

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

Methodology: Savanta ComRes interviewed 1,031 adults in Spain aged 18+ online between 11th and 17th February 2020. Data were weighted to be nationally representative of adults aged 18+ by age, gender and region. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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Public perceptions on meat production and consumption - Spain - 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

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I had heard of it and had a general understanding of how it is made	210 20%	32 17%	6 20%	7 15%	3 23%	11 19%	8 18%	35 21%	6 25%	15 24%	4 16%	3 34%	28 20%	4 25%	16 34%	7 28%
Yes, I had heard of it but I did not understand how it is made	324 32%	49 27%	11 36%	11 24%	5 39%	21 37%	20 42%	58 35%	2 9%	23 38%	8 32%	4 44%	48 34%	5 38%	14 29%	6 24%
No, I had not heard of it	465 45%	90 49%	13 44%	28 62%	4 30%	24 42%	19 40%	70 42%	16 66%	22 37%	9 39%	2 21%	62 44%	5 37%	18 37%	11 48%
I can't remember	29 3%	13 7%	- -	- -	1 7%	1 2%	- -	3 2%	- -	1 2%	3 12%	- -	3 2%	- -	- -	- -
NET: Heard of	533 52%	81 44%	17 56%	18 38%	8 62%	31 56%	28 60%	93 56%	8 34%	38 62%	12 49%	7 79%	76 54%	9 63%	30 63%	12 52%

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BASE: All respondents

	Spain regions		Gender		Age						Age			
	Total	Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I had heard of it and had a general understanding of how it is made	210 20%	6 19%	20 18%	101 20%	109 21%	17 20%	48 32% def	58 27% def	35 18%	21 14%	31 14%	65 28% c	93 23% c	52 14%
Yes, I had heard of it but I did not understand how it is made	324 32%	8 26%	32 29%	168 33%	155 30%	28 34%	45 30%	63 30%	61 31%	47 31%	79 35%	73 31%	124 30%	126 33%
No, I had not heard of it	465 45%	14 45%	57 52%	219 44%	246 47%	34 41%	55 36%	91 42%	97 49% b	81 53% bc	107 48% b	89 38%	187 45%	188 50% a
I can't remember	29 3%	3 10% b	1 1%	14 3%	15 3%	4 5% c	4 3%	2 1%	7 3%	4 3%	8 4% c	8 4%	8 2%	12 3%
NET: Heard of	533 52%	15 45%	52 47%	269 54%	264 50%	45 54%	93 61% def	121 57% e	96 48%	68 44%	110 49%	139 59% c	217 53%	178 47%

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

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I had heard of it and had a general understanding of how it is made	210 20%	174 19%	34 31% a	14 28%	3 19%	4 33%	6 32%	7 64%	210 39% cd	210 100% acd	- -	- -	159 25% b	44 17%
Yes, I had heard of it but I did not understand how it is made	324 32%	281 32%	39 36%	21 41%	5 31%	5 43%	7 37%	1 8%	324 61% bd	- -	324 100% abd	- -	218 35%	75 29%
No, I had not heard of it	465 45%	408 46% bc	35 32%	16 31%	8 50%	3 24%	5 26%	3 28%	- -	- -	- -	465 100% abc	238 38%	138 53% a
I can't remember	29 3%	28 3%	1 1%	- -	- -	- -	1 5%	- -	- -	- -	- -	- -	14 2%	5 2%
NET: Heard of	533 52%	455 51%	73 67% a	35 69% a	8 50%	9 76%	13 69%	8 72%	533 100% d	210 100% d	324 100% d	- -	377 60% b	119 45%

Public perceptions on meat production and consumption - Spain - 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

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultivated meat	369 36%	77 42%	7 23%	18 39%	6 46%	17 31%	13 27%	53 32%	13 55%	22 36%	6 25%	1 11%	56 40%	5 37%	17 34%	7 28%
Slaughter-free meat	190 19%	28 15%	4 13%	10 21%	1 8%	8 14%	13 28%	33 20%	2 8%	11 18%	7 29%	4 45%	27 19%	- -	7 15%	9 36%
Cultured meat	123 12%	17 9%	9 30%	9 19%	4 30%	5 9%	5 10%	17 11%	3 12%	8 14%	1 4%	1 11%	18 13%	5 38%	5 10%	2 8%
Clean meat	116 11%	23 12%	- -	2 5%	- -	8 14%	5 10%	22 13%	2 8%	6 9%	2 9%	- -	21 15%	2 12%	3 6%	2 8%
Cell-based meat	62 6%	11 6%	1 3%	3 6%	1 8%	3 5%	2 5%	11 6%	1 4%	5 8%	2 8%	2 22%	7 5%	- -	8 16%	2 8%
Other	15 1%	4 2%	- -	- -	- -	1 2%	- -	5 3%	1 4%	1 1%	- -	- -	1 1%	- -	- -	- -
Don't know	152 15%	25 13%	9 30%	5 10%	1 7%	14 25%	9 20%	24 15%	2 9%	8 14%	6 25%	1 11%	12 8%	2 13%	9 19%	3 11%

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

BASE: All respondents

	Spain regions		Gender		Age						Age			
	Total	Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultivated meat	369 36%	17 52% b	35 32%	204 41% b	165 31%	23 27%	49 32%	78 36%	71 36%	57 37%	91 40% a	72 30%	149 36%	148 39% a
Slaughter-free meat	190 19%	7 23%	21 19%	83 17%	107 20%	18 22%	32 21%	35 17%	41 20%	27 18%	37 16%	51 21%	76 18%	64 17%
Cultured meat	123 12%	1 3%	13 12%	56 11%	67 13%	15 17% b	12 8%	35 17% b	20 10%	17 11%	24 11%	27 11%	55 13%	41 11%
Clean meat	116 11%	1 3%	18 16%	52 10%	64 12%	15 17% def	39 25% cdef	20 10%	17 9%	11 7%	14 6%	53 23% bc	37 9%	25 7%
Cell-based meat	62 6%	1 3%	4 4%	29 6%	33 6%	5 6%	9 6%	14 7%	15 7%	11 7%	8 3%	14 6%	29 7%	19 5%
Other	15 1%	2 7% b	- -	8 2%	7 1%	2 3%	2 1%	4 2%	2 1%	1 1%	4 2%	4 2%	6 1%	5 1%
Don't know	152 15%	3 9%	20 18%	70 14%	82 16%	6 8%	9 6%	27 13% b	34 17% ab	29 19% ab	47 21% abc	15 6%	60 15% a	77 20% ab

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

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cultivated meat	369 36%	315 35%	47 43%	24 47%	7 42%	4 34%	8 41%	4 36%	212 40% d	79 37%	133 41% d	147 32%	230 36%	100 38%
Slaughter-free meat	190 19%	161 18%	23 21%	14 26%	3 20%	- -	5 27%	1 9%	105 20%	41 20%	64 20%	83 18%	148 24% b	23 9%
Cultured meat	123 12%	113 13%	8 7%	2 4%	- -	2 16%	2 10%	2 19%	60 11%	24 12%	35 11%	63 14%	74 12%	35 13%
Clean meat	116 11%	98 11%	15 13%	6 11%	1 7%	3 24%	3 15%	2 19%	69 13%	39 19% acd	30 9%	45 10%	100 16% b	13 5%
Cell-based meat	62 6%	55 6%	6 5%	1 2%	2 13%	- -	1 6%	2 18%	29 6%	13 6%	16 5%	30 7%	36 6%	17 7%
Other	15 1%	11 1%	4 4%	2 4%	1 6%	1 9%	- -	- -	12 2% d	6 3% d	6 2%	3 1%	5 1%	9 3% a
Don't know	152 15%	136 15% bc	7 6%	3 5%	2 13%	2 18%	- -	- -	46 9% b	7 3%	39 12%	93 20%	37 6%	65 25% 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

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4.0)	225 22%	33 18%	4 13%	12 27%	3 24%	5 8%	12 25%	38 23%	6 25%	16 26%	4 17%	3 34%	35 25%	5 37%	8 17%	6 25%
Fairly likely (3.0)	404 39%	80 44%	9 32%	20 43%	6 46%	21 37%	16 35%	67 40%	7 29%	25 41%	10 41%	2 21%	54 38%	2 13%	21 44%	9 39%
Fairly unlikely (2.0)	131 13%	22 12%	7 24%	3 6%	2 15%	12 21%	3 7%	14 8%	1 4%	7 12%	3 12%	3 33%	29 21%	2 13%	6 12%	2 8%
Very unlikely (1.0)	132 13%	20 11%	4 14%	4 8%	1 8%	11 20%	9 20%	24 15%	7 29%	5 9%	3 13%	- -	17 12%	4 25%	3 6%	3 12%
Don't know	135 13%	29 16%	5 17%	7 15%	1 7%	8 14%	6 13%	22 13%	3 13%	8 12%	4 17%	1 11%	7 5%	2 12%	10 21%	4 16%
NET: Likely	629 61%	113 62%	13 45%	32 70%	9 70%	25 45%	28 60%	105 64%	13 54%	41 67%	14 59%	5 56%	89 63%	7 50%	29 61%	15 65%
NET: Unlikely	263 26%	42 23%	11 37%	7 15%	3 23%	23 41%	13 27%	38 23%	8 33%	13 21%	6 25%	3 33%	46 32%	5 38%	9 18%	5 20%
Base for stats	892	155	24	39	12	48	40	143	21	53	20	8	135	12	38	20
Mean Score	2.81	2.81	2.54	3.05	2.92	2.39	2.74	2.83	2.57	2.95	2.76	3.02	2.80	2.71	2.90	2.92
Standard Deviation	.978	.921	.968	.897	.904	.957	1.117	1.012	1.251	.923	.975	.935	.967	1.333	.826	1.004
Standard Error	.033	.076	.194	.142	.261	.137	.189	.083	.267	.121	.218	.331	.081	.471	.132	.219
Error variance	*	.01	.04	.02	.07	.02	.04	.01	.07	.01	.05	.11	.01	.22	.02	.05

