 11 1%	2 2%	- -	2 4%	- -	- -	1 1%	3 2%	- -	- -	- -	- -	1 1%	1 3%
Don't know	11 1%	1 1%	1 2%	1 2%	- -	2 3%	1 1%	1 1%	- -	- -	1 3%	- -	1 1%	- -
NET: Important	984 94%	72 90%	56 98%	52 88%	26 92%	65 95%	88 96%	132 92%	26 95%	57 98%	31 94%	60 96%	118 94%	33 94%
NET: Unimportant	53 5%	7 8%	- -	6 10%	2 8%	1 2%	2 2%	11 7%	1 5%	1 2%	1 3%	2 4%	7 6%	2 6%
Base for stats	1036	78	56	58	28	66	90	143	28	58	32	62	125	35
Mean Score	3.59	3.54	3.71	3.44	3.56	3.71	3.59	3.50	3.78	3.61	3.82	3.60	3.57	3.60
Standard Deviation	.621	.718	.458	.785	.651	.494	.583	.696	.521	.531	.457	.565	.624	.693
Standard Error	.019	.080	.061	.102	.121	.063	.065	.057	.104	.075	.079	.071	.055	.115
Error variance	*	.01	*	.01	.01	*	*	*	.01	.01	.01	*	*	.01

Public perceptions on meat production and consumption - Poland - 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

	Total	Poland regions			Gender		Age						Age			
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408	
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	674	28	58	27	296	377	50	114	133	94	124	159	164	227	283
		64%	70%	62%	58%	59%	69%	50%	59%	66%	60%	69%	74%	56%	63%	72%
						a			a		a	abd			ab	
Fairly important	(3.0)	310	10	34	14	161	149	37	62	57	55	52	48	99	112	99
		30%	25%	36%	29%	32%	27%	37%	32%	28%	35%	29%	22%	34%	31%	25%
						f		f		f				c		
Fairly unimportant	(2.0)	42	1	2	5	27	15	9	12	7	7	4	3	21	14	7
		4%	2%	2%	11%	5%	3%	9%	6%	4%	4%	2%	1%	7%	4%	2%
					b	b		ef	f					c		
Very unimportant	(1.0)	11	-	-	1	5	6	2	3	1	-	1	4	5	1	5
		1%	-	-	2%	1%	1%	2%	1%	*	-	1%	2%	2%	*	1%
														b		
Don't know		11	1	-	-	11	-	2	2	4	1	-	1	5	5	1
		1%	3%	-	-	2%	-	2%	1%	2%	1%	-	*	2%	1%	*
						b		e								
NET: Important		984	38	92	41	457	527	86	176	190	149	176	207	263	339	382
		94%	95%	98%	87%	91%	96%	87%	91%	94%	95%	97%	96%	90%	94%	97%
				c		a		a		a	a	ab	ab		a	
NET: Unimportant		53	1	2	6	32	20	11	15	8	7	5	7	26	15	12
		5%	2%	2%	13%	6%	4%	11%	8%	4%	4%	3%	3%	9%	4%	3%
					b	b		cef	ef					bc		
Base for stats	1036	38	94	47	489	547	97	191	198	156	181	213	288	354	394	
Mean Score	3.59	3.69	3.60	3.43	3.53	3.64	3.37	3.51	3.63	3.56	3.65	3.70	3.46	3.60	3.68	
					a			a		a	ab	abd		a		
Standard Deviation	.621	.518	.535	.775	.651	.587	.746	.684	.580	.581	.552	.588	.707	.581	.571	
Standard Error	.019	.083	.054	.111	.030	.025	.078	.049	.040	.049	.041	.039	.042	.031	.028	
Error variance	*	.01	*	.01	*	*		.01	*	*	*	*	*	*	*	

Public perceptions on meat production and consumption - Poland - 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

	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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295	
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	674	535	128	84	8	13	15	8	382	120	262	276	433	192
		64%	63%	74%	76%	61%	81%	80%	53%	67%	67%	67%	62%	65%	65%
			a	a											
Fairly important	(3.0)	310	269	35	22	4	2	4	3	159	46	114	143	200	78
		30%	32%	20%	20%	30%	13%	20%	20%	28%	25%	29%	32%	30%	27%
			bc												
Fairly unimportant	(2.0)	42	35	6	3	-	1	-	2	28	13	14	13	24	16
		4%	4%	3%	3%	-	6%	-	15%	5%	7%	4%	3%	4%	6%
											d				
Very unimportant	(1.0)	11	6	3	1	1	-	-	1	4	1	3	7	5	5
		1%	1%	2%	1%	9%	-	-	6%	1%	1%	1%	2%	1%	2%
Don't know		11	8	2	1	-	-	-	1	1	-	1	5	2	2
		1%	1%	1%	1%	-	-	-	7%	*	-	*	1%	*	1%
												a			
NET: Important		984	804	162	106	11	15	19	11	541	166	375	419	633	270
		94%	94%	94%	96%	91%	94%	100%	73%	94%	92%	95%	94%	95%	92%
														b	
NET: Unimportant		53	40	9	4	1	1	-	3	32	14	17	20	29	21
		5%	5%	5%	3%	9%	6%	-	20%	6%	8%	4%	4%	4%	7%
Base for stats		1036	844	171	109	12	16	19	14	573	180	393	439	663	291
Mean Score		3.59	3.58	3.68	3.72	3.43	3.75	3.80	3.29	3.61	3.58	3.62	3.57	3.60	3.57
					a										
Standard Deviation		.621	.606	.629	.554	.916	.579	.413	.977	.614	.652	.596	.632	.598	.676
Standard Error		.019	.021	.048	.053	.254	.145	.095	.261	.026	.049	.030	.030	.023	.040
Error variance		*	*	*	*	.06	.02	.01	.07	*	*	*	*	*	*