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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	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	(4.0) 225 22%	7 22%	27 25%	115 23%	110 21%	33 40% cdef	45 30% cef	40 19%	45 23% f	27 18%	34 15%	78 33% bc	85 21%	61 16%
Fairly likely	(3.0) 404 39%	14 43%	42 38%	209 42%	195 37%	29 35%	61 40%	89 42%	77 39%	57 38%	91 40%	90 38%	166 40%	148 39%
Fairly unlikely	(2.0) 131 13%	6 20%	9 8%	65 13%	66 13%	9 11%	23 15%	26 12%	24 12%	13 9%	35 15%	32 14%	51 12%	48 13%
Very unlikely	(1.0) 132 13%	1 3%	16 15%	52 10%	81 15% a	5 6%	17 11%	29 13%	31 16% a	19 12%	32 14%	22 9%	60 14%	51 13%
Don't know	135 13%	4 12%	16 15%	62 12%	73 14%	7 8%	7 4%	30 14% b	21 11% b	36 24% abcdf	35 15% b	13 6%	51 12% a	71 19% ab
NET: Likely	629 61%	21 65%	69 63%	324 64% b	305 58%	63 75% cdef	106 70% ef	129 61%	122 61%	84 55%	125 55%	169 71% bc	251 61%	209 55%
NET: Unlikely	263 26%	7 22%	25 23%	117 23%	146 28%	15 17%	39 26%	55 26%	56 28%	32 21%	67 29% a	54 23%	110 27%	99 26%
Base for stats	892	28	94	440	452	77	145	184	178	117	191	223	362	308
Mean Score	2.81	2.96	2.86	2.88	2.74	3.18 cdef	2.92 f	2.77	2.77	2.79	2.66	3.01 bc	2.77	2.71
Standard Deviation	.978	.794	1.028	.930	1.020	.893	.964	.967	1.021	.981	.957	.945	.992	.966
Standard Error	.033	.153	.104	.044	.048	.103	.078	.069	.079	.090	.070	.063	.052	.055
Error variance	*	.02	.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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (4.0)	225 22%	187 21%	35 32% a	19 37% a	4 26%	3 26%	5 26%	4 35%	154 29% cd	85 40% acd	69 21% d	70 15%	225 36% b	-
Fairly likely (3.0)	404 39%	357 40% c	35 32%	12 23%	7 44%	3 24%	7 38%	6 56%	224 42%	74 35%	149 46% bd	168 36%	404 64% b	-
Fairly unlikely (2.0)	131 13%	114 13%	13 12%	5 10%	2 13%	1 8%	4 20%	1 9%	60 11%	18 9%	42 13%	66 14% b	-	131 50% a
Very unlikely (1.0)	132 13%	109 12%	19 17%	10 19%	2 12%	5 43%	2 10%	-	59 11%	26 12%	33 10%	72 16% ac	-	132 50% a
Don't know	135 13%	123 14%	8 7%	6 12%	1 5%	-	1 6%	-	37 7%	7 3%	30 9% b	88 19% abc	-	-
NET: Likely	629 61%	544 61%	70 64%	30 59%	12 70%	6 49%	12 64%	10 91%	377 71% d	159 76% cd	218 67% d	238 51%	629 100% b	-
NET: Unlikely	263 26%	223 25%	32 29%	15 29%	4 24%	6 51%	6 30%	1 9%	119 22%	44 21%	75 23%	138 30% abc	-	263 100% a
Base for stats	892	767	101	45	16	12	18	11	497	203	294	377	629	263
Mean Score	2.81	2.81	2.84	2.87	2.89	2.32	2.85	3.26	2.95 d	3.07 cd	2.86 d	2.63	3.36 b	1.50
Standard Deviation	.978	.963	1.097	1.189	.979	1.315	.974	.643	.952	1.006	.904	.997	.480	.501
Standard Error	.033	.035	.107	.172	.253	.380	.224	.194	.042	.070	.053	.051	.019	.031
Error variance	*	*	.01	.03	.06	.14	.05	.04	*	*	*	*	*	*

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

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

BASE: All respondents

	Total	Very important	Fairly important	Fairly unimportant	Very unimportant	Don't know	NET: Important	NET: Unimportant
Unweighted Total	-	-	-	-	-	-	-	-
Health and nutrition	1027	662	310	32	5	18	972	37
	100%	64%	30%	3%	*	2%	95%	4%
Food safety (i.e. the likelihood of catching food borne diseases)	1027	723	247	25	8	24	970	33
	100%	70%	24%	2%	1%	2%	94%	3%
Taste	1027	571	385	37	11	23	956	47
	100%	56%	38%	4%	1%	2%	93%	5%
Cost	1027	415	482	95	11	23	897	106
	100%	40%	47%	9%	1%	2%	87%	10%
The environment	1027	513	377	92	18	28	890	109
	100%	50%	37%	9%	2%	3%	87%	11%
The welfare of animals	1027	475	388	105	21	38	863	126
	100%	46%	38%	10%	2%	4%	84%	12%
Convenience	1027	265	499	201	31	30	764	232
	100%	26%	49%	20%	3%	3%	74%	23%

Public perceptions on meat production and consumption - Spain - 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

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Health and nutrition	972	175	30	43	13	51	44	159	21	58	23	8	133	12	45	21
	95%	95%	100%	94%	100%	91%	95%	96%	87%	95%	96%	89%	94%	88%	94%	88%
Food safety (i.e. the likelihood of catching food borne diseases)	970	173	28	42	13	54	45	156	22	58	23	9	133	14	46	21
	94%	94%	94%	91%	100%	96%	97%	94%	91%	95%	96%	100%	94%	100%	96%	88%
Taste	956	171	30	42	13	51	45	156	19	59	22	8	128	14	44	24
	93%	93%	100%	92%	100%	91%	97%	94%	79%	97%	92%	89%	91%	100%	92%	100%
Cost	897	164	28	37	13	51	39	139	20	56	19	7	123	11	43	20
	87%	89%	94%	81%	100%	91%	85%	84%	83%	92%	80%	78%	87%	75%	90%	84%
The environment	890	168	22	40	13	45	43	144	21	54	19	8	116	14	39	21
	87%	91%	73%	87%	100%	81%	92%	87%	87%	88%	79%	89%	82%	100%	81%	88%
The welfare of animals	863	163	19	36	7	41	42	143	19	53	20	8	114	12	41	23
	84%	89%	63%	78%	55%	74%	90%	87%	79%	87%	83%	89%	81%	88%	85%	96%
Convenience	764	141	19	29	10	45	37	124	16	44	16	5	108	12	35	21
	74%	77%	64%	64%	77%	81%	80%	75%	66%	73%	66%	54%	76%	87%	73%	88%

Public perceptions on meat production and consumption - Spain - 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

	Spain regions		Gender		Age						Age			
	Total	Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	a	b	a	b	c	d	e	f	a	b	c	
Significance Level: 95%														
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Health and nutrition	972	32	104	480	491	76	138	205	190	143	219	214	396	362
	95%	100%	95%	96%	94%	90%	91%	96% b	96%	94%	97% ab	91%	96% a	96% a
Food safety (i.e. the likelihood of catching food borne diseases)	970	31	103	484	486	77	138	206	188	146	214	216	394	360
	94%	97%	94%	96% b	93%	92%	91%	96% b	95%	96%	95%	91%	96% a	95%
Taste	956	29	102	473	483	76	135	204	187	142	212	211	391	354
	93%	90%	93%	94%	92%	90%	89%	96% b	94%	93%	94%	89%	95% a	93%
Cost	897	28	99	450	447	68	129	193	174	132	201	197	367	333
	87%	87%	90%	90% b	85%	81%	85%	90% a	88%	86%	89%	84%	89%	88%
The environment	890	27	97	441	449	69	129	186	174	136	196	198	360	332
	87%	84%	88%	88%	86%	82%	85%	87%	87%	89%	87%	84%	87%	88%
The welfare of animals	863	29	93	422	440	68	124	187	166	131	186	192	353	317
	84%	90%	84%	84%	84%	81%	82%	88%	83%	86%	82%	81%	86%	84%
Convenience	764	26	76	368	396	67	115	162	147	118	155	182	309	273
	74%	81%	69%	73%	75%	80% f	76%	76%	74%	78%	68%	77%	75%	72%

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

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

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Health and nutrition	972	842	104	49	15	12	17	11	509	199	311	436	607	245
	95%	95%	95%	96%	89%	100%	89%	100%	95%	95%	96%	94%	96%	93%
													b	
Food safety (i.e. the likelihood of catching food borne diseases)	970	841	105	51	16	11	18	10	508	195	313	438	609	242
	94%	94%	96%	100%	94%	92%	94%	90%	95%	93%	97%	94%	97%	92%
													b	
Taste	956	831	103	49	17	11	17	10	506	198	308	430	606	234
	93%	93%	94%	94%	100%	92%	89%	90%	95%	94%	95%	92%	96%	89%
													b	
Cost	897	780	96	46	16	11	14	10	474	181	293	404	572	218
	87%	88%	88%	90%	94%	91%	73%	90%	89%	86%	91%	87%	91%	83%
													b	
The environment	890	765	103	48	17	11	17	10	472	184	287	396	570	217
	87%	86%	94%	94%	100%	92%	90%	91%	88%	88%	89%	85%	91%	83%
			a										b	
The welfare of animals	863	738	102	48	15	11	17	11	454	182	272	386	558	201
	84%	83%	93%	94%	89%	92%	90%	100%	85%	87%	84%	83%	89%	76%
			a	a									b	
Convenience	764	673	75	38	9	7	12	9	413	158	255	333	487	179
	74%	76%	68%	74%	56%	59%	62%	81%	77%	75%	79%	72%	77%	68%
									d		d		b	

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

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

BASE: All respondents

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	109 11%	12 6%	7 23%	4 9%	- -	10 17%	3 8%	18 11%	1 4%	6 9%	5 21%	1 11%	20 14%	- -	7 14%	3 12%
The welfare of animals	126 12%	12 7%	9 30%	6 13%	4 30%	14 24%	5 10%	19 11%	3 12%	7 11%	2 8%	1 11%	24 17%	2 12%	6 13%	1 4%
Food safety (i.e. the likelihood of catching food borne diseases)	33 3%	4 2%	2 6%	2 4%	- -	1 2%	1 3%	4 2%	- -	2 3%	1 4%	- -	7 5%	- -	1 2%	3 12%
Health and nutrition	37 4%	5 3%	- -	1 2%	- -	4 7%	2 5%	3 2%	1 4%	2 3%	1 4%	1 11%	7 5%	2 12%	3 6%	3 12%
Cost	106 10%	14 8%	2 6%	7 15%	- -	4 7%	7 15%	23 14%	1 4%	4 6%	5 20%	2 22%	15 11%	4 25%	5 10%	4 16%
Convenience	232 23%	38 21%	10 32%	14 30%	2 15%	10 17%	9 20%	37 22%	5 21%	15 24%	6 25%	4 46%	31 22%	- -	13 27%	3 12%
Taste	47 5%	8 4%	- -	2 4%	- -	3 5%	1 3%	6 3%	3 12%	1 1%	2 8%	1 11%	11 8%	- -	3 6%	- -

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

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

BASE: All respondents

	Total	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	109 11%	4 12%	8 8%	56 11%	53 10%	13 15%	22 15% e	22 10%	18 9%	11 7%	24 11%	35 15% bc	39 10%	35 9%
The welfare of animals	126 12%	2 6%	11 10%	66 13%	60 11%	13 15%	24 16% c	19 9%	25 13%	14 9%	32 14%	37 16%	44 11%	45 12%
Food safety (i.e. the likelihood of catching food borne diseases)	33 3%	1 3%	4 4%	11 2%	21 4%	4 5% e	11 7% cef	6 3%	5 3%	1 1%	6 3%	15 6% bc	11 3%	7 2%
Health and nutrition	37 4%	- -	3 3%	16 3%	21 4%	6 7% df	13 8% cdef	7 3%	4 2%	4 3%	3 1%	19 8% bc	11 3%	8 2%
Cost	106 10%	3 10%	8 7%	45 9%	61 12%	14 16% c	21 14%	18 8%	19 10%	15 10%	20 9%	34 15% bc	37 9%	35 9%
Convenience	232 23%	6 19%	31 28%	127 25% b	105 20%	13 16%	36 24%	45 21%	45 22%	28 19%	65 29% ae	49 21%	90 22%	93 25%
Taste	47 5%	2 7%	5 4%	22 4%	25 5%	5 6%	15 10% cdef	8 4%	5 3%	5 3%	9 4%	21 9% bc	13 3%	14 4%

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

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'		
	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The environment	109 11%	99 11%	7 6%	3 6%	- -	1 8%	2 10%	1 9%	58 11%	23 11%	34 11%	49 10%	54 9%	40 15% a
The welfare of animals	126 12%	116 13%	8 7%	3 6%	2 11%	1 8%	2 10%	- -	72 13%	26 12%	46 14%	52 11%	64 10%	51 20% a
Food safety (i.e. the likelihood of catching food borne diseases)	33 3%	26 3%	4 4%	- -	1 6%	1 8%	1 6%	1 10%	21 4%	12 6% d	9 3%	10 2%	17 3%	14 5%
Health and nutrition	37 4%	31 4%	6 5%	2 4%	2 11%	- -	2 11%	- -	22 4%	9 4%	13 4%	14 3%	20 3%	14 5%
Cost	106 10%	88 10%	13 12%	5 10%	1 6%	1 9%	5 27%	1 10%	55 10%	25 12%	30 9%	46 10%	56 9%	39 15% a
Convenience	232 23%	189 21%	34 31% a	14 26%	7 44%	5 41%	6 33%	2 19%	114 21%	47 22%	67 21%	114 24%	136 22%	74 28% a
Taste	47 5%	38 4%	7 6%	3 6%	- -	1 8%	2 11%	1 10%	25 5%	10 5%	16 5%	18 4%	21 3%	21 8% a