Public perceptions on meat production and consumption - Poland - 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	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 445 42%	38 48%	23 40%	24 41%	9 34%	32 46%	32 35%	68 47%	17 63%	31 54%	18 54%	23 37%	48 38%	13 39%
Fairly important	(3.0) 496 47%	31 40%	30 53%	26 45%	15 55%	34 49%	47 51%	62 43%	9 33%	24 42%	11 34%	34 54%	66 52%	19 56%
Fairly unimportant	(2.0) 82 8%	6 7%	3 6%	6 10%	2 7%	1 1%	10 11%	11 7%	1 4%	1 2%	3 9%	5 8%	11 8%	1 3%
Very unimportant	(1.0) 11 1%	3 4%	- -	- -	1 4%	- -	- -	3 2%	- -	1 2%	- -	- -	- -	- -
Don't know	14 1%	1 1%	1 2%	2 4%	- -	2 3%	2 3%	- -	- -	- -	1 3%	- -	1 1%	1 3%
NET: Important	941 90%	70 88%	53 93%	51 86%	25 88%	65 95%	78 86%	130 90%	26 96%	56 96%	29 89%	57 92%	114 91%	33 95%
NET: Unimportant	93 9%	9 11%	3 6%	6 10%	3 12%	1 1%	10 11%	14 10%	1 4%	2 4%	3 9%	5 8%	11 8%	1 3%
Base for stats	1033	78	56	57	28	66	89	144	28	58	32	62	125	34
Mean Score	3.33	3.34	3.35	3.32	3.18	3.46	3.24	3.36	3.59	3.48	3.47	3.29	3.30	3.37
Standard Deviation	.667	.776	.589	.663	.750	.532	.649	.714	.579	.640	.662	.615	.620	.544
Standard Error	.021	.086	.078	.087	.139	.068	.073	.059	.116	.091	.115	.077	.054	.092
Error variance	*	.01	.01	.01	.02	*	.01	*	.01	.01	.01	.01	*	.01

Public perceptions on meat production and consumption - Poland - 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	Poland regions			Gender		Age						Age			
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408	
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	445	15	31	22	203	242	40	73	84	64	83	101	113	148	184
		42%	37%	33%	47%	41%	44%	40%	38%	42%	40%	46%	47%	39%	41%	47%
																a
Fairly important	(3.0)	496	17	52	18	231	265	44	95	92	79	88	97	139	171	185
		47%	42%	55%	39%	46%	48%	44%	49%	46%	50%	49%	45%	47%	48%	47%
Fairly unimportant	(2.0)	82	6	9	6	47	34	11	18	20	13	7	13	29	33	20
		8%	16%	9%	12%	9%	6%	11%	9%	10%	8%	4%	6%	10%	9%	5%
								e	e	e				c	c	
Very unimportant	(1.0)	11	-	2	1	7	4	3	4	1	-	2	1	7	1	3
		1%	-	2%	2%	1%	1%	3%	2%	*	-	1%	*	3%	*	1%
								cdf						b		
Don't know		14	2	-	-	12	2	1	3	5	1	1	2	5	6	3
		1%	5%	-	-	2%	*	1%	2%	2%	1%	1%	1%	2%	2%	1%
			b			b										
NET: Important		941	31	83	40	434	507	84	168	177	143	171	199	252	319	369
		90%	79%	88%	85%	87%	93%	84%	87%	87%	91%	94%	93%	86%	89%	94%
							a					abc	ab			ab
NET: Unimportant		93	6	11	7	55	38	15	22	21	13	9	13	36	34	23
		9%	16%	12%	15%	11%	7%	15%	11%	10%	8%	5%	6%	12%	9%	6%
						b		ef	e					c		
Base for stats	1033	38	94	47	488	545	98	190	197	156	180	212	288	353	392	
Mean Score	3.33	3.22	3.20	3.30	3.29	3.37	3.22	3.25	3.32	3.32	3.40	3.41	3.24	3.32	3.40	
											ab	ab			a	
Standard Deviation	.667	.721	.693	.775	.701	.633	.782	.711	.670	.625	.622	.622	.735	.650	.621	
Standard Error	.021	.117	.070	.111	.033	.027	.081	.051	.046	.053	.046	.042	.044	.035	.031	
Error variance	*	.01	*	.01	*	*	.01	*	*	*	*	*	*	*	*	

Public perceptions on meat production and consumption - Poland - 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	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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	445	375	63	44	4	5	5	241	85	157	190	274	132
		42%	44%	36%	40%	32%	33%	24%	42%	47%	40%	43%	41%	45%
Fairly important	(3.0)	496	399	84	51	6	10	6	275	69	206	211	327	134
		47%	47%	48%	46%	52%	61%	54%	48%	38%	52%	48%	49%	46%
Fairly unimportant	(2.0)	82	58	23	12	2	1	4	47	22	25	35	57	19
		8%	7%	13%	11%	16%	6%	22%	8%	12%	6%	8%	9%	7%
Very unimportant	(1.0)	11	8	3	2	-	-	1	9	3	5	2	3	6
		1%	1%	2%	2%	-	-	-	1%	2%	1%	*	*	2%
Don't know		14	12	1	1	-	-	-	2	1	1	6	3	3
		1%	1%	1%	1%	-	-	-	*	1%	*	1%	*	1%
NET: Important		941	774	147	95	10	15	15	516	153	363	401	602	265
		90%	91%	85%	86%	84%	94%	78%	90%	85%	92%	90%	91%	90%
NET: Unimportant		93	66	26	15	2	1	4	56	26	30	36	60	25
		9%	8%	15%	13%	16%	6%	22%	10%	14%	8%	8%	9%	9%
Base for stats		1033	840	173	109	12	16	19	572	179	393	438	662	291
Mean Score		3.33	3.36	3.20	3.25	3.16	3.28	3.03	3.31	3.31	3.31	3.35	3.32	3.35
Standard Deviation		.667	.652	.733	.733	.705	.579	.693	.684	.761	.648	.640	.647	.695
Standard Error		.021	.022	.056	.070	.196	.145	.159	.029	.057	.033	.030	.025	.041
Error variance		*	*	*	*	.04	.02	.03	*	*	*	*	*	*

Public perceptions on meat production and consumption - Poland - 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	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 288 28%	26 33%	13 22%	14 24%	5 18%	24 35%	19 20%	39 27%	7 25%	13 22%	9 29%	19 31%	35 28%	16 47%
Fairly important	(3.0) 537 51%	38 47%	28 50%	31 52%	16 58%	28 41%	50 55%	80 55%	17 63%	38 66%	18 54%	29 47%	63 50%	14 39%
Fairly unimportant	(2.0) 179 17%	13 16%	12 21%	12 20%	6 21%	13 19%	12 13%	22 15%	3 13%	4 6%	4 11%	12 19%	23 18%	5 14%
Very unimportant	(1.0) 17 2%	1 1%	1 2%	1 2%	- -	- -	6 6%	4 3%	- -	1 2%	1 3%	1 1%	- -	- -
Don't know	25 2%	2 2%	3 5%	1 2%	1 3%	3 5%	5 5%	- -	- -	2 4%	1 3%	1 1%	5 4%	- -
NET: Important	825 79%	64 80%	41 72%	45 76%	21 76%	52 76%	69 75%	118 82%	24 87%	51 88%	27 83%	49 79%	98 78%	30 86%
NET: Unimportant	197 19%	14 17%	13 23%	13 22%	6 21%	13 19%	18 20%	25 18%	3 13%	5 8%	4 14%	12 20%	23 18%	5 14%
Base for stats	1022	77	54	58	27	65	86	144	28	56	32	61	121	35
Mean Score	3.07	3.15	2.98	3.00	2.98	3.17	2.94	3.07	3.12	3.12	3.13	3.10	3.10	3.33
Standard Deviation	.722	.731	.733	.732	.645	.742	.789	.726	.610	.608	.726	.750	.686	.719
Standard Error	.023	.082	.099	.095	.122	.095	.089	.060	.122	.088	.126	.094	.061	.120
Error variance	*	.01	.01	.01	.01	.01	.01	*	.01	.01	.02	.01	*	.01