Public perceptions on meat production and consumption - Spain - 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

		Spain regions															
		Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total		1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total		1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	513 50%	101 55%	11 36%	26 58%	3 24%	22 40%	19 40%	81 49%	11 45%	33 54%	13 54%	5 57%	82 58%	9 63%	17 35%	9 39%
Fairly important	(3.0)	377 37%	67 36%	11 37%	13 29%	10 76%	23 41%	24 52%	63 38%	10 42%	20 33%	6 25%	3 32%	34 24%	5 37%	22 47%	11 49%
Fairly unimportant	(2.0)	92 9%	11 6%	6 20%	3 7%	- -	8 14%	3 8%	14 9%	1 4%	6 9%	4 17%	1 11%	15 10%	- -	6 12%	3 12%
Very unimportant	(1.0)	18 2%	1 1%	1 3%	1 2%	- -	2 3%	- -	4 2%	- -	- -	1 4%	- -	6 4%	- -	1 2%	- -
Don't know		28 3%	4 2%	1 4%	2 4%	- -	1 2%	- -	3 2%	2 9%	2 3%	- -	- -	5 3%	- -	2 4%	- -
NET: Important		890 87%	168 91%	22 73%	40 87%	13 100%	45 81%	43 92%	144 87%	21 87%	54 88%	19 79%	8 89%	116 82%	14 100%	39 81%	21 88%
NET: Unimportant		109 11%	12 6%	7 23%	4 9%	- -	10 17%	3 8%	18 11%	1 4%	6 9%	5 21%	1 11%	20 14%	- -	7 14%	3 12%
Base for stats		999	179	28	44	13	55	46	162	22	59	24	9	137	14	46	24
Mean Score		3.39	3.49	3.10	3.49	3.24	3.20	3.33	3.36	3.45	3.47	3.29	3.46	3.41	3.63	3.19	3.27
Standard Deviation		.726	.638	.853	.738	.444	.814	.616	.746	.591	.667	.900	.725	.843	.502	.746	.679
Standard Error		.023	.049	.158	.110	.123	.109	.097	.058	.123	.083	.184	.242	.070	.167	.109	.136
Error variance		*	*	.03	.01	.02	.01	.01	*	.02	.01	.03	.06	*	.03	.01	.02

Public perceptions on meat production and consumption - Spain - 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	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 513 50%	12 38%	58 53%	229 46%	284 54% a	49 59% d	84 55% d	109 51%	88 44%	70 46%	113 50%	133 57% bc	197 48%	183 48%
Fairly important	(3.0) 377 37%	15 46%	38 35%	211 42% b	165 32%	20 24%	45 29%	78 36% a	86 43% ab	66 43% ab	83 37% a	65 27%	163 40% a	149 39% a
Fairly unimportant	(2.0) 92 9%	4 12%	7 7%	46 9%	45 9%	10 12%	22 15% cdef	17 8%	16 8%	8 5%	18 8%	33 14% bc	33 8%	26 7%
Very unimportant	(1.0) 18 2%	- -	1 1%	9 2%	8 2%	2 3% b	- -	5 2%	2 1%	3 2%	6 3% b	2 1%	7 2%	9 2%
Don't know	28 3%	1 3%	5 5%	6 1%	22 4% a	2 3%	1 1%	6 3%	8 4%	6 4%	6 3%	3 1%	13 3%	12 3%
NET: Important	890 87%	27 84%	97 88%	441 88%	449 86%	69 82%	129 85%	186 87%	174 87%	136 89%	196 87%	198 84%	360 87%	332 88%
NET: Unimportant	109 11%	4 12%	8 8%	56 11%	53 10%	13 15%	22 15% e	22 10%	18 9%	11 7%	24 11%	35 15% bc	39 10%	35 9%
Base for stats	999	31	105	496	502	82	151	208	191	147	220	233	399	367
Mean Score	3.39	3.27	3.46	3.33	3.44 a	3.42	3.41	3.40	3.36	3.38	3.38	3.41	3.38	3.38
Standard Deviation	.726	.685	.674	.723	.725	.815	.735	.734	.678	.685	.750	.762	.707	.724
Standard Error	.023	.125	.064	.032	.033	.092	.058	.050	.051	.056	.051	.049	.035	.038
Error variance	*	.02	*	*	*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - Spain - 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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262	
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	513	419	79	39	8	10	14	8	274	114	160	226	347	115
		50%	47%	72%	77%	51%	83%	73%	73%	51%	54%	49%	49%	55%	44%
			a	a	a								b		
Fairly important	(3.0)	377	346	23	9	8	1	3	2	198	70	128	170	223	102
		37%	39%	21%	18%	49%	9%	17%	18%	37%	33%	39%	37%	35%	39%
			bc												
Fairly unimportant	(2.0)	92	85	5	3	-	1	-	1	48	18	30	43	46	32
		9%	10%	4%	6%	-	8%	-	9%	9%	9%	9%	9%	7%	12%
														a	
Very unimportant	(1.0)	18	15	2	-	-	-	2	-	10	5	5	6	8	8
		2%	2%	2%	-	-	-	10%	-	2%	2%	1%	1%	1%	3%
Don't know		28	26	-	-	-	-	-	-	4	2	2	20	5	6
		3%	3%	-	-	-	-	-	-	1%	1%	1%	4%	1%	2%
												abc		a	
NET: Important		890	765	103	48	17	11	17	10	472	184	287	396	570	217
		87%	86%	94%	94%	100%	92%	90%	91%	88%	88%	89%	85%	91%	83%
				a										b	
NET: Unimportant		109	99	7	3	-	1	2	1	58	23	34	49	54	40
		11%	11%	6%	6%	-	8%	10%	9%	11%	11%	11%	10%	9%	15%
														a	
Base for stats		999	864	109	51	17	12	19	11	529	208	322	445	624	257
Mean Score		3.39	3.35	3.64	3.71	3.51	3.75	3.52	3.64	3.39	3.41	3.37	3.38	3.46	3.26
				a	a									b	
Standard Deviation		.726	.725	.655	.574	.516	.609	.958	.674	.728	.752	.713	.714	.688	.791
Standard Error		.023	.025	.062	.078	.129	.176	.214	.203	.031	.052	.040	.034	.027	.049
Error variance		*	*	*	.01	.02	.03	.05	.04	*	*	*	*	*	*

Public perceptions on meat production and consumption - Spain - 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

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	País Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	475 46%	92 50%	8 27%	22 49%	3 24%	20 37%	21 45%	78 47%	12 49%	25 41%	16 66%	5 57%	71 50%	5 38%	16 34%	9 40%
Fairly important (3.0)	388 38%	72 39%	11 36%	13 29%	4 31%	21 37%	21 45%	65 39%	7 30%	28 46%	4 17%	3 32%	43 30%	7 50%	24 51%	13 56%
Fairly unimportant (2.0)	105 10%	11 6%	7 23%	6 13%	4 30%	10 17%	5 10%	14 8%	2 8%	7 11%	2 8%	1 11%	18 13%	2 12%	5 11%	1 4%
Very unimportant (1.0)	21 2%	1 1%	2 6%	- -	- -	4 7%	- -	5 3%	1 4%	- -	- -	- -	6 4%	- -	1 2%	- -
Don't know	38 4%	9 5%	2 7%	4 9%	2 15%	1 2%	- -	4 2%	2 9%	1 2%	2 8%	- -	4 3%	- -	1 2%	- -
NET: Important	863 84%	163 89%	19 63%	36 78%	7 55%	41 74%	42 90%	143 87%	19 79%	53 87%	20 83%	8 89%	114 81%	12 88%	41 85%	23 96%
NET: Unimportant	126 12%	12 7%	9 30%	6 13%	4 30%	14 24%	5 10%	19 11%	3 12%	7 11%	2 8%	1 11%	24 17%	2 12%	6 13%	1 4%
Base for stats	989	175	27	42	11	55	46	162	22	60	22	9	137	14	47	24
Mean Score	3.33	3.45	2.90	3.39	2.93	3.06	3.35	3.34	3.36	3.31	3.63	3.46	3.30	3.25	3.20	3.36
Standard Deviation	.751	.643	.915	.734	.833	.917	.663	.760	.844	.664	.659	.726	.854	.684	.721	.573
Standard Error	.024	.050	.173	.112	.251	.123	.105	.059	.176	.082	.140	.242	.071	.228	.104	.115
Error variance	*	*	.03	.01	.06	.02	.01	*	.03	.01	.02	.06	.01	.05	.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	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 475 46%	13 42%	56 51%	212 42%	263 50% a	46 55%	74 49%	103 48%	85 43%	67 44%	99 44%	121 51%	188 46%	166 44%
Fairly important	(3.0) 388 38%	16 48%	36 33%	211 42% b	177 34%	22 26%	49 32%	84 39% a	81 41% a	64 42% a	87 39% a	71 30%	165 40% a	152 40% a
Fairly unimportant	(2.0) 105 10%	2 6%	10 9%	51 10%	54 10%	11 13%	23 15% ce	17 8%	22 11%	11 7%	21 9%	34 14% c	39 10%	32 8%
Very unimportant	(1.0) 21 2%	- -	2 2%	15 3% b	6 1%	2 2%	1 1%	2 1%	3 2%	3 2%	11 5% bc	3 1%	5 1%	13 4% b
Don't know	38 4%	1 3%	6 5%	14 3%	24 5%	3 4%	4 3%	8 4%	8 4%	8 5%	8 4%	7 3%	15 4%	16 4%
NET: Important	863 84%	29 90%	93 84%	422 84%	440 84%	68 81%	124 82%	187 88%	166 83%	131 86%	186 82%	192 81%	353 86%	317 84%
NET: Unimportant	126 12%	2 6%	11 10%	66 13%	60 11%	13 15%	24 16% c	19 9%	25 13%	14 9%	32 14%	37 16%	44 11%	45 12%
Base for stats	989	31	104	489	500	81	148	206	191	145	218	229	397	363
Mean Score	3.33	3.37	3.41	3.27	3.39 a	3.39	3.33	3.40	3.29	3.35	3.26	3.35	3.35	3.30
Standard Deviation	.751	.614	.736	.770	.727	.810	.762	.679	.736	.704	.826	.778	.708	.779
Standard Error	.024	.112	.070	.035	.033	.092	.061	.046	.055	.058	.056	.051	.036	.041
Error variance	*	.01	*	*	*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - Spain - 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	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262	
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	475 46%	380 43%	79 72% a	38 75% a	8 51%	10 84%	13 68%	9 82%	243 46%	102 49%	141 44%	219 47%	332 53% b	89 34%
Fairly important	(3.0)	388 38%	357 40%	23 21% bc	10 19%	6 37%	1 8%	4 22%	2 18%	211 40%	80 38%	131 40%	167 36%	226 36%	111 42%
Fairly unimportant	(2.0)	105 10%	97 11%	7 6%	3 6%	2 11%	1 8%	1 6%	- -	60 11%	22 10%	38 12%	44 9%	57 9%	38 14% a
Very unimportant	(1.0)	21 2%	20 2%	1 1%	- -	- -	- -	1 5%	- -	12 2%	4 2%	8 2%	9 2%	7 1%	14 5% a
Don't know		38 4%	36 4% b	- -	- -	- -	- -	- -	- -	7 1%	2 1%	5 2%	26 6% abc	7 1%	11 4% a
NET: Important		863 84%	738 83%	102 93% a	48 94% a	15 89%	11 92%	17 90%	11 100%	454 85%	182 87%	272 84%	386 83%	558 89% b	201 76%
NET: Unimportant		126 12%	116 13%	8 7%	3 6%	2 11%	1 8%	2 10%	- -	72 13%	26 12%	46 14%	52 11%	64 10%	51 20% a
Base for stats		989	854	109	51	17	12	19	11	526	208	319	439	622	252
Mean Score	3.33	3.29	3.64 a	3.69 a	3.40	3.77	3.53	3.82	3.30	3.35	3.28	3.36	3.42 b	3.10	
Standard Deviation	.751	.754	.639 a	.580 a	.707	.604	.824	.407	.757	.743	.766	.743	.703 b	.846	
Standard Error	.024	.026	.060	.079	.177	.174	.184	.123	.033	.051	.043	.035	.028	.053	
Error variance	*	*	*	.01	.03	.03	.03	.02	*	*	*	*	*	*	

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

BASE: All respondents

		Spain regions															
		Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total		1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total		1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	723 70%	119 65%	21 69%	35 77%	12 93%	38 68%	35 75%	114 69%	18 74%	41 67%	17 71%	5 57%	106 75%	9 63%	32 67%	16 68%
Fairly important	(3.0)	247 24%	53 29%	7 24%	7 14%	1 7%	16 28%	10 23%	42 25%	4 17%	17 28%	6 25%	4 43%	27 19%	5 37%	14 28%	5 20%
Fairly unimportant	(2.0)	25 2%	2 1%	2 6%	2 4%	- -	- -	1 3%	3 2%	- -	1 1%	1 4%	- -	4 3%	- -	1 2%	3 12%
Very unimportant	(1.0)	8 1%	2 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 2%	- -	- -	3 2%	- -	- -	- -
Don't know		24 2%	7 4%	- -	2 4%	- -	1 2%	- -	6 3%	2 9%	1 2%	- -	- -	2 1%	- -	1 2%	- -
NET: Important		970 94%	173 94%	28 94%	42 91%	13 100%	54 96%	45 97%	156 94%	22 91%	58 95%	23 96%	9 100%	133 94%	14 100%	46 96%	21 88%
NET: Unimportant		33 3%	4 2%	2 6%	2 4%	- -	1 2%	1 3%	4 2%	- -	2 3%	1 4%	- -	7 5%	- -	1 2%	3 12%
Base for stats		1003	177	30	44	13	55	46	160	22	60	24	9	139	14	47	24
Mean Score		3.68	3.64	3.63	3.76	3.93	3.65	3.72	3.68	3.81	3.64	3.67	3.57	3.69	3.63	3.67	3.56
Standard Deviation		.561	.577	.610	.531	.268	.588	.507	.540	.401	.601	.563	.527	.628	.502	.522	.710
Standard Error		.018	.045	.111	.079	.074	.079	.080	.042	.084	.075	.115	.176	.052	.167	.075	.142
Error variance		*	*	.01	.01	.01	.01	.01	*	.01	.01	.01	.03	*	.03	.01	.02

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

BASE: All respondents

	Total	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 723 70%	24 74%	81 74%	348 69%	375 72%	62 74%	94 62%	157 74% b	135 68%	116 76% b	159 70%	156 66%	292 71%	275 73%
Fairly important	(3.0) 247 24%	7 23%	22 20%	136 27% b	111 21%	16 19%	44 29% e	49 23%	54 27%	30 19%	55 24%	60 25%	102 25%	84 22%
Fairly unimportant	(2.0) 25 2%	1 3%	4 4%	8 2%	17 3%	4 5% de	9 6% def	5 2%	2 1%	1 1%	4 2%	13 6% bc	7 2%	5 1%
Very unimportant	(1.0) 8 1%	- -	- -	4 1%	4 1%	- -	2 1%	1 *	3 2%	- -	2 1%	2 1%	4 1%	2 1%
Don't know	24 2%	- -	3 3%	7 1%	17 3% a	2 3%	3 2%	2 1%	5 3%	6 4%	6 3%	5 2%	7 2%	12 3%
NET: Important	970 94%	31 97%	103 94%	484 96% b	486 93%	77 92%	138 91%	206 96% b	188 95%	146 96%	214 95%	216 91%	394 96% a	360 95%
NET: Unimportant	33 3%	1 3%	4 4%	11 2%	21 4%	4 5% e	11 7% cef	6 3%	5 3%	1 1%	6 3%	15 6% bc	11 3%	7 2%
Base for stats	1003	32	107	495	507	82	149	212	194	147	220	231	405	367
Mean Score	3.68	3.70	3.72	3.67	3.69	3.70	3.55	3.71 b	3.65	3.79 bd	3.69 b	3.60	3.68	3.73 a
Standard Deviation	.561	.533	.527	.547	.575	.564	.670	.527 b	.592	.426 bd	.551 b	.638	.559	.506 a
Standard Error	.018	.096	.050	.024	.026	.063	.053	.035 *	.044 *	.035 *	.037 *	.042 *	.028 *	.026 *
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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	723 70%	623 70%	81 74%	37 71%	12 75%	10 84%	13 69%	9 81%	369 69%	148 70%	221 68%	337 73%	466 74% b	177 67%
Fairly important (3.0)	247 24%	218 24%	25 23%	15 29%	3 19%	1 8%	5 26%	1 8%	140 26%	48 23%	92 28% d	101 22%	143 23%	65 25%
Fairly unimportant (2.0)	25 2%	19 2%	3 3%	- -	- -	1 8%	1 6%	1 10%	17 3%	10 5% d	7 2%	7 1%	14 2%	10 4%
Very unimportant (1.0)	8 1%	7 1%	1 1%	- -	1 6%	- -	- -	- -	4 1%	2 1%	2 1%	3 1%	3 *	4 2%
Don't know	24 2%	23 3%	- -	- -	- -	- -	- -	- -	4 1%	2 1%	2 1%	17 4% ac	3 *	7 3% a
NET: Important	970 94%	841 94%	105 96%	51 100%	16 94%	11 92%	18 94%	10 90%	508 95%	195 93%	313 97%	438 94%	609 97% b	242 92%
NET: Unimportant	33 3%	26 3%	4 4%	- -	1 6%	1 8%	1 6%	1 10%	21 4%	12 6% d	9 3%	10 2%	17 3%	14 5%
Base for stats	1003	867	109	51	17	12	19	11	529	208	322	448	626	256
Mean Score	3.68	3.68	3.69	3.71	3.64	3.76	3.63	3.71	3.65	3.64	3.65	3.72 a	3.71 b	3.62
Standard Deviation	.561	.557	.570	.458	.780	.608	.604	.675	.580	.621	.552	.521	.526	.641
Standard Error	.018	.019	.054	.062	.195	.176	.135	.203	.025	.043	.031	.025	.021	.040
Error variance	*	*	*	*	.04	.03	.02	.04	*	*	*	*	*	*

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

BASE: All respondents

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 662 64%	122 66%	15 52%	29 64%	6 47%	39 70%	27 58%	111 67%	14 58%	38 62%	18 75%	5 57%	99 70%	9 63%	21 43%	15 63%
Fairly important	(3.0) 310 30%	54 29%	14 48%	14 29%	7 53%	12 21%	17 37%	47 29%	7 30%	20 33%	5 21%	3 32%	33 24%	4 25%	24 51%	6 24%
Fairly unimportant	(2.0) 32 3%	4 2%	- -	1 2%	- -	4 7%	2 5%	1 1%	1 4%	2 3%	1 4%	1 11%	5 3%	2 12%	3 6%	3 12%
Very unimportant	(1.0) 5 *	1 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	- -
Don't know	18 2%	3 2%	- -	2 4%	- -	1 2%	- -	4 2%	2 9%	1 2%	- -	- -	2 1%	- -	- -	- -
NET: Important	972 95%	175 95%	30 100%	43 94%	13 100%	51 91%	44 95%	159 96%	21 87%	58 95%	23 96%	8 89%	133 94%	12 88%	45 94%	21 88%
NET: Unimportant	37 4%	5 3%	- -	1 2%	- -	4 7%	2 5%	3 2%	1 4%	2 3%	1 4%	1 11%	7 5%	2 12%	3 6%	3 12%
Base for stats	1009	181	30	44	13	55	46	162	22	60	24	9	139	14	48	24
Mean Score	3.61	3.64	3.52	3.64	3.47	3.64	3.53	3.66	3.59	3.60	3.71	3.46	3.65	3.50	3.37	3.51
Standard Deviation	.576	.564	.508	.533	.520	.615	.595	.560	.586	.554	.542	.726	.617	.731	.601	.720
Standard Error	.018	.043	.093	.079	.144	.082	.094	.043	.122	.069	.111	.242	.051	.244	.086	.144
Error variance	*	*	.01	.01	.02	.01	.01	*	.01	*	.01	.06	*	.06	.01	.02

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

BASE: All respondents

	Total	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 662 64%	23 70%	70 64%	318 63%	344 66%	53 64%	94 62%	136 64%	124 62%	104 68%	150 67%	147 63%	260 63%	254 67%
Fairly important	(3.0) 310 30%	9 30%	34 31%	162 32%	148 28%	22 26%	44 29%	69 32%	66 33%	40 26%	68 30%	67 28%	135 33%	108 29%
Fairly unimportant	(2.0) 32 3%	- -	3 3%	14 3%	18 3%	6 7%	13 8%	6 3%	3 2%	4 3%	- -	19 8%	9 2%	4 1%
Very unimportant	(1.0) 5 *	- -	- -	2 *	3 1%	- -	- -	1 *	1 1%	- -	3 1%	- -	2 *	3 1%
Don't know	18 2%	- -	3 3%	6 1%	12 2%	2 3%	1 1%	2 1%	4 2%	5 3%	4 2%	3 1%	6 1%	9 2%
NET: Important	972 95%	32 100%	104 95%	480 96%	491 94%	76 90%	138 91%	205 96%	190 96%	143 94%	219 97%	214 91%	396 96%	362 96%
NET: Unimportant	37 4%	- -	3 3%	16 3%	21 4%	6 7%	13 8%	7 3%	4 2%	4 3%	3 1%	19 8%	11 3%	8 2%
Base for stats	1009	32	107	496	513	82	151	212	195	148	222	233	407	370
Mean Score	3.61	3.70	3.63	3.60	3.62	3.58	3.54	3.61	3.61	3.67	3.65	3.55	3.61	3.66
Standard Deviation	.576	.463	.537	.566	.585	.630	.647	.567	.550	.532	.560	.640	.559	.548
Standard Error	.018	.083	.051	.025	.026	.071	.051	.038	.041	.043	.038	.041	.028	.029
Error variance	*	.01	*	*	*	.01	*	*	*	*	*	*	*	*

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

BASE: All respondents

	Total	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
		Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely	
		a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%															
Unweighted Total	1031	891	113	54	16	12	20	11	539	214	325	464	634	262	
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	662 64%	569 64%	74 67%	34 66%	9 56%	9 75%	14 74%	8 73%	356 67%	142 67%	215 66%	290 62%	432 69%	156 59%
Fairly important	(3.0)	310 30%	272 31%	30 27%	16 30%	5 32%	3 25%	3 16%	3 27%	153 29%	57 27%	96 30%	147 32%	174 28%	89 34%
Fairly unimportant	(2.0)	32 3%	26 3%	6 5%	2 4%	2 11%	- -	2 11%	- -	19 4%	8 4%	11 3%	13 3%	19 3%	11 4%
Very unimportant	(1.0)	5 *	5 1%	- -	- -	- -	- -	- -	- -	3 1%	1 *	2 1%	1 *	1 *	3 1%
Don't know		18 2%	17 2%	- -	- -	- -	- -	- -	- -	2 *	2 1%	- -	14 3%	2 *	4 2%
NET: Important		972 95%	842 95%	104 95%	49 96%	15 89%	12 100%	17 89%	11 100%	509 95%	199 95%	311 96%	436 94%	607 96%	245 93%
NET: Unimportant		37 4%	31 4%	6 5%	2 4%	2 11%	- -	2 11%	- -	22 4%	9 4%	13 4%	14 3%	20 3%	14 5%
Base for stats		1009	873	109	51	17	12	19	11	531	208	324	451	627	259
Mean Score		3.61	3.61	3.62	3.62	3.45	3.75	3.63	3.73	3.62	3.63	3.62	3.61	3.66 b	3.54
Standard Deviation		.576	.577	.589	.566	.712	.451	.685	.468	.583	.581	.585	.558	.545 b	.636
Standard Error		.018	.020	.055	.077	.178	.130	.153	.141	.025	.040	.032	.026	.022	.040
Error variance		*	*	*	.01	.03	.02	.02	.02	*	*	*	*	*	*