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

BASE: All respondents

	Total	Poland regions			Gender		Age						Age			
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c	
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408	
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	288	10	24	15	115	173	29	51	51	39	57	61	80	90	118
		28%	26%	26%	32%	23%	32%	29%	26%	25%	25%	32%	28%	27%	25%	30%
						a										
Fairly important	(3.0)	537	21	44	22	250	287	46	97	105	89	93	106	144	194	199
		51%	53%	47%	48%	50%	52%	46%	50%	52%	57%	52%	49%	49%	54%	50%
Fairly unimportant	(2.0)	179	7	25	8	105	75	22	36	39	22	23	38	58	61	61
		17%	18%	26%	18%	21%	14%	22%	18%	19%	14%	13%	18%	20%	17%	15%
						b		e								
Very unimportant	(1.0)	17	-	1	1	9	8	1	6	2	2	2	4	7	4	6
		2%	-	1%	2%	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	1%
Don't know		25	1	-	-	21	4	1	3	6	3	5	6	5	10	11
		2%	3%	-	-	4%	1%	1%	2%	3%	2%	3%	3%	2%	3%	3%
						b										
NET: Important		825	31	68	38	365	460	76	148	155	129	150	167	224	284	317
		79%	79%	73%	80%	73%	84%	76%	77%	77%	82%	83%	78%	76%	79%	80%
						a										
NET: Unimportant		197	7	26	9	114	83	23	42	41	25	25	42	65	65	67
		19%	18%	27%	20%	23%	15%	23%	22%	20%	16%	14%	19%	22%	18%	17%
						b		e								
Base for stats		1022	38	94	47	479	543	98	190	196	154	175	208	288	350	384
Mean Score		3.07	3.09	2.97	3.11	2.98	3.15	3.05	3.01	3.04	3.08	3.17	3.07	3.03	3.06	3.12
						a										
Standard Deviation		.722	.678	.751	.764	.732	.704	.752	.765	.706	.678	.690	.737	.760	.693	.717
Standard Error		.023	.109	.076	.109	.034	.030	.078	.055	.049	.058	.052	.050	.045	.037	.036
Error variance		*	.01	.01	.01	*	*	.01	*	*	*	*	*	*	*	*

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

BASE: All respondents

	Total	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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	288 28%	229 27%	53 30%	32 29%	4 30%	8 51%	5 26%	4 25%	174 30% d	68 38% cd	106 27%	106 24%	188 28%	81 28%
Fairly important (3.0)	537 51%	454 53% b	77 44%	52 47%	5 38%	5 30%	7 39%	7 48%	294 51% b	77 43%	217 55% b	231 52% b	351 53%	145 49%
Fairly unimportant (2.0)	179 17%	140 16%	34 20%	21 19%	2 14%	2 13%	7 35%	3 19%	93 16%	32 18%	61 15%	83 19%	115 17%	53 18%
Very unimportant (1.0)	17 2%	10 1%	7 4% a	2 2%	2 18%	1 5%	- -	1 8%	10 2%	3 2%	7 2%	7 2%	6 1%	9 3% a
Don't know	25 2%	20 2%	3 2%	3 3%	- -	- -	- -	- -	3 1%	- -	3 1%	18 4% abc	5 1%	5 2%
NET: Important	825 79%	682 80%	130 75%	84 76%	9 68%	13 81%	12 65%	11 73%	468 82% d	145 80%	323 82% d	336 76%	538 81%	226 77%
NET: Unimportant	197 19%	149 18%	41 24%	23 21%	4 32%	3 19%	7 35%	4 27%	103 18%	35 20%	67 17%	90 20%	121 18%	62 21%
Base for stats	1022	832	170	107	12	16	19	16	571	180	391	426	660	289
Mean Score	3.07	3.08	3.03	3.06	2.81	3.03	2.91	2.90	3.11	3.16 d	3.08	3.02	3.09	3.03
Standard Deviation	.722	.695	.818	.761	1.104	.916	.800	.887	.726	.777	.701	.714	.699	.769
Standard Error	.023	.024	.063	.074	.306	.229	.183	.229	.030	.058	.036	.034	.027	.045
Error variance	*	*	*	.01	.09	.05	.03	.05	*	*	*	*	*	*

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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	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	706 67%	54 69%	38 66%	40 68%	13 48%	53 78%	54 59%	91 64%	22 80%	41 72%	23 71%	48 77%	85 68%	24 69%
Fairly important (3.0)	304 29%	20 25%	17 30%	17 29%	12 44%	13 19%	31 35%	48 34%	6 20%	15 26%	8 23%	14 22%	38 31%	10 28%
Fairly unimportant (2.0)	18 2%	2 2%	1 2%	- -	1 3%	- -	2 2%	3 2%	- -	1 2%	1 3%	- -	1 1%	- -
Very unimportant (1.0)	7 1%	1 1%	- -	1 2%	1 4%	- -	2 3%	1 1%	- -	- -	- -	1 2%	- -	- -
Don't know	11 1%	2 2%	1 2%	1 2%	- -	2 3%	1 1%	- -	- -	- -	1 3%	- -	1 1%	1 3%
NET: Important	1010 96%	75 94%	55 97%	57 96%	26 93%	66 97%	85 94%	140 97%	28 100%	57 98%	31 94%	61 98%	124 98%	34 97%
NET: Unimportant	25 2%	3 4%	1 2%	1 2%	2 7%	- -	5 5%	4 3%	- -	1 2%	1 3%	1 2%	1 1%	- -
Base for stats	1036	77	56	58	28	66	90	144	28	58	32	62	125	34
Mean Score	3.65	3.66	3.66	3.65	3.37	3.80	3.52	3.60	3.80	3.69	3.70	3.73	3.68	3.71
Standard Deviation	.552	.590	.511	.589	.751	.400	.677	.568	.409	.510	.521	.542	.486	.460
Standard Error	.017	.066	.068	.077	.140	.051	.075	.047	.082	.072	.091	.068	.043	.078
Error variance	*	*	*	.01	.02	*	.01	*	.01	.01	.01	*	*	.01

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

BASE: All respondents

	Total	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 706 67%	27 69%	60 64%	31 67%	324 65%	381 70%	58 58%	118 61%	131 65%	108 69%	136 75% abc	156 73% ab	176 60%	239 66%	292 74% ab
Fairly important	(3.0) 304 29%	11 28%	31 33%	12 27%	148 30%	156 29%	37 38% ef	67 35% ef	60 29%	46 29%	42 23%	53 25%	105 36% c	105 29%	94 24%
Fairly unimportant	(2.0) 18 2%	- -	3 3%	3 6%	13 3%	5 1%	1 1%	4 2%	5 2%	2 2%	2 1%	4 2%	5 2%	7 2%	6 1%
Very unimportant	(1.0) 7 1%	- -	- -	- -	6 1%	2 *	2 2% f	2 1%	2 1%	- -	1 *	- -	4 1%	2 1%	1 *
Don't know	11 1%	1 3%	- -	- -	10 2% b	2 *	1 1%	2 1%	5 2% e	1 1%	- -	2 1%	3 1%	6 2%	2 *
NET: Important	1010 96%	38 97%	91 97%	44 94%	472 94%	538 98% a	95 96%	185 96%	190 94%	154 98%	178 98% c	209 97%	280 96%	344 96%	386 98%
NET: Unimportant	25 2%	- -	3 3%	3 6%	18 4% b	7 1%	3 3%	6 3%	7 3%	2 2%	3 2%	4 2%	9 3%	9 3%	7 2%
Base for stats	1036	38	94	47	491	545	98	191	197	156	181	212	290	353	393
Mean Score	3.65	3.71	3.61	3.61	3.61	3.68 a	3.53	3.57	3.62	3.68	3.73 abc	3.72 ab	3.56	3.64	3.72 ab
Standard Deviation	.552	.460	.554	.608	.597	.507	.640	.596	.592	.501	.500	.489	.611	.554	.494
Standard Error	.017	.074	.056	.087	.028	.021	.066	.043	.041	.043	.037	.033	.036	.030	.024
Error variance	*	.01	*	.01	*	*	*	*	*	*	*	*	*	*	*

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'	
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b
Significance Level: 95%														
Unweighted Total	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	706 67%	579 68%	113 65%	78 71%	7 59%	11 70%	10 53%	6 40%	398 69%	127 70%	272 69%	291 66%	467 70%	193 66%
Fairly important (3.0)	304 29%	247 29%	50 29%	28 25%	3 24%	4 23%	8 43%	7 46%	161 28%	47 26%	114 29%	136 31%	189 28%	88 30%
Fairly unimportant (2.0)	18 2%	12 1%	6 4%	3 3%	- -	1 6%	1 5%	1 7%	10 2%	5 3%	5 1%	8 2%	8 1%	7 2%
Very unimportant (1.0)	7 1%	4 *	3 2%	- -	2 18%	- -	- -	1 7%	4 1%	2 1%	2 1%	2 *	- -	3 1%
Don't know	11 1%	9 1%	1 1%	1 1%	- -	- -	- -	- -	1 *	- -	1 *	7 2%	1 *	3 1%
NET: Important	1010 96%	827 97%	163 94%	106 96%	10 82%	15 94%	18 95%	13 86%	559 97%	173 96%	386 98%	427 96%	656 99%	280 96%
NET: Unimportant	25 2%	16 2%	10 6%	3 3%	2 18%	1 6%	1 5%	2 14%	14 2%	7 4%	7 2%	10 2%	8 1%	10 3%
Base for stats	1036	842	173	109	12	16	19	16	573	180	393	437	664	291
Mean Score	3.65	3.66	3.58	3.68	3.23	3.64	3.48	3.18	3.66	3.65	3.67	3.64	3.69	3.62
Standard Deviation	.552	.529	.659	.527	1.165	.616	.602	.878	.548	.594	.527	.546	.488	.592
Standard Error	.017	.018	.050	.050	.323	.154	.138	.227	.023	.044	.027	.026	.019	.035
Error variance	*	*	*	*	.10	.02	.02	.05	*	*	*	*	*	*

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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'

	Poland regions													
	Total	Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	665	54	32	39	16	40	50	107	16	27	20	39	76	25
Total	665	53	32	38	15	43	56	105	17	31	19	38	73	24
	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	407	37	21	19	9	23	34	68	12	19	13	25	47	13
	61%	70%	65%	49%	56%	53%	61%	65%	73%	62%	66%	66%	64%	55%
Eating a healthier alternative to traditional meat	352	27	17	22	8	26	28	46	7	15	12	25	34	14
	53%	52%	53%	58%	50%	60%	50%	44%	39%	48%	60%	66%	47%	59%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	340	28	16	11	7	24	30	49	10	22	11	24	36	13
	51%	54%	49%	28%	43%	55%	54%	47%	60%	70%	55%	63%	49%	52%
Reducing my environmental footprint	340	24	21	17	7	20	24	57	11	16	12	22	40	13
	51%	46%	65%	45%	43%	45%	44%	54%	66%	52%	60%	57%	55%	56%
Seeing the difference between this new category of meat and traditional meat	159	13	9	9	4	12	9	26	4	5	4	14	22	4
	24%	24%	27%	23%	25%	27%	17%	25%	26%	15%	20%	36%	30%	16%
Other	6	1	-	-	-	2	-	1	1	-	-	-	-	-
	1%	2%	-	-	-	5%	-	1%	7%	-	-	-	-	-
None of these appeal to me	13	1	1	-	2	1	2	1	-	-	-	-	-	1
	2%	2%	4%	-	13%	3%	4%	1%	-	-	-	-	-	4%
Don't know	11	1	-	1	-	1	1	1	1	-	-	-	3	-
	2%	2%	-	3%	-	3%	2%	1%	7%	-	-	-	4%	-