Public perceptions on meat production and consumption - Spain - 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

		Spain regions															
		Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total		1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total		1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	415 40%	74 40%	12 40%	20 45%	5 39%	23 42%	16 35%	58 35%	11 45%	29 47%	10 40%	2 22%	63 45%	3 25%	16 33%	7 32%
Fairly important	(3.0)	482 47%	91 49%	16 54%	16 36%	8 61%	28 49%	23 50%	81 49%	9 38%	28 45%	10 39%	5 56%	60 42%	7 50%	28 57%	12 53%
Fairly unimportant	(2.0)	95 9%	13 7%	2 6%	6 13%	- -	4 7%	6 13%	20 12%	1 4%	4 6%	4 16%	2 22%	14 10%	2 13%	5 10%	4 16%
Very unimportant	(1.0)	11 1%	1 1%	- -	1 2%	- -	- -	1 2%	3 2%	- -	- -	1 4%	- -	2 1%	2 13%	- -	- -
Don't know		23 2%	5 3%	- -	2 4%	- -	1 2%	- -	4 2%	3 13%	1 2%	- -	- -	3 2%	- -	- -	- -
NET: Important		897 87%	164 89%	28 94%	37 81%	13 100%	51 91%	39 85%	139 84%	20 83%	56 92%	19 80%	7 78%	123 87%	11 75%	43 90%	20 84%
NET: Unimportant		106 10%	14 8%	2 6%	7 15%	- -	4 7%	7 15%	23 14%	1 4%	4 6%	5 20%	2 22%	15 11%	4 25%	5 10%	4 16%
Base for stats		1004	178	30	44	13	55	46	162	21	60	24	9	138	14	48	24
Mean Score		3.30	3.33	3.33	3.28	3.39	3.36	3.17	3.20	3.47	3.42	3.16	3.00	3.33	2.87	3.23	3.16
Standard Deviation		.682	.636	.602	.795	.507	.614	.746	.719	.602	.609	.853	.708	.710	.962	.618	.685
Standard Error		.021	.049	.110	.118	.141	.082	.118	.056	.128	.076	.174	.236	.059	.321	.088	.137
Error variance		*	*	.01	.01	.02	.01	.01	*	.02	.01	.03	.06	*	.10	.01	.02

Public perceptions on meat production and consumption - Spain - 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	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 415 40%	10 32%	55 50%	205 41%	210 40%	39 46% d	66 43% d	89 42%	65 33%	63 41%	94 41%	105 44%	154 37%	156 41%
Fairly important	(3.0) 482 47%	18 55%	44 40%	245 49%	237 45%	29 35%	63 42%	104 49% a	109 55% ab	69 45%	107 47%	93 39%	213 52% a	176 47%
Fairly unimportant	(2.0) 95 9%	3 10%	8 7%	41 8%	54 10%	13 15%	18 12%	16 8%	17 9%	15 10%	17 8%	30 13% b	33 8%	32 9%
Very unimportant	(1.0) 11 1%	- -	- -	4 1%	7 1%	1 1%	3 2%	2 1%	2 1%	- -	3 1%	4 2%	4 1%	3 1%
Don't know	23 2%	1 3%	3 3%	7 1%	16 3%	2 3%	2 1%	3 1%	5 3%	6 4%	5 2%	4 2%	8 2%	11 3%
NET: Important	897 87%	28 87%	99 90%	450 90% b	447 85%	68 81%	129 85%	193 90% a	174 88%	132 86%	201 89%	197 84%	367 89%	333 88%
NET: Unimportant	106 10%	3 10%	8 7%	45 9%	61 12%	14 16% c	21 14%	18 8%	19 10%	15 10%	20 9%	34 15% bc	37 9%	35 9%
Base for stats	1004	31	107	495	508	82	150	211	194	147	221	232	404	368
Mean Score	3.30	3.22	3.44	3.32	3.28	3.30	3.28	3.33	3.23	3.32	3.32	3.29	3.28	3.32
Standard Deviation	.682	.628	.633	.655	.707	.775	.750	.654	.648	.654	.672	.757	.653	.664
Standard Error	.021	.115	.060	.029	.032	.087	.060	.044	.048	.053	.046	.049	.033	.035
Error variance	*	.01	*	*	*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - Spain - 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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262	
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very important	(4.0)	415	355	49	22	6	5	11	5	219	89	130	185	271	96
		40%	40%	44%	43%	38%	41%	57%	45%	41%	42%	40%	40%	43%	36%
Fairly important	(3.0)	482	425	48	25	9	6	3	5	255	92	163	220	301	122
		47%	48%	44%	48%	56%	50%	16%	44%	48%	44%	50%	47%	48%	46%
Fairly unimportant	(2.0)	95	79	11	5	1	1	3	1	47	22	25	44	52	32
		9%	9%	10%	10%	6%	9%	17%	10%	9%	11%	8%	10%	8%	12%
Very unimportant	(1.0)	11	9	2	-	-	-	2	-	8	3	5	2	4	7
		1%	1%	2%	-	-	-	11%	-	1%	1%	1%	*	1%	3%
Don't know		23	22	-	-	-	-	-	-	4	3	1	14	2	6
		2%	3%	-	-	-	-	-	-	1%	1%	*	3%	*	2%
NET: Important		897	780	96	46	16	11	14	10	474	181	293	404	572	218
		87%	88%	88%	90%	94%	91%	73%	90%	89%	86%	91%	87%	91%	83%
NET: Unimportant		106	88	13	5	1	1	5	1	55	25	30	46	56	39
		10%	10%	12%	10%	6%	9%	27%	10%	10%	12%	9%	10%	9%	15%
Base for stats		1004	868	109	51	17	12	19	11	529	207	323	451	627	257
Mean Score		3.30	3.30	3.31	3.33	3.32	3.33	3.19	3.35	3.30	3.29	3.30	3.30	3.34	3.19
Standard Deviation		.682	.673	.729	.649	.595	.654	1.088	.690	.689	.717	.672	.661	.653	.756
Standard Error		.021	.023	.069	.088	.149	.189	.243	.208	.030	.049	.037	.031	.026	.047
Error variance		*	*	*	.01	.02	.04	.06	.04	*	*	*	*	*	*

Public perceptions on meat production and consumption - Spain - 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

		Spain regions															
		Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total		1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total		1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	265 26%	46 25%	7 24%	7 15%	3 24%	15 28%	14 31%	40 24%	7 28%	18 29%	7 28%	1 11%	43 30%	4 25%	7 14%	5 21%
Fairly important	(3.0)	499 49%	95 52%	12 40%	22 48%	7 53%	30 53%	23 50%	83 50%	9 38%	27 44%	9 38%	4 43%	65 46%	9 62%	28 59%	16 67%
Fairly unimportant	(2.0)	201 20%	35 19%	8 26%	12 26%	2 15%	8 14%	9 20%	30 18%	4 17%	13 21%	4 17%	4 46%	23 16%	- -	12 25%	3 12%
Very unimportant	(1.0)	31 3%	3 2%	2 6%	2 4%	- -	2 3%	- -	7 4%	1 4%	2 3%	2 8%	- -	8 6%	- -	1 2%	- -
Don't know		30 3%	4 2%	1 4%	3 6%	1 8%	1 2%	- -	5 3%	3 13%	2 3%	2 9%	- -	3 2%	2 13%	- -	- -
NET: Important		764 74%	141 77%	19 64%	29 64%	10 77%	45 81%	37 80%	124 75%	16 66%	44 73%	16 66%	5 54%	108 76%	12 87%	35 73%	21 88%
NET: Unimportant		232 23%	38 21%	10 32%	14 30%	2 15%	10 17%	9 20%	37 22%	5 21%	15 24%	6 25%	4 46%	31 22%	- -	13 27%	3 12%
Base for stats		997	179	28	43	12	55	46	161	21	59	22	9	138	12	48	24
Mean Score		3.00	3.03	2.85	2.80	3.10	3.07	3.11	2.98	3.03	3.02	2.95	2.66	3.03	3.29	2.85	3.09
Standard Deviation		.771	.727	.885	.769	.673	.751	.709	.781	.862	.804	.941	.716	.839	.471	.678	.578
Standard Error		.024	.056	.164	.116	.194	.100	.112	.061	.184	.101	.201	.239	.070	.167	.097	.116
Error variance		*	*	.03	.01	.04	.01	.01	*	.03	.01	.04	.06	*	.03	.01	.01

Public perceptions on meat production and consumption - Spain - 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	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 265 26%	10 32%	32 29%	110 22%	155 30% a	31 37% def	46 30% f	66 31% ef	45 23%	32 21%	45 20%	77 33% c	112 27% c	77 20%
Fairly important	(3.0) 499 49%	16 49%	44 40%	258 51%	241 46%	36 43%	69 45%	96 45%	101 51%	86 57% bc	110 49%	105 45%	197 48%	196 52%
Fairly unimportant	(2.0) 201 20%	6 19%	29 26%	111 22%	91 17%	11 14%	30 20%	40 19%	40 20%	24 16%	55 24% ae	41 18%	81 20%	79 21%
Very unimportant	(1.0) 31 3%	- -	2 2%	16 3%	15 3%	2 2%	6 4%	5 2%	4 2%	5 3%	10 4%	8 3%	9 2%	14 4%
Don't know	30 3%	- -	3 3%	7 1%	23 4% a	3 4%	1 1%	6 3%	8 4%	6 4%	6 3%	4 2%	14 3%	12 3%
NET: Important	764 74%	26 81%	76 69%	368 73%	396 75%	67 80% f	115 76%	162 76%	147 74%	118 78%	155 68%	182 77%	309 75%	273 72%
NET: Unimportant	232 23%	6 19%	31 28%	127 25% b	105 20%	13 16%	36 24%	45 21%	45 22%	28 19%	65 29% ae	49 21%	90 22%	93 25%
Base for stats	997	32	107	495	501	81	151	207	191	147	220	232	399	367
Mean Score	3.00	3.13	2.99	2.93	3.07	3.19 df	3.03 f	3.08 f	2.98	3.00	2.86	3.09 c	3.03 c	2.91
Standard Deviation	.771	.715	.804	.758	.778	.773	.813	.776	.735	.713	.786	.801	.757	.759
Standard Error	.024	.128	.076	.034	.035	.088	.064	.052	.055	.058	.053	.052	.038	.040
Error variance	*	.02	.01	*	*	.01	*	*	*	*	*	*	*	*

Public perceptions on meat production and consumption - Spain - 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	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	265 26%	232 26%	30 27%	17 33%	2 12%	2 18%	4 20%	5 46%	141 27%	60 29%	81 25%	115 25%	170 27%	61 23%
Fairly important (3.0)	499 49%	441 50%	45 41%	21 40%	7 45%	5 42%	8 41%	4 35%	272 51%	98 47%	174 54%	218 47%	317 50%	118 45%
Fairly unimportant (2.0)	201 20%	163 18%	29 27%	11 21%	6 38%	4 32%	6 33%	2 19%	98 18%	42 20%	56 17%	100 22%	126 20%	57 22%
Very unimportant (1.0)	31 3%	26 3%	5 5%	3 6%	1 6%	1 9%	- -	- -	15 3%	5 2%	10 3%	14 3%	11 2%	18 7%
Don't know	30 3%	28 3%	1 1%	- -	- -	- -	1 5%	- -	7 1%	5 2%	2 1%	18 4%	6 1%	10 4%
NET: Important	764 74%	673 76%	75 68%	38 74%	9 56%	7 59%	12 62%	9 81%	413 77%	158 75%	255 79%	333 72%	487 77%	179 68%
NET: Unimportant	232 23%	189 21%	34 31%	14 26%	7 44%	5 41%	6 33%	2 19%	114 21%	47 22%	67 21%	114 24%	136 22%	74 28%
Base for stats	997	862	109	51	17	12	18	11	526	205	322	447	623	253
Mean Score	3.00	3.02	2.92	3.01	2.62	2.68	2.86	3.26	3.02	3.04	3.01	2.97	3.04	2.88
Standard Deviation	.771	.762	.851	.885	.787	.899	.759	.798	.757	.771	.748	.777	.736	.856
Standard Error	.024	.026	.080	.120	.197	.259	.174	.241	.033	.053	.042	.037	.029	.054
Error variance	*	*	.01	.01	.04	.07	.03	.06	*	*	*	*	*	*