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

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

	Total	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	665	32	62	30	311	352	68	131	135	91	102	138	199	226	240
Total	665	32	60	29	327	337	72	130	127	102	101	133	202	229	234
	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	407 61%	16 50%	36 59%	16 55%	186 57%	221 66% a	36 51%	78 60%	82 64%	65 64%	58 57%	87 66% a	114 57%	148 64%	145 62%
Eating a healthier alternative to traditional meat	352 53%	16 50%	37 63%	18 62%	164 50%	188 56%	31 43%	64 49%	66 52%	61 60% a	57 56%	73 55%	95 47%	127 55%	130 56%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	340 51%	15 47%	30 50%	16 55%	153 47%	187 55% a	32 45%	69 53%	57 44%	55 54%	51 51%	76 57% c	101 50%	112 49%	127 54%
Reducing my environmental footprint	340 51%	9 29%	33 56% a	13 46%	169 52%	171 51%	30 42%	64 49%	57 44%	59 58% ac	57 57%	73 55%	94 46%	116 51%	130 56%
Seeing the difference between this new category of meat and traditional meat	159 24%	2 7%	16 26% a	8 27% a	77 23%	82 24%	20 27%	32 25%	31 24%	25 25%	24 24%	27 20%	52 26%	57 25%	50 22%
Other	6 1%	-	-	-	6 2% b	-	-	1 1%	1 1%	1 1%	-	2 2%	1 1%	2 1%	2 1%
None of these appeal to me	13 2%	1 3%	2 4%	1 4%	9 3%	4 1%	1 2%	1 1%	1 1%	1 1%	3 3%	6 4%	2 1%	2 1%	9 4% b
Don't know	11 2%	-	1 2%	1 3%	6 2%	5 1%	2 3% b	-	1 1%	1 1%	4 4% b	3 2%	2 1%	2 1%	7 3%

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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	Flexetarian/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	665	546	112	78	9	7	10	8	425	136	289	228	665	-
Total	665	546	112	78	8	7	10	9	428	136	292	225	665	-
	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	407 61%	327 60%	78 70% a	61 78% a	4 54%	5 74%	5 48%	3 37%	262 61%	79 58%	183 63%	139 62%	407 61%	-
Eating a healthier alternative to traditional meat	352 53%	285 52%	64 57%	45 58%	7 79%	3 42%	6 60%	3 38%	222 52%	66 49%	156 54%	119 53%	352 53%	-
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	340 51%	285 52%	52 46%	41 53%	1 10%	2 30%	4 39%	3 40%	218 51% b	54 40%	163 56% b	118 53% b	340 51%	-
Reducing my environmental footprint	340 51%	264 48%	74 66% a	59 75% a	5 56%	5 71%	4 39%	1 12%	236 55% d	78 57% d	157 54% d	101 45%	340 51%	-
Seeing the difference between this new category of meat and traditional meat	159 24%	128 23%	30 27%	19 24%	3 35%	2 30%	4 38%	2 25%	113 26% d	43 31% d	70 24%	44 19%	159 24%	-
Other	6 1%	4 1%	1 1%	1 1%	-	-	-	-	2 1%	-	2 1%	3 1%	6 1%	-
None of these appeal to me	13 2%	11 2%	2 2%	1 1%	-	-	-	1 10%	7 2%	2 1%	5 2%	5 2%	13 2%	-
Don't know	11 2%	11 2%	-	-	-	-	-	-	3 1%	-	3 1%	8 4% abc	11 2%	-

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Gender

BASE: All respondents

	Poland regions													
	Total	Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	500	34	21	35	15	30	47	75	9	30	14	31	62	11
	48%	42%	38%	59%	54%	43%	52%	52%	34%	51%	44%	50%	49%	33%
Female	547	46	36	24	13	39	44	68	18	28	18	31	64	23
	52%	58%	62%	41%	46%	57%	48%	48%	66%	49%	56%	50%	51%	67%
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Gender

BASE: All respondents

	Total	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	500	16	46	23	500	-	41	59	75	94	101	130	100	169	231
	48%	40%	49%	50%	100%	-	41%	31%	37%	60%	56%	61%	34%	47%	58%
					b				abc	abc	abc			a	ab
Female	547	24	48	23	-	547	59	134	128	63	80	84	193	190	164
	52%	60%	51%	50%	-	100%	59%	69%	63%	40%	44%	39%	66%	53%	42%
						a	def	def	def				bc	c	
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Public perceptions on meat production and consumption - Poland - 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	Flexetarian/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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	500 48%	413 48%	76 44%	52 47%	4 36%	4 27%	6 33%	9 58%	301 52% d	106 59% cd	195 49% d	184 42%	327 49%	138 47%
Female	547 52%	439 52%	98 56%	58 53%	8 64%	12 73%	13 67%	7 42%	273 48%	74 41%	199 51% b	260 58% abc	337 51%	155 53%
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Age

BASE: All respondents

	Poland regions													
	Total	Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	100	11	3	7	3	8	9	18	-	5	4	5	9	1
	10%	13%	6%	12%	12%	12%	10%	13%	-	8%	13%	9%	7%	3%
25-34	193	7	16	6	6	10	22	29	7	9	7	8	17	13
	18%	9%	29%	10%	23%	14%	25%	20%	25%	16%	23%	12%	14%	37%
35-44	202	20	9	8	7	15	16	33	7	10	5	11	21	5
	19%	26%	16%	14%	26%	22%	18%	23%	24%	18%	14%	18%	17%	16%
45-54	157	10	12	12	1	6	13	18	4	13	5	9	23	1
	15%	13%	22%	20%	4%	9%	14%	12%	13%	23%	17%	15%	18%	3%
55-64	181	12	10	18	3	11	14	15	3	13	7	15	23	7
	17%	15%	18%	31%	11%	17%	16%	11%	12%	23%	20%	25%	18%	20%
65+	214	19	6	7	7	19	16	31	7	7	4	14	32	7
	20%	24%	10%	12%	24%	27%	17%	21%	25%	12%	14%	22%	26%	22%
NET: 18-34	293	17	20	13	10	18	32	47	7	14	12	13	26	14
	28%	22%	35%	22%	35%	26%	35%	33%	25%	24%	36%	21%	21%	40%
NET: 35-54	359	30	21	20	8	21	29	50	10	24	10	20	44	7
	34%	38%	37%	34%	30%	30%	32%	35%	38%	41%	30%	32%	35%	19%
NET: 55+	395	32	16	26	10	30	30	46	10	20	11	29	55	14
	38%	40%	28%	44%	35%	44%	33%	32%	37%	35%	34%	47%	44%	41%
Base for stats	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
Mean Score	46.42	47.22	43.85	47.02	44.22	48.10	44.06	44.30	46.80	46.42	44.73	48.68	50.06	45.98
Standard Deviation	16.338	16.854	14.971	15.106	16.602	17.524	16.460	17.039	16.631	14.022	16.259	15.800	16.535	16.587
Standard Error	.504	1.861	1.966	1.950	3.083	2.190	1.818	1.401	3.326	1.983	2.788	1.975	1.445	2.764
Error variance	.25	3.46	3.86	3.80	9.50	4.80	3.30	1.96	11.06	3.93	7.78	3.90	2.09	7.64

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

Age

BASE: All respondents

	Poland regions			Gender		Age						Age			
	Total	Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	100	8	5	2	41	59	100	-	-	-	-	-	100	-	-
	10%	19%	6%	4%	8%	11%	100%	-	-	-	-	-	34%	-	-
		bc					bcdef						bc		
25-34	193	6	22	8	59	134	-	193	-	-	-	-	193	-	-
	18%	15%	23%	16%	12%	24%	-	100%	-	-	-	-	66%	-	-
						a		acdef					bc		
35-44	202	8	18	8	75	128	-	-	202	-	-	-	-	202	-
	19%	21%	20%	17%	15%	23%	-	-	100%	-	-	-	-	56%	-
						a			abdef					ac	
45-54	157	4	14	11	94	63	-	-	-	157	-	-	-	157	-
	15%	11%	15%	23%	19%	11%	-	-	-	100%	-	-	-	44%	-
						b				abcef				ac	
55-64	181	5	16	6	101	80	-	-	-	-	181	-	-	-	181
	17%	12%	18%	12%	20%	15%	-	-	-	-	100%	-	-	-	46%
						b					abcdf				ab
65+	214	9	18	13	130	84	-	-	-	-	-	214	-	-	214
	20%	22%	19%	27%	26%	15%	-	-	-	-	-	100%	-	-	54%
						b						abcde			ab
NET: 18-34	293	13	27	10	100	193	100	193	-	-	-	-	293	-	-
	28%	34%	29%	21%	20%	35%	100%	100%	-	-	-	-	100%	-	-
						a	cdef	cdef					bc		
NET: 35-54	359	13	33	19	169	190	-	-	202	157	-	-	-	359	-
	34%	33%	35%	40%	34%	35%	-	-	100%	100%	-	-	-	100%	-
									abef	abef				ac	
NET: 55+	395	13	34	18	231	164	-	-	-	-	181	214	-	-	395
	38%	34%	36%	39%	46%	30%	-	-	-	-	100%	100%	-	-	100%
						b					abcd	abcd			ab
Base for stats	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
Mean Score	46.42	43.32	46.02	49.27	50.08	43.07	21.34	29.15	38.61	48.55	58.96	68.91	26.49	42.95	64.36
						b		a	ab	abc	abcd	abcde		a	ab
Standard Deviation	16.338	17.258	16.325	15.305	16.140	15.806	1.930	2.811	3.010	2.851	2.815	3.541	4.496	5.746	5.915
Standard Error	.504	2.729	1.658	2.186	.740	.661	.199	.202	.206	.241	.208	.236	.265	.306	.293
Error variance	.25	7.45	2.75	4.78	.55	.44	.04	.04	.04	.06	.04	.06	.07	.09	.09

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

Age

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexetarian/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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	100	78	20	11	1	2	2	3	55	26	29	41	72	23
	10%	9%	11%	10%	9%	12%	12%	22%	10%	15% cd	7%	9%	11%	8%
25-34	193	153	38	20	3	5	6	4	125	46	79	67	130	53
	18%	18%	22%	18%	22%	30%	32%	26%	22% d	25% d	20%	15%	20%	18%
35-44	202	171	30	17	4	3	4	3	107	36	71	87	127	55
	19%	20%	17%	15%	30%	19%	19%	20%	19%	20%	18%	20%	19%	19%
45-54	157	125	29	21	1	1	3	2	92	20	71	59	102	41
	15%	15%	17%	19%	9%	7%	18%	15%	16%	11%	18% b	13%	15%	14%
55-64	181	144	30	24	1	2	2	1	90	20	70	85	101	56
	17%	17%	17%	22%	7%	13%	10%	6%	16%	11%	18% b	19% b	15%	19%
65+	214	181	27	18	3	3	2	2	104	32	72	105	133	66
	20%	21%	16%	16%	22%	18%	10%	11%	18%	18%	18%	24% a	20%	22%
NET: 18-34	293	230	57	31	4	7	8	7	181	72	108	108	202	75
	28%	27%	33%	28%	31%	43%	44%	48%	32% d	40% acd	28%	24%	30%	26%
NET: 35-54	359	296	59	37	5	4	7	5	199	56	143	147	229	96
	34%	35%	34%	34%	39%	26%	37%	34%	35%	31%	36%	33%	34%	33%
NET: 55+	395	325	57	42	4	5	4	3	194	51	142	189	234	122
	38%	38%	33%	38%	30%	31%	19%	18%	34%	29%	36%	43% ab	35%	42%
Base for stats	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
Mean Score	46.42	46.65	44.53	46.53	42.96	42.68	40.89	38.04	45.20	42.48	46.45 b	47.95 ab	45.41	47.93 a
Standard Deviation	16.338	16.299	16.247	15.792	17.261	18.888	15.769	15.563	16.080	16.808	15.599	16.666	16.419	16.338
Standard Error	.504	.557	1.235	1.506	4.787	4.722	3.618	4.018	.673	1.253	.789	.786	.637	.951
Error variance	.25	.31	1.53	2.27	22.92	22.30	13.09	16.15	.45	1.57	.62	.62	.41	.90

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

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

BASE: Poland

	Total	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Dolnoslaskie	79 8%	79 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Kujawsko-Pomorskie	57 5%	- -	57 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lubelskie	59 6%	- -	- -	59 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lubuskie	28 3%	- -	- -	- -	28 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lodzkie	69 7%	- -	- -	- -	- -	69 100%	- -	- -	- -	- -	- -	- -	- -	- -
Malopolskie	91 9%	- -	- -	- -	- -	- -	91 100%	- -	- -	- -	- -	- -	- -	- -
Mazowieckie	144 14%	- -	- -	- -	- -	- -	- -	144 100%	- -	- -	- -	- -	- -	- -
Opolskie	28 3%	- -	- -	- -	- -	- -	- -	- -	28 100%	- -	- -	- -	- -	- -
Podkarpackie	58 6%	- -	- -	- -	- -	- -	- -	- -	- -	58 100%	- -	- -	- -	- -
Podlaskie	33 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	33 100%	- -	- -	- -
Pomorskie	62 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	62 100%	- -	- -
Slaskie	126 12%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	126 100%	- -
Swietokrzyskie	35 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	35 100%
Warminsko-Mazurskie	39 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Wielkopolskie	94 9%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