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

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

BASE: All respondents

		Spain regions														
Total		Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0) 571 56%	101 55%	12 41%	20 43%	7 55%	30 54%	29 63%	101 61%	11 46%	41 67%	14 59%	4 44%	84 60%	9 62%	22 45%	12 52%
Fairly important	(3.0) 385 38%	70 38%	18 59%	22 49%	6 45%	21 37%	16 35%	55 33%	8 33%	18 30%	8 33%	4 45%	44 31%	5 38%	22 47%	11 48%
Fairly unimportant	(2.0) 37 4%	6 4%	- -	2 4%	- -	1 2%	1 3%	4 2%	3 12%	1 1%	1 4%	1 11%	7 5%	- -	3 6%	- -
Very unimportant	(1.0) 11 1%	1 1%	- -	- -	- -	2 3%	- -	2 1%	- -	- -	1 4%	- -	5 3%	- -	- -	- -
Don't know	23 2%	6 3%	- -	2 4%	- -	2 4%	- -	4 2%	2 9%	1 2%	- -	- -	2 1%	- -	1 2%	- -
NET: Important	956 93%	171 93%	30 100%	42 92%	13 100%	51 91%	45 97%	156 94%	19 79%	59 97%	22 92%	8 89%	128 91%	14 100%	44 92%	24 100%
NET: Unimportant	47 5%	8 4%	- -	2 4%	- -	3 5%	1 3%	6 3%	3 12%	1 1%	2 8%	1 11%	11 8%	- -	3 6%	- -
Base for stats	1004	178	30	44	13	54	46	162	22	60	24	9	139	14	47	24
Mean Score	3.51	3.52	3.41	3.40	3.55	3.47	3.60	3.58	3.36	3.66	3.47	3.33	3.49	3.62	3.40	3.52
Standard Deviation	.622	.601	.500	.580	.518	.713	.546	.606	.725	.507	.775	.706	.744	.502	.609	.510
Standard Error	.020	.046	.091	.086	.144	.096	.086	.047	.151	.063	.158	.235	.062	.167	.088	.102
Error variance	*	*	.01	.01	.02	.01	.01	*	.02	*	.03	.06	*	.03	.01	.01

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

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

BASE: All respondents

	Total	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	a	b	a	b	c	d	e	f	a	b	c
Significance Level: 95%														
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	571 56%	17 54%	57 52%	272 54%	299 57%	53 63%	85 56%	124 58%	109 55%	86 56%	115 51%	138 58%	233 56%	200 53%
Fairly important (3.0)	385 38%	12 36%	45 41%	201 40%	184 35%	23 27%	51 33%	80 38%	78 39%	56 37%	97 43%	73 31%	158 38%	154 41%
Fairly unimportant (2.0)	37 4%	2 7%	5 4%	17 3%	19 4%	5 6%	11 7%	7 3%	3 2%	4 2%	7 3%	16 7%	10 2%	11 3%
Very unimportant (1.0)	11 1%	- -	- -	5 1%	6 1%	- -	5 3%	1 *	2 1%	1 1%	2 1%	5 2%	3 1%	3 1%
Don't know	23 2%	1 3%	3 3%	7 1%	16 3%	3 4%	1 1%	2 1%	7 3%	6 4%	5 2%	4 2%	8 2%	11 3%
NET: Important	956 93%	29 90%	102 93%	473 94%	483 92%	76 90%	135 89%	204 96%	187 94%	142 93%	212 94%	211 89%	391 95%	354 93%
NET: Unimportant	47 5%	2 7%	5 4%	22 4%	25 5%	5 6%	15 10%	8 4%	5 3%	5 3%	9 4%	21 9%	13 3%	14 4%
Base for stats	1004	31	107	495	508	81	151	212	192	147	221	232	404	368
Mean Score	3.51	3.49	3.49	3.49	3.53	3.59	3.43	3.54	3.53	3.55	3.47	3.48	3.54	3.50
Standard Deviation	.622	.632	.587	.616	.629	.613	.764	.582	.590	.580	.609	.718	.585	.598
Standard Error	.020	.115	.055	.027	.028	.069	.061	.039	.044	.047	.041	.047	.029	.031
Error variance	*	.01	*	*	*	*	*	*	*	*	*	*	*	*

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

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

BASE: All respondents

	Total	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4.0)	571 56%	496 56%	61 55%	30 58%	5 31%	7 59%	12 63%	7 64%	305 57%	131 62% d	174 54%	249 54%	374 59% b	134 51%
Fairly important (3.0)	385 38%	334 38%	42 38%	19 36%	11 69%	4 33%	5 26%	3 26%	201 38%	67 32%	134 41% b	180 39%	232 37%	100 38%
Fairly unimportant (2.0)	37 4%	28 3%	6 5%	3 6%	- -	1 8%	1 6%	1 10%	20 4%	8 4%	12 4%	14 3%	18 3%	15 6% a
Very unimportant (1.0)	11 1%	10 1%	1 1%	- -	- -	- -	1 5%	- -	6 1%	2 1%	4 1%	4 1%	4 1%	6 2% a
Don't know	23 2%	21 2%	- -	- -	- -	- -	- -	- -	2 *	2 1%	- -	17 4% ac	2 *	8 3% a
NET: Important	956 93%	831 93%	103 94%	49 94%	17 100%	11 92%	17 89%	10 90%	506 95%	198 94%	308 95%	430 92%	606 96% b	234 89%
NET: Unimportant	47 5%	38 4%	7 6%	3 6%	- -	1 8%	2 11%	1 10%	25 5%	10 5%	16 5%	18 4%	21 3%	21 8% a
Base for stats	1004	869	109	51	17	12	19	11	531	208	324	448	627	255
Mean Score	3.51	3.52	3.48	3.52	3.31	3.51	3.47	3.54	3.51	3.57	3.48	3.51	3.56 b	3.42
Standard Deviation	.622	.619	.644	.607	.475	.667	.837	.704	.625	.616	.628	.605	.583	.709
Standard Error	.020	.021	.061	.083	.119	.192	.187	.212	.027	.042	.035	.029	.023	.044
Error variance	*	*	*	.01	.01	.04	.04	.05	*	*	*	*	*	*

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

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

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

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	634	106	14	33	9	26	24	109	13	44	14	5	93	5	30	16
Total	629	113	13	32	9	25	28	105	13	41	14	5	89	7	29	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reducing the number of animals which are farmed and killed for traditional meat production	417 66%	70 62%	5 35%	24 76%	7 77%	14 54%	13 46%	69 66%	9 68%	26 64%	10 72%	5 100%	63 71%	5 75%	22 77%	10 64%
Reducing my environmental footprint	390 62%	67 59%	9 70%	21 64%	6 66%	13 50%	16 58%	65 61%	9 69%	26 63%	10 73%	4 81%	60 68%	5 75%	23 77%	10 69%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	339 54%	58 52%	8 56%	19 58%	6 68%	14 54%	14 50%	58 55%	7 55%	19 48%	8 57%	4 81%	55 62%	4 51%	15 50%	6 36%
Eating a healthier alternative to traditional meat	316 50%	64 56%	7 50%	18 55%	5 56%	9 37%	10 37%	56 54%	9 68%	15 36%	8 58%	4 81%	43 49%	4 50%	15 50%	4 25%
Seeing the difference between this new category of meat and traditional meat	273 43%	51 45%	6 43%	16 49%	6 68%	11 45%	13 46%	48 46%	5 37%	17 41%	7 52%	3 60%	30 34%	2 25%	14 47%	5 32%
Other	1 *	- -	- -	- -	1 12%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None of these appeal to me	7 1%	2 2%	- -	- -	- -	- -	- -	2 2%	- -	1 2%	- -	- -	- -	- -	- -	1 6%
Don't know	11 2%	1 1%	1 7%	- -	- -	2 8%	- -	3 3%	1 9%	- -	- -	- -	1 1%	- -	- -	- -

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

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

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

	Spain regions		Gender		Age						Age			
	Total	Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		*a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	634	20	73	329	302	61	112	138	114	86	123	173	252	209
Total	629	21	69	324	305	63	106	129	122	84	125	169	251	209
	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	417 66%	17 80%	47 68%	212 66%	205 67%	43 69%	67 63%	81 62%	91 74% cf	61 72%	74 60%	110 65%	171 68%	135 65%
Reducing my environmental footprint	390 62%	8 40%	38 56%	203 63%	187 61%	37 60%	56 53%	87 67%	83 68% b	57 68% b	70 56%	93 55%	170 68% a	127 61%
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	339 54%	7 35%	38 56%	171 53%	168 55%	33 53%	49 46%	74 57%	64 53%	53 63% b	65 52%	82 49%	138 55%	118 57%
Eating a healthier alternative to traditional meat	316 50%	11 50%	35 51%	164 51%	152 50%	31 50%	53 50%	63 49%	63 52%	49 58%	57 45%	84 50%	126 50%	106 51%
Seeing the difference between this new category of meat and traditional meat	273 43%	10 49%	30 43%	147 45%	127 41%	23 36%	43 40%	48 37%	67 55% abc	39 46%	54 43%	65 39%	115 46%	93 44%
Other	1 *	-	-	1 *	-	-	-	-	1 1%	-	-	-	1 *	-
None of these appeal to me	7 1%	-	1 1%	5 1%	2 1%	2 3% cd	1 1%	-	-	1 1%	3 2%	3 2% b	-	4 2% b
Don't know	11 2%	-	2 3%	4 1%	7 2%	1 2%	1 1%	2 1%	1 1%	1 1%	5 4%	2 1%	3 1%	6 3%

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

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

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

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	*b	
Significance Level: 95%														
Unweighted Total	634	547	72	33	11	6	12	10	383	162	221	238	634	-
Total	629	544	70	30	12	6	12	10	377	159	218	238	629	-
	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	417 66%	353 65%	53 76%	29 94% ab	8 72%	3 48%	6 51%	7 72%	249 66%	107 67%	142 65%	163 68%	417 66%	-
Reducing my environmental footprint	390 62%	335 62%	47 68%	22 74%	4 36%	4 66%	9 76%	8 80%	246 65%	101 64%	144 66%	141 59%	390 62%	-
Eating a safer alternative to traditional meat (i.e. less likely to carry food borne diseases)	339 54%	290 53%	41 58%	22 71%	5 46%	3 50%	4 32%	7 72%	208 55%	88 56%	120 55%	127 53%	339 54%	-
Eating a healthier alternative to traditional meat	316 50%	271 50%	39 56%	18 58%	5 44%	3 50%	7 55%	7 68%	197 52%	82 52%	115 53%	112 47%	316 50%	-
Seeing the difference between this new category of meat and traditional meat	273 43%	237 44%	29 42%	12 40%	2 18%	3 50%	7 60%	5 51%	170 45%	76 48%	94 43%	101 43%	273 43%	-
Other	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-	1 *	-
None of these appeal to me	7 1%	6 1%	1 2%	-	-	1 18%	-	-	3 1%	1 1%	2 1%	2 1%	7 1%	-
Don't know	11 2%	11 2%	-	-	-	-	-	-	3 1%	-	3 1%	7 3%	11 2%	-
											ab			

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

Gender

BASE: All respondents

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	País Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	502 49%	107 58%	20 68%	23 51%	5 38%	24 43%	22 47%	84 51%	13 53%	26 43%	10 40%	2 22%	43 31%	11 75%	24 50%	10 43%
Female	525 51%	77 42%	10 32%	23 49%	8 62%	32 57%	25 53%	81 49%	11 47%	35 57%	14 60%	7 78%	98 69%	4 25%	24 50%	13 57%
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Gender

BASE: All respondents

	Spain regions		Gender		Age						Age			
	Total	Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	502	19	60	502	-	25	42	78	123	76	159	67	200	235
	49%	58%	55%	100%	-	30%	28%	36%	62%	50%	71%	29%	48%	62%
				b	-				abce	abc	abce		a	ab
Female	525	14	50	-	525	59	110	136	76	77	67	168	213	144
	51%	42%	45%	-	100%	70%	72%	64%	38%	50%	29%	71%	52%	38%
				-	a	def	def	def		df		bc	c	
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Public perceptions on meat production and consumption - Spain - 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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	502	458	37	16	6	1	10	5	269	101	168	219	324	117
	49%	51%	34%	31%	36%	9%	51%	44%	51%	48%	52%	47%	51%	44%
		bc												
Female	525	432	72	35	11	11	9	6	264	109	155	246	305	146
	51%	49%	66%	69%	64%	91%	49%	56%	49%	52%	48%	53%	49%	56%
		a	a											
Non-binary	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Age

BASE: All respondents

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	84 8%	9 5%	1 4%	4 9%	- -	3 6%	9 20%	8 5%	3 13%	3 5%	- -	1 11%	18 13%	- -	6 13%	3 12%
25-34	152 15%	19 10%	1 3%	5 10%	4 31%	8 14%	5 10%	19 11%	7 29%	16 25%	4 16%	1 11%	44 31%	- -	3 6%	1 4%
35-44	214 21%	27 15%	4 12%	8 18%	4 29%	14 25%	8 17%	23 14%	5 19%	20 33%	8 31%	2 21%	46 33%	2 13%	9 19%	7 31%
45-54	199 19%	56 30%	7 25%	9 20%	2 17%	13 23%	8 18%	23 14%	4 18%	7 11%	6 23%	2 23%	16 11%	2 13%	13 28%	5 22%
55-64	153 15%	26 14%	6 19%	8 18%	2 15%	10 18%	6 12%	32 19%	3 12%	10 16%	2 8%	1 11%	5 4%	7 50%	9 20%	5 19%
65+	226 22%	47 25%	11 37%	11 24%	1 8%	8 15%	10 23%	60 36%	2 8%	6 9%	5 22%	2 22%	11 8%	4 25%	7 15%	3 12%
NET: 18-34	236 23%	28 15%	2 7%	9 19%	4 31%	11 19%	14 30%	27 16%	10 42%	18 30%	4 16%	2 22%	63 44%	- -	9 19%	4 16%
NET: 35-54	413 40%	83 45%	11 38%	18 39%	6 46%	27 48%	16 35%	46 28%	9 37%	27 44%	13 54%	4 45%	62 44%	4 25%	23 47%	12 52%
NET: 55+	379 37%	73 40%	16 56%	19 42%	3 23%	18 33%	16 35%	92 55%	5 21%	16 26%	7 29%	3 33%	17 12%	11 75%	16 34%	7 31%
Base for stats	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
Mean Score	47.81	50.87	56.15	49.52	43.26	46.99	45.56	53.79	40.54	43.50	46.35	47.87	37.98	57.99	47.37	45.69
Standard Deviation	16.054	14.849	12.844	15.969	13.826	14.280	17.651	16.959	15.214	13.394	14.189	15.867	13.110	10.692	14.462	14.476
Standard Error	.500	1.132	2.345	2.329	3.835	1.891	2.791	1.297	3.043	1.649	2.896	5.289	1.078	3.564	2.066	2.895
Error variance	.25	1.28	5.50	5.43	14.70	3.58	7.79	1.68	9.26	2.72	8.39	27.97	1.16	12.70	4.27	8.38

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

Age

BASE: All respondents

	Spain regions		Gender		Age						Age			
	Total	Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	84	4	10	25	59	84	-	-	-	-	-	84	-	-
	8%	13%	9%	5%	11%	100%	-	-	-	-	-	36%	-	-
					a	bcdef						bc		
25-34	152	4	12	42	110	-	152	-	-	-	-	152	-	-
	15%	13%	11%	8%	21%	-	100%	-	-	-	-	64%	-	-
					a		acdef					bc		
35-44	214	5	22	78	136	-	-	214	-	-	-	-	214	-
	21%	15%	20%	15%	26%	-	-	100%	-	-	-	-	52%	-
					a			abdef					ac	
45-54	199	10	16	123	76	-	-	-	199	-	-	-	199	-
	19%	30%	14%	24%	15%	-	-	-	100%	-	-	-	48%	-
		b		b					abcef				ac	
55-64	153	6	15	76	77	-	-	-	-	153	-	-	-	153
	15%	19%	13%	15%	15%	-	-	-	-	100%	-	-	-	40%
										abcdf				ab
65+	226	3	35	159	67	-	-	-	-	-	226	-	-	226
	22%	10%	32%	32%	13%	-	-	-	-	-	100%	-	-	60%
			a	b							abcde			ab
NET: 18-34	236	9	23	67	168	84	152	-	-	-	-	236	-	-
	23%	26%	21%	13%	32%	100%	100%	-	-	-	-	100%	-	-
					a	cdef	cdef					bc		
NET: 35-54	413	15	38	200	213	-	-	214	199	-	-	-	413	-
	40%	45%	34%	40%	41%	-	-	100%	100%	-	-	-	100%	-
								abef	abef				ac	
NET: 55+	379	9	50	235	144	-	-	-	-	153	226	-	-	379
	37%	28%	45%	47%	27%	-	-	-	-	100%	100%	-	-	100%
				b						abcd	abcd			ab
Base for stats	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
Mean Score	47.81	44.52	49.87	52.66	43.16	21.40	29.71	38.69	49.21	58.80	69.74	26.75	43.76	65.34
				b			a	ab	abc	abcd	abcde		a	ab
Standard Deviation	16.054	14.874	17.768	15.395	15.291	1.964	2.827	2.916	2.784	2.894	4.549	4.734	5.983	6.676
Standard Error	.500	2.671	1.657	.682	.672	.218	.223	.194	.205	.231	.305	.305	.295	.343
Error variance	.25	7.14	2.75	.46	.45	.05	.05	.04	.04	.05	.09	.09	.09	.12

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

Age

BASE: All respondents

	Diet							Awareness of 'new category meat'				Likelihood of trying 'new category meat'		
	Total	Eat meat, fish, dairy and/or other animal products	NET: Reduced intake of animal products	Flexitarian/reducetarian	Dairy-free	Pescatarian	Vegetarian	Vegan	NET: Heard of	Heard of and understands	Heard of, but doesn't understand	Not heard of	NET: Likely	NET: Unlikely
	a	b	c	*d	*e	*f	*g	a	b	c	d	a	b	
Significance Level: 95%														
Unweighted Total	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	84 8%	71 8%	10 9%	1 2%	1 7%	3 26%	3 17%	1 10%	45 9%	17 8%	28 9%	34 7%	63 10% b	15 6%
25-34	152 15%	127 14%	24 22% a	10 20%	3 18%	2 16%	6 31%	3 28%	93 17% d	48 23% cd	45 14%	55 12%	106 17%	39 15%
35-44	214 21%	175 20%	31 28% a	13 25%	4 23%	5 40%	5 25%	5 43%	121 23%	58 28% cd	63 20%	91 20%	129 21%	55 21%
45-54	199 19%	173 19%	23 21%	12 23%	4 27%	1 9%	4 23%	1 10%	96 18%	35 17%	61 19%	97 21%	122 19%	56 21%
55-64	153 15%	140 16% b	8 7%	5 9%	1 6%	- -	1 5%	1 9%	68 13%	21 10%	47 15%	81 17% ab	84 13%	32 12%
65+	226 22%	204 23% b	15 13%	10 20%	3 19%	1 9%	- -	- -	110 21%	31 15%	79 25% b	107 23% b	125 20%	67 25%
NET: 18-34	236 23%	198 22%	34 31% a	12 22%	4 25%	5 42%	9 47%	4 38%	139 26% d	65 31% cd	73 23%	89 19%	169 27% b	54 21%
NET: 35-54	413 40%	348 39%	54 49% a	25 48%	8 49%	6 49%	9 48%	6 53%	217 41%	93 44%	124 38%	187 40%	251 40%	110 42%
NET: 55+	379 37%	344 39% b	22 20%	15 29%	4 25%	1 9%	1 5%	1 9%	178 33% b	52 25%	126 39% b	188 41% ab	209 33%	99 38%
Base for stats	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
Mean Score	47.81	48.47 b	42.36	46.20	45.68	35.14	36.64	37.00	46.39 b	43.23	48.44 b	49.33 ab	46.25	49.00 a
Standard Deviation	16.054	16.190	13.952	13.913	14.888	13.357	11.672	10.290	16.153	14.946	16.591	15.645	16.042	16.183
Standard Error	.500	.542	1.313	1.893	3.722	3.856	2.610	3.103	.696	1.022	.920	.726	.637	1.000
Error variance	.25	.29	1.72	3.58	13.85	14.87	6.81	9.63	.48	1.04	.85	.53	.41	1.00

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

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

BASE: Spain

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	País Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Andalucía	184 18%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aragón	30 3%	-	30 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Canarias	46 4%	-	-	46 100%	-	-	-	-	-	-	-	-	-	-	-	-
Cantabria	13 1%	-	-	-	13 100%	-	-	-	-	-	-	-	-	-	-	-
Castilla y León	56 5%	-	-	-	-	56 100%	-	-	-	-	-	-	-	-	-	-
Castilla-La Mancha	46 5%	-	-	-	-	-	46 100%	-	-	-	-	-	-	-	-	-
Cataluña	165 16%	-	-	-	-	-	-	165 100%	-	-	-	-	-	-	-	-
Extremadura	24 2%	-	-	-	-	-	-	-	24 100%	-	-	-	-	-	-	-
Galicia	61 6%	-	-	-	-	-	-	-	-	61 100%	-	-	-	-	-	-
las Illes Balears	24 2%	-	-	-	-	-	-	-	-	-	24 100%	-	-	-	-	-
La Rioja	9 1%	-	-	-	-	-	-	-	-	-	-	9 100%	-	-	-	-
Comunidad de Madrid	141 14%	-	-	-	-	-	-	-	-	-	-	-	141 100%	-	-	-
Comunidad Foral de Navarra	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	14 100%	-	-
País Vasco (Euskadi)	48 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	48 100%	-
Principado de Asturias	24 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 100%
Región de Murcia	32 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

BASE: Spain

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	País Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Comunidad Valenciana	110 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Autonomous Cities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