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

BASE: Poland

	Poland regions													
	Total	Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zachodniopomorskie	47	-	-	-	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

BASE: Poland

	Poland regions			Gender		Age						Age			
	Total	Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Dolnoslaskie	79 8%	- -	- -	- -	34 7%	46 8%	11 11%	7 4%	20 10%	10 6%	12 7%	19 9%	17 6%	30 8%	32 8%
Kujawsko-Pomorskie	57 5%	- -	- -	- -	21 4%	36 7%	3 3%	16 9%	9 4%	12 8%	10 6%	6 3%	20 7%	21 6%	16 4%
Lubelskie	59 6%	- -	- -	- -	35 7%	24 4%	7 7%	6 3%	8 4%	12 8%	18 10%	7 3%	13 4%	20 6%	26 7%
Lubuskie	28 3%	- -	- -	- -	15 3%	13 2%	3 3%	6 3%	7 4%	1 1%	3 2%	7 3%	10 3%	8 2%	10 2%
Lodzkie	69 7%	- -	- -	- -	30 6%	39 7%	8 8%	10 5%	15 7%	6 4%	11 6%	19 9%	18 6%	21 6%	30 8%
Malopolskie	91 9%	- -	- -	- -	47 9%	44 8%	9 9%	22 12%	16 8%	13 8%	14 8%	16 7%	32 11%	29 8%	30 8%
Mazowieckie	144 14%	- -	- -	- -	75 15%	68 13%	18 18%	29 15%	33 16%	18 11%	15 8%	31 14%	47 16%	50 14%	46 12%
Opolskie	28 3%	- -	- -	- -	9 2%	18 3%	- -	7 4%	7 3%	4 2%	3 2%	7 3%	7 2%	10 3%	10 3%
Podkarpackie	58 6%	- -	- -	- -	30 6%	28 5%	5 5%	9 5%	10 5%	13 9%	13 7%	7 3%	14 5%	24 7%	20 5%
Podlaskie	33 3%	- -	- -	- -	14 3%	18 3%	4 4%	7 4%	5 2%	5 3%	7 4%	4 2%	12 4%	10 3%	11 3%
Pomorskie	62 6%	- -	- -	- -	31 6%	31 6%	5 5%	8 4%	11 5%	9 6%	15 9%	14 6%	13 4%	20 6%	29 7%
Slaskie	126 12%	- -	- -	- -	62 12%	64 12%	9 9%	17 9%	21 10%	23 14%	23 13%	32 15%	26 9%	44 12%	55 14%
Swietokrzyskie	35 3%	- -	- -	- -	11 2%	23 4%	1 1%	13 7%	5 3%	1 1%	7 4%	7 3%	14 5%	7 2%	14 4%
Warminsko-Mazurskie	39 4%	39 100%	- -	- -	16 3%	24 4%	8 8%	6 3%	8 4%	4 3%	5 3%	9 4%	13 5%	13 4%	13 3%
Wielkopolskie	94 9%	- -	94 100%	- -	46 9%	48 9%	5 5%	22 11%	18 9%	14 9%	16 9%	18 8%	27 9%	33 9%	34 9%

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

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

BASE: Poland

	Total	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zachodniopomorskie	47	-	-	47	23	23	2	8	8	11	6	13	10	19	18
	4%	-	-	100%	5%	4%	2%	4%	4%	7%	3%	6%	3%	5%	5%
				ab											

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

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

BASE: Poland

	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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Dolnoslaskie	79 8%	64 8%	11 6%	8 7%	- -	1 7%	- -	2 13%	45 8%	18 10%	27 7%	30 7%	53 8%	20 7%
Kujawsko-Pomorskie	57 5%	50 6%	7 4%	5 4%	- -	- -	2 11%	- -	28 5%	15 8%	13 3%	28 6%	32 5%	20 7%
Lubelskie	59 6%	50 6%	8 5%	6 5%	1 9%	- -	- -	1 6%	31 5%	6 3%	25 6%	23 5%	38 6%	16 5%
Lubuskie	28 3%	20 2%	7 4%	5 5%	- -	- -	- -	1 7%	17 3%	7 4%	10 3%	10 2%	15 2%	10 3%
Lodzkie	69 7%	52 6%	15 9%	10 9%	1 9%	3 20%	- -	1 7%	39 7%	11 6%	28 7%	28 6%	43 7%	22 8%
Malopolskie	91 9%	70 8%	19 11%	9 8%	1 9%	2 13%	3 17%	3 22%	48 8%	14 8%	35 9%	40 9%	56 8%	25 9%
Mazowieckie	144 14%	115 13%	28 16%	17 16%	3 23%	2 12%	4 21%	2 13%	80 14%	27 15%	52 13%	62 14%	105 16%	28 9%
Opolskie	28 3%	23 3%	5 3%	5 4%	- -	- -	- -	- -	13 2%	1 1%	11 3%	14 3%	17 3%	7 2%
Podkarpackie	58 6%	46 5%	7 4%	3 3%	- -	2 13%	1 6%	- -	28 5%	6 3%	22 6%	27 6%	31 5%	17 6%
Podlaskie	33 3%	28 3%	5 3%	4 4%	1 7%	- -	- -	- -	17 3%	3 2%	15 4%	13 3%	19 3%	11 4%
Pomorskie	62 6%	52 6%	9 5%	6 5%	- -	1 5%	1 5%	1 7%	32 6%	13 7%	19 5%	30 7%	38 6%	20 7%
Slaskie	126 12%	103 12%	20 11%	15 14%	1 7%	1 6%	3 15%	- -	60 10%	15 9%	45 11%	62 14%	73 11%	40 13%
Swietokrzyskie	35 3%	27 3%	7 4%	5 4%	- -	- -	2 10%	- -	21 4%	9 5%	13 3%	14 3%	24 4%	7 2%
Warminsko-Mazurskie	39 4%	33 4%	5 3%	3 3%	- -	- -	1 5%	1 6%	26 4%	5 3%	21 5%	13 3%	32 5%	8 3%