BASE: Spain

	Spain regions		Gender		Age						Age			
	Total	Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Andalucía	184	-	-	107	77	9	19	27	56	26	47	28	83	73
	18%	-	-	21%	15%	10%	13%	13%	28%	17%	21%	12%	20%	19%
				b					abce		abc		a	a
Aragón	30	-	-	20	10	1	1	4	7	6	11	2	11	16
	3%	-	-	4%	2%	1%	1%	2%	4%	4%	5%	1%	3%	4%
				b							b			a
Canarias	46	-	-	23	23	4	5	8	9	8	11	9	18	19
	4%	-	-	5%	4%	5%	3%	4%	5%	6%	5%	4%	4%	5%
Cantabria	13	-	-	5	8	-	4	4	2	2	1	4	6	3
	1%	-	-	1%	2%	-	3%	2%	1%	1%	*	2%	1%	1%
Castilla y León	56	-	-	24	32	3	8	14	13	10	8	11	27	18
	5%	-	-	5%	6%	4%	5%	7%	6%	7%	4%	5%	6%	5%
Castilla-La Mancha	46	-	-	22	25	9	5	8	8	6	10	14	16	16
	5%	-	-	4%	5%	11%	3%	4%	4%	4%	5%	6%	4%	4%
						bcdef								
Cataluña	165	-	-	84	81	8	19	23	23	32	60	27	46	92
	16%	-	-	17%	15%	10%	12%	11%	12%	21%	27%	12%	11%	24%
										abcd	abcd			ab
Extremadura	24	-	-	13	11	3	7	5	4	3	2	10	9	5
	2%	-	-	3%	2%	4%	5%	2%	2%	2%	1%	4%	2%	1%
							f					c		
Galicia	61	-	-	26	35	3	16	20	7	10	6	18	27	16
	6%	-	-	5%	7%	3%	10%	9%	4%	7%	3%	8%	7%	4%
							df	df						
las Illes Balears	24	-	-	10	14	-	4	8	6	2	5	4	13	7
	2%	-	-	2%	3%	-	3%	4%	3%	1%	2%	2%	3%	2%
La Rioja	9	-	-	2	7	1	1	2	2	1	2	2	4	3
	1%	-	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Comunidad de Madrid	141	-	-	43	98	18	44	46	16	5	11	63	62	17
	14%	-	-	9%	19%	22%	29%	22%	8%	4%	5%	27%	15%	4%
					a	def	def	def				bc	c	
Comunidad Foral de Navarra	14	-	-	11	4	-	-	2	2	7	4	-	4	11
	1%	-	-	2%	1%	-	-	1%	1%	5%	2%	-	1%	3%
										bcd				ab
País Vasco (Euskadi)	48	-	-	24	24	6	3	9	13	9	7	9	23	16
	5%	-	-	5%	5%	7%	2%	4%	7%	6%	3%	4%	6%	4%
						b			b					

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

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

BASE: Spain

	Spain regions		Gender		Age						Age			
	Total	Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Principado de Asturias	24 2%	- -	- -	10 2%	13 3%	3 3%	1 1%	7 3%	5 3%	5 3%	3 1%	4 2%	12 3%	7 2%
Región de Murcia	32 3%	32 100%	- -	19 4%	14 3%	4 5%	4 3%	5 2%	10 5%	6 4%	3 1%	9 4%	15 4%	9 2%
Comunidad Valenciana	110 11%	- -	110 100%	60 12%	50 9%	10 12%	12 8%	22 10%	16 8%	15 10%	35 15%	23 10%	38 9%	50 13%
Autonomous Cities	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

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

BASE: Spain

	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Andalucía	184 18%	162 18%	20 19%	6 11%	7 45%	2 18%	3 17%	2 20%	81 15%	32 15%	49 15%	90 19%	113 18%	42 16%
Aragón	30 3%	28 3%	1 1%	1 2%	- -	- -	- -	- -	17 3%	6 3%	11 3%	13 3%	13 2%	11 4%
Canarias	46 4%	37 4%	4 4%	2 4%	- -	1 8%	1 6%	- -	18 3%	7 3%	11 3%	28 6% a	32 5%	7 3%
Cantabria	13 1%	11 1%	2 2%	2 4%	- -	- -	- -	- -	8 2%	3 1%	5 2%	4 1%	9 1%	3 1%
Castilla y León	56 5%	48 5%	6 6%	5 10%	1 5%	- -	- -	- -	31 6%	11 5%	21 6%	24 5%	25 4%	23 9% a
Castilla-La Mancha	46 5%	40 5%	2 2%	- -	1 7%	- -	1 6%	- -	28 5%	8 4%	20 6%	19 4%	28 4%	13 5%
Cataluña	165 16%	137 15%	23 21%	13 25%	1 6%	4 32%	1 5%	5 45%	93 17%	35 17%	58 18%	70 15%	105 17%	38 15%
Extremadura	24 2%	23 3%	1 1%	1 2%	- -	- -	- -	- -	8 2%	6 3% c	2 1%	16 3% ac	13 2%	8 3%
Galicia	61 6%	55 6%	6 6%	4 7%	1 6%	- -	2 10%	- -	38 7%	15 7%	23 7%	22 5%	41 6%	13 5%
las Illes Balears	24 2%	15 2%	7 7% a	2 4%	1 6%	- -	4 21%	- -	12 2%	4 2%	8 2%	9 2%	14 2%	6 2%
La Rioja	9 1%	7 1%	2 2%	2 4% a	- -	- -	- -	- -	7 1%	3 1%	4 1%	2 *	5 1%	3 1%
Comunidad de Madrid	141 14%	114 13%	22 20% a	7 13%	3 18%	3 24%	6 31%	4 35%	76 14%	28 13%	48 15%	62 13%	89 14%	46 17%
Comunidad Foral de Navarra	14 1%	14 2%	- -	- -	- -	- -	- -	- -	9 2%	4 2%	5 2%	5 1%	7 1%	5 2%

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

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

BASE: Spain

	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/reducentarian	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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
País Vasco (Euskadi)	48 5%	44 5%	2 2%	2 4%	- -	- -	- -	- -	30 6%	16 8% d	14 4%	18 4%	29 5%	9 3%
Principado de Asturias	24 2%	22 2%	2 2%	2 4%	- -	- -	- -	- -	12 2%	7 3%	6 2%	11 2%	15 2%	5 2%
Región de Murcia	32 3%	31 3%	1 1%	- -	- -	- -	1 6%	- -	15 3%	6 3%	8 3%	14 3%	21 3%	7 3%
Comunidad Valenciana	110 11%	101 11%	7 6%	4 7%	1 6%	2 18%	- -	- -	52 10%	20 9%	32 10%	57 12%	69 11%	25 9%
Autonomous Cities	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Spain regions															
	Total	Andalucía	Aragón	Canarias	Cantabria	Castilla y León	Castilla-La Mancha	Cataluña	Extremadura	Galicia	las Illes Balears	La Rioja	Comunidad de Madrid	Comunidad Foral de Navarra	Pais Vasco (Euskadi)	Principado de Asturias
Unweighted Total	1031	172	30	47	13	57	40	171	25	66	24	9	148	9	49	25
Total	1027	184	30	46	13	56	46	165	24	61	24	9	141	14	48	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	890 87%	162 88%	28 96%	37 81%	11 84%	48 86%	40 87%	137 83%	23 96%	55 90%	15 62%	7 79%	114 81%	14 100%	44 92%	22 92%
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	51 5%	6 3%	1 4%	2 4%	2 16%	5 9%	- -	13 8%	1 4%	4 6%	2 9%	2 21%	7 5%	- -	2 4%	2 8%
Dairy-free (I do not eat dairy)	17 2%	7 4%	- -	- -	- -	1 2%	1 3%	1 1%	- -	1 2%	1 4%	- -	3 2%	- -	- -	- -
Pescatarian (I do not eat fish)	12 1%	2 1%	- -	1 2%	- -	- -	- -	4 2%	- -	- -	- -	- -	3 2%	- -	- -	- -
Vegetarian (I do not eat meat or fish)	19 2%	3 2%	- -	1 2%	- -	- -	1 2%	1 1%	- -	2 3%	4 16%	- -	6 4%	- -	- -	- -
Vegan (I do not eat meat, fish, dairy or other animal products)	11 1%	2 1%	- -	- -	- -	- -	- -	5 3%	- -	- -	- -	- -	4 3%	- -	- -	- -
Other	27 3%	1 1%	- -	5 10%	- -	2 3%	4 8%	5 3%	- -	- -	2 8%	- -	5 3%	- -	2 4%	- -
NET: Reduced intake of animal products	109 11%	20 11%	1 4%	4 9%	2 16%	6 11%	2 5%	23 14%	1 4%	6 10%	7 30%	2 21%	22 16%	- -	2 4%	2 8%

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

D4. Which of the following best describes your diet?

BASE: All respondents

	Total	Spain regions		Gender		Age						Age		
		Región de Murcia	Comunidad Valenciana	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	a	b	c
Unweighted Total	1031	31	115	510	517	81	160	226	185	157	222	241	411	379
Total	1027	32	110	502	525	84	152	214	199	153	226	236	413	379
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	890 87%	31 97%	101 92%	458 91% b	432 82%	71 85%	127 83%	175 82%	173 87%	140 92% bc	204 90% bc	198 84%	348 84%	344 91% ab
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	51 5%	- -	4 3%	16 3%	35 7% a	1 1%	10 7%	13 6%	12 6%	5 3%	10 5%	12 5%	25 6%	15 4%
Dairy-free (I do not eat dairy)	17 2%	- -	1 1%	6 1%	11 2%	1 1%	3 2%	4 2%	4 2%	1 1%	3 1%	4 2%	8 2%	4 1%
Pescatarian (I do not eat fish)	12 1%	- -	2 2%	1 *	11 2% a	3 4% ef	2 1%	5 2%	1 1%	- -	1 *	5 2% c	6 1%	1 *
Vegetarian (I do not eat meat or fish)	19 2%	1 3%	- -	10 2%	9 2%	3 4% f	6 4% f	5 2% f	4 2% f	1 1%	- -	9 4% c	9 2% c	1 *
Vegan (I do not eat meat, fish, dairy or other animal products)	11 1%	- -	- -	5 1%	6 1%	1 1%	3 2% f	5 2% f	1 1%	1 1%	- -	4 2% c	6 1%	1 *
Other	27 3%	- -	2 2%	7 1%	20 4% a	3 4%	1 1%	7 3%	3 2%	5 3%	7 3%	4 2%	11 3%	12 3%
NET: Reduced intake of animal products	109 11%	1 3%	7 6%	37 7%	72 14% a	10 11%	24 16% ef	31 14% ef	23 11% e	8 5%	15 6%	34 14% c	54 13% c	22 6%

Public perceptions on meat production and consumption - Spain - 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	1031	891	113	54	16	12	20	11	539	214	325	464	634	262
Total	1027	890	109	51	17	12	19	11	533	210	324	465	629	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I eat meat, fish, dairy and/or other animal products	890	890	-	-	-	-	-	-	455	174	281	408	544	223
	87%	100%	-	-	-	-	-	-	85%	83%	87%	88%	86%	85%
		bc												
Flexitarian or reducetarian (I do not eat meat or fish for at least half of my meals)	51	-	51	51	-	-	-	-	35	14	21	16	30	15
	5%	-	47%	100%	-	-	-	-	7%	7%	6%	3%	5%	6%
			a	ab					d		d			
Dairy-free (I do not eat dairy)	17	-	17	-	17	-	-	-	8	3	5	8	12	4
	2%	-	15%	-	100%	-	-	-	2%	1%	2%	2%	2%	2%
			ac											
Pescatarian (I do not eat fish)	12	-	12	-	-	12	-	-	9	4	5	3	6	6
	1%	-	11%	-	-	100%	-	-	2%	2%	2%	1%	1%	2%
			ac											
Vegetarian (I do not eat meat or fish)	19	-	19	-	-	-	19	-	13	6	7	5	12	6
	2%	-	17%	-	-	-	100%	-	2%	3%	2%	1%	2%	2%
			ac											
Vegan (I do not eat meat, fish, dairy or other animal products)	11	-	11	-	-	-	-	11	8	7	1	3	10	1
	1%	-	10%	-	-	-	-	100%	1%	3%	*	1%	2%	*
			ac							cd				
Other	27	-	-	-	-	-	-	-	5	2	3	22	15	8
	3%	-	-	-	-	-	-	-	1%	1%	1%	5%	2%	3%
											abc			
NET: Reduced intake of animal products	109	-	109	51	17	12	19	11	73	34	39	35	70	32
	11%	-	100%	100%	100%	100%	100%	100%	14%	16%	12%	8%	11%	12%
			a	a					d	d	d			