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

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

BASE: Poland

Significance Level: 95%

	Diet							Awareness of 'new category meat'				Likeliness of trying 'new category meat'		
	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	NET: Likely	NET: Unlikely	
Total	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Unweighted Total	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Wielkopolskie	94	79	15	6	3	3	1	3	62	22	39	29	60	27
	9%	9%	9%	5%	22%	17%	5%	19%	11%	12%	10%	7%	9%	9%
Zachodniopomorskie	47	39	8	4	2	1	1	-	26	8	18	21	29	17
	4%	5%	4%	4%	14%	6%	5%	-	5%	4%	5%	5%	4%	6%

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Total	Poland regions												
		Dolnoslaskie	Kujawsko-Pomorskie	Lubelskie	Lubuskie	Lodzkie	Malopolskie	Mazowieckie	Opolskie	Podkarpackie	Podlaskie	Pomorskie	Slaskie	Swietokrzyskie
Unweighted Total	1049	82	58	60	29	64	82	148	25	50	34	64	131	36
Total	1047	79	57	59	28	69	91	144	28	58	33	62	126	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	852	64	50	50	20	52	70	115	23	46	28	52	103	27
	81%	81%	88%	85%	73%	75%	77%	80%	83%	80%	85%	84%	82%	78%
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	110	8	5	6	5	10	9	17	5	3	4	6	15	5
	11%	10%	8%	10%	20%	14%	10%	12%	17%	6%	12%	10%	12%	14%
Dairy-free (I do not eat dairy)	12	-	-	1	-	1	1	3	-	-	1	-	1	-
	1%	-	-	2%	-	2%	1%	2%	-	-	3%	-	1%	-
Pescatarian (I do not eat fish)	16	1	-	-	-	3	2	2	-	2	-	1	1	-
	2%	1%	-	-	-	5%	2%	1%	-	4%	-	1%	1%	-
Vegetarian (I do not eat meat or fish)	19	-	2	-	-	-	3	4	-	1	-	1	3	2
	2%	-	4%	-	-	-	4%	3%	-	2%	-	1%	2%	5%
Vegan (I do not eat meat, fish, dairy or other animal products)	16	2	-	1	1	1	3	2	-	-	-	1	-	-
	1%	2%	-	1%	4%	2%	4%	1%	-	-	-	2%	-	-
Other	22	4	-	1	1	2	2	1	-	5	-	1	3	1
	2%	5%	-	2%	3%	3%	2%	1%	-	8%	-	2%	2%	3%
NET: Reduced intake of animal products	173	11	7	8	7	15	19	28	5	7	5	9	20	7
	17%	14%	12%	14%	24%	22%	21%	20%	17%	12%	15%	14%	16%	19%

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Total	Poland regions			Gender		Age						Age		
		Warminsko-Mazurskie	Wielkopolskie	Zachodniopomorskie	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	c	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1049	40	97	49	476	571	94	194	213	140	183	225	288	353	408
Total	1047	39	94	47	500	547	100	193	202	157	181	214	293	359	395
	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	852	33	79	39	413	439	78	153	171	125	144	181	230	296	325
	81%	85%	84%	84%	83%	80%	78%	79%	85%	79%	80%	84%	79%	82%	82%
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	110	3	6	4	52	58	11	20	17	21	24	18	31	37	42
	11%	8%	6%	8%	10%	11%	11%	10%	8%	13%	13%	8%	11%	10%	11%
Dairy-free (I do not eat dairy)	12	-	3	2	4	8	1	3	4	1	1	3	4	5	4
	1%	-	3%	4%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%
Pescatarian (I do not eat fish)	16	-	3	1	4	12	2	5	3	1	2	3	7	4	5
	2%	-	3%	2%	1%	2%	2%	3%	2%	1%	1%	1%	2%	1%	1%
Vegetarian (I do not eat meat or fish)	19	1	1	1	6	13	2	6	4	3	2	2	8	7	4
	2%	2%	1%	2%	1%	2%	2%	3%	2%	2%	1%	1%	3%	2%	1%
Vegan (I do not eat meat, fish, dairy or other animal products)	16	1	3	-	9	7	3	4	3	2	1	2	7	5	3
	1%	2%	3%	-	2%	1%	3%	2%	2%	1%	1%	1%	3%	1%	1%
Other	22	1	-	-	12	10	2	3	1	4	6	6	5	5	12
	2%	2%	-	-	2%	2%	2%	2%	*	2%	4%	3%	2%	1%	3%
										c					
NET: Reduced intake of animal products	173	5	15	8	76	98	20	38	30	29	30	27	57	59	57
	17%	13%	16%	16%	15%	18%	20%	20%	15%	18%	17%	13%	20%	16%	15%

Public perceptions on meat production and consumption - Poland - 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	1049	855	173	110	13	16	19	15	571	180	391	449	665	295
Total	1047	852	173	110	12	16	19	16	574	180	394	444	665	294
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	852	852	-	-	-	-	-	-	459	134	324	369	546	231
	81%	100%	-	-	-	-	-	-	80%	75%	82%	83%	82%	79%
		bc								b	b			
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	110	-	110	110	-	-	-	-	63	22	41	45	78	26
	11%	-	64%	100%	-	-	-	-	11%	12%	10%	10%	12%	9%
			a	ab										
Dairy-free (I do not eat dairy)	12	-	12	-	12	-	-	-	8	2	7	4	8	3
	1%	-	7%	-	100%	-	-	-	1%	1%	2%	1%	1%	1%
			ac											
Pescatarian (I do not eat fish)	16	-	16	-	-	16	-	-	10	5	5	6	7	6
	2%	-	9%	-	-	100%	-	-	2%	3%	1%	1%	1%	2%
			ac											
Vegetarian (I do not eat meat or fish)	19	-	19	-	-	-	19	-	12	6	6	7	10	9
	2%	-	11%	-	-	-	100%	-	2%	3%	2%	2%	1%	3%
			ac											
Vegan (I do not eat meat, fish, dairy or other animal products)	16	-	16	-	-	-	-	16	11	7	5	3	9	7
	1%	-	9%	-	-	-	-	100%	2%	4%	1%	1%	1%	2%
			ac							cd				
Other	22	-	-	-	-	-	-	-	10	4	6	10	7	12
	2%	-	-	-	-	-	-	-	2%	2%	2%	2%	1%	4%
													a	a
NET: Reduced intake of animal products	173	-	173	110	12	16	19	16	105	42	63	65	112	51
	17%	-	100%	100%	100%	100%	100%	100%	18%	23%	16%	15%	17%	17%
			a	a						cd				